**Fashion matters**

Robyn graduated with a degree in Fashion design in 2010. Whilst studying and after she graduated she worked as a retail assistant at H&M, where she closely studied what customers like and their buying habits. Robyn now believes that with this experience in high street fashion retail and her knowledge of fashion design she is ready to set up her own fashion boutique.

The boutique will sell clothes designed by Robyn. She acknowledges that she will never achieve the low prices of the main high street brands, so will not be competing on price but does see the high street (Top Shop, River Island etc.) and online brands (ASOS.com etc.) as direct competition. She plans to gain competitive advantage by producing unique pieces to avoid what she describes as "the horror moment you get when you realise someone is wearing the same dress or shirt as you."

Robyn believes that she has found a gap in the market for a unisex shop, targeting customers aged between 17 and 28.

**Questions**

1. Describe how Robyn is planning to differentiate herself from the high street brands.

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1. Explain two other methods that Robyn could use to gain competitive advantage.

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B: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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1. Draw two market maps (with appropriate axes) to assist you in evaluating the extent to which Robyn has found a gap in the market, competing against the high street and online brands.
2. Discuss the usefulness of market mapping to Robyn as she attempts to position her brand.

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