

# RETAILER OVERVIEW INFOGRAPHIC



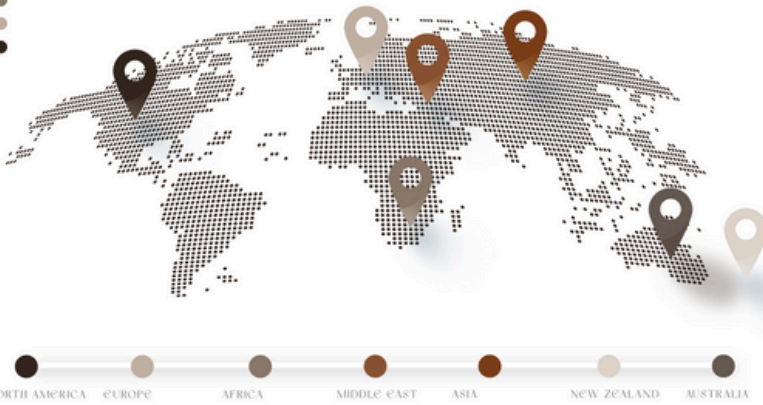
## TYPES OF MERCHANDISE

Active wear, Sleep wear, Swim wear, Lingerie, Accessories, Shoes, Home & Life, Personalisation items, Plus size clothing, Childrens clothing, Gifts, Stationary, Bags

## PRIVATE BRANDS

COTTON ON BODY COTTON ON KIDS COTTON ON FOUNDATION FACTORIE TYPO RUBI

### WORLDWIDE STORE LOCATIONS



### VISION

By doing good along the way, we plan to spread the Aussie lifestyle around the world. However, we also realize that we cannot simply sell great products. Our products are designed to make customers happy, and we all can be proud of them.



### MISSION

In order for us to remain a leading brand in our market, we must be innovative and responsive without compromising the values that have shaped our company.

Comfortable clothing like their 2 for 1 T-shirts, tank tops, sandals -specials

Vegan leather items like boots and handbags and latest trends

### ITEMS STOCKED

A breakdown of items stocked across the Cotton On Group

underwear, warm clothes when cold, shoes, general clothing

water, tissues, mints, candles, bracelets



### STORE LOCATIONS

speciality centre such as menlyn, sandton, Brooklyn, mall of Africa, woodlands, kolenade, rosebank

### WHY THESE LOCATIONS

Retailers are willing to pay high rental rates for space in malls since they expect huge profits and sales to come from them. In order to gain the loyalty of shoppers, malls appeal to their social motives and provide a variety of goods. In addition to being a point of interaction and entertainment for the community, malls are also where shoppers go for their social needs as well as their shopping needs.

### STORE ACCESS

Yes, Cotton on advertises itself well online and makes locations clear for costumers. That being said, as it is located in speciality malls, there is often maps or security to guide people to the shop.

### SA STORES

169 stores

### GLOBAL STORES

Cotton on has spread worldwide with locations such as Australia with 288 stores, New Zealand with 126 stores, Asia with 246 stores, Middle East and Africa with 216 stores and North America and Europe with 154 stores

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