

**Case Study**

**E-commerce Benchmarking for the Apparel Industry**



# Case Study

## E-commerce Benchmarking for the Apparel Industry



### 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

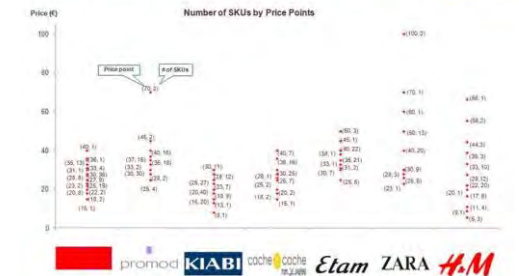


- Conducted comprehensive primary and secondary research using company filings, analyst reports and expert interviews
- Benchmarked the top players on the following parameters:
  - Site functionality
  - Product range
  - Price range
  - Click'n'Brick strategy
  - Daily hits
  - Loyalty
  - Revenue
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