

Competitor analysis PROJECT

SECTION A

01 Customer Profile

Competitor and Product Analysis 02

SECTION B

SECTION C

03 Recommendations

iDENTiTY

2-8 YEARS OLD

Introduction

IDENTITY

STORE PLACEMENTS

- VANGATE MALL
- N1 MALL
- SOMERSET MALL
- ADDERLEY STREET
- TYGER VALLEY MALL
- GOLDEN ACRE MALL

- Customer likes and dislikes
- Customer lifestyles
- Shopping habits
- Competitors

CATEGORIES

- SINGLE KNITS
- TWO-PACK TOPS
- DENIM



the IN-STORE customer

- Target market: 25 - 60 years old
- Quality conscious
- Brand loyalty
- Suburban and urban areas
low, middle, and high-income
- Personal tastes and values
- Family outfits



@IDENTITY STORE

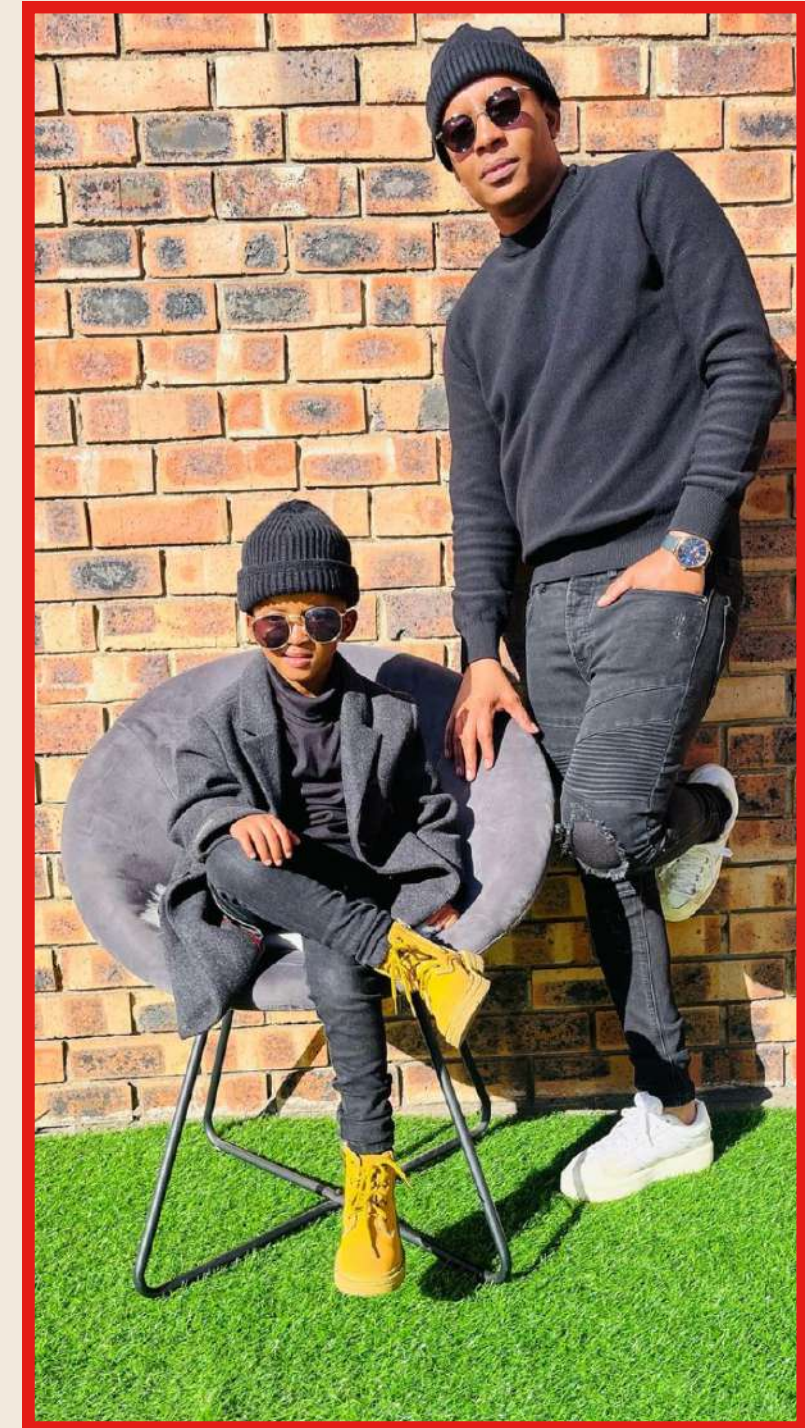
Tagged Photos:



@BABYONTLEH



@ATLEHANGBOLENG



@ATLI D



SECTION A

Customer Profile

- What he is:
- Excellent value for money ✓
 - Trendy ✓
 - Tightly coordinated ✓
 - Good quality ✓
 - Brand focused ✓



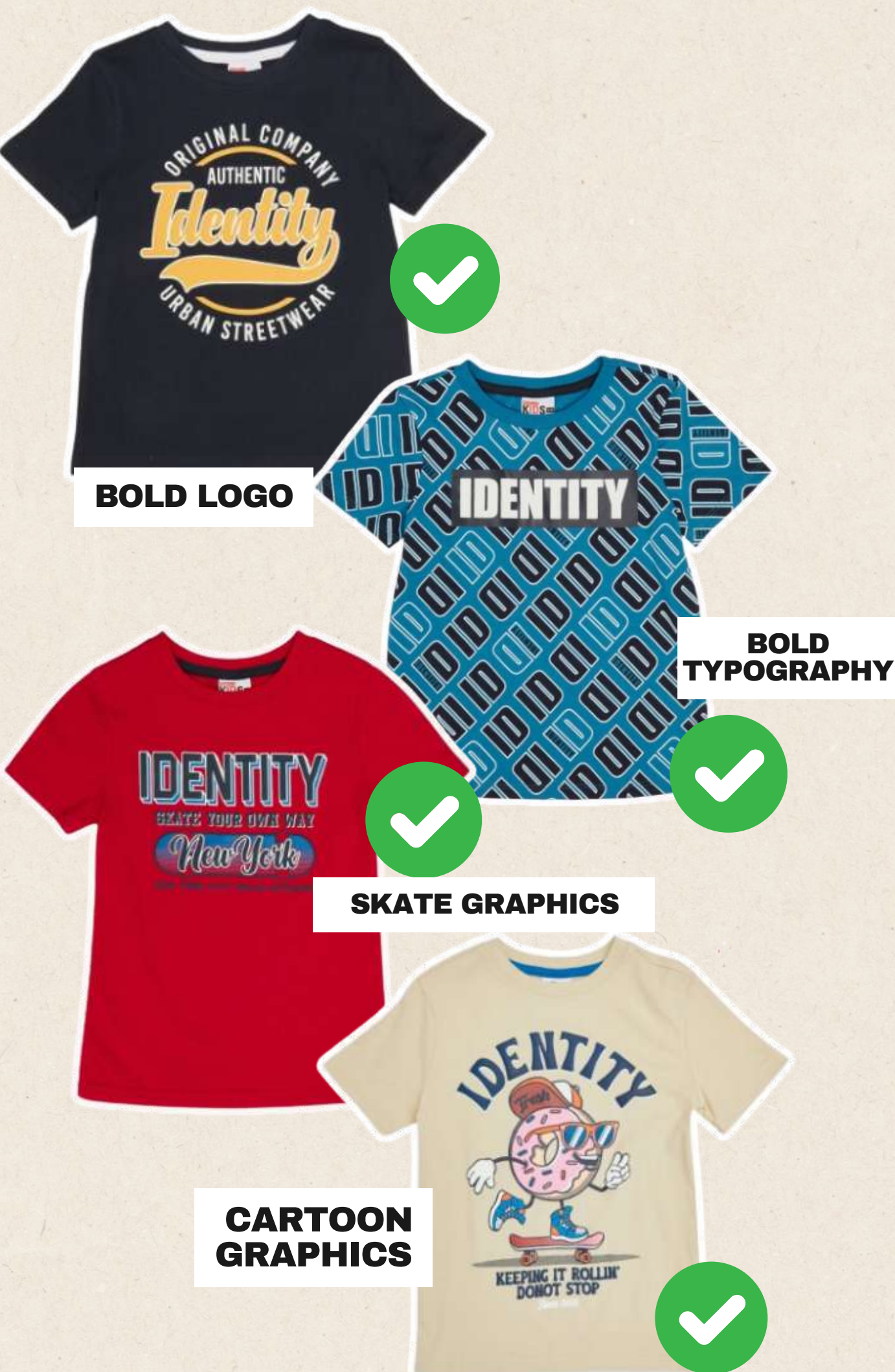
- What he not:
- Aggressive ✓
 - Bad quality ✓
 - **Street**
 - Bland/ Dull ✓

DNA CIRCLE
iDENTITY

Streetwear

IDENTITY

- Fashionable, Casual clothes
- Footwear & Graphic tees
- Graffiti, Skate, Classic Cartoons, Video Games, and Surf graphics
- Printed and Embroidered graphics
- “Cool”
- BOLD logos & typography,
- Season-less
- Versatility, comfortable
- Status symbol



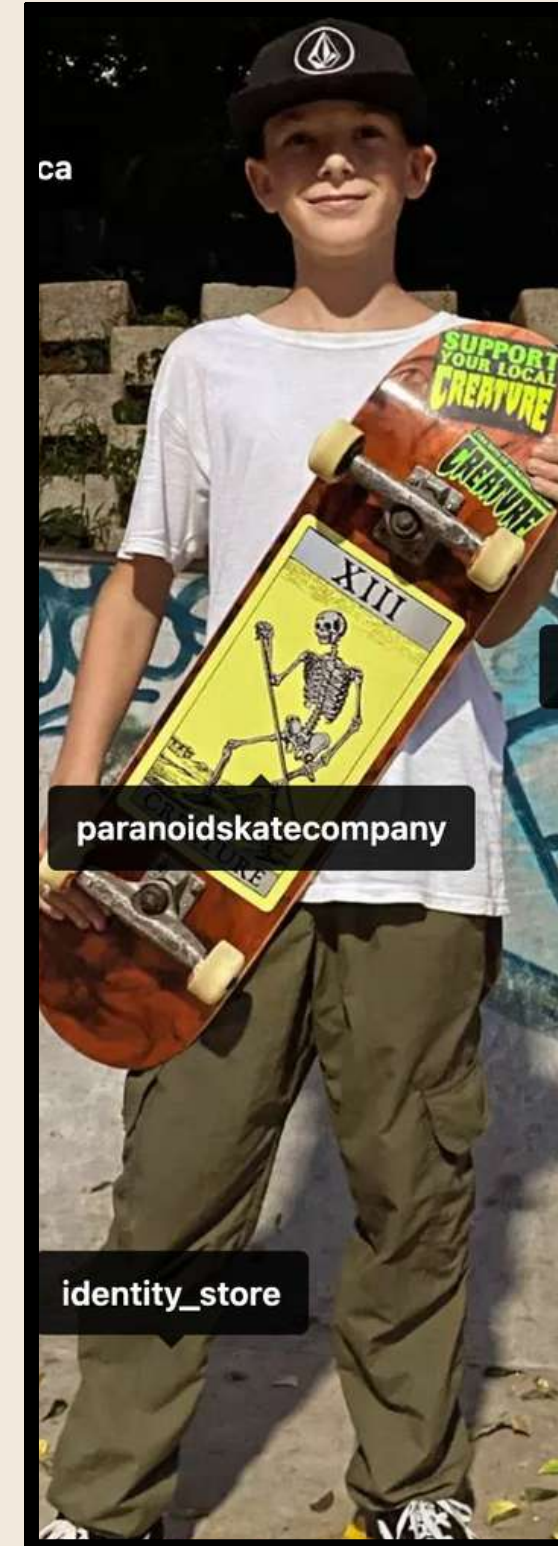
“ Streetwear should not be viewed as a trend within fashion, but as the fashion leg of a larger shift that has given power to popular culture ”

HYPEBEAST



@IDENTITY STORE

Tagged Photos: Streetwear styling





- SINGLE KNITS
- TWO-PACK TOPS
- DENIM

SINGLE KNITS: AIRTEC

iDENTITY



ENTRY



UPSTYLED

SINGLE KNITS: GRAPHIC TEE

IDENTITY

R150



Offer

ENTRY

R160



Offer

ENTRY

R220



Offer

ENTRY

Offer

BUY 2 AND GET 30% OFF THE LOWEST PRICED ITEM

SINGLE KNITS: AIRTEC

INTERNAL COMPETITORS:

LTD KIDS
EXCLUSIVE TO TELUMOUTH



SINGLE KNITS: GRAPHIC TEE

IDENTITY

R150



Offer

ENTRY

R160



Offer

ENTRY

R220



Offer

ENTRY

Offer

BUY 2 AND GET 30% OFF THE LOWEST PRICED ITEM

SINGLE KNITS: GRAPHIC TEE

INTERNAL COMPETITORS:

Max & Mia
by Ltd

PREMIUM LTD BRAND
MAX&MIA
EST 1992

R220

Offer

**COO-
CHINA**

MAX&MIA
ESTABLISHED
1992
DIVISION SUPÉRIEURE

R240

Offer

**COO-
CHINA**

R250

Offer

**COO-
CHINA**

Offer

BUY 2 AND GET 30% OFF THE LOWEST PRICED ITEM

SINGLE KNITS: GRAPHIC TEE

EXTERNAL COMPETITORS:

H&M



R149

GOO-
CHINA



R179

GOO-
CHINA



R179

GOO-
CHINA

SINGLE KNITS: AIRTEC

EXTERNAL COMPETITORS:



SINGLE KNITS: AIRTEC

EXTERNAL COMPETITORS:



SINGLE KNITS: GRAPHIC TEE

EXTERNAL COMPETITORS:



R59.99

**COO-
CHINA**



R69.99

**COO-
CHINA**



R179

**COO-
CHINA**

EXTERNAL COMPETITORS

SINGLE KNITS: AIRTEC

R89.99



R119.99



R149.99



SINGLE KNITS: GRAPHIC

EXTERNAL COMPETITORS: SINGLE KNITS **PRICING OPTIONS**



R89.99



R330



R360



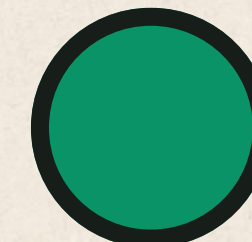
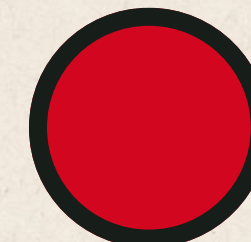
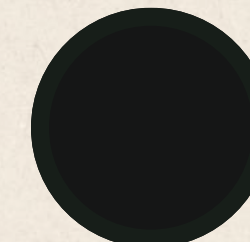
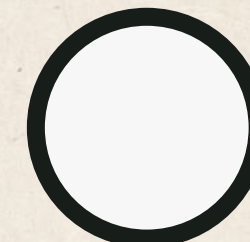
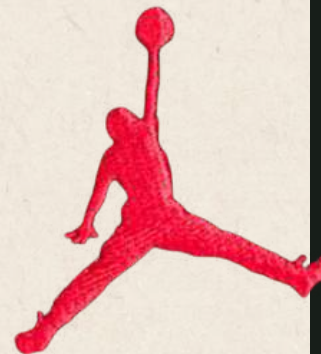
R229

Offer

Call outs & Trends

SPORTY

- Sporty graphics
- Ribbing on tops and shorts
- Solid colours in reds, greens, blacks, and whites
- Sporty fabrics
- Matching sets





PRODUCT RECOMMENDATION:

		
AWC 32	AWC 25	AWC 19
AWS 545	AWS 651	AWS 263
LWS 0	LWS 0	LWS 0

- Sports T-Shirt
- Relaxed fit T-shirt
- Polycotton/Airtec
- Navy and white solid colours

PRODUCT RECOMMENDATION:



Units: 1600
Season: Summer B
Grade: 5

TWO PACK TOPS

INTERNAL COMPETITORS:

LTD KIDS
EXCLUSIVE TO TELUMOTHS
WWW.TELUMOTHS.CO.ZA



R250

IDENTITY



R250

Max & Mia
by Ltd



R380

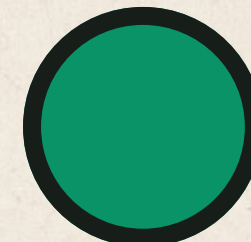
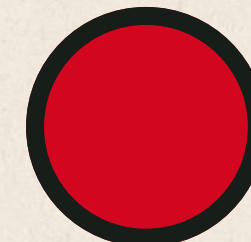
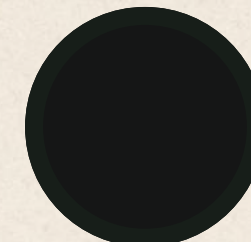
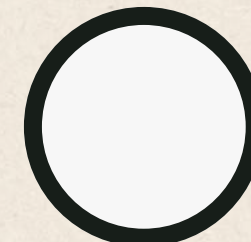
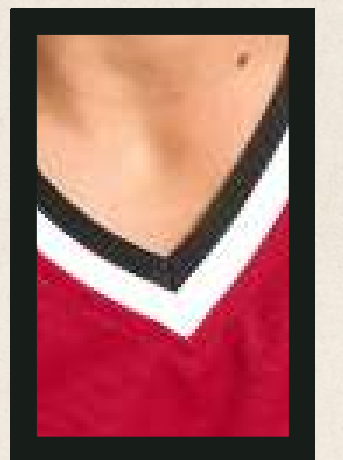
INTERNAL COMPETITORS: SINGLE KNITS **PRICING OPTIONS**

LTD KIDS KIDS LOVE TO TRIMMERS  R250	IDENTITY  R250	Max & Mia by Ltd  R380
 R450	 R399	 R399
 R480	 R420	 R480

Call outs & Trends

VESTS

- Sporty graphics
- Ribbing on tops and shorts
- Solid colours in reds, greens, blacks, and whites
- Sporty fabrics
- Matching sets



PRODUCT RECOMMENDATION:



AWC ↓ 21	AWC ↓ 21	AWC ↓ 17	AWC ↓ 13				
AWS 555	AWS 356	AWS 125	AWS 382				
LWS 0	LWS 0	LWS 1	LWS 0				

- Layered vest tee
- Vests 2 pack
- Single jersey
- Sports graphics
- Navy and red

PRODUCT RECOMMENDATION:



Units:

Season:

Grade:

DENIM

INTERNAL COMPETITORS:

LTD KIDS
EXCLUSIVE TO TRIMWOODS



R480

**COO-
CHINA**

iDENTITY



R320

**COO-
CHINA**

Max & Mia
by Ltd



R499

**COO-
INDIA**

INTERNAL COMPETITORS: DENIM **PRICING OPTIONS**

LTD KIDS
EXCLUSIVITY TO YOU WHOOPS

IDENTITY

BUY 2 AND GET 30% OFF THE LOWEST PRICED ITEM



Offer

Max & Mia
by Ltd



EXTERNAL COMPETITORS: DENIM


mr price
kids

IDENTITY

H&M



**COO:
CHINA**



**COO:
CHINA**



EXTERNAL COMPETITORS: DENIM PRICING OPTIONS

mr price
kids

R119.99



R169.99



R179.99



IDENTITY

R320



R440



R480



BUY 2 AND GET 30% OFF THE
LOWEST PRICED ITEM

Offer

PRODUCT RECOMMENDATION:



		
AWC 17	AWC 15	AWC 14
AWS 259	AWS 321	AWS 176
S23	S23	S23
LWS 4	LWS 35	LWS 24

- Blue-black wash
- Loose fit
- Half elasticated waistband

PRODUCT RECOMMENDATION:



Units: 1600

Season: Summer B

Grade: 5

SECTION C

03 Recommendations



South African inspired tops

PROPOSED PRODUCT EXAMPLES WITHIN TRUWORTHS:

iDENTITY



LTD KIDS
EXCLUSIVELY TO TRUWORTHS
LTD KIDS

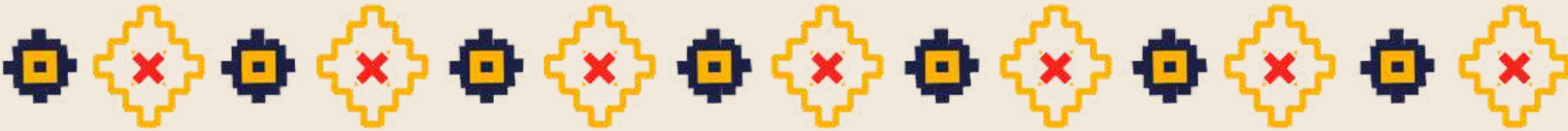


iDENTITY

PROPOSED PRODUCT EXAMPLES WITHIN TRUWORTHS:



PROPOSED PRODUCT EXAMPLES WIHTIN TRUWORTHS:



PROPOSED PRODUCT



PROPOSED PRODUCT



- Summer: A
- Units: 600
- Single Jersey
- Quadrant

THANK

YOU

EXTERNAL COMPETITORS


mr price
kids

IDENTITY

H&M



R89.99

**COO:
CHINA**



R360

**COO:
CHINA**



R229

**COO:
CHINA**

@IDENTITY STORE

Tagged Photos: FOOTWEAR



COMPETITOR INSTAGRAM SPORTY CALL OUT



**mrpricekids** • [Follow](#)
Original audio



mrpricekids We're cranking up the cool factor with the latest sneaks, tees, hats & loads more for boys 1-7 years 🤩🕶️

#mrprice #mrpricekids #boysfashion
8 w



liam_burmeister Cool crew with cool fits
8 w Reply



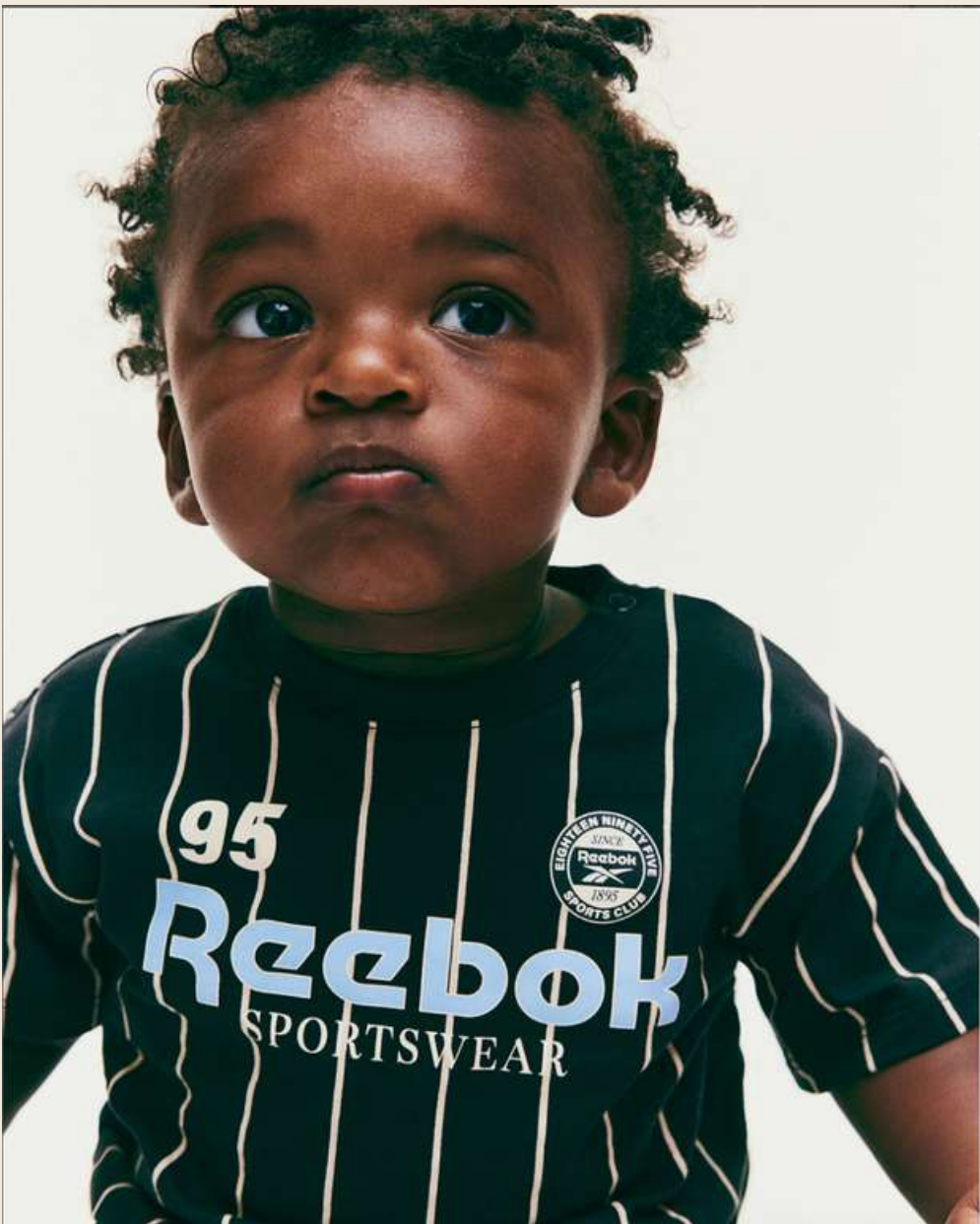
sizakhewakhetongo Cool boys one side ❤️❤️❤️🔥🔥🔥
8 w Reply



105 likes
25 July



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**hm_kids** • [Follow](#)



hm_kids Stripes for speed. #ReebokxHM #HMKids
T-shirt: 1258075002
Edited · 2w



emmaeelwin  
2w 1 like Reply



kianwalsh11 Beautiful 🥰🥰🥰love the outfit 🔥
2w Reply



sam_shop_kids 🥰🥰🥰🥰🥰
2w Reply



olivia_renee_g 🥰🥰
2w Reply



665 likes
September 2



 Add a comment...

INTERNAL COMPETITORS

Brand list	Graphics	Colours	Target market	Brand image	Branding/typography	Price	Quality	Age range	Product range
Max & Mia									
LTD Kids									
Naartjie									
Earthchild									

EXTERNAL COMPETITORS

Brand list	Items	Price point (Same as ID Boys)	Product range (Same as ID Boys)	Lifestyle (Same as ID Boys)	Graphics/colours (Similar as ID Boys)	Quality (Same as ID Boys)	Country of Origin	Promotion Options (Buy 2, get cheapest one 30% off)
H&M	Denim	✓	✗	✓	✓	✓	Bangladesh	Buy 3, get 30% off
	Single Knits	✓	✓	✓	✓	✓	China	Buy 3, get 30% off
	Twin-packs	✓	✓	✓	✗	✓	China	Buy 3, get 30% off
Mr Price Kids	Denim	✗	✗	✓	✓	✗	China	None
	Single Knits	✗	✓	✓	✓	✗	China	None
	Twin-packs	✗	3 packs only	✓	✓	✗	China	None
Exact Kids	Denim	✗	✓	✓	✓	✗	Bangladesh	Buy 2 get 30% off
	Single Knits	✗	✓	✓	✓	✗	Swaziland	Buy 2 get 15% off
	Twin-packs	✗	✓	✓	✗	✗	South Africa	None
Ackermans	Denim	✗	✓	✓	✓	✗	China	None
	Single Knits	✓	✓	✓	✓	✗	China	None
	Twin-packs	✗	✓	✓	✓	✗	China	None
Pick 'n Pay Clothing Kids	Denim	✗	✓	✓	✓	✗	South Africa/Eswatini	None
	Single Knits	✗	✓	✓	✗	✗	South Africa	2 tees for R60, R80 or R120
	Twin-packs	✗	✓	✓	✗	✗	India/China	None
Woolworths Kids	Denim	✓	✓	✓	✗	✓	China	None
	Single Knits	✓	✓	✓	✗	✓	South Africa	None
	Twin-packs	✓	✓	✓	✗	✓	South Africa	None



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AWS 545	AWS 651	AWS 263
LWS 0	LWS 0	LWS 0

- Sports T-Shirt
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Season: Summer B

Grade: 5

INTERNAL COMPETITORS: SINGLE KNITS **PRICING OPTIONS**

LTD KIDS
EST. 1992
ESTABLISHED SINCE 1992



IDENTITY



Max & Mia
by Ltd



BUY 2 AND GET 30% OFF THE LOWEST PRICED ITEM