



WEEKDAY

Strategic Development Report

Executive Summary

Since being acquired by the H&M Group in 2008, Weekday have benefited from substantial funding, resources and wide consumer reach. However, through a situational analysis, key issues can be identified (figure 2) which have indicated a loss of identity amongst the brand. Weekday need to establish their market position in order to correctly aim promotional strategies towards the correct target market.

The Situational Analysis Process Model (Figure 5) (NSW Government, 2022) has been followed in this Strategic Brand Development Report. The report utilises this four-step process to correctly identify and analyse Weekday's situation and draw effective recommendations as a result. The

Looking Inwards stage pinpoints Weekday's brand issues. The Looking Outwards phase identifies macro-environmental factors and market pressures that jeopardise the brand such as the current cost of living crisis.

By looking strategically, this report assesses Weekday's strategic direction using theoretical models, with a particular emphasis on the brand's TOWs matrix (figure 21). Finally, the Looking Forward phase integrates all the findings and delivers conclusions that concentrate on the future of Weekday, by recapturing, distinguishing and innovating the brand's current business strategies (summarised in figure 4).

'At Weekday, our mission is to recapture consumer interest by being at the forefront of digital innovation. We aim to distinguish ourselves in the industry, inspiring others to join us in creating a more sustainable future and strive to create pieces that are as stylish as they are responsible.'

Figure 1: Proposed Mission Statement (Author's Own, 2023)



Figure 2: Condensed Brand Issues (Author's Own, 2023)

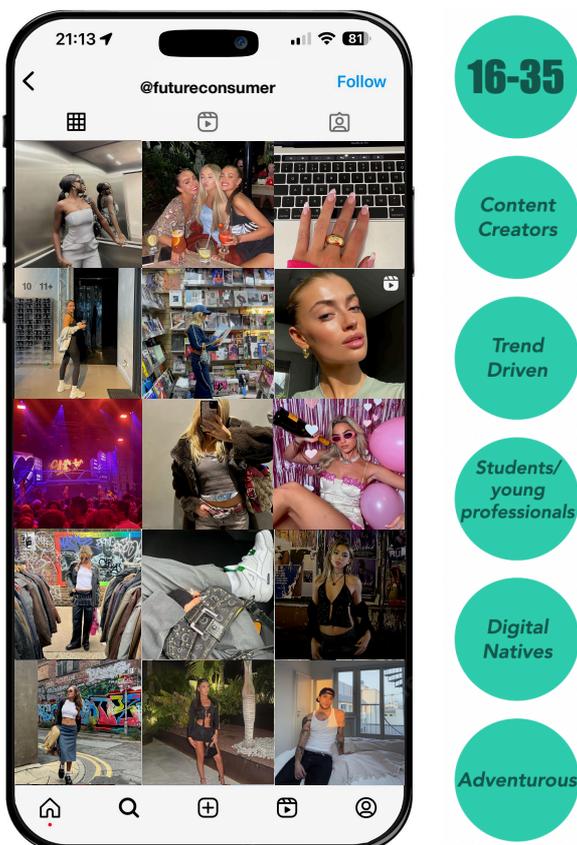
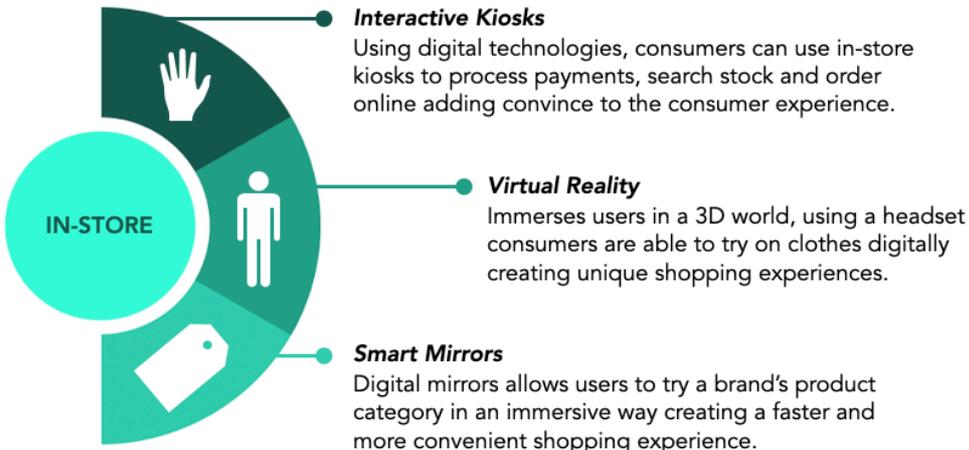


Figure 16: future consumer pen portrait (Authors Own, 2023)



Potential Digital Opportunities



Blockchain Technologies
Enables brands to work with blockchain providers to increase brand transparency, meeting consumer demands.

The Metaverse
A web3 technology which allows brands to interact consumers in an immersive virtual world. The Metaverse provides consumers personalised experiences, virtual tours and interactive content which further enhances the consumer experience.

Augmented Reality
Ads digital elements from the users phone, consumers are able to try on clothes digitally at home bringing convenience to the consumer journey.

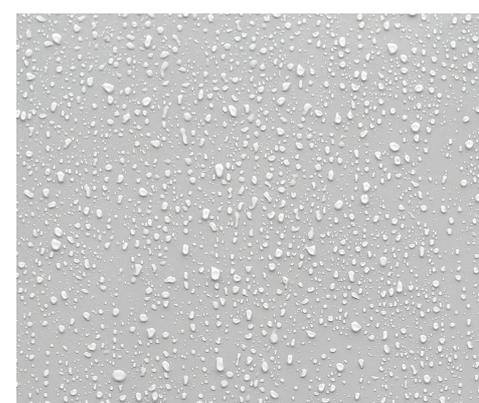
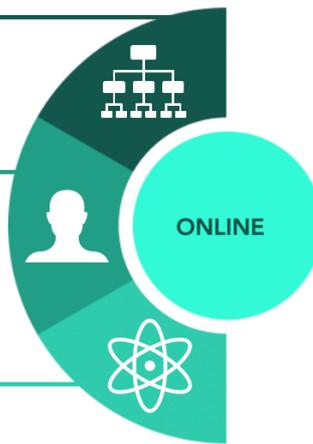


Figure 23: Potential digital opportunities (Author's Own, 2023)

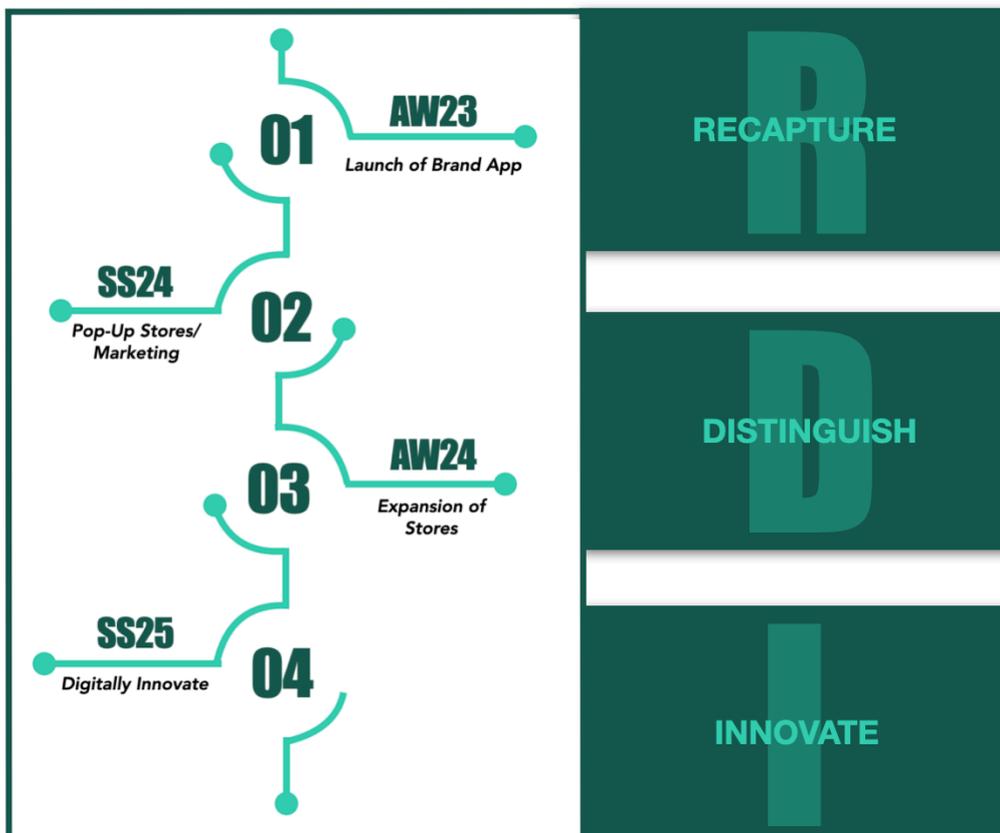


Figure 3: Condensed Proposed Strategic Timeline (Author's Own, 2023)

Figure 4: Key Words (Author's Own, 2023)

WEEKDAY

ENTERS THE METAVERSE

In order to recapture, distinguish and innovate, Weekday will expand into the metaverse, creating a virtual space that users can explore, interact with and shop from. Innovating in the metaverse aims to reconnect with Gen-Z consumers, capitalising on their desire for customisation and self-expression. Utilising the Metaverse and upcoming web3 technologies also will better brand awareness within this key market group - offering the unique shopping experience Gen-Z crave.

Hosted in virtual reality platform Decentraland, Weekday will open a digital store in the metaverse. When visiting the store, users will be able to buy items of clothing in the virtual world and have them delivered to their homes in the real world - taking traditional e-commerce to the next level. To keep users engaged, Weekday will incorporate gamification to the metaverse store, sending visitors on quests to win exclusive digital fashion and accessories for their avatar. In addition, Weekday will collaborate with fashion brands dominating the metaverse fashion world by creating exclusive NFT (Non-fungible tokens) for consumers to buy.

METAVERSE OBJECTIVES

- 1 **Recapture the Gen-z consumer through digital innovation**
- 2 **Enhance customer experience through immersive and interactive e-commerce**
- 3 **Establish a presence in the digital world**

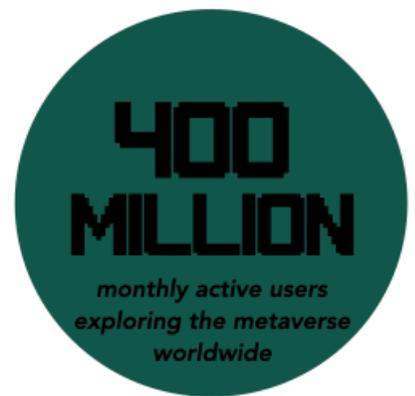
Weekday's unique and distinctive identity will enable Weekday to stand out in the metaverse - bringing youth culture and street style to the digital world. The brand's progressive in-store environment will be replicated in a virtual setting to reflect this identity. By offering users with an immersive and interactive shopping experience, Weekday will establish a presence in the digital world. This, in turn, will also distinguish Weekday's market position, placing themselves at the forefront of consumer's minds through this digital innovation.

BRAND ISSUES SOLVED



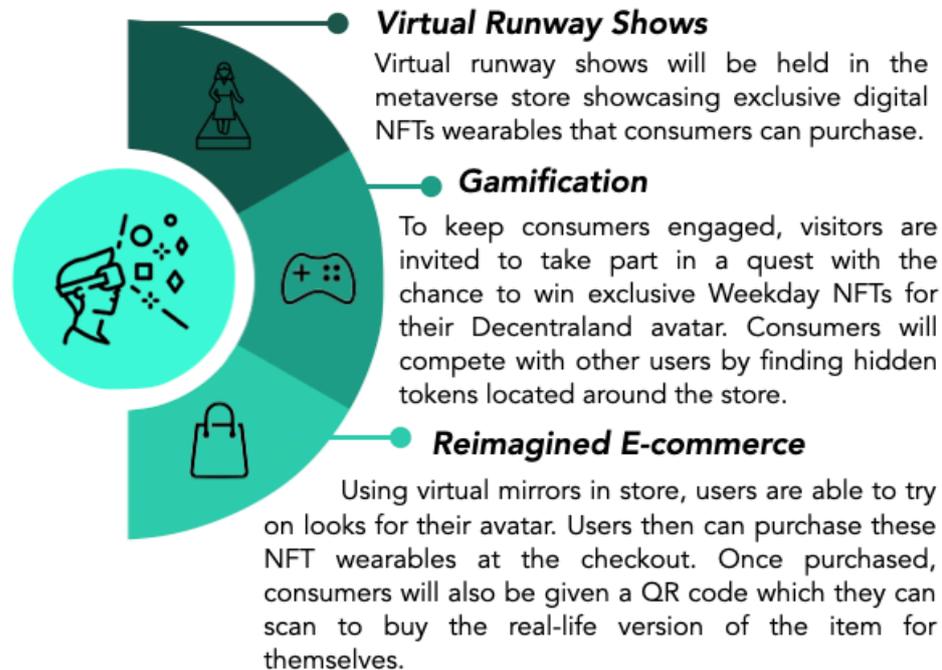


(McKinsey, 2022)



(DemandSage, 2023)

THE METAVERSE STORE



The Weekday metaverse store creates an immersive and unique consumer journey which encourages user engagement and reconnects the brand with Gen-Z consumers. The experience reflects the demands of this consumer group, offering a new and innovative e-commerce experience with interactive gaming elements for consumers to enjoy. NFT wearables offers customers' an alternative way to consume the brand. Through this experience, Weekday sit at the forefront of digital innovation and in doing so, strategic objectives will be achieved.

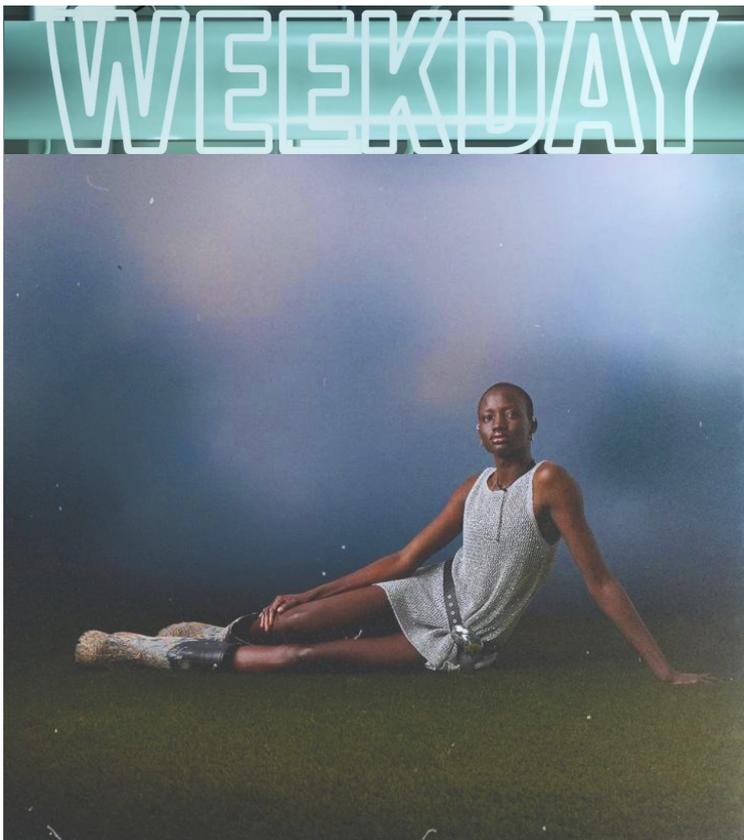


Technological Innovations for a Satisfactory Online Shopping Experience

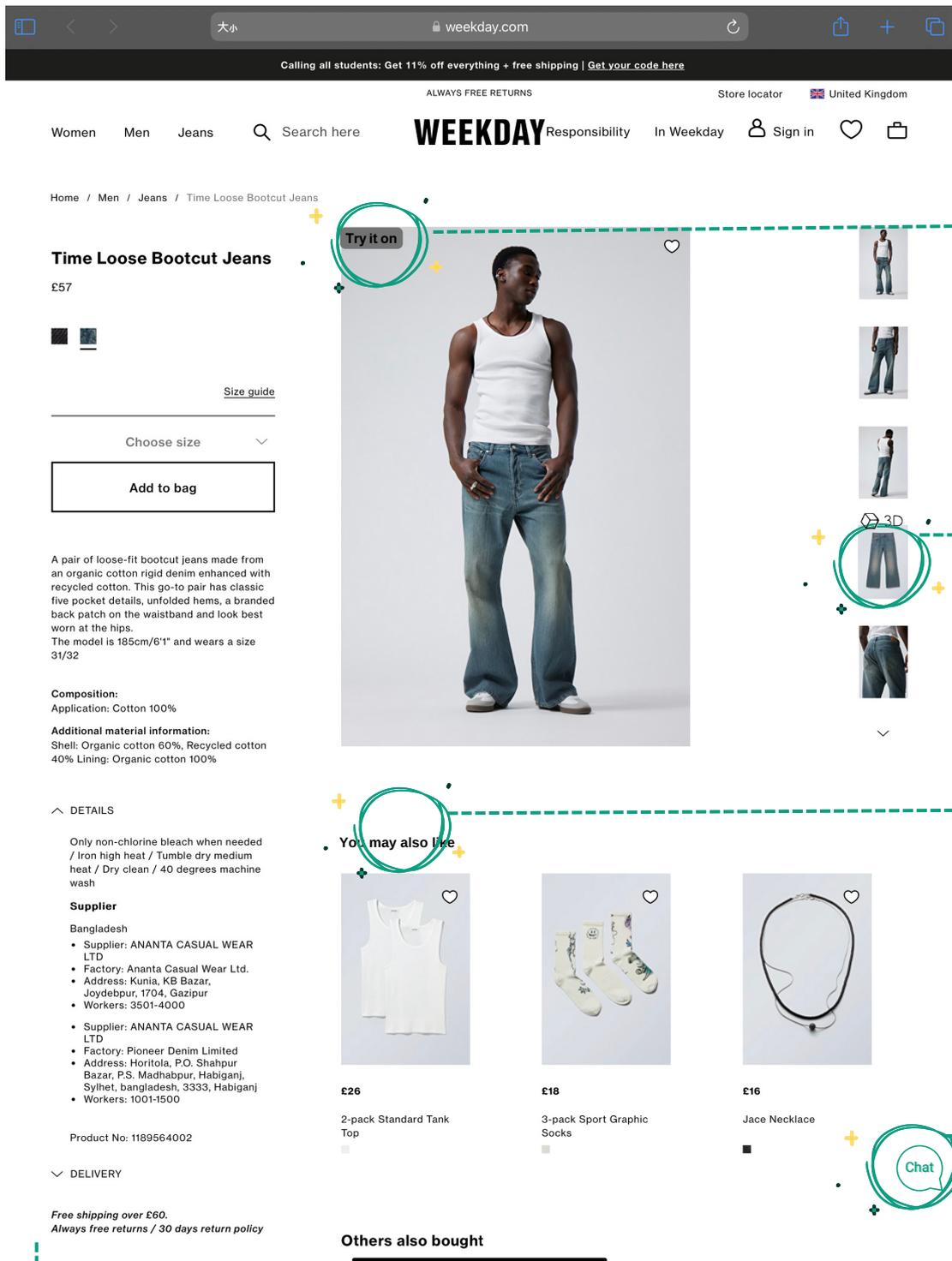
As digitization continues to shape retailing, it has facilitated rapid growth while increasing the **complexity** of the **retail environment**. In this new landscape, customers take center stage and wield more power than ever before. Their focus has shifted from just evaluating products and services to looking for a **holistic experience** throughout the journey. As a result, Weekday had to re-evaluate these changes and **prioritize** the **customer journey** and **experience** that will lead them to success. In this way, a unparalleled online shopping website can be provided to satisfy customers

according to their needs and preferences, and finally regain.

To achieve this objective, it is recommended that Weekday harness **innovative technologies** like AR, VR, AI and Big Data in a cohesive and strategic manner to enhance the **consumer interface** on their existing online website. By integrating these technologies, the brand can embrace the **experiential retail** trend and build a **unique** and **unparalleled** digital shopping experience to meet the changing needs and expectations of its customers.



Output Visualisation



Augmented reality

AR technology allows customers to see how a product will look on them before they make a purchase. By using their smartphones, customers can virtually try on clothes and see how they look from different angles.

Virtual Reality

VR technology allows weekday create 360-degree product image that allow customers to view products from all angles, enhancing product visualization.

Artificial Intelligence

AI technology can help weekday analyze customer data, predict trends, and improve inventory management. It can also be used to optimize website design, improve search functionality, provide personalized shopping experience for each customer and customer service.

ChatBots

ChatBots enable real-time communication. Provide instant support, solve customer problems and personalized recommendations based on different customer.

Big Data

Big Data can capture data when customers interact with the website, create a database to store it. Using the captured data for overall website analysis, providing insights that can inform business decisions and improve the customer experience, increase customer satisfaction, and drive revenue growth.

Justification

After in-depth research and analysis, it became clear that the **digital innovations** on Weekday's website could enable brands to more effectively adapt to digital trends and deliver an enhanced **experiential retail** experience in the online space for their target customers, **Gen Z**. These technologies enable Weekday to better meet customer **needs** and **expectations**, greatly mitigating the challenges posed by the limited number of physical stores. At the same time, leveraging these technologies will enable weekday to gain a **deeper understanding** of customer **behavior** and **preferences**, laying a solid foundation for future growth and development, and ultimately achieving a sustainable competitive advantage for weekday.

WEEKDAY

APP CREATION MAYA BONSOR

This project proposes a new app for Weekday as a way to help strategise their e-commerce options. The app will be used as a tool to collect consumer insights, build brand loyalty as well as serve as a platform for exciting and enticing experiences. The Gen Z market also values convenience, thereby offering a way to shop off of a smartphone, with saved customer details for easy checkout as well as various payment options to entice a purchase. Building brand perception is also at the forefront of this proposal, re-establishing Weekday in the market as a key player. Personalised recommendations, push notifications/targeted emails and technological innovation will help achieve this. This project will explore how Weekday can use this app to not only keep up with competitors but distinguish themselves in the market as a whole.



Figure 2: Proposed Strategic objectives (Author's Own, 2023)

'A Draper's survey of 2,000 consumers in May 2022 found that nearly two-thirds (61.4%) of digitally native Gen Z and millennial shoppers expect to shop either more than, or the same as, they did before the pandemic in physical fashion stores.' (Drapers, 2022).

Mobile shopping is Gen Z consumers' preferable shopping platform with '82% use mobile devices to browse and 79% to buy.' (Mintel, 2022).

To reinstate Weekday's presence in today's fast-moving market, re-establishing brand perception and position is key to dominating the market. Weekday needs to regain its target markets' attention and enhance the shopping experience to help dominate its presence within consumers' minds. As identified in the Strategic Group Report (2023), Weekday is struggling to engage with the Gen Z market. This consumer group is digitally native and therefore expects more from brands due to the access to information at their fingertips. Weekday needs to **recapture** this fast-paced generation and **distinguish** themselves as a brand to stand out in this crowded market. Weekday needs to **innovate** its approach to marketing, selling and promotion to capture and withstand Gen Z's attention.

1  Create a fun shopping experience for customers in store through omnichannel technologies.

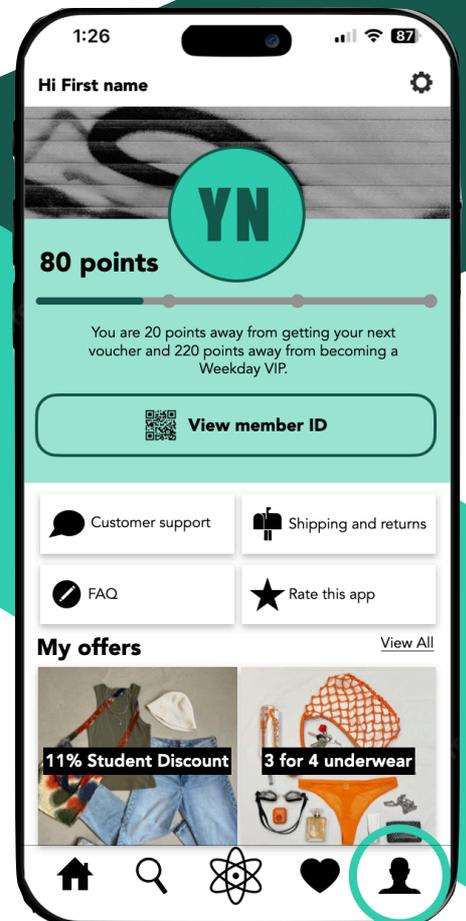
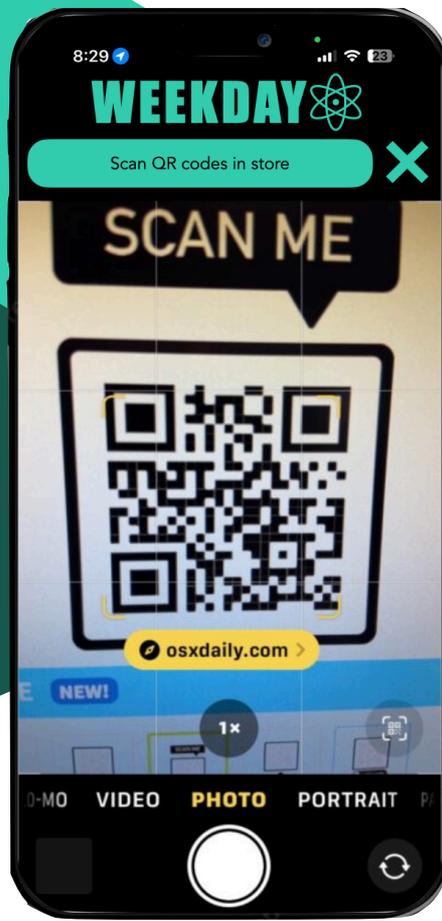
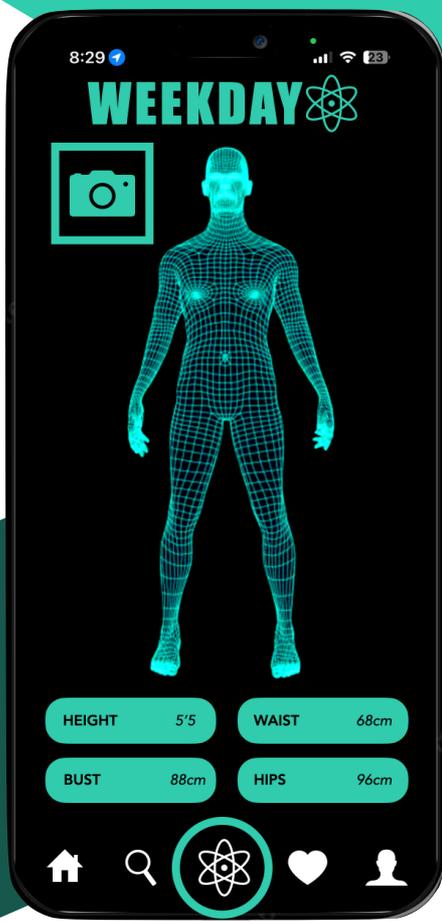
2  Increase transparency of Weekdays environmental impacts through blockchain technology.

3  Use innovative technologies and AI for e-commerce to increase efficiency of shopping online.

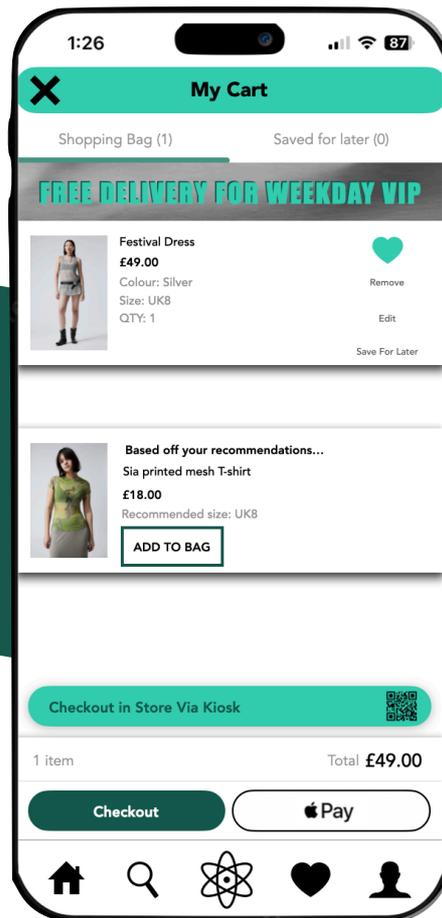
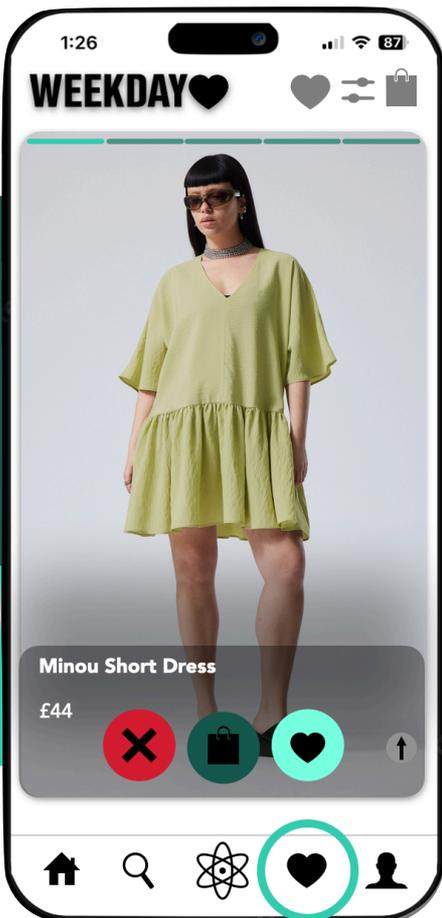
4  Increase personalisation to engage consumers and grow revenue.

5  Promote brand loyalty and brand perception through incentive programme.

6  Collection of Big data to help Weekday's harness consumer information to measure success etc.



Users can enter in measurements so that AI can accurately recommend sizing of products, allows for less returns and overall increased customer satisfaction. Customers can scan products QR code via the app to discover the products journey (blockchain technology) to increase transparency. Consumers can collect points as a rewards incentive programme to increase loyalty and encourage repeat purchasing.



AI technology will learn preferences to recommend similar products through this fun and interactive 'tinder-like' function. Omnichannel retail promoted at checkout by allowing consumers to check out in store via kiosks. The virtual tour will allow prospective customers to experience the curated shop floor for inspiration due to limited store locations. Also allows to pick up in store, again enhancing omnichannel retail benefits.

OBJECTIVES

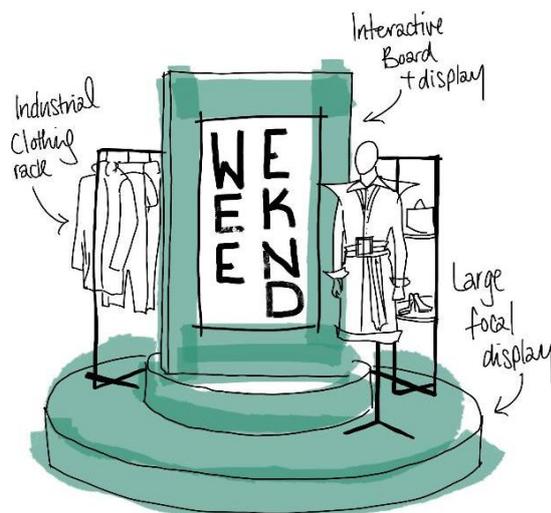
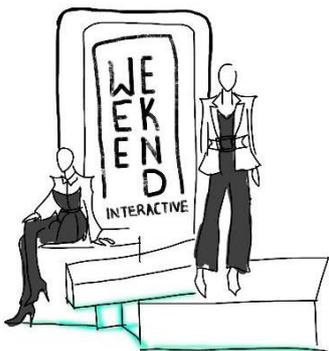
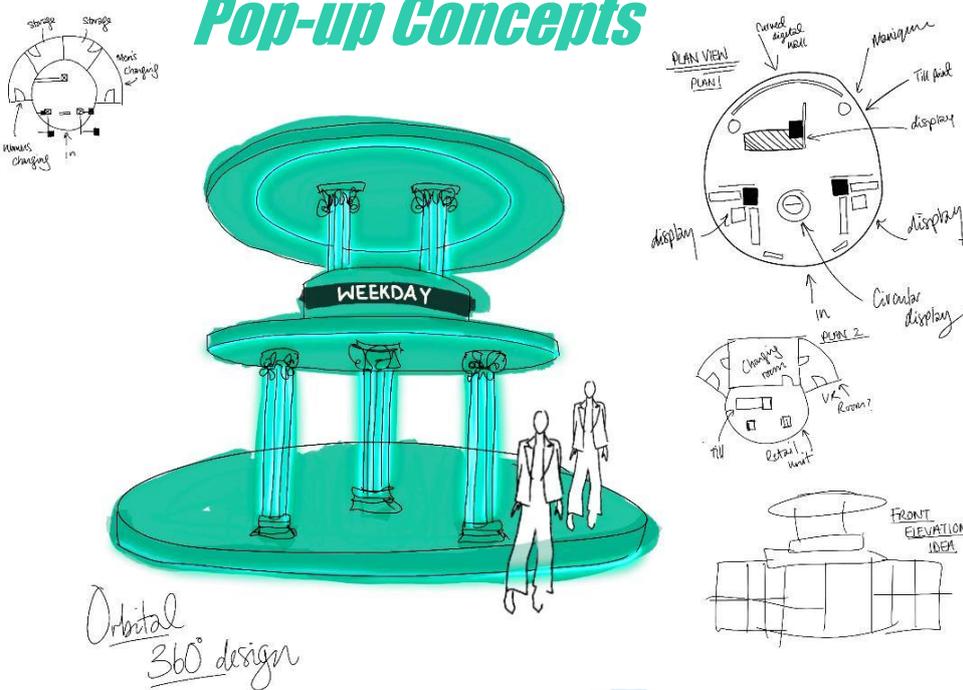
Establish a cutting-edge, innovative brand image

Enhance brand accessibility through expansion

Promote Denimwear to develop product USP

Reconnect with the Gen Z consumer demographic

Pop-up Concepts



Innovative approaches to market research and brand development are required due to the quick development of digital technology and the growing importance of Generation Z. The "WeekdayReconnect" digitally innovative pop-up store campaign intends to engage Generation Z, gather data for future expansion, trial new technologies and promote their denim range. A key goal of the campaign is to gather market research in order to shape Weekday's expansion strategy by examining consumer preferences, behaviours, and attitudes. The campaign seeks to captivate Generation Z customers by utilising cutting-edge retail technology. WeekdayReconnect will seamlessly integrate technology and fashion by incorporating Weekday's denim collection with interactive AI stylists, smart AR mirrors, digital product passports, and sophisticated data collection methods.

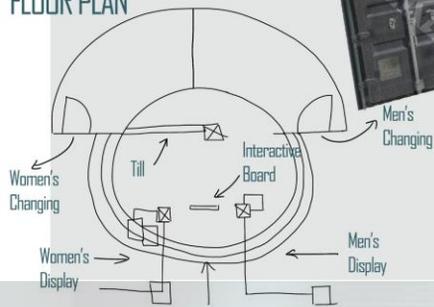
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Pop-up Store Final Design

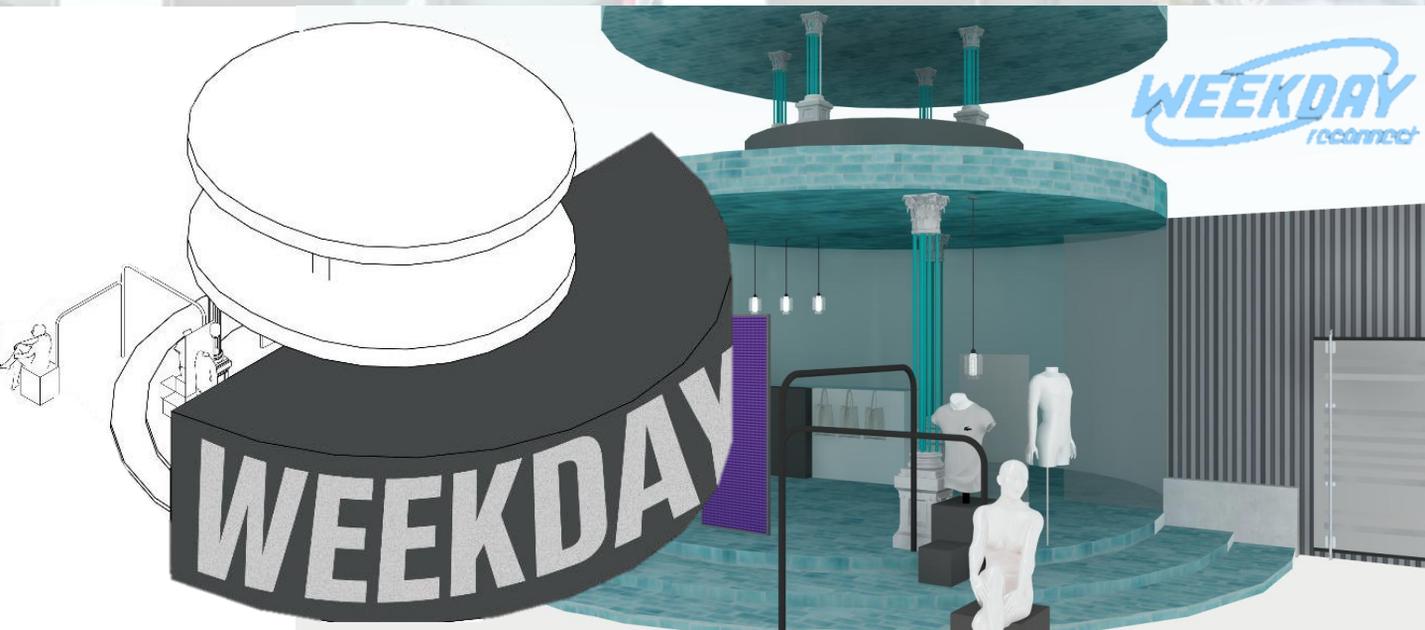
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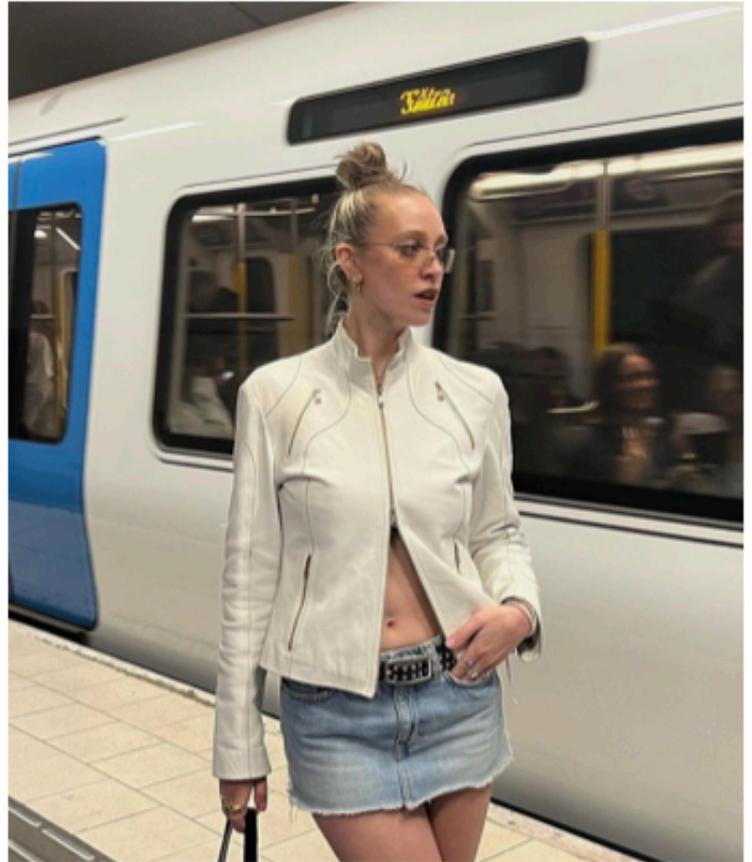
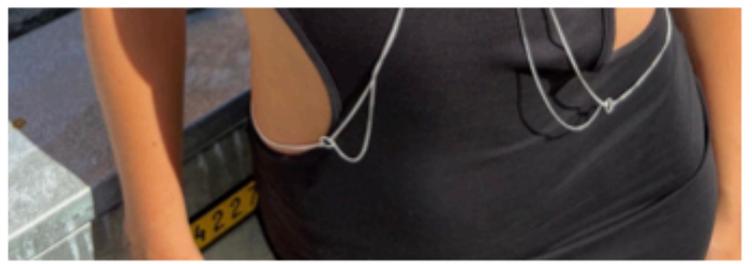
FLOOR PLAN



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Weekday can provide its target market an engaging, distinctive shopping experience by utilising pioneering technologies in a pop-up store model. Consumers can better understand Weekday's target demographic with the use of innovative pop-up stores that provide individualised product recommendations with AI stylists, intelligent augmented reality mirrors, and digital product passports (Pantano & Gandini, 2017). Pop-up stores should be strategically positioned in cities like Manchester and Newcastle that have a high concentration of their target audience (Kim, Fiore, Niehm, & Jeong, 2010). Through events like sustainability initiatives or in-store AI celebrity partnerships, a technologically advanced pop-up store can offer a comprehensive shopping experience in line with Weekday's brand values.





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