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MARKETING STRATEGY PROPOSAL FOR HOUSE OF DUNNA

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Abstract —*The growth of Muslim fashion market, is affecting the increasing number of brand that sells Muslim apparels. Today, many people concern with the growth of Muslim fashion, both Muslim fashion producers and consumers. Moreover, Indonesia is planned to be one of the Muslim fashion center in the world. Many fashion businesses are seeing this as an opportunity as well as House of Dunna. House of Dunna is a new brand in Muslim fashion with its main products are party dress, and other products are daily apparel for semi-formal occasion. House of Dunna began the operations based on current STP and marketing strategy, but the profit and consumers targeted had not achieved. This condition is considered as problem for House of Dunna. Meanwhile House of Dunna already has differentiation strategies that are offered to customers as a value proposition. With these strategies, it is expected that House of Dunna be able to produce unique and qualified products compared to its competitors, it is also expected House of Dunna be able to achieve the targeted market share. The problem faced by House of Dunna can be solved by conducting internal and external factors analysis, and marketing mix analysis. The result can be used to propose the new marketing strategy and its implementation. The method that used in this research is exploratory through literature study and field research that supported by questionnaires. From the results of the research, the products that offered by House of Dunna has its own uniqueness and quality such as neatness of stitches, design qualities, and limited number of products, the offline-store is stated in a strategic location in the middle of fashion business street, but House of Dunna had not promote optimally its products yet. Therefore, to face the tight competition in Muslim fashion, House of Dunna is needed to create a new marketing strategy, so it can be used to achieve the targets.*

Keyword: Boutique, Muslim Fashion, Marketing Strategy

1. Introduction

Fashion muslim trends in Indonesia are growing. It can be seen by the activities of fashion muslim, such as bazaars, charity events, fashion design competitions, hijab design competitions, and so on. The labels of muslim clothing has exploded, especially in big cities, meanwhile muslim fashion labels that have long established are increasingly established itself as a professional player in the segment of the muslim fashion.

With the rising number of hijabers today, muslim clothing industry competition will be intense. House of Dunna is one of the labels that provide muslim women fashion products. The intensity of today competition makes House of Dunna must know how to be able to compete, and knowing how to differentiate themselves with other muslim garment products. Therefore House of Dunna should know how a good marketing strategy to get the right position, certainly a good position will be able to support the level of sales. Moreover, the rise of communities that branded their self as hijabers, it makes the demand for modern muslim clothing is increasing, and it is supported by an increase in social economic status that will have an impact in the growing lifestyle of muslim women fashion today. House of Dunna as a new player muslim women fashion should be aware of market conditions and competitors in it, so they can formulate how an optimal marketing strategy for penetration to provide maximum impact for the business development of the House of Dunna

2. Business Issue Exploration

A. Conceptual Framework

To be competitive in the fashion industry particularly in muslim women fashion and meet the opportunities, House of Dunna need to create a new marketing strategy. Their existing marketing strategies are not able to solve current problems. Therefore, it is necessary to make a new strategy. Through the evaluation of current marketing strategies, they are expected to provide a new proposed marketing strategy that the company needs to solve the problem. The proposed marketing strategy is based on their conceptual framework. The conceptual framework is a framework that was developed to find the root cause of the business issues facing the company. Business issue faced by House of Dunna today is the inability of the company to meet the demand of the consumer's need. The conceptual framework can be described as follows



Figure 1. House of Dunna Conceptual Framework

B. Method of Data Collection and Analysis

The research is using a questionnaire to determine the characteristics of the desired customers. There are four variables that made to the questionnaire, which are place, product, price, and promotion. These variables refers to current House of Dunna conditions

C. Data Collection

The researcher get the data that will suitable with the research in the form of :

a. Primary Data

1. Interview, that is direct communication to get the information.
2. Questionnaire, that is questiones list that is made for the responden based on research methodology
3. Observation, that is field monitoring to find the problem on current situation.

b. Secondary Data.

1. Collecting report that made by House of Dunna.
2. Theoretical Study, that is the effort to gather information from text books, magazines, journals, and Internet-related theories that have anything to do with the problem and the variables studied

D. Analysis of Business Situation

To discover the current business situation of Houe of Dunna, the analysis is divided into external and internal factors analysis. After conducting the internal and external factors analysis, gmarketingstrategy analysis was next to be analyzed.

Based on the results of a survey obtained information about the 4P's (Price, Product, Place, Promotion) House of Dunna acquired the entire current state House of Dunna consumers are Muslim women who live either in the city of Bandung, Jakarta, Bogor, and surrounding areas. The most of consumers House of Dunna present at the age of about 21-50 years old, with the majority of consumers are married. Education last namely D3, and is currently working as a civil servant, housewife, entrepreneur, or student. House of Dunna majority of consumers have a monthly income of between Rp. 2.000.000, - to Rp. 10.000.000, -, and spending approximately Rp. 2.000.000, - to Rp. 5.000.000, -

To enter the muslim fashion business, House of Dunna need to know how to differentiate their self with other fashion muslim product. To know their uniqueness they should know what strengths and weakness are. This table is about SWOT analysis of House of Dunna.

| | |
|---|--|
| Strenghts <ul style="list-style-type: none"> Unique and qualified Strategic offline store Qualified Human Resources | Weaknesses <ul style="list-style-type: none"> Less in promotions, Slow in producing and finishing both Ready to Wear products and Deluxe products. |
| Opportunities <ul style="list-style-type: none"> Huge target market, Rising number of tourists in Bandung. The need for muslim fashion product is getting bigger. | Threats <ul style="list-style-type: none"> New potential competitors, Professional player become stronger, The rises number of creative industry in Bandung. |

Tabel 1. SWOT Table Summary

The external factors represent the opportunities and threats that the company should face and take advantage while the internal factors represent the strengths and weaknesses that the company has. In this study marketing mix that consist of product, place, promotion, and price of House of Dunna will be analyzed and explained in the following section. House of Dunna product consist of Deluxe and Ready to Wear. For Deluxe product it is customize and made by order, one design for one customer, the price it self start from Rp. 500.000,- to up. For Ready to Wear Product, House of Dunna only produce maximum 6-9 pieces per design.

At the first time, House of Dunna is an online store. House of Dunna sells their product using website. This website is consists of Ready to Wear product and portofolio for Deluxe Product. Since July 2012 House of Dunna already has an offline store. It is on RE. Martadinatha no. 18, Bandung, West Java. From the beginning, House of Dunna mostly use social media as their marketing tools, such as twitter and website. House of Dunna try to attrack new customer using twitter and lead them to their website, so they can explore any kind of House of Dunna product. House of Dunna also take part in several fashion muslim festival to promote their product, there were Nextlevel, Muslimah Fashion Week, and Muslimah Festival.

House of Dunna is in introductory phase in fashion muslim industry. At the beginning House of Dunna set their product for 20 – 30 years old target market. But they refised the target market after took part in the first fashion bazaar evaluation. Now they set the product for 30 years old to up. The changing in target market influence the changing in price. For Deluxe product they are start from Rp. 500.000,- to up. For ready to wear they are start from Rp. 150.000,- Rp. 500.000,-

3. Business Solution

This business solutions for the root causes of House of Dunna in maintaining their existence in the Muslim fashion line which is now is a growing number of manufacturer Muslim fashion segment, mainly due to the phenomenon of booming Indonesian Hijabers and Indonesia's big plans to be the central of Muslim fashion in the world. At this time the problems faced by House of Dunna is a lack of brand awareness of the target market, the lack of promotion by House of Dunna, as well as the increasing competitors that have the potential to compete in the same markets targeted by House of Dunna. From the result of the survey it can be seen that, most of House of Dunna customer agree about the quality product from House of Dunna, even if the price is not cheap. The House of Dunna quality product are based on good quality of designs, cutting and tailoring, and decorations on clothing. For made by order product, after the making of it is completed it will be delivered directly to the consumer. Consumers can correct clothing sizes are given, as long as not out much of its original size

From the results of the survey to obtain data on the variable Price most of consumers agreed that products House of Dunna relatively cheap and affordable, so it makes consumers interested in purchasing. However as for consumers who agree with the statement that the House of Dunna products is high, but the high price supported by a commensurate quality that consumers remain interested to buy these products House of Dunna. For the House of Dunna deluxe products, price given though is high, but the consumer did not mind because it is supported by the quality of goods and services provided. For reservations made by order, customers will be visited directly by designer House of Dunna for design consultation, followed by body measurements. If consumers do not have the materials needed for the order, then the House of Dunna will find materials that will suitable with the design. Once the order is completed, it will be delivered directly to the consumer. Consumers can repair the sizes, as long as its not much of its original size

House of Dunna location of the offline store every strategic, it is on Jl. RE. Martadinatha no. 18, Bandung, West Java. With this strategic location the consumer can get the retail product of House of Dunna easily. This offline store is located in the middle city of Bandung and in line with other Fashion Store. More over this location was bypassed by public transport, making it easy for consumers to reach the store. For the product made by order of House of Dunna located in Cimahi, it is difficult for consumers to reach them.. House of Dunna aware of the difficulties that will be faced by consumers, therefore, for the products made by order, consumer can make an appointment with a designer House of Dunna to meet or dating directly to the consumer's home. So consumers do not need to leave home. From the survey result, consumers agreed that the promotion done through media brochure, print media and internet are interesting and encourage them to buy the product. Moreover, if House of Dunna make such a member card program for regular customers where cardholders can get discounts whenever they buy products House of Dunna. With quality products and services at this time, consumers who never shop retail products made by order and willing to promote to friends and family about the product or the House of Dunna (Words of Mouth), as long as they obtain a pleasant experience when shopping at the House of Dunna

From the result data the researcher makes business solution proposition for House of Dunna, that are:

- Lack of Brand Awareness: Fashion Marketing Plan.
- Less Promotion:
 - Create an identifiable logo and use it everywhere,



- Develop an effective brand message, **“Well Dressed Well Attitude”**
 - Be different,
 - Keep the promises,
 - Get your brand out there
- Potential Competitor:
From the observation result it can be seen that House of Dunna start their price higher than it competitor for daily apparel, meanwhile other start from Rp. 150.000, House of Dunna start from Rp. 200.000,-. The uniqueness from House of Dunna product is it produce party dress and semi-formal apparel, where others only product daily apparel. House of Dunna need to take concern on promoting it product, because other competitors use their promotion media actively meanwhile House of Dunna only depend on Word of Mouth. If House og Dunna could optimally use the media promotion, it can be sure House of Dunna could be a leader in woman Fashion Muslim

| Rekomendasi SWOT | | |
|------------------|---|---|
| Strength | <ul style="list-style-type: none"> • Has qualified product • Relative low prices • Strategic Offline Stores • Good quality Human Resources • Interesting and unqiue concept product | Weakness |
| Opportunity | <ul style="list-style-type: none"> • Fuge target market • Many domestic tourist visit bandung • The need for muslim product is increasing. | W-O |
| Threat | <ul style="list-style-type: none"> • New potential competitors. • Many fashion industri player in bandung. | W-T |
| | <ul style="list-style-type: none"> • Intense promotion program concentrate in competitive advantages of House of Dunna. • New product development periodically so the customer would not feel bored with the product. | <ul style="list-style-type: none"> • Intense promotion. • Improving the ambience both offline and online store, so the customer will feel comfortable while shopping, and it can attract new potential customers. • Additional Human Resources to produce more retail product of House of Dunna. |
| | <ul style="list-style-type: none"> • Always updating the new development of product and services of House of Dunna. | <ul style="list-style-type: none"> • Make promotion programs. |

Tabel 2. SWOT Recommendation Table

4. Implementation plan

Based on the analysis that has been carried out by researchers, some conclusions are obtained:

- Market segments that are right for the House of Dunna are ladies with the at the age of 21-50 years old, with the majority of consumers are married, at least D3 (Diploma 3), and is currently working as a PNS (Pegawai Negeri Sipil), housewife, entrepreneur, or student. Majority of House of Dunna’s consumers have a monthly income between Rp. 2.000.000,-Rp. 10.000.000, -, and expenditure approximately Rp. 2.000.000, - Rp. 5,000,000,

- According to the research, the quality of products from House of Dunna is in good categories, it can be seen from the good quality of designs, cutting and tailoring, and decorations on clothing
- The price offered by the House of Dunna, both for retail and product made by order are not cheap when it compared with the other brands. But with the price offered House of Dunna very concerned about the quality of the design and the limited quantity items.
- On the promotion carried out by the House of Dunna, we can see that House of Dunna did not promote optimally in retail products as well as made by order products, even though the media for promotion already available, but this has not been optimized. Until this time House of Dunna merely use Word of Mouth to promote their product and their participation in several festival events.
- In terms of place or location, basically House of Dunna was in a prime location, it is in the middle of the fashion industry in Bandung, that are easy to find and reachable by public transport.
- Limited number of Human Resources and existing equipment, hinder the rapid process of House of Dunna product. Moreover, House of Dunna has to fulfill the demand quantity for retail products in order to compete with competitors.
- Employee owned by the House of Dunna is sufficient to provide a good service for consumers. Employees in offline stores are dressed neatly and knowing mix and match products of House of Dunna.
- Conditions and atmosphere on House of Dunna offline store not quite represent the value held by House of Dunna. It can be seen from the items in the offline stores do not have the same concept yet, not indicate the identity of the House of Dunna

E. Suggestions and Recommendations

1. The potential tourist market of fashion in Bandung is large. Moreover, the rise number of Muslim fashion trends (hijabers) in Indonesia. Bandung City as a creative city would participate in the Muslim fashion industry today. With the increasing number of potential competitors require House of Dunna to continuously develop and adapt its marketing strategy, so that House of Dunna be able to compete and demonstrate its competitive advantages.
2. To be able to compete in the segment of the Muslim fashion, House of Dunna must constantly make improvements both internally and externally
3. House of Dunna must constantly innovating or developing the product so, House of Dunna always able to offer products with new designs and to avoid consumers feel bored. In addition, House of Dunna also need to consider the sale price offered to consumers. The price offered must be able to represent the quality and value that is owned by House of Dunna
4. Promotion is a very important factor for the increase in sales. House of Dunna should be able to carry out a marketing strategy that is able to provide optimal effect to increase in sales, an increase in the number of consumers, a significant increase in profit

A. Timeline Activities

After the strategy is being proposed, next is to implement all the strategies using timeline activities. The timeline is made for marketing strategy in Bandung area. With this time frame, House of Dunna will be able to prepare the proper marketing strategy implementation. The timeline also made for two objectives. One, is to capture potential customers and two, is to maintain the loyal customers.

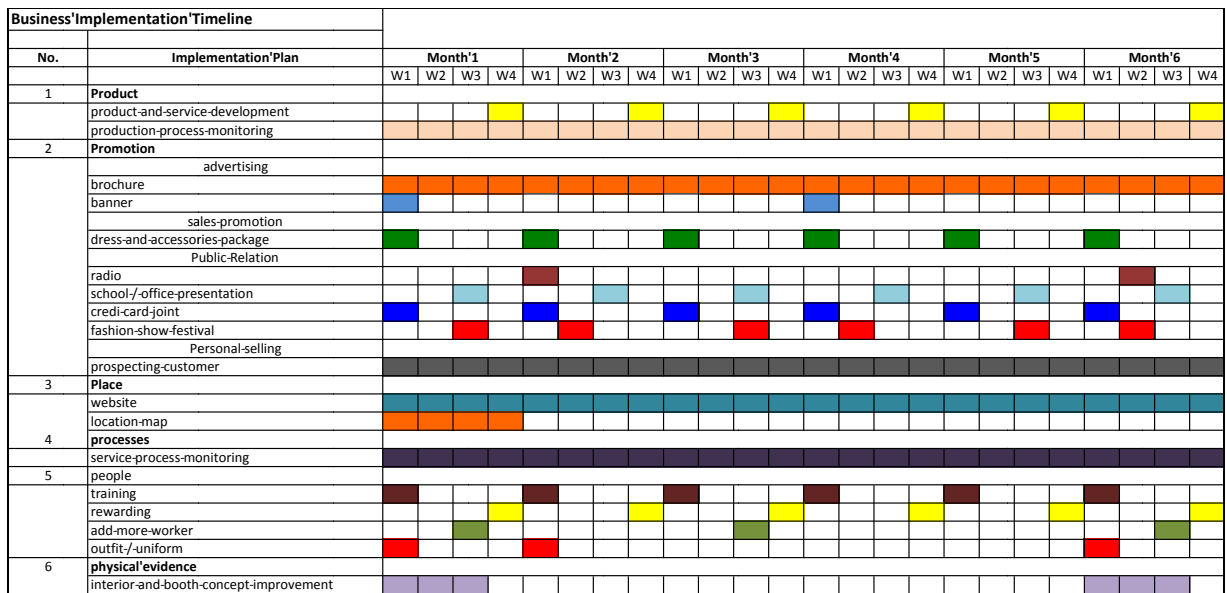


Figure 2. Timeline Activities for House of Dunna

The concept of advertising for every month as the following:

Tabel 3. House of Dunna Concept Advertising

| MEDIA | PERIODE | MESSAGES |
|-----------|--|---|
| Magazines | Once a month in six months | The right place for woman fashion product, both for party dress or semi-formal daily apparel. |
| Brochure | Twice a week in six months, it can be done at the middle and at the week ends. | Product informations, facilities, House of Dunna location, and contact info. |
| Banner | Every three months, its when House of Dunna launches new product collections. | Advertising, Logo, Product information, contact info. |

Time frame or scheduling for strategy implementation process is very important to keep the schedule remains on track. In addition, scheduling time is also required to make budgeting for the overall strategy.

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