

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

Assist. Prof. Dr. Khaled Mahmoud Abdo Sheikh

Assistant Professor of apparel department Faculty of Applied Arts, Helwan University

Dr.elsheikh@hotmail.com

Dr. Eman Yousry Elmehy

Lecturer at department of clothing and fashion Faculty of Applied Arts, Banha University

elmehyeman@yahoo.com

Researcher. Marwa Refait Hassan Mohamed Abou Taleb

Master student of Faculty of Applied Arts, Banha University

mrmrcar2010@yahoo.com

Abstract: -

The idea of segmentation of markets is assumed by the different needs and desires between individuals, ie 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, states, cities or regions. Demographic variables: Demographic segmentation divides the market Population variables are the most commonly used segmentation of the market for two reasons: the average needs and desires of consumers usually vary with different population variables. Ease of measuring population variables 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

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
5. 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):

Publication: 2012-05-20

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

10- 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 sales men have 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

Refernces:

- 1- as3d-3bd al7myd6 l3twa5rwon" slwok almsthk-almfaym al39rytowalt6by8at" mktbto al48ry 'alrya'9 – 2005
- 2- gbr- a7med- edarto altswoy8'almfahym alastrygyatwalt6by8at al6b3to althany 'almktbto al39ryto ll4rwaltwozy3 'm9r'2007
- 3- 3ysy -3nany - slwok almsthk)3woaml altathyr alby2yto (" 'al6b3to alawoly'algz2 alawol'dywoan. alm6bwo3at algam3yto ll4rw altwozy3 'bn 3knwon '2003m
- 4- twofy8-n4woy 3bd alr2wof- b3nwoan- fa3lyh altswoy8 alalktrwony fy mgal almlabs algahzto' klyh ala8t9ad almnzly' gam3h 7lwoan' rsalh magstyr-2011m
- 5- 7swonh- ayman m7md 7sn - tf3yl dwor almntgyn fy tswoy8 mntgathm mn almlabs alghzto fy zl almt'3yrat algdydto fy alswo8 – klyto ala8t9ad almnwoy – gam3to almnwofyto – magstyr -2009
- 6- swoman-aynas raft mamwon - b3nwoan t6woyr astyrytygyh t9mym al7mlataltswoy8yh ala3lanyh mn 5lal tknwolwogya alm3lwomat - klyh alfnwon alt6by8yh' gam3h 7lwoan' rsalh dktworato-2006
- 7- 3bd altwoab-5ald 3bd alraz8 - arsal 8woa3d ltwozyf fn almdya fy t9mymwtswoy8 alafkar alt9mymto llmlabs- rsalto dktworato -klyto alfnwon alt6by8yto - gam3to 7lwoan -2008
- 8- 3azy -a7lam a7md: al3woaml alm2thrtto fy nga7 altswoy8 al459y- rsalh magstyr--klyto alfnwon alt6by8yto - gam3to 7lwoan-2006
- 9- maywo-3bd allh -wa83 b7woth altswoy8 fy alm2ssa l9'3yrhwalmtwos6h - klyh altgarh-gam3h 7lwoan-rsalh magstyr-2007
- 10- almyhy- eyman ysry - drasto b3'9 m3ayyr 3ml asmw3lamto tgaryto fy t9mymw9na3to almlabs algahzto –rsalh drktworah- klyh alfnwon alt6by8yh –gam3h dmya6-2015m

- 11- khalyl, rshaan wajdy “tasmym almalabis kmdakhil ltnmyt alhs alwtny liltifl almsry” majalat aleamarat walfunun waleulum al’iinsaniat aledd10 aljuz’ 2
- 12- Mintel, (2009), “Youth Fashion” UK, Mintel Group, London, May.
- 13- Tracy Diane Cassidy, Hannah van Schijndel, (2011),"Youth identity ownership from a fashion marketing perspective", Journal of Fashion Marketing and Management, Vol. 15 Iss: 2 pp. 163 – 177
- 14- Tracy Diane Cassidy, Hannah van Schijndel, (2011),"Youth identity ownership from a fashion marketing perspective", Journal of Fashion Marketing and Management, Vol. 15 Iss: 2 pp