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## Hm target market

Coggles need JavaScript to display documents. H&M H&M's H&M Fashion Store Brand Analysis Target Market provides an inspirational shopping experience for customers in 61 markets and through growing shops online. Opened in Västerås, Sweden in 1947, the store has become a global fashion company. It's a long-term expansion while maintaining quality, sustainability and high profitability. H&M Group offers H&M home interiors, with fashion from H&M, COS, Monchi, weekdays, cheap Mondays and other story brands. H&M History 1947 The first store has opened in Västerås, Sweden, selling women's clothing. The store is called Hennes. 1964 The first store outside Sweden opened in Norway. In 1968, founder Arling Persson acquired hunting and fishing equipment store Maurits Widfors. The name of men's and children's clothing will be changed to Henne & Maurits. 1974 H&M is listed on the Stockholm Stock Exchange. 1976 The first store outside Scandinavia opens in London, UK. In 1977, imple stores, mainly teenagers, were launched. Cosmetics sales start India's H&M - 2015 Henne & Maurits sold more than Rs 1.75 crore on the first day of its first store in India, nearly double what its biggest rival Zara sold on its launch day at Select City Walk Mall in New Delhi five years ago. This is equivalent to an average charge of around Rs 27,000 per minute during the 11 hours the store was open, or 5,000 pairs of jeans and 10,000 tops sold. The store opened its doors to the 2,500 dedicated fans who lined up outside overnight to get H&M's goods first. H&M made what small stores like Puma and Adidas make in a year in one day. Neighboring brands also benefited from the opening of the H&M store, which occupies 25,000 square feet. My square food court and US coffee chain Starbucks recorded the best daily sales. Starbucks made Rs 4.75 lakh in sales. H&M Brand Portfolio H&M STP Analysis Segmentation Strategy: These are approaches to market or population segmentation into segments with defined similar characteristics. Demographics and psychological segmentation are used by H&M to reach all customers. H&M is spread all over the world. This means that the company targets many religions, cultures and lifestyles. Therefore, marketing should be done differently in different areas. Segment by Class: H&M Strategies typically offers high fashion at low prices, targeting the working class, the lower middle class and students. Segments by Class/Home: The most popular segments are women between the ages of 15 and 30 who still live in age-based segments at home, in student accommodation, or in their first homes in urban areas: the most popular segments are women between the ages of 15 and 30, commonly known as generations Ambitious with high purchasing power. Segments by Family Life: A typical college where you are single at home and graduate from a woman's life on your own, as a single or child-child-young couple, in a dorm or in your first home. Influences: Cultural, social, personal and psychological influences bring lifestyle and personality. This group is looking for affordable fashion and usually shops in multiple stores. They are fashionable consumers who shop as social activities that offer pleasure in their daily lives. They buy clothes every season and want to follow the trend and are very up to date. According to Maslow's hierarchy of needs, they will fit perfectly into the social part: attribution/love decision-making: consumers follow the consumer decision-making process. Step 1 of the process is to recognize step 2 (if necessary) that requires you to search for additional internal or external information about the product or service. The consumer then evaluates the new information to decide whether to buy or not. In the case of H&M, a typical outfit follows something similar to the progress of decision-making: routine response actions. This means that consumers are frequently buying low-cost products and services with little search and decision time. This process can be compared to the impulse shopping that many H&M consumers do because sales continue, and all low price targeting strategies: the choice of potential customers that the business wants to sell products and services to. H&M's target customers belong to a group of fashionable and trendy consumers who see shopping as a social activity and want to follow the trend without investing a lot of money. H&M's target market is for young people. H&M offers clothes and accessories for all ages, but the target market is women. Women usually shop more for them, but also all children's clothes and often husbands as well. Their low-cost H&M targets lower middle- and working-class women, and this is an intensive targeting strategy. Their focus is on selling fashionable products at low prices to Target, where they married single women, mothers and daughters. Many single young women who always want to stay above fashion trends are constantly upgrading their closets with H&M's new affordable items. Consumers are not very loyal to the brand. They shop at multiple retailers in search of the perfect fashion piece. They shop anywhere from four to six stores on average. Customers are more attractive and customer loyalty is low. According to dancehall dilemma theory, these are the targets of the transformation and are attractive enough to be worth chasing. Positioning strategy: A marketing strategy that is aimed at each brand occupying a clear position against competing brands. Customer. H&M is a retailer that seeks to provide fashionable, high-quality clothing to consumers at the best possible price. They offer fast fashion clothing from runway to rack in record time and sell European-influenced clothing in the American market. In addition, H&M handles a variety of categories of clothing, including women's casual, men's business, children's wear, footwear and accessories. The company is the largest world's second largest clothing retailer in Europe and actively engages in e-retail. H&M is also economically, socially and environmentally sustainable social media marketing by H&M Facebook: H&M has attracted more than 14m fans to its Facebook page and posts several updates a day except for weekends. Most of the updates focus on promoting that product, but the buy these pants post among the blog standards has some really neat promotional ideas. For example, retailers obviously do a lot of blogger outreach and often link to third-party blog posts and articles on H&M Life sites. Similarly, H&M has recently run several competitions that require fans to submit photos of themselves for a chance to win, which is a great way to encourage meaningful engagement that is relevant to the brand and more than just asking for likes or retweets. One example offered fans the chance to win Coachella tickets by posting festival-style photos on Tumblr using the hashtag #HMCochella, while another asked attendees to post photos of the best bike-style images on Instagram using the hashtag #HMBikeStyle for a chance to win clothes from the H&M Brick Lane bike collection. Twitter: H&M has created separate Twitter feeds for each local market in which it does business, but branding is clearly closely controlled as each uses the same background and header image. Feeds seem to respond equally poorly to other users, and each tends to cancel @mentions messages rather than answering queries or messages. For example, if you look at a major corporate account, you tweet a lot of product images, links to blogs and competition promotions every day, but they generally respond to less than 10@mentions. Also, most responses tend to be messages that send queries to a dedicated customer service feed. Recently, one notable Twitter campaign by H&M was a Q&A with brand ambassador David Beckham. The footballer answered about 30 questions from fans using the hashtag #AskBeckham, which included inquiries about his fashion mistakes, future plans and his favourite goals. This is a great use of Twitter as it gives fans a unique opportunity to talk to global celebrities, but H&M obviously has to spend millions on sponsorship. Google+: H&M has more than 2.5m fans on its G+ page and updates it on a daily basis. Like most brands, engagement remains relatively low. The images used are always eye-watering, but posts generally only attract hundreds +1 and dozens of comments. H&M co-branding H&M beged a collaboration with designers with Karl Lagerfeld in 2004, and subsequent collaborations include Stella McCartney, Viktor & Rolf, Prima Donna SpA, Roberto Cavali, Comme des Garçons, Matthew Williamson, Jimmy Choo, Sonia Rykiel, Lanvin, Versace and Marni. H&M's co-brands receive high media exposure, and co-branded items are the most sought after. Marni's entire collection for H&M sold out by lunchtime on the first day of opening in London in March 2012. By collaborating with luxury designer fashion brands, fast fashion brands like H&M can enhance the value and brand image of their brands. The collaboration between fast fashion brands and designer fashion brands, recognized as fast fashion co-branding, has had a phenomenal market reaction in each country as it can create a win-win situation for the brands involved. Co-branding between the two brands is about working together, such as creating marketing synergies to appeal to new brand loyalists and consumers to either brand. This is especially important for the fashion industry because brand names and logos are an important feature of business operations and an important means of attracting consumers to build relationships with brands. Consumer perceptions of luxury brands can vary from consumer to consumer, but consumption of luxury goods seems to have a strong social function. The social aspect of luxury value perception refers to the perceived usefulness that consumers gain by consuming perceived products and services within their social groups. Such utilities can affect consumer ratings and the tendency to buy luxury brands, which can give them remarkableness and prestige value. Fast fashion brands are driven by consumers' desire for newness, products change rapidly and are only available for a short period of time. Fast fashion co-brands are then placed to combine strategies adopted by their parent brands. Fast fashion co-brands are usually available in the form of limited collections that are decommissioned in a short period of time, and they are conducting their first campaign to promote clothing recycling schemes as they highlight trendiness and newness like the Fast Fashion Brands/Products H&M campaign to promote sustainability initiatives, raising awareness of its sustainability efforts and urging more shoppers to donate unwanted items in advertising. Running on the Evening Standard and Metro, it highlights a collection service that not only focuses on H&M's 'conscious' range of sustainable clothing, but also offers customers £5 discount vouchers for every bag of clothes. They enter a shop See