



Abercrombie & Fitch. Marketing Analysis: A macro-environmental and competitive audit

Phillip Weber

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Seminar paper from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2, University of Southampton, language: English, abstract: This report does not claim to be a complete analysis of Abercrombie & Fitch Co, but it provides a general overview of the situation of the company. It looks at internal and external factors using marketing tools like PEST- or SWOT-analysis. Because of the better data situation it focuses on the US market.

General Information

Abercrombie & Fitch Co. (A&F) is a stock exchange listed clothes company. In its 1,125 shops it sells high quality casual clothes, personal care items and accessories for men, women and kids. It consists of the brands Abercrombie & Fitch, Abercrombie, Hollister and RUEHL. Its headquarter is located in Albany Ohio (USA) since 2001.(Abercrombie & Fitch, 2009).

In 1892 David Abercrombie opened a shop called Abercrombie & Co which specialized in camping equipment. In 1904 Ezra Fitch joined the company and the name was changed to Abercrombie & Fitch (Pitzke1, 2007).

With a change in the management in 1992 Abercrombie & Fitch repositioned itself in the market shifting its main focus on young and casual lifestyle fashion with the main target group being 18 to 22 year-old college students, male and female.

With the brand Abercrombie launched in 1998 the Company extended its business and tried to reach boys and girls between seven and fourteen.

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