



CECILIE BAHNSEN

Global Expansion Proposal

Brand Introduction

Brand location (headquarters)
Copenhagen, Denmark.

Cecilie Bahnsen is a Danish brand that offers womenswear, shoes, and accessories, it is known for femininity, sculpted shapes and unusual textures, which greatly attracts many females. The brand believe beauty of good design lies both in the look and the considered process, and the aim is to craft effortless clothes that last and that can transform the wearer, with unexpected combinations of softness and structure, minimal and maximal, perfect and imperfect. The products are carried by global stockists Dover Street Market, SSENSE and Farfetch, and all of them could ship worldwide. Dover Street Market has the physical stores in London, New York City, Los Angeles, Tokyo, Singapore, and Beijing.



Target Customer



Demographic:

Age: 25 ~ 45

Gender: Female

Ethnicity: White, Asian

Education: Bachelor or above

Family Status: Single/ married

Location: Urban

Psychographic:

Based on Values and Lifestyle Segmentation system (VALS™), the target audience of Cecilie Bahnsen can be classified as "thinkers".

They are mature, confident, and reflective people who prefer delicate and functional products.

Behavior:

The target customer of Cecilie Bahnsen is the positive females, they are romantic, feminine, and moderate. They look for durability and value in the products that they buy. They often shop online through their smart-phone or tablet.

Current Marketing Mix

Price Range:
\$500 ~ 3000 USD

Product:

- Dress
- Blouses
- Skirts
- Jackets
- Knitwear
- Trousers
- Shorts
- Shoes
- Accessories

Place:

The main markets are Europe, focusing on Scandinavian countries, England, and France. The products are available in multi-brand retailer, Dover Street Market, which has the physical stores in London, New York City, Los Angeles, Tokyo, Singapore, and Beijing currently. Customer can also purchase on SSENSE and Farfetch online, and all of them could ship worldwide.



Promotion:

Cecilie Bahnsen does its marketing campaigns mostly online through their website, Instagram, and YouTube. The brand release the collection, commercial video, and interact with the potential customer via social media. The layout of the website page is neat and clear, which is easy for the visitor to follow.

Country Report



The United Kingdom (also known as Britain) is the world's first industrialised country, and was the world's foremost power during the 19th and early 20th centuries. Today, it is one of the developed country, with a high quality of life, mature economy and technologically advanced infrastructure. The UK consists of four countries: England, Scotland, Wales and Northern Ireland, located in Western Europe. The total area of the country is 93,628 square miles, it is the 80th largest sovereign nation in the world and the 11th largest in Europe. The UK have the considerable economic, cultural, military, scientific, technological and political influence internationally, I believe it is a greatly potential market for Cecilie Bahnsen. Besides, the founder of the brand used to study in London, she is likely to be familiar with the market, which create a beneficial conditions.

Political & Legal

The United Kingdom has a long tradition of parliamentary democracy and a constitutional monarchy, and the political system is a two party system, Conservative Party and the Labour Party are the two dominant parties since 1920s. The head of government is Prime Minister, which is Boris Johnson from the Conservative Party. The monarch is the head of state and currently is Queen Elizabeth II. Britain is a close ally with Denmark since they join EU, they overlaps many of the policy interests, and have been skeptical for years about a centralized and federal Europe. Since the two countries maintain a good relationship, having shared interests globally, there might not be political hindrance.

As of 1 January 2021, EU trade agreements are no longer apply to the UK, and the EU-UK Trade and Cooperation Agreement (TCA) replaced it. The agreement is entered into force on 1 May 2021, cover the content about trade in goods and services, digital trade, investment, competition, tax transparency, and so on. It is underpinned by provisions ensuring a level playing field and respect for fundamental rights.



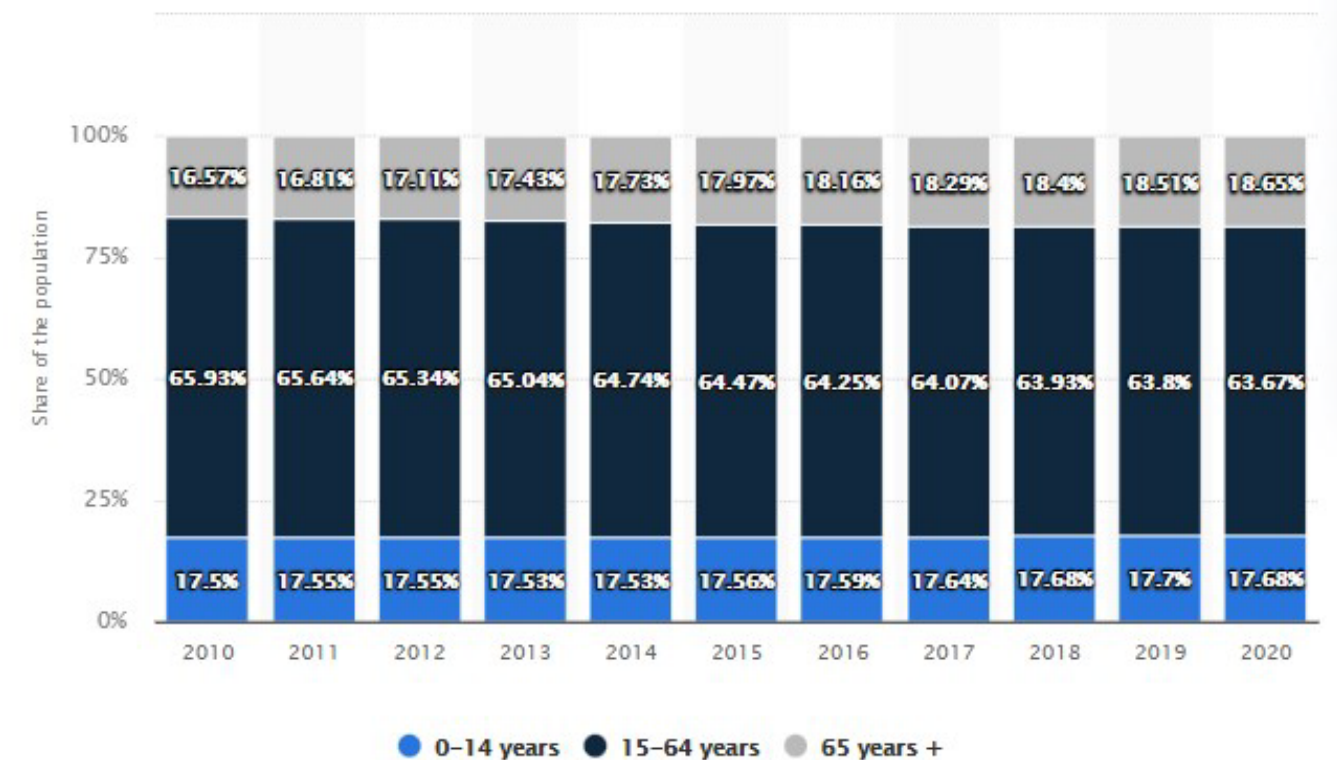
Economic

According to the International Monetary Fund, the United Kingdom is the fifth-largest economy (GDP: 2.83 trillion) worldwide in nominal GDP, ranked after United States (GDP: 20.49 trillion), China (GDP: 13.4 trillion), Japan (GDP: 4.97 trillion), and Germany (GDP: 4.00 trillion), and it is the tenth-largest by purchasing power parity (PPP). The major industries in UK are service sector, manufacturing, and agriculture. The service sector contributed 79% of GDP, including finance and business services and consumer-focused industries, the financial services industry is particularly important, and London is the second-largest financial central in the world. The United Kingdom and Denmark have a close relationship since they joined the EU in 1973, they work together for the greater good. The European Union (EU) is a political and economic union that aimed to enhance economic, social and territorial cohesion and solidarity among EU countries. After leaving the EU in 2020, Britain no longer has to make annual contributions to the EU budget, which the country pays more into it than getting back, and it is the main reasons that Brexit passed. The UK is able to develop economic relations and sign trade contracts with other countries independently as well. However, after leaving EU, the movement of people, goods, services and capital are no longer free, the trading process becomes more complex and time consuming.



Social

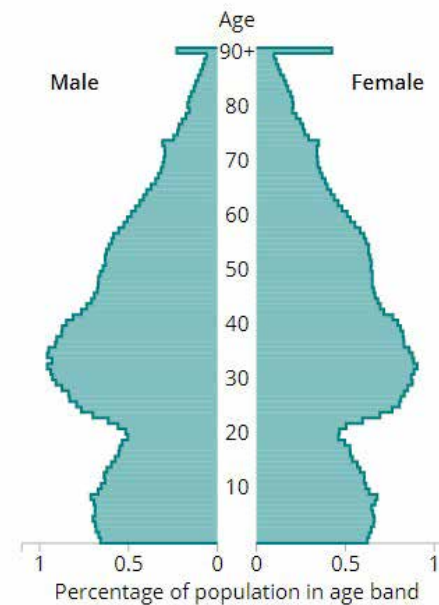
Based on the Worldometer, the population of United Kingdom is around 68.33 million, ranking 21st in the world and 3rd in Europe. 83.2 % of the population living in urban, and London is the main city, with the population of 7.55 million. In 2020, the age structure are 17.68 percent of the population fell into the 0-14 year category, 63.67 percent into the 15-64 age group and 18.65 percent were over 65 years of age. Compare to the previous, the population of the 15-64 age group is decreasing. The UK have faced the low growing population for a long time, and more than half of the increase of population was due to the direct contribution of net migration since the 1990s. After China's crackdown on Hong Kong in 2020, more than ten thousand Hong Kongers applied for special new UK visas, BNO, trying to start their new lives in the UK. British officials estimate 300 thousand Hong Kongers could arrive in the next five years, the immigration wave possibly will change the U.K. in social composition, economy and culture in the future. Besides, the Covid-19 pandemic caused a tremendous impact on industries worldwide, although the vaccination rate is growing, UK is one of the highest Covid infection rates in the world. The reason driving the rise in cases may include less mask-wearing, looser rules, and waning immunity. The increasing case may slow down the UK economic recovery.



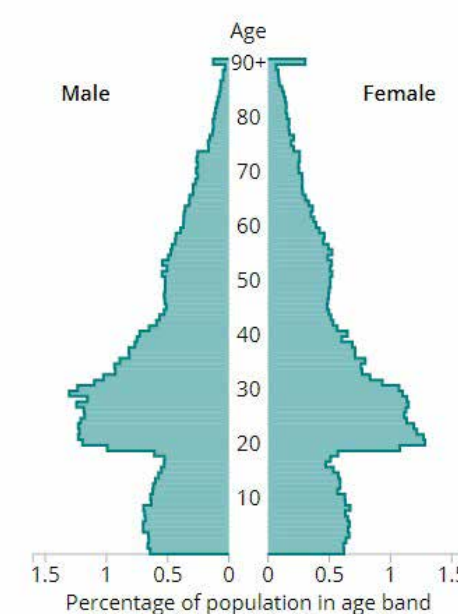
Consumer Research & Analysis

Demographic

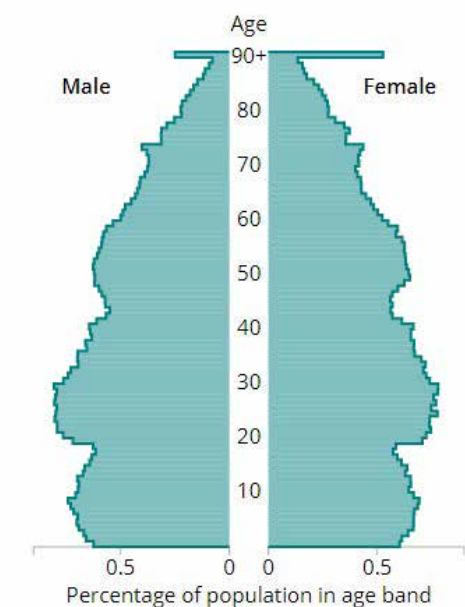
- Age: 25 ~ 45
- Gender: Female
- Family Status: Single or married
- Income: 50,000 ~ 100,000 USD annually
- Education: Bachelor or above
- Religion: Christianity
- Ethnicity: White, Asian



(London)



(Manchester)



(Midlands)

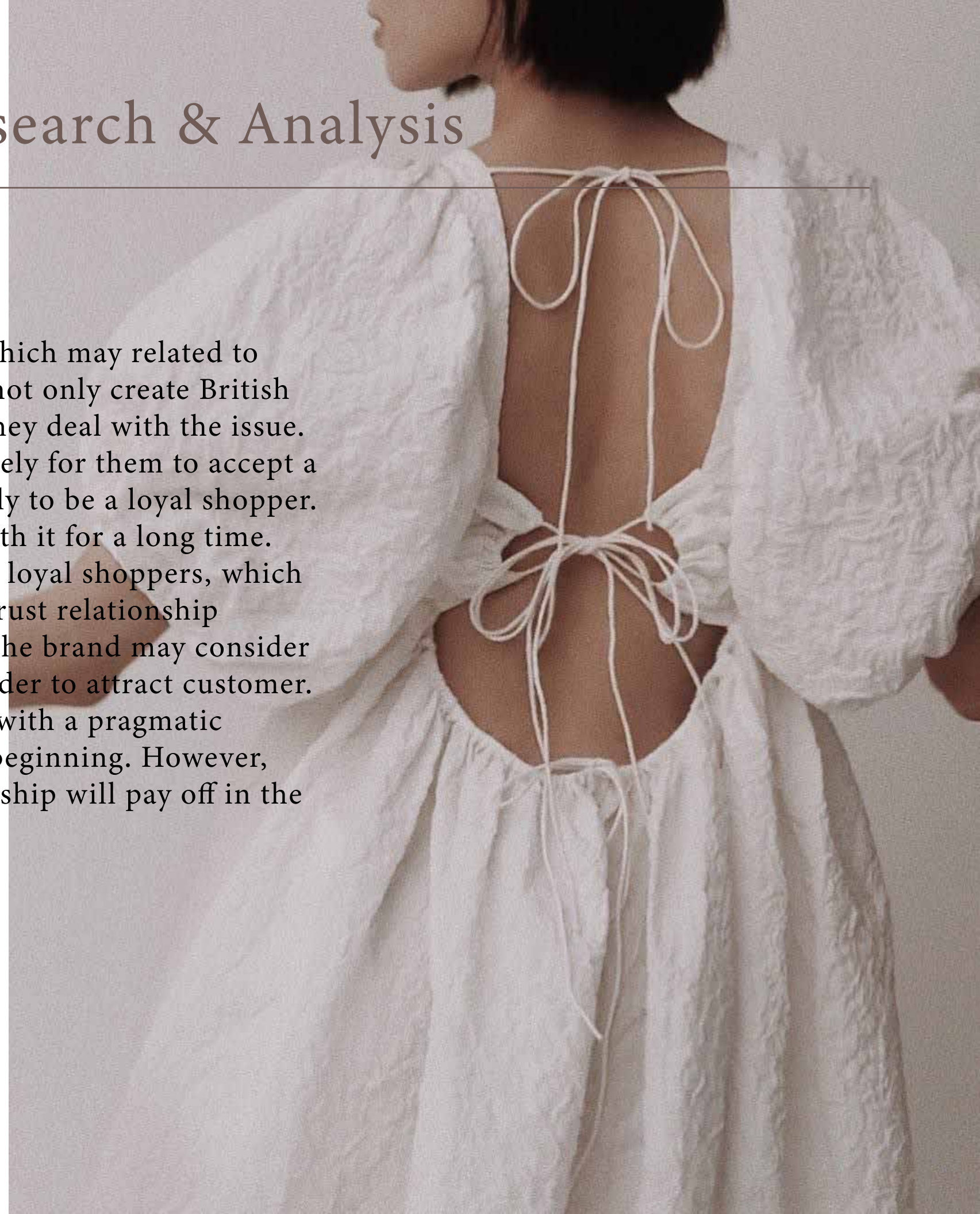
Geographic

The target customer of Cecilie Bahnsen are Generation X and Millennials, living in the urban area of the UK, including Great London, Great Manchester, and West Midlands, which is the top three largest population city. According to the Office for National Statistics, there are 9,787,426 population in Great London, 2,553,379 in Great Manchester, and 2,440,986 in West Midlands, and the density (People/km²) are respectively 5,630, 4,051, and 4,076. Britain is in the temperate climate zone, having a temperate climate that doesn't have extremes of temperature or rainfall, while it rains a lot, and it may cause negative emotion.

Consumer Research & Analysis

Psychographic

The British are often seen as pragmatic and pessimistic, which may be related to class struggle and weather factors, the unchangeable facts not only create British discreet personalities, but also shape the passive way in which they deal with issues. UK customers are more conservative, and it is less likely for them to accept a new brand. However, on the other side, they are more likely to be loyal shoppers. When a customer recognizes a brand, they may stick with it for a long time. According to a fact that 65% of UK consumers claim to be loyal shoppers, which is above the global average of 61%, so that obtaining the trust relationship between brand and consumer becomes more important. The brand may consider about brand value, social issues, or loyalty programs, in order to attract customers. Since the British are more pessimistic about their futures with a pragmatic approach to everything, a new brand may face a difficult beginning. However, most of them are loyal shoppers, developing a positive relationship will pay off in the long term.



Direct Competitor_Simone Rocha



Simone Rocha is of Irish-Cantonese heritage was born in Dublin, and graduated from Central Saint Martin's College in 2008. She launched her own namesake brand in London in 2010 after debuted at London Fashion Week. The brand is known for its feminine, romantic, and bold design, beadings, silk, and ruffle are often seen in the design.

Product

- Womenswear (coats & jackets/ dresses/ tops & blouses/ knits/ skirts/ trousers)
- Accessories (socks/ harness belt)
- Jewellery
- Shoes
- Bags

Price Range

- Clothing: \$450 ~ \$2500 USD
- Accessories: \$50 ~ \$1000 USD
- Jewellery: \$100 ~ \$400 USD
- Shoes: \$500 ~ \$900 USD
- Bags: \$375 ~ \$1200 USD

Direct Competitor_Simone Rocha



Simone Rocha x H&M

Place & Distribution channels

- Online: Official Website
- E-commerce platform: NET-A-PORTER/ Mytheresa/ Farfetch/ Matchesfashion/ Nordstrom/ Harrods/ Selfridges/ SSENSE
- Bricks and Mortar: London/ New York/ Hong Kong/ Dover Street Market Worldwide

Promotion

- Social media:

1. Instagram
2. Twitter
3. Facebook
4. YouTube

- Collaboration:

1. Simone Rocha x J Brand (2014)
2. Simone Rocha x Moncler (2019)
3. Simone Rocha x H&M (2021)

Indirect Competitor_Aje

Product

- Womenswear (dresses/ tops/ skirts/ tees/ pants/ shorts/ jackets & coats/ knitwear & jumpers/ denim)
- Kids (tees/ jumpers)
- Accessories (hats/ gloves/ jewellery)
- Shoes
- Bags

Price Range

- Womenswear: \$155 ~ \$795 USD
- Accessories: \$65 ~ \$395 USD
- Shoes: \$145 ~ \$395 USD
- Bags: \$70 ~ \$395 USD
- Kids: \$60 ~ \$75 USD



Aje is a contemporary fashion brand that inspired from Australian nature and culture, the brand dedicated to raw beauty, tough femininity and effortless cool. It is founded in 2008 by best friends Adrian Norris and Edwina Forest. The brand currently has 18 physical store worldwide, including 16 across Australia and two in New Zealand.

Indirect Competitor_Aje

Place & Distribution channels

- Online: Official Website
- E-commerce platform: Farfetch/ Matchesfashion/ LYST/ ShopStyle
- Bricks and Mortar: Australia/ New Zealand

Promotion

- Social media:
 1. Instagram
 2. Facebook
 3. Twitter
 4. Pinterest
 5. YouTube
 6. WeChat
 7. Weibo
- Collaboration:
 1. Aje x Manicare (2019)
 2. Aje x Adopt Change: #aHomeForEveryChild (2020)
 3. Aje x Superga (2021)
 4. Aje x Local Supply Eyewear (2022)



Aje x Superga

SWOT Analysis

Strengths

- Attractive design and high quality products
- The business strategy that adopted sustainability and have a positive impact on the world
- Consistent social channels

Opportunities

- Collaborate with other brand to explore potential customers
- Fully develop e-commerce to reach more customers
- Focus on emerging markets



Weakness

- Limited product categories
- Limited physical store
- Few promotion campaigns and interaction

Threats

- Intense competition
- Economic recession caused by the COVID-19 pandemic

Competitive Advantage & Positioning Statement

Competitive Advantage

The competitive advantages of Cecilie Bahnsen are quality, location, and sustainability. Rather than offering many categories, the brand carefully manufactures each product by hand, aiming to create a durable and aesthetic craftwork. The physical store in London allows the customer to see and feel the clothing in person, which creates a better experience. Besides, Cecilie Bahnsen has been working to combat waste. Recently, there's one of the collections that used the recycled faille made from plastic bottles fished out of the ocean.

Positioning Statement

Cecilie Bahnsen positioning itself as a high-end fashion brand, targeting women in the age between 25 and 45, who live in urban and often shop online. They are romantic, feminine, and moderate.



Positioning Map



Direct Competitors Comparison

	Cecilie Bahnsen	Simone Rocha	Alessandra Rich	Molly Goddard
Product Characteristics	<ul style="list-style-type: none"> - The core products are dresses with bold silhouette, femininity and romantic design. - The main color palette is black and white, and some fresh and pure colors. 	<ul style="list-style-type: none"> - The brand offer wide range of products, and the femininity has been central. - The main color is natural, including black, white, beige, pink, and olive green. - Beadings, silk, and ruffle are often seen in the design. 	<ul style="list-style-type: none"> - Elegant dresses are the core products, which attracted many celebrity and royal. - The product are mainly characterized by retro, lace, and volants. - In addition to black and white, bright color such as pink, blue, or red are often seen in the collection. 	<ul style="list-style-type: none"> - The core products is the tulle dresses, huge-skirted with frothing shoulders and sleeves in bright pastels may be the first impression of customer. - Traditional techniques such as hand pleating, smocking and crocheting are often seen in the designs.
Merchandising Categories & Mix	<ul style="list-style-type: none"> - 90% Womenswear - 10% Shoes & accessories 	<ul style="list-style-type: none"> - 61% Womenswear - 8% Accessories - 15% Jewelry - 8% Shoes - 8% Bags 	<ul style="list-style-type: none"> - 84% Womenswear - 12% Accessories - 4% Shoes 	<ul style="list-style-type: none"> - 3% Bridal - 75% Womenswear - 3% Menswear - 8% Accessories - 3% Shoes - 8% Bags

Direct Competitors Comparison

	Cecilie Bahnsen	Simone Rocha	Alessandra Rich	Molly Goddard
Merchandising Categories & Strategy	<ul style="list-style-type: none"> - Womenswear (dresses, blouses, skirts, jackets, knitwear, trousers, shoes, and accessories) 	<ul style="list-style-type: none"> - Womenswear (coats & jackets/ dresses/ tops & blouses/ knits/ skirts/ trousers) - Accessories (socks/ harness belt) - Jewelry - Shoes - Bags 	<ul style="list-style-type: none"> - Womenswear (dresses/ jackets/ tops/ pants/ skirts/ shorts/ knitwear/ denim) - Accessories (jewelry/ belts/ hair accessories) - Shoes 	<ul style="list-style-type: none"> - Bridal - Womenswear (dresses/ outerwear/ denim/ tops/ skirts/ knitwear) - Menswear (vest) - Accessories (scarf/ beanie/ socks/ bra/ bloomers) - Shoes - Bags
Merchandising Assortment	<p>Womenswear</p> <ul style="list-style-type: none"> - Price range: \$635 ~ \$3000 USD - Size: UK6 ~ UK14 - Color: Available in two or three colors. 	<p>Womenswear</p> <ul style="list-style-type: none"> - Price range: \$450 ~ \$2500 USD - Size: UK4 ~ UK14 - Color: Available in two or three colors. 	<p>Womenswear</p> <ul style="list-style-type: none"> - Price range: \$500 ~ \$2000 USD - Size: UK4 ~ UK14 - Color: Available in one color. 	<p>Womenswear</p> <ul style="list-style-type: none"> - Price range: \$350 ~ \$3000 USD - Size: UK6 ~ UK18 - Color: Available in one color, while the brand also offer made to order

Indirect Competitors Comparison

	Cecilie Bahnsen	MINJUKIM	Alexander McQueen	Aje
Product Characteristics	<ul style="list-style-type: none"> - The core products are dresses with bold silhouette, femininity and romantic design. - The main color palette is black and white, and some fresh and pure colors. 	<ul style="list-style-type: none"> - Bold silhouettes, prints, and an overarching element of joyfulness are the characteristics. - Soft and delighted colors are the main colors. 	<ul style="list-style-type: none"> - Key elements of McQueen's aesthetic include: Roman Gothic/Victorian-inspired pieces, like dark colors, thick fabrics, and red lace. - The main color palette is black, white, and red. 	<ul style="list-style-type: none"> - The brand dedicated to raw beauty, tough femininity and effortless cool. - Offering plenty products in more available price. - The main colors are natural, while some bright such as pink or yellow are often seen in the collection
Merchandising Categories & Mix	<ul style="list-style-type: none"> - 90% Womenswear - 10% Shoes & accessories 	<ul style="list-style-type: none"> - 100% Womenswear 	<ul style="list-style-type: none"> - 15% Womenswear - 16% Menswear - 20% Shoes - 10% Bags - 39% Accessories 	<ul style="list-style-type: none"> - 81% Womenswear - 1% Kids - 7% Accessories - 5% Shoes - 6% Bags

Indirect Competitors Comparison

	Cecilie Bahnsen	MINJUKIM	Alexander McQueen	Aje
Merchandising Categories & Strategy	<ul style="list-style-type: none"> - Womenswear (dresses, blouses, skirts, jackets, knitwear, trousers, shoes, and accessories) 	<ul style="list-style-type: none"> - Womenswear (outer/ dress/ top/ bottom/ accessories) 	<ul style="list-style-type: none"> - Womenswear (tailoring/ coats & outerwear/ jackets/ dresses/ knitwear/ denim/ tops & shirts/ tshirts & sweatshirts/ skirts/ trousers) - Shoes - Bags - Accessories 	<ul style="list-style-type: none"> - Womenswear (dresses/ tops/ skirts/ tees/ pants/ shorts/ jackets & coats/ knitwear & jumpers/ denim) - Accessories (hats/ gloves/ jewellery) - Shoes - Bags
Merchandising Assortment	<p>Womenswear</p> <ul style="list-style-type: none"> - Price range: \$635 ~ \$3000 USD - Size: UK6 ~ UK14 - Color: Available in two or three colors. 	<p>Womenswear</p> <ul style="list-style-type: none"> - Price range: \$300 ~ \$1200 USD - Size: EUR34 ~ 38 - Color: Available in one to three colors. 	<p>Womenswear</p> <ul style="list-style-type: none"> - Price range: \$400 ~ \$6500 USD - Size: 36 ~ 46/ S, M, L - Color: Available in one to three colors. 	<p>Womenswear</p> <ul style="list-style-type: none"> - Price range: \$155 ~ \$795 USD - Size: 4 ~ 16 - Color: Available in one to three colors.

Merchandise Categories & Mix

Cecilie Bahnsen will offer products to customers (B2C) in the UK market, and the core products will be dresses as well, just like the strategy in Denmark. Minimalist and femininity dresses are the characteristic of the brand, so we would emphasize when entering the UK market. Since Danish and British have similar body shape and color preference, the brand would not adjust the size and color option. While to adapt the UK climate which is windy and rains a lot, Cecilie Bahnsen would consider about water proof and launch a collection of rain gear.

The proportion of the product is 80% of apparel and 20% of accessories. Dresses are the main products, while we would increase the quantity of outerwear to adapt the climate. For the accessories category, we would increase the style of the hat, in order to match with the clothes in the formal occasion.

Apparel Category (80%)

- Dresses
- Blouses
- Skirts
- Jackets
- Knitwear

Accessories Category (20%)

- Shoes
- Socks
- Scarfs
- Hats

Product Adaptation & Product Innovation

Adding rain gears to adapt the climate.

Denmark and the UK have similar temperature, while the UK get a lot of wind and rain annually. Cecilie Bahnsen would collaborate with a British rainwear brand, such as Barbour or Hunter, and produce a small collection of raincoat, umbrella, and boots.

Increase the style of hat for the social occasion.

The customers of Cecilie Bahnsen are likely to wear our dress to formal occasion, and it's been customary for British to wear hats to special occasions, since it is part of etiquette. Cecilie Bahnsen would collaborate with Merve Bayindir, a London-based millinery brand, and produce a collection of hat.



UK Tax Regulations



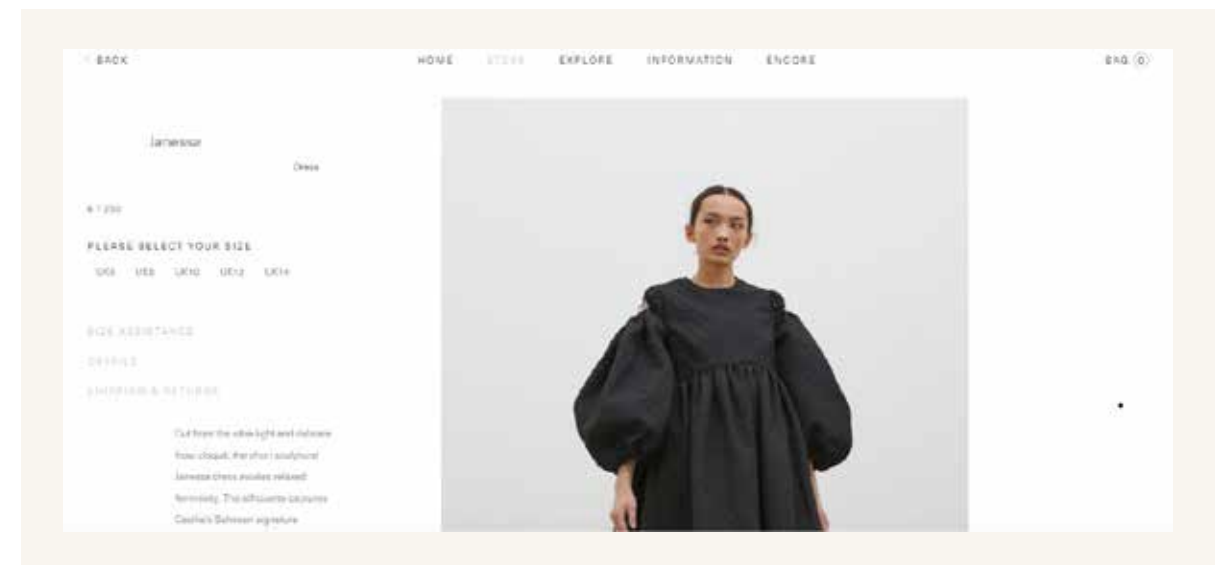
Most of the goods traded between British and the European Union are no tariffs or quotas, while the checks and procedures at borders will require additional costs, including safety checks and customs declarations. The business should indicate the certification of origin exports and imports (Rules of Origin), which are required, since there are limits on what proportion of goods can be assembled from parts made overseas to qualify for tariff-free access. According to the UK Integrated Online Tariff, the value-added tax (VAT) of "women's or girls' blouses, shirts and shirt-blouses, knitted or crocheted" are 0% or 20%, and the third country duty is 12%. The VAT of footwear are 0% or 20%, and the third country duty is 2%. The VAT of hat or headgear are 0% or 20%, and the third country duty is 0%. The VAT of "Umbrellas and sun umbrellas" are 20% and the third country duty is 4%. However, Denmark is a member of the EU which applies to the tariff preference, the EU-UK Trade and Cooperation Agreement (TCA) provisionally entered into force on 1 May 2021 and provides for zero tariffs and zero quotas on all trade of EU and UK goods that comply with the appropriate rules of origin.

Price Strategy

When determining pricing strategy, Cecilie Bahnsen will consider cost and business goals first. Although all trade of EU and UK goods are zero tariffs and zero quotas, there are additional factors that affect price when selling products internationally, such as international shipping, operational expenses, and marketing cost, so the price in the UK will be higher than Denmark. Comparing the price on official website and main e-commerce (taxes or customs duties are charged for products that are shipped within the EU), the e-commerce prices are 4% higher than the official website (Denmark) price. Considering the cost and profit, Cecilie Bahnsen will add 5% more than the original price in Denmark. Cecilie Bahnsen's short-term goals is to increase the brand awareness and attract new customers, and the long-term goals is to maintain relationship with existing customers. To clarify the brand position and acquire trustworthiness, Cecilie Bahnsen won't intentionally raise or low the prices. The price that developed for the UK might be a little bit high, while it is prepared for the currencies fluctuate in value in the future. According to the research centre UK in a Changing Europe, the effect of Brexit on the economy is expected to emerge slowly.



E-commerce: £ 1,100



Official Website: €1,250 (about £1,053)

Develop the Pricing

Consider the procedural costs, international shipping, and operational expenses such as rent of the retail space, utilities, purchase cost, personnel costs, and taxes, etc, Cecilie Bahnsen will add 5% more than the original price.

Product Category	Cecilie Bahnsen (home market)	Exchange rate: 0.84	Cecilie Bahnsen (UK) (Price in Denmark) x 1.05
Dresses	Average Price: €2,095 Price Range: €890 ~ €3,300	£1,763 £749 ~ £2,778	Average Price: £1,851 Price Range: £786 ~ £2,917
Blouses	Average Price: €850 Price Range: €550 ~ €1,150	£715 £463 ~ £968	Average Price: £751 Price Range: £486 ~ £1,016
Skirts	Average Price: €2,095 Price Range: €890 ~ €3,300	£1,763 £749 ~ £2,778	Average Price: £1,851 Price Range: £786 ~ £2,917
Jackets/ Outwears	Average Price: €2,600 Price Range: €1,900 ~ €3,300	£2,188 £1,599 ~ £2,778	Average Price: £2,297 Price Range: £1,679 ~ £2,917
Knitwear	Average Price: €875 Price Range: €650 ~ €1,100	£736 £547 ~ £926	Average Price: £773 Price Range: £574 ~ £972
Shoes	Average Price: €480 Price Range: €410 ~ €550	£404 £345 ~ £463	Average Price: £424 Price Range: £362 ~ £486
Accessories	Average Price: €400 Price Range: €250 ~ €550	£337 £210 ~ £463	Average Price: £354 Price Range: £221 ~ £486

Competitors' Pricing Comparison

There are no VAT, tariffs or taxes on Simone Rocha, Alessandra Rich, Molly Goddard, and Alexander McQueens' products, since they are London-based brand. While there are 10% VAT and 12% third country duty on MINJUKIM (Korea) and 20% VAT and 12% third country duty on Aje (Australia).

Product Category	Price	Cecilie Bahnsen	Simone Rocha	Alessandra Rich	Molly Goddard	MINJUKIM (1 : 0.74)	Alexander McQueen	Aje (1 : 0.74)
Dresses	Average Price Price Range	£1,851 £786 ~ £2,917	£1,398 £495 ~ £2300	£1,333 £970 ~ £1,695	£1,660 £620 ~ £2,700	\$818 USD (£606) \$495 ~ \$1140 USD (£367 ~ £844)	£3,420 £640 ~ £6200	\$510 USD (£378) \$225 ~ \$795 (£167 ~ £589)
Blouses	Average Price Price Range	£751 £486 ~ £1,016	£623 £350 ~ £895	£1,165 £340 ~ £825	£350 £220 ~ £480	\$388 USD (£287) \$315 ~ \$460 USD (£233 ~ £341)	£5,680 £360 ~ £11,000	\$255 USD (£167) \$115 ~ \$395 (£85 ~ £293)
Skirts	Average Price Price Range	£1,851 £786 ~ £2,917	£985 £575 ~ £1,395	£603 £340 ~ £865	£540 £500 ~ £580	\$527 USD (£390) \$244 ~ \$810 USD (£181 ~ £600)	£2,035 £580 ~ £3,490	\$395 USD (£293) \$195 ~ \$595 (£144 ~ £441)
Jackets/ Outwears	Average Price Price Range	£2,297 £1,679 ~ £2,917	£1,850 £1,200 ~ £2,500	£1,295 £695 ~ £1,895	£1600	\$868 USD (£643) \$440 ~ \$1295 USD (£326 ~ £959)	£3,045 £1,540 ~ £4,550	\$525 USD (£389) \$255 ~ \$795 USD (£167 ~ £589)
Knitwear	Average Price Price Range	£773 £574 ~ £972	£573 £250 ~ £895	£603 £340 ~ £865	£450 £280 ~ £620	/	£1,568 £495 ~ £2,640	\$295 USD (£218) \$195 ~ \$395 (£144 ~ £293)
Shoes	Average Price Price Range	£424 £362 ~ £486	£610 £425 ~ £795	£700 £670 ~ £730	£480 £280 ~ £680	/	£710 £450 ~ £970	\$270 USD (£200) \$145 ~ \$395 USD (£107 ~ £293)
Accessories	Average Price Price Range	£354 £221~ £486	£235 £75 ~ £395	£376 £200 ~ £555	£148 £75 ~ £220	/	£640 £130 ~ £1,150	\$230 USD (£170) \$65 ~ \$395 USD (£48 ~ £293)

Distribution Strategy

Retail System Comparison

Cecilie Bahnsen currently has no official physical store worldwide, customer will purchase the product through the brand's official website or online retail platforms. All duties and tax fees of the products purchased from the official website and shipped within the European Union are covered by the brand, while the product purchased from the online retail platforms mostly are not include the delivery fee.

	Cecilie Bahnsen	Simone Rocha	Alessandra Rich	Molly Goddard	MINJUKIM	Alexander McQueen	Aje
Distribution Intensity	Selective distribution	Selective distribution	Selective distribution	Selective distribution	Selective distribution	Selective distribution	Selective distribution
Distribution Channels	Indirect Channels	Direct Channels	Direct Channels	Indirect Channels	Direct Channels	Direct Channels	Direct Channels
Channels	Online <ul style="list-style-type: none"> - Official Website - NET-A-PORTER - Farfetch - Matchesfashion - Mytheresa - SSENSE - LYST 	<ul style="list-style-type: none"> - Official Website - NET-A-PORTER - Farfetch - Matchesfashion - Mytheresa - SSENSE 	<ul style="list-style-type: none"> - Official Website - NET-A-PORTER - Farfetch - Mytheresa 	<ul style="list-style-type: none"> - Official website - NET-A-PORTER - Farfetch - Matchesfashion - SSENSE 	<ul style="list-style-type: none"> - Official website - NET-A-PORTER 	<ul style="list-style-type: none"> - Official website - NET-A-PORTER - Farfetch - Matchesfashion - Mytheresa - SSENSE 	<ul style="list-style-type: none"> - Farfetch - Matchesfashion - LYST - ShopStyle
	Offline <ul style="list-style-type: none"> - Dover Street Market 	<ul style="list-style-type: none"> - Official store - Harrods - Selfridges 	<ul style="list-style-type: none"> - Official store - Harrods - Selfridges 	<ul style="list-style-type: none"> - Dover Street Market 	<ul style="list-style-type: none"> - Official store 	<ul style="list-style-type: none"> - Official store - Harrods - Selfridges 	<ul style="list-style-type: none"> - Official store

Distribution Strategy

Direct & Indirect Channels

Direct channel allows the company completely control overall consumer process, they retain control over brand image, product flow, cost, quality, and consumer experience, while the disadvantage is great responsibility and more cost. With the indirect channel, company sell its products and services through intermediaries. The advantage is that company can better focus on their core business, while the challenge is that another party has to be entrusted with the manufacturer's products and customer interaction.

	Channels	Pros	Cons
Potential Direct Channels	<ul style="list-style-type: none">- Starting an official store/ pop-ups store	<ul style="list-style-type: none">- No need to fight with competitors for shelf space at retailers.- More control over how goods are delivered and customer experience	<ul style="list-style-type: none">- Higher startup cost: operating expenses, warehouses, logistics systems, trucks, and delivery staff.- Limited market coverage.
Potential Indirect Channels	<ul style="list-style-type: none">- Harrods- Selfridges	<ul style="list-style-type: none">- May reach more customer- Lower startup cost	<ul style="list-style-type: none">- Distribution agents and retailers will share the profits, the brand need to consider more about pricing.- Competitors' products sell in the same channels.- The intermediaries provide warehouse services.

Distribution Strategy

Distribution Strategy & Channel Mix

Cecilie Bahnsen will apply selective distribution in the UK, which is the same strategy in Denmark, since this form of distribution caters to the needs of consumers of a specific geographical area, it's best suited for companies that want to maintain quality. Besides, it creates better consumer satisfaction and channel partners' communication. Due to the fact that most of the British prefer shopping on high street rather than big shopping mall, Cecilie Bahnsen plan to start their pop-ups stores in Mayfair, which is located in the West End of London. The brand will also open a pop-ups store in Manchester, which is the second largest population city in the UK. The store will located in Selfridges, since partnering with a luxury department store would bring a wider range of customers to the store. The customer could also purchase the product through the existing channels online or the store in Dover Street Market.



Pop-ups Store

Cecilie Bahnsen will start their pop-ups store near Mount Street, which is about ten-minute walk to the Bond Street and Selfridges. There are a lots of global and independent brands in the area, it is one of the popular shopping site in the West End of London. The brand's competitor, Simone Rocha, has open their flagship store on Mount Street, and there's an Alexander McQueen's store on New Bond Street, which is ten-minute walk far. It is benefit to open a store near the competitors, since it will attract same target customer, and bring a certain amount of flow.

Promotional objectives



Increase brand awareness

- Social media increases 100,000 followers within 3 months.

Increase website traffic

- The visitors of the website achieve 50,000 within a month.

Increase the sales revenue

- Achieve a sales increase of 10% over last quarter.

Marketing Promotions Budget

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Campaigns													
Pop-up store			\$ 5,000	\$ 5,000									\$ 10,000
Cecilie Bahnsen X Barbour								\$ 2,500	\$ 2,500	\$ 2,500			\$ 7,500
Valentine's Day Sales		\$ 2,500											\$ 2,500
Free Shipping			\$ 1,000										\$ 1,000
Holiday Fortune Wheel											\$ 2,000	\$ 2,000	\$ 4,000
My Body My Right	\$ 416	\$ 416	\$ 416	\$ 416	\$ 416	\$ 416	\$ 416	\$ 416	\$ 416	\$ 416	\$ 416	\$ 416	\$ 5,000
Media													
E-mail	\$ 295	\$ 295	\$ 295	\$ 295	\$ 295	\$ 295	\$ 295	\$ 295	\$ 295	\$ 295	\$ 295	\$ 295	\$ 3,550
Billboard			\$ 250	\$ 250				\$ 250	\$ 250		\$ 250		\$ 1,250
Public Relations		\$ 300	\$ 300			\$ 300	\$ 300				\$ 300	\$ 300	\$ 1,800
Official Website	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 2,400
Instagram	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 3,000
Facebook	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 3,600
YouTube	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 3,600
Total	\$ 1,761	\$ 4,561	\$ 8,311	\$ 7,011	\$ 1,761	\$ 2,061	\$ 2,061	\$ 4,511	\$ 4,511	\$ 4,261	\$ 4,311	\$ 4,061	\$ 49,200

KPIs and Evaluation



- Use Customer's Flow to understand the traffic, customers' paths, and dwell time in the physical store.
- Use Sales to analyze the purchase activity, understand which product or collection have better sells.
- Use Traffic Acquisition to know visitor number and how visitors arrived at Cecilie Bahnsen's website.
- Use Website Engagement to see how many time do the visitors stay on the page, and see views, likes, as well as comments of the social media posts.
- Use Responses understand how many people sign up for the membership.

Cecilie Bahnsen would use ROI & KPI to optimize marketing performance, giving more budget to the better performing efforts, and reduce budget to those with poorer performance.

Future Market



The design of Cecilie Bahnsen combines Danish minimalist and British romance, which make the brand attractive. However, most of the British is conservative, it is less likely for them to accept a new brand shortly, so to obtain the trust relationship between brand and customer is much more important in the market. Cecilie Bahnsen could create a topic or vote on the social media to interact with their potential customer, send the greeting e-mail on holiday, or create customer loyalty program, the brand may provide special discount and gift on the member's birthday. The physical store is important as well, since it is a place that can connect with the customer directly, if the pop-up store run well, the brand may open their flagship store in the main city. Besides, Cecilie Bahnsen could also consider to launch a rain gear line to adapt the weather, it is useful not just in the UK, but also globally.