**1.1.3 Market positioning**

1. What is meant by the term market mapping?

The process of positioning competition within a market by plotting the key variables that differentiate products within the market against each other.

1. Place each of the following products on the market map below. Justify your positionings.

|  |  |  |
| --- | --- | --- |
| Armani | M&S | Urban Outfitters |
| New Look | River Island | Tommy Hilfiger |
| Vans | Primark | Next |
| SuperDry | Regatta | Berghaus |

Placement is subject to consumer perceptions.

Low Fashion

Berghaus

Regatta

M&S

Low

Cost

High

Cost

Next

SuperDry

Urban Outfitters

Primark

River island

Vans

New Look

Tommy Hilfiger

Armani

High Fashion

1. What alternative criteria could you have used for the fashion industry?
   * Function v fashion
   * Work wear v leisure wear
   * Durability v cost
   * Comfort v attractiveness