

Key Takedwa

To invest on digital marketing is very important to attract new consumers;

• To find the balance between sustainable products and fair price can be a strong advantage into the market;

• Investing on unique and original prints and illustration can reinforce Ambos' brand identity.

• To add sustainable features in the business model is important

• To build a solid brand's image with unique prints and patterns is very rentable in the children's wear marketing

• Explore and Create Ambos' own style of graphics is very important.

• It is possible be sustainable with a fair price.

• Important as an e-commerce brand to invest on digital marketing and attract new consumers.

• It is important to adopt some sustainable features on the business model.

- To explore a gender- neutral color pallets.
- To produce and manufacture the collection in USA can be a good advantage for a small business.



## mini rodini

## Reasons

• 60% of the Mini Rodini assortment is Genderneutral.

• They have strong online expansion in the USA market.

• Their silhouette and style are somehow similar with Ambos' casual silhouette and style.

### Overview

Headquarters: Stockholm Sweden

Mini Rodini, was founded in 2005 by illustrator Cassandra Rhodin. The Swedish label is fun, sustainable and imaginative. It is best known for its cool and eccentric prints, great quality and sustainable features.

Their logo embodies the spirit of the brand, which is simple, premium, and timeless. The playful patterns are inspired by everything from wildlife to pop cultural phenomena, as well as by the fantasy and free spirit of children. Apart from its good quality and sustainable production, the brand has a

smart communication strategy and a clear vision that guided them in the international expansion. Today, Mini Rodini is one of Scandinavia's growing brands for children's wear.

## Marketing Mix

Product: Mini Rodini's product line is 60% gender- neutral. They sell clothing for babies, boys, and girls in a wide range of outerwear, tops & dresses, bottoms, baby clothes, accessories, and home, bed, and stationery. Their clothing has a basic silhouette with a classic style, but they explore playful and humorous aesthetics.

Price: Contemporary. The price point ranges from \$30.00 to \$70.00 on tops, \$29.00 to \$70.00 on bottom, \$60.00 to \$180.00 on outerwear and \$12.00 to \$289.00 on accessories.

Competition and Competitive Analysis

## Direct Competitors | Mini Rodini

Location: Based in Stockholm, this brand has physical stores in other Swedish cities such as Malmo and Gothenburg City, and also in London, UK. In the USA, Mini Rodini can be found through online boutiques such as Alexanda Lexa, Baby Shop, Fawn Shoppe, Children Salon and Junior Edition. Mini Rodini also sells through its website worldwide and through Instagram.

Promotion: Their social media presence is very active, promoting its brand values and overall image using Facebook and Instagram as the main hubs, plus seasonal sale, and email.

### Strength

- Sustainable raw materials such as GOTS Certified organic cotton and Tencel manufactured in a closed-loop system.
- Its playful, humorous aesthetics and elegant illustrations.
- Mini also have a consuming less, choosing sustainable, timeless design in great quality image.
- They once launched an upcycle collection, and recycled prints, characters and materials such as collected ocean waste.
- They give purpose to their fabric's leftovers producing a new clothing with a new purpose.

## Weaknesses

- High price point
- Lack of brick n' mortar store in America
- Use the European size chart, and some consumers can be confused buying the wrong sizes

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Competition and Competitive Analysis

Direct Competitors | Mini Rodini

# Ämbos



## Reasons



- They explore a lot of basic silhouettes
- Whistle & Flute have the same price point as Ambos
- They also have the same target marketing.

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#### Overview

Headquarters: Victoria BC, Canada

The brand was created in 2012 by Miranda and her husband Ryan. They started designing screen-printed T-shirts, and when the T-shirts took off, they had the idea of expanding the line for designing clothing that was gender-neutral, modern, and ethically- made.

The brand's vision is that they believe fashion should be for everyone, and Whistle & Flute clothing is made for be worn by people of any gender and age. The brand is known for its bold designs and soft fabrics and is trusted because it uses safe inks and dyes and is sweatshop-free.

#### Marketing Mix

Product: The brand sells gender-neutral clothing for adults, babies, and children. They have a wide assortment, from bottoms, tops and accessories. Their clothing has basic silhouettes with bold designs.

Price: Moderate. The accessories go from \$7.50 to \$26.00; the tops go from \$22.00 to \$76.00, and the bottoms range from \$24.00 to \$30.00.

Competition and Competitive Analysis

Direct Competitors | Whistle & Flute



Location: Whistle & Flute is a 100% e-commerce store. The clothes can be only found on the brand's website and on their Instagram page.

Promotion: The brand makes the most of social media, such as Facebook account, Instagram and email. They also have a blog, but it seems to be very late on posts—their blog last post was in February 2022.

## Strength

- Safe ink and soft fabrics
- Gender- Neutral clothing
- Fair price point
- Youthful and engaging graphics

## Weaknesses

• The brand advertises the Bamboo Rayon fabric as an excellent type of fabric, but this fabric isn't that great. When the consumer sees the name Bamboo, they think that they are buying and material with high guality.

- Lack of investment on digital marketing.
- They explore the same basic silhouette in all of their collection. The only changes is the graphics prints.

Competition and Competitive Analysis

Direct Competitors

Whistle & Flute

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# BASH + SASS

the little minimalist

## Reasons



- Similar price point
- Same target market
- Similar product silhouette
- E-commerce children's wear brand

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#### Overview

Headquarters: San Francisco California

Bash + Sass is a gender-neutral e-commerce brand created with minimalist aesthetic for children between 6 months to 12 years old. Founded in 2016, Bash + Sass produces garments and sources

fabrics in California because its designers prefer to support other local small businesses. What sets this brand apart from other brands besides the neutral- gender and neutral color palettes (black, navy, white and grey) is their asymmetrical and modern silhouettes.

With this perspective, the brand's creative and straightforward approach to design fosters imagination and individuality while also prioritizing local manufacturing.

## Marketing Mix

Product: Products are for children between 6 months to 12 years old. They sell romper, tops, bottoms, outerwear and accessories.

Price: Moderate, the price range goes from \$5.00 to \$78.00.

Competition and Competitive Analysis | Direct Competitors | Bash + Sass

Location: No Physical Location.

Promotion: Bash + Sass's Distribution Chanel is through its online store; the brand also is very active on their Instagram account, where they are always posting new campaigns and new pictures of its products.

## Strength

- Made in USA
- Gender- Neutral clothing
- Minimal and modern style
- Fair price point

## Weaknesses

- Lack of sustainable features
- Minimal Style Prints
- Regular quality
- · Lack of investment on digital marketing



Competition and Competitive Analysis Direct Competitors | Bash + Sass

Ämbos H<sub>&</sub>M

## Reasons

• The same target markets

- They provide the almost the same Styles, but they have a wide range of products categories
- As an omnichannel business H&M can offer convenience to consumers

#### Overview

Headquarters: Stockholm, Sweden

H&M was founded in 1947 by Swedish clothing retailer H & M Hennes & Mauritz AB. This brand is a fast fashion company that offers a wide range of apparel and accessories at a relatively low price for women, men and children. H&M's philosophy is "Fashion and quality at the best price."

Even though H&M has a vast assortment of clothing and accessories for all ages and genders, their principal target market is women. These women usually shop more for themselves, but also buy in the kids' segment, and some of them shop in the men's wear department as well. In this way, the brand can target married to single woman, mothers and daughters. This group wants to follow the latest fashion trends without investing a lot of money.

### Marketing Mix

Product: for babies, girls and boys, dresses, jumpsuits, knitwear, blouses, T-shirts, pants, denim, shorts, swimwear, shoes, bags and accessories.

Price: Budget price, \$5.00 to \$200.00

Competition and Competitive Analysis Indirect Competitors H&M Location: H&M is present in more than 40 countries and has a total of 4,743 store around the world. The United States leads in numbers of stores, with over 500.

Promotion: Omni-channel, integrating physical stores with digital platforms. To be more specific, H&M utilizes traditional media such as print advertising in fashion magazines, direct marketing via H&M's seasonal catalogues, digital media through its own website, and social media via the brand's Instagram profile and Facebook page.

### Strength

- Wide range of merchandise
- Globally known brand name
- Large number of brick n' mortar locations
- Low price
- New style weekly
- Fast absorption of fashion trends
- Very advanced supply chain

## Weaknesses

- Low quality
- Huge inventory creates confusion and frequent promotions
- Poor customer service
- Store layout is sometimes confusing
- Low customer loyalty



## Competition and Competitive Analysis

Indirect Competitors | H&M





## Reasons

• One of the Uniqlo's target market is also mothers who are looking for convenience, product quality and fair price.

• They provide similar styles, but they have a wide range of colors.

Have some comparable prices

#### Overview

Headquarters: Yamaguchi, Japan

Uniqlo is a Japanese clothing chain that started in the Japanese suburbs in 1984. Uniqlo is focused on mass-producing affordable basics in multiple colors.

This brand's slogan is "made for all," and the store is known for its rainbow-colored casual wear for men, women and kids. The combination of innovative textiles at an affordable price point made Uniqlo popular in the world, and now they are in 1,500 locations worldwide.

### **Marketing Mix**

Product: For Babies, boys & girls, Uniqlo offers outerwear, sweatpants, sweatshirts, T-shirts, tops, graphic tee, pants, shorts, sportwear, loungewear accessories and fleece.

Price: Prices typically range from \$25 to \$100.

Location: 1,574 stores worldwide, metropolitan and suburban areas.

QLO KIDS

4Y-14Y ULTRA STRETCH

SWEAT SETS \$19.90 BUX 2. GET

SHOP KID

Promotion: Uniqlo believes in advertising and has utilized every possible marketing tool. The brand's ad is shown via newspapers, magazines, leaflets, and television. It also realizes the impact of social media platforms and digital media on its target market. In this way, the brand explores the use of periodic SMS to its regular customers informing them about new deals and new products. Discounts are also offered as part of the marketing process.

### Strength

- Globally known brand
- Large number of brick n' mortar stores
- Innovative fabrication
- Casual products with good quality, especially very strong on basic core products.
- Low price
- National and international distribution
- Good visual merchandising
- Collaborations with artists and other brands keep merchandise fresh

### Weaknesses

- Not trend- focused
- Small selection of clothing styles
- Kids Uniqlo's clothing run a size or two smaller than other brands.
- Lack of different all over the fabric patterns. Uniqlo only explore traditional patterns such as stripes and checkboards.

## Competition and Competitive Analysis

Indirect Competitors



007

1,779 likes



Ámbos

use In the spirit of holiday giving, UNIQLO stores across intry recently invited groups of underserved children for a ar shopping spree! Our team helped them pick out gifts

# Ämbos



# Reasons

• Old Navy has the same age of Target Market

• They offer similar products, but very gender specified.

• Their store layout can offer the convenience of mothers who is looking for an easy and functional shopping experience.

#### Overview

Headquarters: San Francisco, California

Old Navy is one of the leading fashion labels based in the USA. This brand carries an extensive selection of apparel and accessories for all groups and categories. The brand is known for carrying trendy, lowpriced clothing featuring active and casual wear for men, women, children and babies.

The brand's target market is composed in its majority by women between 35-44 years-old, who are married and have children in the home. This is the reason why the layout of the Old Navy's stores is similar to a grocery store's: the way the aisles are arranged, and the small products kept at the checkout counters, give the customers the familiar feel of shopping at the market. The main idea is to provide a functional and convenient shopping experience to its customers.

#### Marketing Mix

Products: For babies, toddlers, girls and boys they offer clothing, essential wear, footwear, swimwear, underwear and sleepwear.

Price: Budget. The price range goes from \$5.00 to \$100.00.

Location: Old Navy have more than 600 stores in the U.S., and it also entered the international markets, opening stores in Ontario, Canada, as well as in Japan, China, and Philippines.

Competition and Competitive Analysis

## Indirect Competitors | Old Navy

Promotion: This brand ran several advertising campaigns, such as TV ads featuring their mascot, magic the dog. They regularly run promotional activities within the stores such as discount coupons, gift cards, sale, prizes, etc.



### Strength

- They have deals section with sale and clearance options
- Variety in clothing selections
- Affordable prices
- Kids clothing with up to date styles

### Weaknesses

- Poor to average quality
- Low brand awareness
- Low social media share limited only on Facebook and weak on Instagram
- Too much advertisement and coupon in the website
- $\boldsymbol{\cdot}$  Some of the kid's clothing have a tacky look.

Competition and Competitive Analysis

Indirect Competitors Old

Old Navy





Competition and Competitive Analysis | Value Proposition

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## Strengths

- Shopping for the rational parent
- Easy-Care fibers
- · Adjustable clothing with an oversized Silhouette
- Fair- price
- Soft and comfortable material
- Gender-neutral positioning into the market
- Whimsical and fun style with our own style of graphics and prints
- Up to date and stylish clothing
- Easy mix and match clothing

## 0,0portunities

- To Offer husky sizes or create a specific line collection for this size
- Invest on sustainable policies and offer more transparency to consumers
- Gender- neutral is an important trend for the children's wear market
- To offer bundles or sets of clothing in specifics seasons (E.g. Back to School)
- Use of social media to build brand awareness

## Weaknesses

- Lack of brick n' mortar store
- Weak brand awareness in the market
- Lack of sustainable features
- Limited product assortments
- Narrow distribution channel
- Limited capital

## Threats

- More competition as bigger brands are utilizing similar products and materials
- Gender-neutral positioning might not be very appealing to older generations

Ampos

- New tariff policy can raise product's costs
- Recession caused by the Covid-19 can bring a difficult time for new small business
- Initial costs to set up and maintain a Small Business during the financial recession time

## Competition and Competitive Analysis

## SWOT Analysis



High Price mini rodini BASH + SASS Investment Low Quality Fast Fashion whistle &flute ★ UNI QLO HM **OLD NAVY** 

Low Price

## **Competition and Competitive Analysis**

## Competitive Advantages

Ambos is a brand which was developed for parents with an eye toward practicality, quality, and value.

- Long-lasting products
- Fair price points
- Easy care material

Ambos also have its fun factors:

- Cute graphics
- Stylish clothing
- Dynamic, versatile mix-and-match options

SWOT Analysis