

THE COMPARISON OF THE
BUSINESS MODEL BETWEEN
UNIQLO AND FOREVER 21

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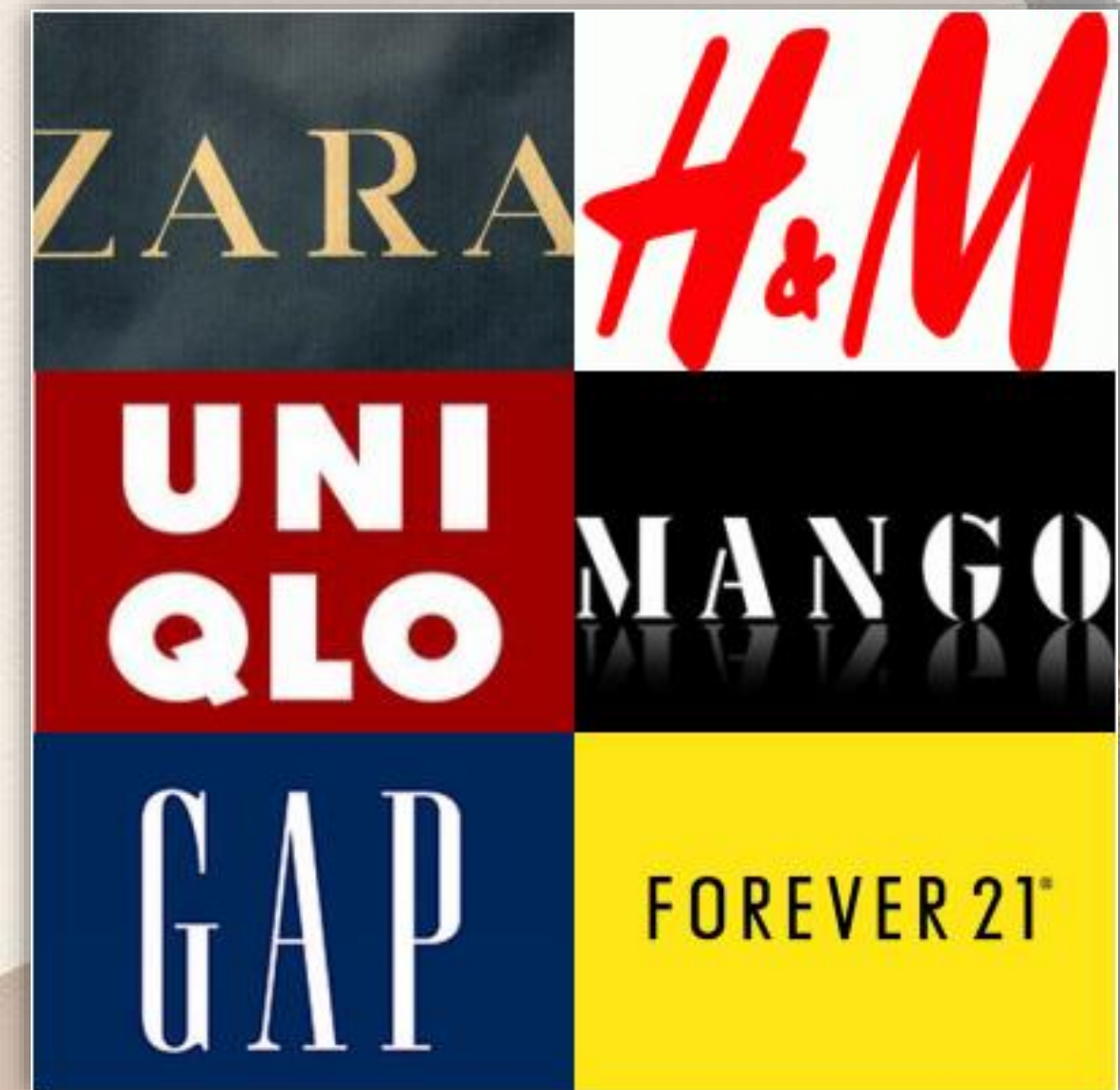
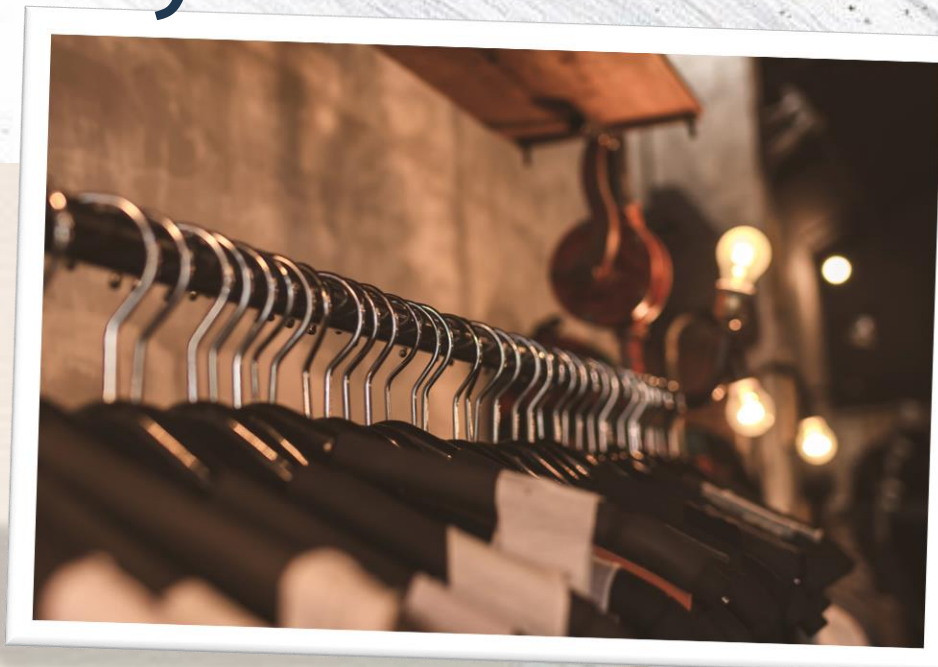
OUTLINE

- Definition of fast fashion
- Information of Uniqlo & Forever 21
- SWOT analysis & Marketing Theory 4P
- Conclusion

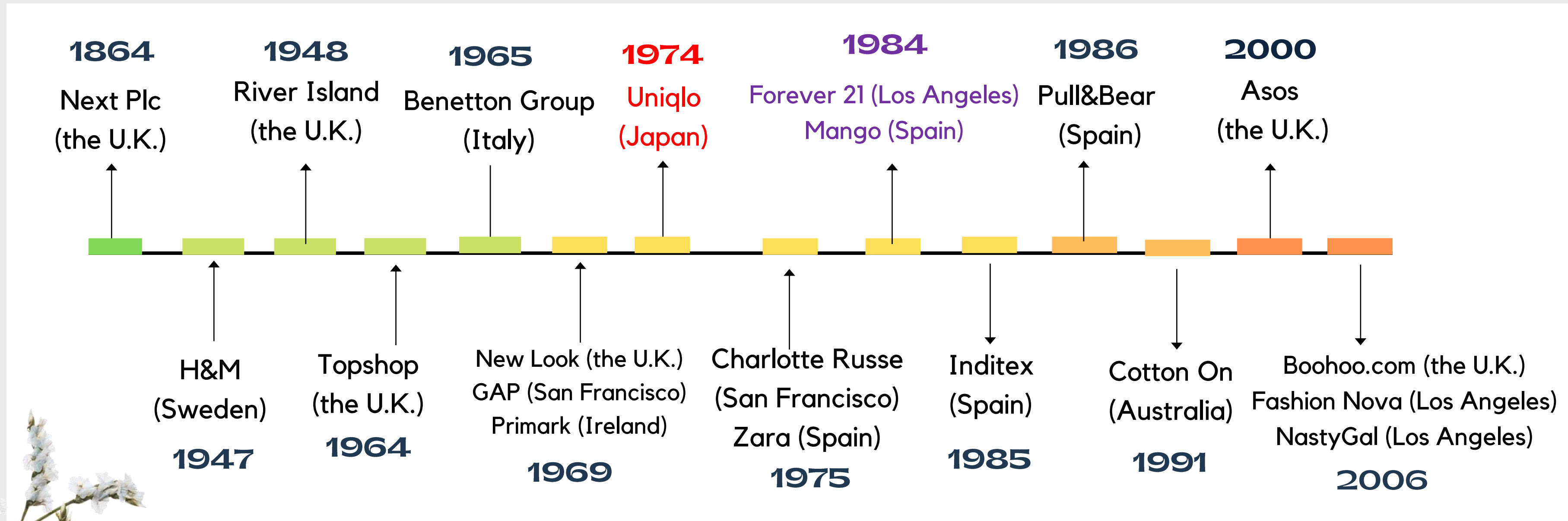


DEFINITION OF FAST FASHION

- Low cost, mass-producing and fast production.
- The quantity of clothes is higher than its quality.
- The cost of fast fashion clothes is extremely low.
- Being fast is a key in this industry.



TIMELINE OF FAST FASHION BRANDS



INFORMATION: UNIQLO & FOREVER 21

	Uniqlo	Forever 21
Store Foundation	Yamaguchi, Japan	Los Angeles, the U.S.
CEO	Tadashi Yanai	Winnie Park
Year	1974	1984
Style	simple, casual	colorful, stylish
The Peak of Sales Revenue	873 billion (In 2019)	44 billion (In 2015)



SWOT ANALYSIS

<u>Uniqlo</u> <ul style="list-style-type: none">• Reasonable price.• The age of the guest group is widely distributed.• Items are clearly categorized.• Various discount events.	S T R E N G T H	<u>Uniqlo</u> <ul style="list-style-type: none">• Some items are only exchangeable but not refundable.• Clothes are mostly of casual style, not suitable for office work.• Simplicity clothing can't make a breakthrough in the style of styling.
<u>Forever 21</u> <ul style="list-style-type: none">• Cheap prices, easy to break into the market.• Brand ambassadors increase brand awareness.• Staying on top of current fashion trends.		<u>Forever 21</u> <ul style="list-style-type: none">• Targeting too much on a specific customer base (young people under 30).• Employees are underpaid.• A family business: decision-making is too centralized and closed.

SWOT ANALYSIS

<p style="text-align: center;"><u>Uniqlo</u></p> <ul style="list-style-type: none">• Cross-border chain operation.• The business philosophy is innovating with the thinking of the times.• The consumption concept of this generation pays more attention to the quality of the goods.	O P P O R T U N I T Y	<p style="text-align: center;"><u>Uniqlo</u></p> <ul style="list-style-type: none">• The impact of the epidemic has caused a decline.• There are many similar goods (such as prime T). Their products are highly substituted by other producers.
<p style="text-align: center;"><u>Forever 21</u></p> <ul style="list-style-type: none">• Trending companies are evolving to create more personalized clothing.• Entering Asian countries to develop new markets.• Increasing the networking of sales channels.		<p style="text-align: center;"><u>Forever 21</u></p> <ul style="list-style-type: none">• The recession caused a huge economic crisis.• There're many strong competitors competing with one another, causing the brand to decline and gradually withdraw from the market.

MARKETING THEORY 4P

UNIQLO

- A wide range of products: Outerwear, tops, underwear, underwear, loungewear and accessories.
- High quality and mass production as the main axis.

FOREVER 21

- In addition to the clothing section, it also offers accessories.
- Style: a youthful route- a sweet and sunny atmosphere.
- Sub-brands: Love 21, Forever 21 Twist, and so on.

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UNIQLO

- Limited-time offers are introduced from time to time through a strategy of small profits and high sales.
- Charm pricing for marketing.

FOREVER 21

- It offers preferential rates according to the needs of fashion products.
- The anomalous pricing method, usually sold for \$29.95 or \$29.99.

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MARKETING THEORY 4P

UNIQLO

- UNIQLO in Taiwan has been introducing live streaming functions on its official website since 2020.
- The manufacturer's direct retail model, coupled with its network and physical store combined sales.

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FOREVER 21

- Huge store. The average store area is 38,000 square feet.
- The cluster effect: the Tokyo Ginza branch was opened between the subway station & H&M to increase brand exposure.

UNIQLO

- Season-change discounts.
- It launches joint products with celebrities.
- A new product launch: release the Spring/Summer Exclusive Preview live on their official Youtube.

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FOREVER 21

- Expanding the brand's reachable market; leveraging its market share.
- A new product launch: MGM Hotel Macau in 2012 or through the short advertisement after 2016.

CONCLUSION

- Uniqlo has developed e-commerce with physical stores, launching new business models.
- It created a series of anti-epidemic products & began to sell flowers.
- The business model of "order online, pick up in store" was promoted.
- It established Japan's second automated e-commerce warehouse in Osaka.

“Integration of virtual and real.”



CONCLUSION

- It targeted too much on a specific customer base (young people under 30).
- 30% of the company's revenue went to rent payment in physical stores.
- Forever 21 insisted to develop physical stores and the number increased to 800.
- Forever 21 adopted the conservative and basic ways to strengthen itself.

"Keep up with the transformation of new generations."

In New York Time Square.



Forever 21's biggest store (150,000 square feet) In Fresno, California.



The image features a central stack of textured, light-colored paper, possibly handmade or recycled, with a visible fibrous texture. The stack is set against a background of light-colored wood grain. On the left and right sides, there are small, delicate white flowers with thin green stems. The text "THE END" is centered on the paper stack in a black, serif font. Below it, the word "thanks" is written in a brown, cursive script.

THE END

thanks