Strategies for the Fragmentation of the Egyptian Children's Clothing Market to Make a Proposed Marketing Plan

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Abstract: -
The idea of segmentation of markets is assumed by the different needs and desires between individuals, i.e., there are different markets (or sectors) and each market (sector) includes individuals who share needs and desires. Market segmentation helps to guide and focus marketing efforts and prepare and design appropriate programs for each sector according to its characteristics, importance and degree of competition in order to achieve the objective or set of objectives set by the institution. There are many variables that can be used to segment consumer and business markets and the marketer should try different retail variables on their own. These variables include:

- Geographical variables: Segmentation of the market into different geographical units such as nations, regions, states, cities, or regions.

- Demographic variables: Demographic segmentation divides the market into groups based on their knowledge, attitudes, and use of the product after evaluating different market segments. It fits your target to enter and specify the target market (Target Market), which defines a group of buyers who participate in the needs or characteristics of a joint company, which decides to serve.

- Psychological variables: market segmentation Behavioral variables: dividing the market into groups based on their knowledge, attitudes, and use of the product after evaluating different market segments. It fits your target to enter and specify the target market (Target Market), which defines a group of buyers who participate in the needs or characteristics of a joint company, which decides to serve.

key words: -
Clothing Marketing - Retail Market - Marketing Strategies - Kids Clothes Market

Research problem: -
1 - Most companies do not apply modern concepts of marketing and certainly do not consider the consumer is the starting point in the design of its strategy.
2. Rapid change in tastes and current product sales

Research Objectives:
1- Studying the Egyptian market and knowing the problems and obstacles
2 - study marketing and marketing research for companies
3. Defines the manner in which activities and tasks are implemented to achieve long-term objectives in a given market or markets

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4. Develop a marketing strategy plan for new products in the market

5. Participation in setting clear marketing objectives; these goals help in the preparation of appropriate plans

6. Design and planning the best marketing mix appropriate

7. Access to the best competitive position; because you are in competition in the market; on the way to provide employment in the obvious competitions, compared with other competitors in the target segment of the market.

8. Helping the company to know where the competitors are; supporting a company to provide rights at the best prices

**Research Importance**

1. Satisfy the needs of individuals to achieve the objectives of organizations

2. Study competitors and the possibility of building their capabilities

3. Analyze competitors' prices while identifying and developing methods and policies

Determine distribution policies in terms of direct and indirect distribution

4. Study the geographical scope of the market and the type of consumer

**Search Limits:**

- Search is limited to age group

- The research strives on the chapters consumed to market children's clothing (wholesaler’s wholesalers - retailers - consumers).

- Shouting for the period.

- Selected on-line search in clothing marketing

**Search Terms**

1. Marketing Marketing (Ghada Barakat-2003):

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2. Promo Promotion (Enas Raafat-2006)

It is one of the elements of the marketing mix and there are five elements of the mix.

3. Marketing Mix (Noha Fawzy-2006)

What is your marketing mix?

4. Pricing Pricing (Dina Mohammed-2015)

Pricing is the determination of the selling price of a product, which is inherited on the market position or any difference in price

5. Distribution "place" (Dina Mohammed Saleh-2015)

Distribution of products from the sources of production to the places of consumption.

6. Marketing Strategy (Enas Raafat-2006)

**Set Clear and Precise Targets on a Single Line**

1.1 Basis of Market Segmentation

Do you provide their needs when buying the product; the nature of use is to divide the market into two types;

I am divided into the following parts: users in large quantities - users in medium quantities - and users in small quantities
1-2 Market study and segmentation into sectors: 
We study the market and discover each of the sectors present in this market and therefore we as marketers and marketing experts do not create sectors and do not create division but it exists and the difference and diversity and our role is to discover this diversity and shoulders of these sectors and to identify the differences that exist between customers.

1.3- Determine the criteria for division:
When the market is divided into sectors based on (age - profession - sex - household size) in each standard there is a set of conditions must be present in this sector so that the sector is targeted and attractive and we can go to him and choose.

1-4- Selecting one sector or multiple sectors:
1- The market is divided into distinct sectors.
2- Evaluate the attractiveness of each sector (through purchasing power or the size of this sector or the expected growth of this sector in the future through the compatibility of this sector of my abilities, experiences, resources and strengths that I have distinguished.
3- Selection of the best competitive sites for each sector (Iman Yousry Elmehy-2015)

1-5- Market segmentation strategy:
Many companies have tended at the moment to fragment the market, where it views the market as a component of several small sectors, each characterized by homogeneity and similarity among its members, while different from other sectors and the market, each of many aspects dictate the needs of consumers and their preferences and characteristics of demographic and psychological and purchasing habits.
As a result, it is necessary to develop and prepare special marketing programs for each of these sectors separately in order to be more effective in meeting the needs of consumers and at the same time be more efficient in exploiting the limited resources of the facility and in bringing the highest revenues and profits (Inas Rafat Mamoun-2006).

Results:
1 - Division of consumers based on their trends and how they use the commodity.
2. The use of more than one basis may give us better information about the market members.
3- Serving the target market sector by designing goods that fit the characteristics and desires of the individuals of this sector.
4 - Taking into account some of the characteristics including: social class, lifestyle, customs and traditions, family income, personal income, real estate and movable, ........ etc.
5 - Follow the quality element and take into account the design as fashion and colors finishing and packaging
6 - Follow the policy of flexible dealing in pricing
7 - Develop pricing mechanisms appropriate to the quality of each product and the client
8. Searching for consumer feedback and delivering it to producers to work on improving production processes to achieve the maximum possible satisfaction of their needs and desires in addition to providing them with all information about competitors.
9 - Offer a low price as a premium to buy a product to stimulate the purchase of different sizes of an existing product
Taking into account the provision of goods and services to consumer demands in many respects such as form - color - ease of use - quality - price.

Recommendations:
1. Understand the behavior of the consumer so that the operators of the shopping process to keep the customer in a competitive environment.
2. Develop or change the commodity to suit the wishes and needs of the consumer.
3. Determining the appropriate prices for the product based on the social classes of the consumer.
4. Developing different marketing strategies to influence the customer and motivate him to buy the product.
5. The need to increase scientific studies in the field of marketing children's clothing.
6. The need to increase marketing studies and pricing for children's clothing.
7. The necessity of increasing the studies related to the children's clothing industry.
8. Help retailers to train salesmen to also help them in the selection of the site and the organization of commercial records and accounting and training them on the art of displaying goods and the art of trade negotiations.
9. Shortening the time between the order of the goods and their arrival and reducing the costs of the appropriate sources of supply in respect of the industrial buyer.

Develop effective programs to train them and guide them in their behavior with customers and predict sales in the coming years and identify sales areas.

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