

Boohoo: How a market stall became an international fashion empire

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Abstracts

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SUMMARY

Although Boohoo has been on the online fashion retail scene since 2006, the company has stood out for its exponential growth in recent years, which has seen it become an international fashion empire. This case study explores the key ways the company has fueled such strong growth, from its streamlined supply chain, to its mastery at digital marketing. Although challenges lie ahead in the competitive online retail market, the future remains bright for Boohoo, which currently shows no signs of slowing down.

KEY HIGHLIGHTS

In 2006, Mahmood Kamani and Carol Kane co-founded Boohoo, 12 years later the company is worth a staggering £2.3bn (\$2.9bn). The company has benefited from the rise of the online retail market and the consumer demand for fast and affordable fashion, which has proved to be a recipe for success in today's competitive market.

In the world of fast fashion, bringing on trend products to market within the shortest possible time is crucial and has been a key factor in driving the growth of Boohoo. A short and lean supply chain has helped drive Boohoo's swift sales growth, catering to the consumer appetite for immediacy and leaving other retailers in the dust.

Perhaps the most crucial factor in spurring the success of Boohoo has been its

marketing strategy, which focuses particularly on social media. In addition to its own hefty social media following, Boohoo made the prudent decision to get celebrities and influencers with large social media followings on board to endorse its products, allowing the company to further broaden its reach.

SCOPE

Examines the strong growth of Boohoo in the online fashion retail market

Looks at the benefits of the company's supply chain

Assesses the power of social media marketing

Analyzes the ways the company engages with Millennial and Generation X consumers

Examines potential challenges that lie ahead

REASONS TO BUY

How is Boohoo growing so quickly?

How does the company benefit from its supply chain?

What impact has social media marketing had?

How does the company interact with its target audience?

What could potentially threaten the company's growth in the future?

Contents

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Catalyst

Summary

Boohoo has grown rapidly from market stall to fashion empire

The early adopters of online retail

Revenues soar as the group diversifies

Boohoo has avoided the woes of the high street

Boohoo's group strategy has proved to be a recipe for success

A streamlined supply chain has kept Boohoo at the forefront of fast fashion

The brand offers a comprehensive, ever changing product range

Boohoo has utilized the power of social media platforms

The influencer effect

Engaging with the Millennial and Generation X consumer

Acquisitions and expansion into international markets has unlocked the potential for future growth

Ongoing investment in technology and online platforms

The future looks bright, but challenges still lie ahead

Competition in the online apparel retail market is fierce

Boohoo must continue to avoid negative perceptions of the brand

As an online pureplay retailer, system and technical failures are a major risk

Conclusions

Streamlined supply chain, highly effective digital media campaigns and acquisitions should continue to deliver growth

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