



THE TIMES 100

Edition 14

ASOS online fashion store: The product life cycle and online fashion Lesson plan

Content area

- Product lifecycle
- Extension strategies
- Boston matrix
- Promotion

Method

This resource can be used for general classwork, homework or learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

First Activity:

Using the case study and any other resources, define the following words:

Retailing; tertiary sector; own label; branding; ASOS; expansion; independent; online; product range; product mix; hits; website; target market; target audience; diversification; logistics; market share; market segment; convenience; overhead costs; product portfolio; product life cycle; introduction; growth; maturity; saturation; decline; extension strategies; revenue; sales turnover; sales forecast; seasonal sales; profitability; stock turnover; lead time; buffer stock; just-in-time; procurement; international market; product lines; marketing mix; product; price ; promotion; place; market orientated; customer relationship management; demographic; buying patterns; database; complimentary products; key performance indicators; Ansoff matrix; Boston matrix.

Second Activity

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of ASOS.



THE TIMES 100

Questions

1. What does ASOS stand for?
2. What does ASOS sell?
3. How many packages does ASOS send out to its customers each week?
4. Using the case study, explain how the Product life cycle works.
5. How could ASOS use the product life cycle to its advantage?
6. What is the purpose of the Customer Relationship Management for ASOS?
7. How often does ASOS promote its products to its customers via email?
8. What is a complimentary product?
9. Using the case study explain what is involved in introducing a new product?
10. Why might the Boston Matrix provide extra focus for ASOS?
11. Which 2 products are classed as cash cows for ASOS?
12. Are the product life cycle and Boston Matrix similar? If so how?

Activities

- Using the ASOS website and case study, produce a Boston Matrix for its products.
- Using the ASOS website and case study produce a classroom display on ASOS.
- Produce a survey in your school / college on ASOS clothing spending habits in terms of where students shop and whether they have heard of ASOS.

Other resources

- MP3 download of the full case study
- Summary of the case study . 500 words
- Brief of the case study. for lower ability pupils
- Interactive online quizzes
- Revision theory
 - <http://www.thetimes100.co.uk/theory/theory--marketing-sales--275.php>
 - <http://www.thetimes100.co.uk/theory/theory--product-life-cycle--187.php>
 - <http://www.thetimes100.co.uk/theory/theory--marketing-mix-%28price-place-promotion-product%29--243.php>
 - <http://www.thetimes100.co.uk/theory/theory--segmentation--246.php>
 - <http://www.thetimes100.co.uk/theory/theory--overseas-marketing--382.php>
 - <http://www.thetimes100.co.uk/theory/theory--technology--258.php>
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