

Table of Contents

Executive Summary	2
Preface	4
List of Figures	5
1 Introduction.....	9
1.1 Research Background	9
1.2 Research Objectives.....	9
1.3 Central Research Question.....	10
1.4 Research Sub-Questions	10
1.5 Research Limitation	10
1.6 Research Methods and Techniques.....	11
1.6.1 Qualitative and Quantitative methods.....	11
1.6.2 Delphi Technique.....	11
1.6.3 Descriptive Purpose of Research	11
1.6.4 Inductive Approach.....	11
1.6.5 Cross-sectional time horizon.....	11
1.6.6 Reliability and Validity	11
1.7 Data collection techniques and methods.....	12
1.7.1 Field Research: Interview	12
1.7.2 Secondary Research: Desk Research	12
1.8 Report Structure	12
1.8.1 Introduction.....	13
1.8.2 Internal Analysis	13
1.8.3 External Analysis	13
1.8.4 Strategic Analysis	13
1.8.5 Marketing Planning.....	13
1.8.6 Conclusions and Recommendations	13
2 Internal Analysis	14
2.1 Company Background.....	14
2.1.1 Company History	14
2.1.2 Mission.....	14
2.1.3 Vision.....	14



2.1.4	Company's Objective.....	15
2.2	Resources	15
2.2.1	Tangible Asset.....	15
2.2.2	Intangible Asset.....	15
2.2.3	Human Asset and Intellectual Capital.....	15
2.2.4	Organizational Asset	15
2.3	Organizational Structure	16
2.4	Value Chain Porter.....	16
2.4.1	Primary Activities	16
2.4.2	Secondary Activities	18
2.5	Virtual Value Chain:	18
2.5.1	Visibility	18
2.5.2	Mirroring Capability	19
2.5.3	New Customer Relationship	19
2.6	Boston Consulting Group Matrix.....	20
2.7	Conclusion	21
2.8	Strengths and Weaknesses	22
3	External analysis	23
3.1	Macro Environment	23
3.1.1	Demographic	23
3.1.2	Economic	24
3.1.3	Political and Legal	25
3.1.4	Environmental	26
3.1.5	Socio-cultural	27
3.1.6	Technology	30
3.2	Market Analysis	31
3.2.1	Belgian Buyer Spending Online.....	31
3.2.2	Belgian Consumer Behavior	31
3.2.3	Market Trend	33
3.3	Fashion retailer Analysis.....	34
3.3.1	Foreign and Local fashion webshops.....	34
3.3.2	Competition.....	36
3.3.3	Return issue in Fashion Webshops	36



3.4	Competitor Analysis	37
3.4.1	Direct Competitors	37
3.4.2	Indirect Competitors	37
3.4.3	Potential Competitors.....	38
3.5	Conclusion	39
3.6	Opportunities and Threats.....	40
4	Strategic Analysis	41
4.1	SWOT Matrix	41
4.2	Ansoff Matrix.....	44
5	Marketing Planning.....	46
5.1	Marketing Plan Objectives.....	46
5.2	Marketing Plan.....	46
5.2.1	Introduction Strategies	46
5.2.2	Relationship Marketing Strategies	47
5.3	Segmentation.....	48
5.4	Target Customer.....	48
5.5	Positioning	48
5.6	Marketing Mix	49
5.6.1	Products.....	49
5.6.2	Price	50
5.6.3	Place.....	51
5.6.4	Promotion.....	51
5.7	Marketing Budget	62
6	Conclusions.....	63
7	Recommendations.....	64
8	Bibliography	66
9	Appendix.....	71
10	Declaration.....	114