

Příloha č. 1 - Analýza tržních segmentů segmentů – pánské spodní prádlo

	Segmenty									
Metrika	Low Cost	Mainstream	Fashion	Skate, snb, surfing	Lingerie	Metrosexuals, gay	Functional, sport	Street&urban	Stylish & original design (art)	Luxury
Market size	Medium	Large	Small	Small	Large	Niche	Small	Medium	Small	Niche
Market growth	↙	↗	↗	↙	↙	↑	↗	↗	↑	↗
Pricing (Kč)	80-150	80-200	300-1000	220-390	250-400	400-600	250-700	250-400	300-600	600-1800
Materials										
Brand importance	Low	Medium	High	High	Low	High	Medium	Higher	Lower	High
Distribution	Wholesale, eshops	Chains	Wholesale, stores	Wholesale, stores, eshops	Stores	Eshops, erotic stores	Sport stores, eshop, wholesale	Eshops, stores, wholesale	Eshops and its shops	Stores, Wholesale, online
Competitive pressure	Lower	High	High	Medium	Low	High	Medium	High	Lower	Medium
Key competitor	Cornette, Gino,Foltýn, Zaffe, Undrie, Novia, Molvy, NoBrands	Zara, H&M, C&A, Kenvelo, New Yorker,	Calvin Klein, Diesel, Tommy Hilfiger, Aeropostale, Guess,	69 Slam, Represent, Styx, Infantia, Hollister, Rip Curl, Horsefeathers, Ecko, Funstorm	Intimissimi	ES collection, Pump, Andrew Christian, Jockey, Anais,	25, Nike, Puma, UnderArmour, Moira, Climatex, Sensor, Ranco, IceBreaker, Craft, Skins	JackJones, Adidas Original, Only&Sons, Xplicit, CR7, Solid,Marginal, Freegun, DNGRS, CrossHatch	HappySocks, Adidas Original, RicherPoorer, Marshal Apparel, BellField, Aqalogy	BikkemBergs, John Galliano, MuchaChomalo, Aubade, Olaf Benz, Wacoal, Favab, Armani, Bruno Banani, Dolce Gabanna, Polo,

Fashion attitude	Zero	Middle	Middle	Middle	Lower	Higher	Zero	Higher	High	High
Category driver	Price, sale	Pack price, quantity	Brand awareness	Coolness, brand image	Cut, materials	Cut, fetish design	Materials	Cool design	Different incentive design	Materials, brand awareness
Promotion	On place	On place	Product placement, Fashion shows, Magazines	On Place, Specialized media, Events	OutDoor, TV, Print	Gay Comunity and its media and events	Sport media, outdoor, Events	Music, art, urban sports events and its specialized media	On Place, secret communities, Online, design and art media	Fashion shows, magazines, online
Packaging	No one	Simple, packs	Exp. Boxes	Simplier boxes	Exp. Boxes	Extravagant	Simplier boxes	Exp. Boxes	High designed	Exp. boxes
Design	Simple	Simple, old	Clear, simple	Simple, easy, crazy	Simple, clear	Extravagance	Simple	Easy, strange	Crazy, creative, colors	Simple and strict
Positioning	Cheap	Cheaper	Expensive, brand	Free, stylish	Quality	Extravagance	Functionality	Freedom, street, rebel	Style, design, creativity	Strict and expensive

Zdroj: Vlastní tvorba a konzultace s p. Homolou. Zelená – vybrané segmenty, žlutá a oranžová – potenciální pro rozšíření