

Case Study

E-commerce Benchmarking for the Apparel Industry



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About the Client



- A new entrant in the e-commerce space, offering a range of apparel product assortment

Client Objectives / Goals



- The client wanted RocSearch to benchmark the top brands in the e-commerce clothing space with a leading clothing brand, to assess the gaps

Approach and Methodology

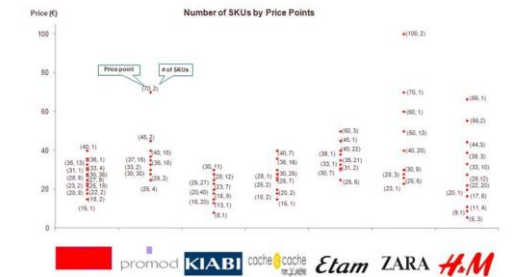


- Conducted comprehensive primary and secondary research using company filings, analyst reports and expert interviews
- Benchmarked the top players on the following parameters:
 - Site functionality
 - Product range
 - Price range
 - Click'n'Brick strategy
 - Daily hits
 - Loyalty
 - Revenue
 - Organisation
 - Fulfilment set-up
 - Promotions

Sample Output



For skirts, almost all players are concentrated in €20-40 price range **Version 1**



Results / Value-add



The inputs enabled the client to understand the strengths and shortcomings of its e-commerce portal

The insights helped the client in improving its site functionality and Click'n'Brick strategy