

EXPRESS

Express Inc. Company Competitor Analysis



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Chapter 1

Executive Summary

Headquartered in Columbus, Ohio with a New York design studio in the heart of Manhattan, Express is the place to look for a rewarding career in fashion. We employ approximately 18,000 associates in over 650 retail stores, both nationally and internationally.

<https://www.express.com/g/about-us>

- URL: <https://www.express.com/>
- Social media:
- <http://www.instagram.com/express>
- <http://www.snapchat.com/add/express>
- <https://www.pinterest.com/expresslife/>
- <https://www.facebook.com/express>
- <http://www.twitter.com/express>
- <https://www.youtube.com/user/express>

Below you will see the information for a complete retailer analysis to get to know more about the inner workings of the company called Express who mainly focuses on selling business type clothing to both men and women. They also carry casual clothing that can fit for your every day lifestyle.



Chapter 2

NAICS, Ownership type, type of Retailer, and Channels

NAICS Code: 424330

Express is a privately held company who is set up around the country and sells higher end clothing such as suits, pants, and dress shirts. Express is a specialty store because of the types of clothing it sells. It does not carry any types of kids clothing it only starts at men's and women's. The type of channels in which Express uses are:

- Bricks and Mortar
- Direct Marketing
- E-commerce





Chapter 3

Company Analysis

Mission Statement: Express is the style source for fashion-forward young women and men, for everything from first job interviews to weekend parties. We believe in living for the moment, dressing for the moment and having a strong individual style.

Vision Statement: We direct our attention, energy and commitment to the things that will drive the growth and success of the business and best serve our customers.

Express is a more conservative company who is trying to stay ahead on sales and not go under as a company with other risky deals or trades. The current sales trends are US 1.185 Billion (2016) in total assets



<https://www.marketwatch.com/investing/stock/expr>

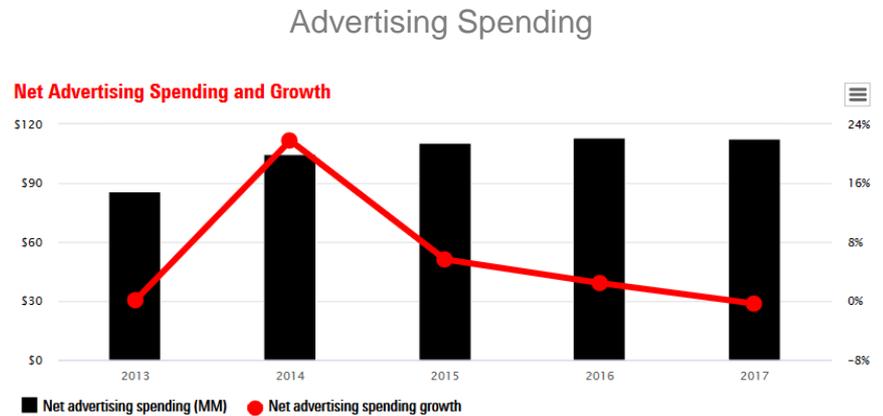


Chapter 4

Product History and Analysis

Products

- Men's
 - Shirts
 - Jeans
 - Suits
 - Sweaters
 - Hoodies
 - Casual Pants
- Women's
 - Jeans
 - Tops
 - Dresses
 - Dress Pants
 - Sweaters
 - Jackets



Financial Statement of 2017

- https://s22.q4cdn.com/300448702/files/doc_financials/annual/2017/2017-Annual-Report.pdf
- Advertising Spending
- Shipping: <https://www.express.com/g/shipping-handling>
- Jeans- Jeans are for men and women at Express and they usually run for around 78 to 98 for men and 78 to 88 for women. Some have deals right now for buy one get one 50% off on certain types of jeans in the store.
- Suits- Suits are for both men and women at Express and they run for around 250 to 600 for men and 90 to 220 dollars for women. There are currently no deals. Many of the suits are either wool or polyester.
- Currently are ranked 4 out of 5 stars for their products.



Chapter 5

Industry Analysis and Differentiation

- **Industry Analysis**

- Competitors
 - JC Penny
 - Macy
 - Abercrombie and Fitch
 - American Eagle
 - Buckle
 - Men's Warehouse- Sells suits which is one of Expresses main types of clothing they sell which is in direct.
- Very searchable which makes them in high competition with other businesses in La Crosse. Not many other companies are located in La Crosse to help them with not having many other types of competition.

- **Differentiation**

- What makes Express unique than other types of business and casual outgoing clothing places in La Crosse in general is they have a wide variety of clothing to help with all your needs. This helps the company be above all its other competition in this area with many other stores not being in direct competition with high quality clothing ion none store.





Chapter 6

Geographic Analysis

They only have one location in the close area to where La Crosse is located. They are in the local shopping mall in Onalaska. This allows for more pedestrian traffic to be coming to the store with all types of stores located around it in the shopping mall. This area attracts both the in shoppers and the out shoppers with most of them being the out shoppers. The site is very clean and will attract many customers with the location it is in. I think they have chosen this location because of the high amount of traffic in this location. With the current location of La Crosse and how easy they are able to drive to Onalaska for the mall this allows many shoppers to have this area be the location they always go to want to shop for clothing and other materials they may need.





Chapter 7

Internet Analysis

Express is a full ecommerce website allowing for you to purchase products and have them sent right to your house instead of going to the actual store location. It has both men and women's business and casual outgoing clothing for purchase. They have allowed this website to attract new customers who might not have the ability to be able to purchase the clothing you desire. As a mystery shopper they have made the selection of clothing very easy with the correct sizes you desire to purchase when you are looking for clothing. I think they use geofencing to attract more customers who are looking for the business clothing online by using keywords and what they are searching on the internet. I believe they have gone online as well as brick and mortar because they want to be able to get the customers who are not in a close location to an actual store but still desire their clothing.





Chapter 7

Audience Analysis

Group Name:	General Population Base in location-reach	Customer Segment 1	Customer Segment 2
indicate which is/are the target(s)	Business people	Business men	Business Women
Bricks or Online (or both).	Both	Both	Both
Market Size	21,320	14,200	7,100
List Demographics Characteristic topics (see chapter) Include the 'Age group/Generation' in this section instead of age (if appropriate)	Age 25 to 60	Age 25 to 60	Age 25 to 60
What are their demographics	Income 25,000 to 125,000 plus	Income 25,000 to 125,000 plus	Income 25,000 to 125,000 plus
List Psychographics Characteristic topics. Make sure to include VALS (see chapter)	Achievers Strivers Innovators	Achievers Strivers Innovators	Achievers Strivers Innovators
What is their Psychographics	High end clothing Need for work Like to dress nice	High end clothing Need for work Like to dress nice	High end clothing Need for work Like to dress nice
Geographics	In town Suburbs Country	In town Suburbs Country	In town Suburbs Country
Geodemographics (see Esri (by zip code) and PRISM (Clarita's – by zip code)	54601 the reach for the segment can be as far as Winona or Viroqua	54601 the reach for the segment can be as far as Winona or Viroqua	54601 the reach for the segment can be as far as Winona or Viroqua
Product Usage/Behaviors	Use every day or for special events for work	Use every day or for special events for work	Use every day or for special events for work
Describe the components of their Decision Purchase Process (you can generalize with an example based on what you know about them)	They like to look online and then go in the stores.	Go to the store more and then see if they like the clothing first before purchasing online.	Heavy online users who then go to the store to see if they like what they are buying by trying it on.
Purchase Influencers and which steps of the Decision Purchase Process they could influence	Advertising affects them and quality needs to be high	Advertising effects them but they want clothing for a good price and high Quality.	Advertising effects them greatly and they need to look and feel great with High Quality.
In-Store Decision Behaviors	Like to buy clothing that fits their needs and for their work environment	Like to buy clothing that fits their needs and for their work environment	Like to buy clothing that fits their needs and for their work environment



<p>Strengths</p> <p>Great sales Wide selection of clothing Great business clothing High Quality Items Located in the Mall</p>	<p>Weaknesses</p> <p>Kids dress clothing Cheaper alternative clothing places Other places in La Crosse</p>
<p>Opportunities</p> <p>Kids Clothing Tailored suits Custom Orders Local events</p>	<p>Threats</p> <p>Other retailers Less expensive places Located by other retailers</p>