



TREND FORECASTING; OXFAM



Oxfam



Fig. 1: Authors Own

Introduction

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INTRODUCTION

This case study undergoes various marketing techniques in order to understand Oxfam's positioning as a retailer. The purpose of this is to get an in-depth understanding of how Oxfam are able to forecast trends as a charitable organisation.

Oxfam is an international confederation of 19 charitable organizations working in over 90 countries focusing on the alleviation of global poverty; one in three people live in poverty in this world (Oxfam, n.d). Oxfam aims to provide practical innovation in helping people out of poverty; by saving lives and rebuilding livelihoods, as well as campaigning for poor influenced neighbourhoods that may be affected. They partner with different organisations, alongside vulnerable men and women to help injustice that cause poverty. In disasters, whether it is a humanitarian crisis or a natural disaster they ensure clean water is running, people are earning a living, growing food and sending children to school (Oxfam, n.d). They help people out of poverty by supporting their right to work in order to provide for their loved ones.

One example of an area Oxfam has been working since 1981 is Senegal. Senegal is a carefully chosen area due to their level of vulnerability. The aim is to focus on three main areas. Firstly, governance and citizen control which allows full participation in political, social and economic life for women and youth through a shift in power relations. As well as ensuring sustainable livelihoods and food security allowing men and women to increase their income and ensure food security. Finally, implementing humanitarian action which improves knowledge of disaster risks and how to cope during this period (Oxfam, n.d.).

Around the warehouse in Oxfam Batley, there are multiple images that represent a story of the places Oxfam help to work with. The image on the right represents a small stand in Senegal allowing workers to set up small businesses, selling clothes for a reasonable rate. Senegalese women love British bras, most money is made from selling them (Bentley, 2019). This is from the help of donors who send unwanted clothing to Oxfam which allows these people to create their own businesses.



Fig. 2: Authors Own

MARKET SEGMENTATION

Market segmentation divides large, heterogeneous markets into small manageable target markets (Kotler, 2010, 2017). This aims to improve quality and efficiency of a brand due to focusing on the unique needs of the consumer. Oxfam offer their services to women, men and children which allows them to direct into different market segments. They geographically work in over 90 countries to tackle the root causes of poverty some being: Afghanistan, Bangladesh, South Africa, Kenya and Pakistan (Oxfam, n.d.).

TARGETING

Oxfam undergoes a differentiated approach when targeting its consumers. Differentiated considers different market segments and aims to specialize in each (Kotler, 1997). Oxfam determine where each garment goes based on the value of the product and how much money they will receive from each donation. Distributing each garment appropriately ensures maximum sales from each purchase which allows every donation to be significant in ending poverty (Bentley, 2019).

Oxfam's main target market is 'women who think and do with style' (Bentley, 2019). Oxfam cater for women, men and children but focus solely on women with different style attributes. People who value individuality over comfort, sustainability over throw away culture or the vintage customer who looks for a unique one of a kind garment. The high street stores will stock high street brands that the consumer may recognize, whereas the online shop will stock a wider variety of unique/high end clothing which gives the consumer options for each style attribute (Bentley, 2019).

Although they have a wide range to offer, women are the paramount shopper at Oxfam; middle-class women with a sustainable income. Women are 1.6 times more likely to shop in charity stores than men, which suggests why women may be the main target consumer (Huddleston 2011). It is also argued that the female consumer will usually buy for their partner or child, this could be due to women having more of an impact on decision making therefore will chose to buy for her family.

Research has revealed that men and young people were least likely to buy or donate to charity shops, with 16% saying they sold nothing of interest and another 16% saying that it had never occurred to them (Kelly, 2003). This suggests why Oxfam may not target men due to the lack of interest they have in shopping with them. On the other hand, this is something to be explored at Oxfam in trying to market to a wider audience as it could help generate higher sales.

Moreover, a differentiated approach helps create a larger total in sales, however, is more costly for the business in having to specialize towards these segments (Kotler, 1997). Fortunately, Oxfam are able to hire volunteers which eliminates the funding for this. Due to Oxfam not having a regular income it is important to take a differentiated approach as it allows them to reach maximum sales from each product and reduce the cost in staff from the help of volunteers.

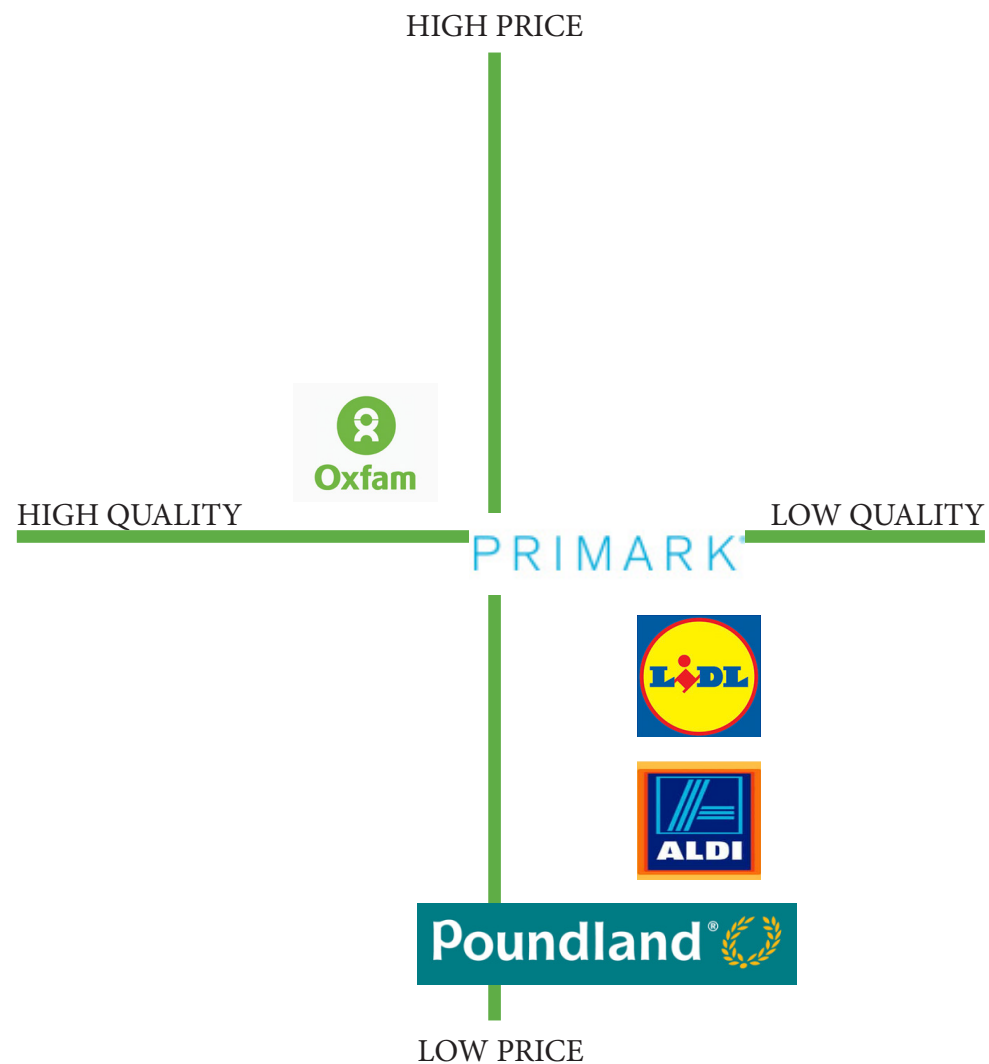
POSITIONING

Having segmented the market, selected which sector and consumers to target Oxfam must then position themselves within the market. Oxfam positions itself as a brand offering second hand clothing in order to end world poverty. This acts as a competitive advantage as they are able to sell clothes with the profits going to a charitable cause in the retail industry. However, positioning is a matter of perception; ‘it’s about the position a brand occupies in the mind of the consumer or potential consumer’ (Posner, 2011, pg. 78).

Oxfam are positioned in the high street and small villages with around 650 stores and multiple donations banks close by (Oxfam, n.d.). Sarah Shackleton at Oxfam highlighted that they are “trying to make it more convenient for people to bring things to the shops via clothing banks” (Eaglesham, 1997). The purpose of this is for easy access routes to ensure as many donations can be made as possible. By having local stores and donation banks, allows consumers to gain access on foot which will make the experience pleasurable as it does not require a huge amount of effort due to its convenience.

In order for Oxfam to position itself they must adapt a positioning strategy. The strategy is dependent on where competitors position themselves within the market and how Oxfam will want to compete with them. This is only necessary when wanting to change their positioning in order to gain a new brand image. An example of this is in 2015 when Oxfam wanted to trial discounted charity shops ‘super saver stores’ using blocked prices (eg £1, £2) in effort to impress consumers with bargain offers (Bulter, 2015). A perceptual map can then be created which is based solely on consumers perceptions. A process of alignment can form if Oxfam desire to reposition themselves. This may be changing the identity or product of the brand which may influence where the consumer shifts Oxfam’s position (Posner, 2011).

PERCEPTUAL MAP



DIFFERENTIATION

Differentiation is offering distinct differences from its competitors' offerings, which can give a company a competitive advantage within the market (Kotler, 1997). Oxfam offers its consumers an omnichannel experience which opens them up to a wider consumer as they can market through different channels with a strong online presence. This is beneficial for Oxfam as it can be costly but due to volunteers, they are able to offer this.

Oxfam's competitive advantage is that it focuses on the injustice of poverty; tackling the root causes, as well as being a sustainable ethical company. This is a massive advantage in the retail sector as it allows consumers to invest into something positive for the world and have access to fashionable clothes at an affordable price. A 10-pound dress can provide clean water for 10 people in an emergency (Oxfam, n.d.). The consumer can have a guilt free shopping experience as the money goes towards ending poverty, as well as being sustainable for the environment. 54% of older respondents highlighted that buying second hand clothing enabled them to feel supportive of a charity whilst being able to buy something for themselves (Chahal, 2013).

(see appenix 1)



Fig. 3: Authors Own

PRICE

Oxfam's price points vary due to the clothes they receive being unpredictable. Most garments use a psychological pricing strategy of '3.99'. This makes use of what is known as the left-digit effect of people usually reading the left digit to the right (Kokemuller, 2018). This aims to empathize the price of '£3' which seems psychologically greater for the consumer despite being a penny off from '£4'. Additionally, the change from the purchase can encourage consumers to donate in charity boxes which essentially increases the overall sum of collections made that day.

Moreover, Oxfam does not deal with quality driven consumers therefore they can offer a value-based pricing strategy. This means they set prices based on the customers perception of the product value, this ensures that consumers aren't overcharged for items and all products are priced fairly (Dozier, 2016).



Fig 4: Authors Own

PRODUCT

Oxfam are a charity service for the poor and aid to create solutions for those who have been treated with injustice. They also receive second hand products and use ethical packaging in order to remain sustainable (see sustainability). All of Oxfam's income relies on the consumer which is made through donations. The products Oxfam receives are unpredictable but as a retailer they will aim to create trend ideas in order to meet the demands of the consumer although it may fluctuate (see trend forecasting & inspiration).

Alternatively, they have a range of services whether that is to the consumer, organisations or the vulnerable people they help daily (see introduction to Oxfam). Not like most retailers Oxfam in fact rely massively on the service of its consumers in order to gain an income. This is because without the donations Oxfam would not be able to help serve for the injustice of poverty. However, in order for the consumers service they need to make consumer experience pleasurable. For example, having stores conveniently placed and offering an online platform. By using online platforms Oxfam have been able to provide a more personal service to its consumers which gives them insight to the work they do.



Fig 5: Authors Own. Oxfam Huddersfield town centre

PLACE

It is important that each distribution channel caters for the target market. Therefore, Oxfam needs to consider how to market effectively to the different consumers for them to have access to the product or service (Martin, 2014).

High street stores will sell high street brands. This is because the consumer looks for brands, they are familiar with. It's also more affordable for the consumer as the high street branded clothing can be sold at a lower price. The smaller stores will have limited amount of clothing choice that are in/sent to stores due to the limited amount of footfall it receives (Bentley, 2019).

In comparison, Oxfam online offering will sell the higher end high street, vintage and designer due to having a wider audience. This allows them to maximize sales of each purchase as well as being able to sell items quicker (Bentley, 2019). The items in the warehouse can be uploaded on to the website as soon as possible which is fast and efficient for both the retailer and consumer. During festival seasons Oxfam will have the essential garments such as wellies, sleeping bags and tents. This is an effective placement strategy as Oxfam can sell these at the festivals which ensures larger footfall and maximum profit margins due to being accessible for its consumers.



Fig 6: Authors Own. Photostudio for them to take images of the clothing to upload

PROMOTION

Promotional techniques are not often used for Oxfam's clothing revenues due the fluctuation in stock; all items are already discounted through customer perception and the quality of the garments they receive. Although, the help of social media has allowed Oxfam to post garments they have received for their online following and promote stock to the needs of the consumer. By having this online presence, it gives the consumers better access to 'one of a kind' garments.

Nevertheless, Oxfam has an annual music festival 'Oxjam' which has raised 2.3 million since 2006. The festival takes place for a whole month commencing October. Oxjam gig makers organize hundreds of gigs nationwide – from indie to metal and folk to grime. In the last 15 years extreme poverty has halved. Oxfam hope to continue until extreme poverty has come to an end. Fundraising gigs like Oxjam has helped raise millions of pounds in order to fight the battle against poverty (Oxfam, n.d.)

Oxfam's promotional techniques are heavily generated through word of mouth and social media, this is because they do not have the funding to be able to promote themselves. However, Oxfam over the last 6 months have been featured on TV, London Fashion Week - 'Fashion Fighting Poverty' covered on Cosmopolitan and Daily Mirror. All the publicity has been a positive secondary act for being a sustainable, ethical company which has gave them a strong brand image. Oxfam are becoming more involved in conversation as people are thinking about the impact it is having (Bentley, 2019). This is beneficial as it encourages new consumers to shop with them, creating a guilt free experience as well as ensuring donations are made each day. The aim of this was to be able to showcase Oxfam as a fast fashion brand by giving clothes a second chance and reducing landfill waste (Bentley, 2019).



Fig 7: Barham (2016)

STRENGTHS

Oxfam is a nonprofit organisation with clear, defined set of goals and values for the different countries they help work with in order to gain an effective outcome. The clarity of these goals has helped motivate donors worldwide to become more involved. From this it has helped build a strong brand image, building trusting relationships between the brand and consumer. Moreover, Oxfam cater for different customer segments that has helped the company penetrate diversity in revenues (Blue Ocean, n.d.). This opens them up to a wider audience and target market which can ensure maximum sales.

WEAKNESSES

Unfortunately, Oxfam cannot afford to fund employees as it is unable to match a salary structure of a business industry (My Assignment Help, 2007). Therefore, they may be inconsistency with volunteers that can affect the help resources they require. Although Oxfam cater for different market segments, there is a lack of concentration within these, especially as their main target consumer is predominantly older women (Creately, 2016). This limits their target audience, especially when they have more to offer as an organisation. Therefore, it's important for Oxfam to consider marketing to a wider audience in order to gain new and frequent consumers shopping with them.

SWOT ANALYSIS

OPPORTUNITIES

New opportunities for Oxfam could be using more advertising techniques to help establish a strong brand image and build new relationships in order to connect with the cause. This creates a sense of inclusivity as consumers are able to understand and become aware of Oxfam's engagement with tackling poverty. 52% of people said using advertising techniques is an effective way to build emotional connection to a charitable cause which encourages people to donate (Intel, 2016a).

THREATS

There are external environmental factors that can not be controlled by the organisation. This is based on the income they receive from donors who help support the cause. Therefore, at the time of economic recession consumers are likely to cut back which could be detrimental for Oxfam's funding support (My Assignment Help, 2007). Additionally, the company may be unable to keep the consistency of volunteers. They may be a lack of support throughout certain time periods due to being unreliable. Consequently, this could affect the time scales of work requirements as well as support.

POLITICAL

A current political factor is BREXIT which has consequently affected most retailers. The impact of this on Oxfam will essentially affect those who help fund charities such as the humanitarian funding that are important and consistent contributors of international humanitarian assistance (Oxfamadmin, 2016). Therefore, it's important for Oxfam to consider new donation methods in order to receive consistency and reduce the amount of threat it may have upon them.

In 2014 there was a political uproar based on a 'Perfect Storm' poster posted by Oxfam. The poster aimed to address poverty in the UK and why people were turning to foodbanks. Conservative politicians were unimpressed as they believed Oxfam was misleading government policies and their political campaigning. Conor Burns a conservative backbencher said, "many people who support Oxfam will be shocked and saddened by this highly political campaigning" (Williams, 2014). This highlights that some promotional techniques can have negative impact reflecting badly on the organisation and political parties.

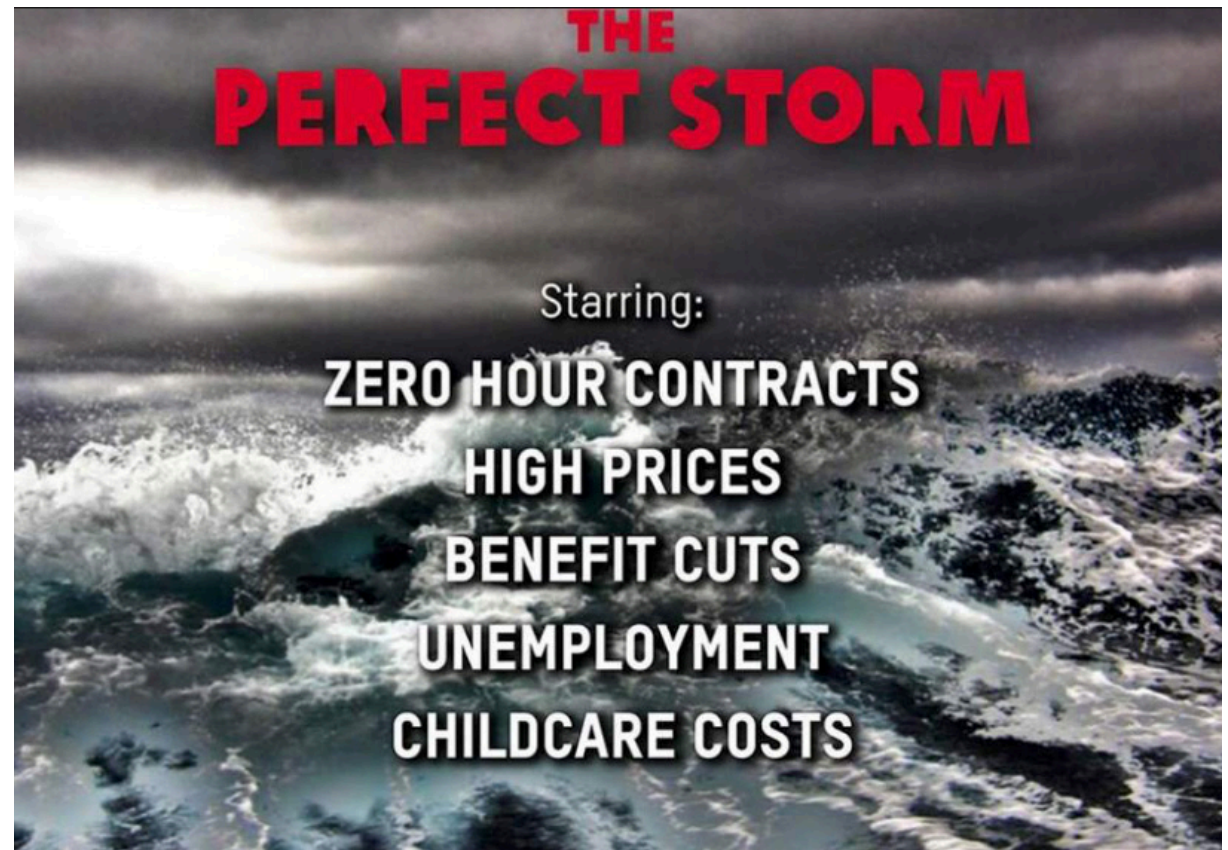


Fig 8: Williams, (2014)

ECONOMIC

There is huge pressure for Oxfam to reduce carbon footprint. Oxfam are already known to have sustainable qualities by upcycling and recycling garments as well as using recycled and biodegradable packaging (See Sustainability). In the future, an investment for Oxfam would be using solar panels in order to generate renewable energy for the company. This helps reduce the dependents on fossil fuels such as coal and natural gas which are finite resources that cause air pollution (Holowaka, 2017).

Nevertheless, Marks & Spencer have partnered with Oxfam to launch a clothing exchange which aids to encourage consumers to recycle their clothes. Oxfam will donate cashmere to M&S for them to recycle and use in their coats (Bentley, 2019). However, the main purpose is to aid awareness in supporting Oxfam's work to tackle poverty, injustice and the millions of clothes sent to landfill each year (UK Essays, 2017). Landfill waste has many toxic substances which creates a huge environmental hazard on the world. Additionally, having landfill waste is also expensive for tax payers which is wasteful money and could be used to tackle better causes such as injustice of poverty (Lucy, 2016).

SOCIAL

It could be argued that there is social pressure to conform when asked to donate to a charity. This could be because of the positive social implications linked to donating as being generous, kind and pleasurable. However, people who chose not to donate may be reflected negatively therefore they may feel the need to conform to societal norms rather than for the benefit of the charity and themselves.

A study confirmed that when participants were paired together, they were likely to donate more money than the participants who were asked alone (Reyniers et al, 2013). In the paired experiment there are social implications of being exposed as 'shameful' hence why a larger donation was made. Dickert two-stage model theory highlights mood management and empathy relative feelings are conducive to donations and donation amount (Oppenheimer et al, 2011). The participants made the decision to donate as well as the donation amount which would have reflected on mood management during the study. Overall, this suggests how social behaviour and attitudes can affect the decision making under different social pressures and beliefs.

TECHNOLOGICAL

Andrew Horton, Oxfam's trading director stated the difficulty charity shops are facing with online shopping. It costs charity shops more time and effort to promote something online as the products are all individual rather than sold in mass production (Butler, 2015). However, the advancement of social media has been a positive impact for Oxfam enabling them to market to consumers at no cost. This has allowed them to showcase the finest garments they receive for consumers to make quick and easy purchases.

Additionally, Oxfam have partnered with barclays that allows them to use contactless payments when making donations instead of using small change (see the future of Oxfam). This is an advancement in technology for Oxfam as it demonstrates that they have adapted alongside their target market making it more efficient for the organisation and the consumer to make and receive donations.



Fig, 9: Authors Own. This image is an example of the mannequins they would use in order to showcase the garments they receive.

THE COMPETITION

Oxfam is a charitable organization, therefore rarely receives direct competition from competitors in the retail sector. In fact, the retail sector is Oxfam's source of income as these are the stores donors are purchasing from to eventually donate. Despite this, the rise of discounters such as super market stores eg Aldi, Lidl and Primark have increased the competition for charity stores within the market (Ruddick, 2015). This is because the clothing prices are beginning to match the discount prices of second-hand clothing.

Due to the high rise of fast fashion the clothes produced are consisting of cheaper alternatives for the fabric composition (Hudson, 2019). The lifecycle of a garment is shortening quickly due to the quality in production. The mass production of this is creating too many clothes at low quality with a short lifecycle which is effectively ending up in landfill. Therefore, retailers need to consider the quality in order to prolong the lifespan of a garment.



Fig 10: Authors Own



Fig 11: Authors Own



Fig 12: Authors Own



Fig 13: Authors Own

Oxfam uses inspiration from WGSN, Catwalk shows, current trends on social media and street style. Interns will create trend boards to collate their findings and gather inspiration for future trends. From this they will look at the trends for the next 6 months and focus this through the seasons. The fortunate thing about Oxfam is that they don't have to predict trends, however they try to be reactive to what comes into the warehouse by seeing what works with the current trends and what will sell (Bentley, 2019).

The current trend boards focus on spring/summer 2019, which consists of; accessories, shoes, coats, colour and trend styles. From their trend boards there is a huge focus towards women's clothing. The current styles are towards 60's and 70's highlighting bright colour trends, matching sets, flares and big accessories. The colour trend suggests neutral brown tones and bright pinks are solid colours in the upcoming fashion trends for Oxfam.

Oxfam focusing on 60's and 70's trends could be due to the likelihood of stock they may receive into the warehouse that season. A current report on WGSN 'Retail Analysis' focuses on S/S 18, 1970's inspired trends. The report states that the inspiration comes from the casual 1970's look, pairing knits with high rise denim, slogan blocked tees and vibrant striped tube tops (Morgan-Petro, 2018). The trend report focuses on 70's inspired clothing for the current season adapting to the needs of the consumer. However, Oxfam will use these reports to influence the 70's inspired trends they may receive into the warehouse. The 70's trend board created by Oxfam highlights their predilections of colour blocking, pattern on pattern and preppy checks.

The company can sell seasonal clothing in conjunction with the weather which allows them to keep on trend. Fast fashion companies will be stocking their Autumn/Winter following the end of August, whereas at Oxfam they are able to sell summer clothes right up until the change in weather. Fast fashion retailers will eventually have to discount items that haven't sold within the seasonal trend. This, however, allows Oxfam to generate higher sales from their stock as they are able to adapt quickly to the seasons.

Moreover, as Oxfam receive their donations it's important for them to forecast items that will sell through checking certain criteria points. This entails looking for recognizable brands (M&S, Burberry, Barbour), whether it's in good condition and the value of the item on the market (Bentley, 2019). This is because Oxfam will want to sell these items quickly due to ensuring the most revenue from these products. These are trends the consumers want and are looking for when shopping with Oxfam.



Fig 14: Authors Own

In 2012 the United Nations Conference met to discuss Sustainable Development to acquire set goals; known as Sustainable Development Goals (SDGs) (Environmental Science, n.d). This is a universal goal to end poverty, protect the planet and enjoy peace and prosperity by 2030 (Farm Africa, n.d).

The Global Fashion Industry states that 73% of clothing end up in landfill, of which less than 15% is collected to be recycled (Intel, 2018a). Oxfam ensure that no waste ends up in landfill by grading each item they receive into different categories. Cashmere is shipped to Italy, which is used for coats in M&S, wool will be used for carpet underlay and the remaining waste that can't be reused will be incinerated and turned into energy for Yorkshire, which helps up to 400 homes through having this incinerated waste energy (Bentley, 2019). This ensures there is a positive outcome preventing toxic chemicals and greenhouses gases being released in landfill sites. Recycling helps reduce the pollution caused by waste, using much less energy and therefore helps preserve natural resources (Recycling Guide, n.d.).

Moreover, Oxfam are known to be a sustainable company due to the upcycle and recycle of their clothing. Fashion design volunteers will take on projects

to help upcycle damaged garments from previous owners. This can help sell on potential damaged items for a charitable cause as well as prolonging the lifecycle of a garment. This reduces the need for new production of using new or raw materials which means a 'reduction in air pollution, water pollution, green house gas emissions and often a conservation of global resources' (Upcycle Studio, n.d.).

Oxfam uses recyclable or biodegradable packaging for all their products. Biodegradable plastic produces 68% less greenhouse gases than petroleum based plastic products, some of Oxfam's biodegradable products are bubble wrap, pallet wrap and air-filled packaging that takes 12-24 months to be broken down. The harmless residue is then absorbed into the ground to prevent the cause of pollution. There also is a reduction in the energy required to be broken down in comparison to petroleum-based plastic which takes up to 65% more energy (Hugh Jordan, 2017).

Oxfam also use wooden pallets or crates that can be reused or broken down and recycled cardboard boxes that are made from recycled materials to transport goods (Oxfam, n.d.). This enables Oxfam to support environmental

issues that reflects positively on their brand image. This can encourage consumers to shop with them due to supporting environmental change as humans use resources 50% faster than they can be regenerated (Mintel, 2018b).

Furthermore, Oxfam have worked alongside a coffee company, Lavazza who invited four students from four countries who shared the passion of sustainability, to go on a journey to discover sustainable coffee as part of Lavazza study in Spring 2018 (Mintel, 2018c). Lavazza documented the process of this through YouTube. One student highlighted how the partnership between the organisation's was a key relationship in order to achieve a bigger goal (Lavazza, 2018). This demonstrated how a larger scale of people joined together are able to make a bigger impact in creating change.

In addition, the student claimed the experience was a “realization to how fragile the ecosystem is and how dependent it is” (Lavazza, 2018, 3.34). Lavazza's experiment helped them as a company to connect to a larger

scale, engaging to consumers beyond their community which can help to increase the economic viability. The outcome of this demonstrates not only Oxfam as a sustainable company but also working in partnership with other companies to fight environmental change in hope to create a snowball effect. This highlights the positive impact of working alongside other companies who want to generate change and make a difference in achieving a sustainable world.

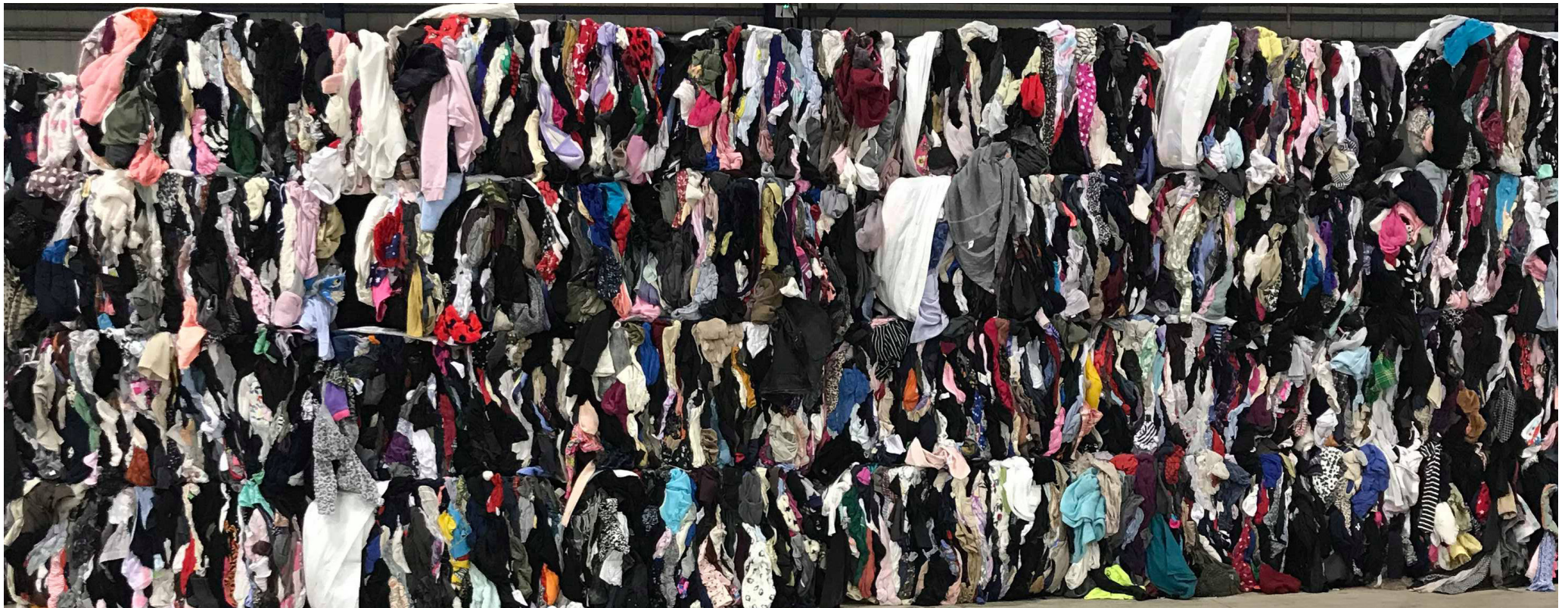


Fig 15: Authors Own

FUTURE INNOVATION

For the future of Oxfam, it is important to consider all the research gathered throughout in order to make valid conclusions and appropriate recommendations.

A secondary act for Oxfam is being sustainable; however, Oxfam is publicized more for this rather than fighting poverty. In the future Oxfam could use promotional techniques in order to show consumers the true representative of the work they do. For example, TOMs donate a pair of shoes for every pair that's bought to children who need them around the world. They took shoppers on a virtual journey to Peru to meet with their partnered charities to showcase how receiving the shoes changed their life (Mintel, 2016a). This could open Oxfam to new opportunities in using VR to enable donors to 'see' the work charities are doing for the causes, which could build empathy and increase the chance in donations. Donors will have more awareness and will feel more involved in trying to battle poverty. This also extracts away from being a sustainable company and publicizes the true representative of Oxfam's purposes.

In addition, it could be beneficial for Oxfam to open their target market to a wider audience rather than focusing on an older female consumer. Mintel (2018b), has found males are increasingly shopping at non-specialist's stores including supermarkets, department stores and online only retailers, with Topman currently losing its dominance in the youth market. This demonstrates that male shoppers are becoming more flexible in where they shop, allowing Oxfam to become more inclusive with targeting male shoppers. In order to achieve this Oxfam could offer a standalone store for men placed in a large city centre. This will allow Oxfam to stock the store with trend lend garments making the experience more pleasurable, specifically targeted to the male consumer.

Moreover, Oxfam could focus on getting people to make regular donations via direct debit, as this secures regular contributions for the charity. Oxfam could offer discounted clothes or vouchers from these donations in order to encourage customer loyalty in receiving consistent donations. This ensures that there is guaranteed support as well as extra donations made from the stores and online platform.

Likewise, box donations have decreased significantly due to the impact of contactless payments. A recent study included 11 charities one of them being Oxfam trialed contactless payment for street/box donations and raised £20,000 in 4 months (Mintel, 2017a). This can be successful innovation for Oxfam as it is easier for people to make small donations quickly. This allows the fundraiser to change the amount of donations for one of payments rather than loose change. Falling cash can potentially damage the charity's income, as the modern potential donor is less likely to carry pocket change for traditional collection boxes. The success of this is something Oxfam can continue to explore within the future or develop. This could include having an option to donate 50p when using card payments in store which could bulk up funding for the charity.

APPENDIX 1 DIFFERENTIATION

This table is to show differentiation using the marketing mix variables.

Marketing Mix Variables	Potential areas for differentiation.	Tactics to achieve differentiation	Competitive advantage	Value for consumers
PRODUCT	<ul style="list-style-type: none"> •Receiving one of a kind luxury garments. For example, Oxfam recently received a rare Chanel jacket (Bentley, 2019) 	<ul style="list-style-type: none"> •Receiving one of a kind/ luxury garments 	<ul style="list-style-type: none"> •Being able to offer garments that aren't on the market 	<ul style="list-style-type: none"> •This allows consumers to have access to garments that wont usually be on the market at a more affordable price than the original cost
PLACE	<ul style="list-style-type: none"> •Festival items sold during the festival 	<ul style="list-style-type: none"> •Ensuring they are available to set up stalls in festivals. Also are free for most festivals 	<ul style="list-style-type: none"> •Being accessible and offering the appropriate products for the consumer 	<ul style="list-style-type: none"> •Gives them easy access and it is convenient for them in case they have forgotten and need any items
PRICE	<ul style="list-style-type: none"> •Contactless payments 	<ul style="list-style-type: none"> •Working alongside Barclays to receive contactless donations 	<ul style="list-style-type: none"> •Quick and frequent payment for a charitable cause 	<ul style="list-style-type: none"> •Quick and easy way to donate
PROMOTION	<ul style="list-style-type: none"> •Using VR (future innovation) 	<ul style="list-style-type: none"> •Setting up a VR video through an app to allow most people access. 	<ul style="list-style-type: none"> • Makes the experience inclusive as it can be through an app therefore it is easy access for most people 	<ul style="list-style-type: none"> •Allows them to feel connected to the cause and gives donors more of an insight
PHYSICAL EVIDENCE	<ul style="list-style-type: none"> •Product packaging (bio-degradable plastic, recycled wood) 	<ul style="list-style-type: none"> •Ensuring all packaging is ethical 	<ul style="list-style-type: none"> •Ethical, minimizes pollution 	<ul style="list-style-type: none"> •Receiving items that are environmentally friendly
PROCESS	<ul style="list-style-type: none"> •Online website 	<ul style="list-style-type: none"> •Promoting this through social media sites to build awareness of the online shop 	<ul style="list-style-type: none"> •It is powered through the help of volunteers 	<ul style="list-style-type: none"> •Access to garments that they may not see in store
PEOPLE	<ul style="list-style-type: none"> •Volunteers 	<ul style="list-style-type: none"> •Hiring as many volunteers possible that fit the requirements of the role 	<ul style="list-style-type: none"> •As many staff to help work in the stores and online 	<ul style="list-style-type: none"> •More staff means that the customers will have a better experience as well as reassurance that donations are made for the charitable cause

APPENDIX 2 QUALITY CONTROL

RETAIL SORT

They have a moving conveyer where a line of staff will quickly check the quality of a product allowing them to ensure the condition of the clothing can be resold.

GRADING

If the garment is not fit for the shop floor it will be sorted into different grades: denim, white cotton and cashmere. The category grading system determines how the product will be recycled in ensuring there is no waste product that goes to landfill. Cashmere will be shipped to Italy, which is used for coats in M&S, wool will be used for carpet underlay and the remaining waste that can't be reused will be incinerated and turned into energy for Yorkshire, which helps up to 400 homes through having this incinerated waste energy.

A bailing machine is used to crush all the items in order to ship them off to each department where the garments will be recycled.

FINE SORT

The fine sort process is where staff will conduct a reinforced quality check to ensure the product is in a resellable condition for the online offering or festival shop.



Fig 16: Hudson, (2019)



Fig 17: Hudson, (2019)

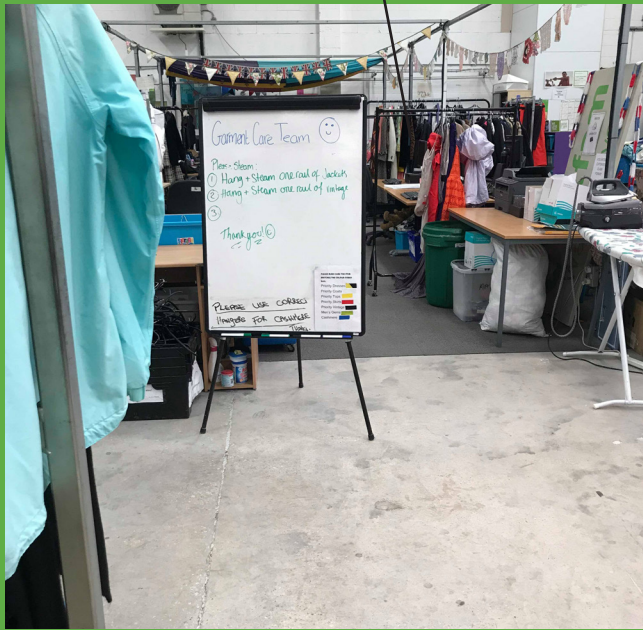
APPENDIX 3 AUTHORS OWN IMAGES



APPENDIX 4 AUTHORS OWN IMAGES

Upload the garments to the online website

Post station: wrap the items that have been purchased



Steam the garments

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