Designing A Sportswear Strategic Marketing Plan: A Data Analytics Approach

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Abstract

This paper begins by simulating a scenario in which the researcher received funding from venture capital to start a sportswear venture in Malaysia. The goal is to maximise the ROI by the end of the first year. The sportswear industry is a big industry with many renowned players. The researcher uses data analytic techniques to analyse online search trends, categorical search and Geomap patterns. Data analytics assists in segmenting audiences by distinct demographic categories and analysing opinions and trends in each of them. The analysis results are utilised to undertake SWOT analysis, Porter's Five Forces Competitive Models, and assist in developing the company's marketing mix. This paper opens with an industry overview to provide a bird's-eye view. According to industrial data, the sportswear business is large, involving numerous well-known companies. The part on literature review includes literature on brand, online brand, retailers and channel, and online shopping. It provides a thorough background on the studies done in various areas.

Keywords: *Strategic marketing plan, Data analytics, Bibliometrics, Sportswear, SWOT, Five forces Competitive model*

1.0 INTRODUCTION

Sports have long been recognised as the most effective tool in bridging relationships among human beings, and they contribute significantly to a country's economic and social growth. Sportswear is clothing specifically made for sports, whereas activewear is clothing that has been developed explicitly for exercising (Alalastyle, 2018).

Chart 1 shows the worldwide market size for activewear for 2020 and 2021. It also shows the estimated market size for the next five years (2022 to 2026) (Shahbandeh, 2021). Fitness-conscious consumers looking for proper apparel and equipment for their physical activity are fueling the rise of the sportswear business. The worldwide sportswear business is a vast and developing market, driven by ncreasing customer demand for more products and the introduction of diversified supply to meet these high and varied demands (Saricam, 2021). Furthermore,

rising female engagement in sports and fitness activities is moving the market ahead.

The crossover between sports and fashion has resulted in a rise in the availability of trendy sports apparel. The growth in this industry has spurt interests from international sportswear industry players to set their footprint globally by entering multiple markets. This phenomenon has also become a pushing factor for introducing global new entrants (Gaurav, Ray, & Sahu, 2020). It is estimated that branded sportswear accounts for 75% of the whole market, and the brand is the most competitive source of the market (Tong & Hawley, 2009).

Marketing strategy is essential in an organisation. If it is not correctly implemented, it can hurt its success and lead to losses. Marketing strategies demonstrate how to maximise a company's talents and resources to meet marketing objectives. They're crucial for boosting resource efficiency and improving the

marketing strategy's ability to attain goals (Adlan et, al, 2021).

2.0 LITERATURE REVIEW

2.1. Brand

Marketing practitioners and researchers have devoted special attention to building brand experiences, which play a crucial role in designing marketing strategies for goods and services (Lee & Jeong, 2014). Aaker has developed a brand personality construct (sincerity, excitement, competence, sophistication, and ruggedness) to further explain the term brand in consumer behaviour (Aaker, 1997). Purchase intention is strongly linked to brand awareness and brand loyalty (Malik et al., 2013). Brand has a positive relationship with value in a competitive industry with many players; value plays a significant role in determining a successful venture in the industry (Su, 2015). A brand can support passion-driven behaviour by reflecting a strong desire to use the brand (Batra, Ahuvia, & Bagozzi, 2012).
Furthermore, Al-Qudah (2020) argues that brand interactivity mediates purchase intention. This shows the importance of the brand in determining organisations' revenue. In contrast to larger corporations, branding in start-ups adheres to the lean concept (Ruzzier & Ruzzier, 2015).

Some research focuses on online brands. According to Morgan-Thomas and Veloutsou (Thomas & Veloutsou, 2011), trust and perceived utility positively impact online brand experience. Alam and Mohd Yasin (2010) echoed this opinion in their research. They include word-of-mouth, quality information, online experience, and brand reputation as variables that increase online brand trust. Furthermore, aspects such as usability, personalisation, security, and customer service play essential roles in developing the corporate brand image of online merchants (Silva & Alwi, 2008). According to Md. Ariff et al. (2014) research, product risk, financial risk, and non-delivery risk are hazardous and negatively influence online shoppers' attitudes.

2.2. Retailers and Channels

A single channel is a producer's or retailer's endeavour to reach customers through only one distribution method, whether it's online, catalogue, mail-order, direct selling, or traditional retail. This strategy lowers marketing investments and organisational complexity but can also lead to loss of potential sales opportunities. Multi-channel refers to an endeavour to integrate and blend diverse distribution channels. The goal is to make it simple for a customer to buy in the most convenient method. Multi-channel marketing enables a company to reach out to prospective or present consumers now of purchase through a chosen channel. Omni-channel provides consumers and prospects access to goods, offers, and services across all channels, platforms, and devices. It refers to a unified shopper experience that combines the physical store with an information-rich digital environment to provide outstanding shopper experiences across all contact points (Frazer & Stiehler, 2014).

2.3. Online Shopping

The internet provides a new opportunity for marketers to improve traditional marketing practices (Zendehdel, Paim, & Osman, 2015). E-commerce has become an essential component of the global retail structure. Like many other businesses, the retail scene has undergone significant alteration since the birth of the internet. Because of the growing digitalisation of modern life, consumers from practically every country today benefit from the advantages of online purchases. The number of digital buyers expands year after year as internet access and adoption increase rapidly worldwide. Because of the recent Covid-19 epidemic, online purchasing will likely increase and become a typical corporate craze with quick expansion(Suria et al., 2021). According to Haque, Sadeghzadeh, and Khatibi (2006), weekly internet use, e-commerce experience, and desire to purchase online in the future are strongly associated with an overall attitude about online shopping. The e-commerce subsegment is expected to expand quickly, surpassing $53 billion by 2028, up from $35 billion in 2020 (Research Dive, 2021).

Chart 2 illustrates data from Statista showing an increasing worldwide sales trend for e-commerce from 2014 to 2024 (Chevalier, 2021). Consumers use numerous internet channels before completing a purchase in 73 per cent of cases, and organisations that use more than one channel see a more than 190 per cent gain in income (Shopify, 2021).

3.0 METHODOLOGY AND ANALYSIS

The research framework to develop the strategic marketing plan for the sportswear start-up is as

illustrated in Figure 1. It began with reviewing current literature from journals, websites, government papers, and industry publications. It is then followed by the literature review. Then, worldwide online search trend analysis was performed to identify current consumer search patterns and their geolocation. This analysis was carried out for one year (October 2020-October 2021). The final research tool employed in this study was bibliometrics analysis, which was used to determine the academic research trend on sportswear over the last 20 years (2002 to 2021).

3.1 Online Search Trend Analysis

Trends are essential for shaping research, making acquisition decisions, and learning about technologies and standards utilised in the development process. Google's search query data is available to the public via a web service called Google Trend, allowing users to evaluate certain search patterns (Anggraeni & Aristiani, 2016). Google Trends is a Google service that analyses the volume of searches and news articles collected by their search engines and may be used to spot sportswear trends (Rech, 2007). Google Trends reports the frequency of keyword searches on Google every week (Youn & Cho,2106). The search volume trends for the search keyword can also be broken out by category and by the location of the people who are searching.

A search pattern trend analysis was performed using Google Trend to explore more on the worldwide demand for sportswear. The purpose is to identify three main trends: Worldwide Online Search Trend for the past 12 months, Worldwide Top Online Category Search, and the Worldwide Geomap Online. Big data analysis has been previously performed using data from Google Trends to predict trends in the fashion and sports retail industries (Kim & Na, 2021; Boldt et al., 2016; Du, 2019; Bardh & Rasmussen, 2017).

3.1.1 Online Search Trend Sportswear

An online trend search was performed using Google Trend to identify the frequency of online research from October 2020 to October 2021. The term "sportswear" was used to determine the research frequency. This search phrase indicates where the sought term was most popular during the specified time. The values are assigned on a scale of 0 to 100, with 100 being the most popular place as a proportion of total searches and 50 representing a half as popular location. A value of 0 indicates that there was not enough data for this phrase at this location.

On the other hand, the worldwide online search pattern using sportswear as the keyword has been stable for the past year, as shown in Chart 3. The value of the search pattern ranges from mid-60 to 100. It shows that the search pattern has been consistent for the past year.

3.1.2 Top and Rising Category Search

In Google Trend, categorical search is divided into top and rising categories. The top categorical search ranks the most popular topics on a relative scale. A value of 100 is the most searched phrase, and the value of 50 represents a term that is searched a half less than the most popular term. The term "rising" categorical search refers to the themes that have significantly increased search volume. The researcher uses the term "sportswear' to search any relevant search made using the term.

3.1.2.1 Top Online Category Search

Chart 4 shows the top 23 worldwide online category research for the past year. The pattern indicates that sportswear is the highest search term for the past year, and Nike is the second-highest search term. Six out of ten search terms focus on brand (Nike, Nike Factory Store, Adidas, Columbia Sportswear, Augusta Sportswear, and NSW) while eleven (Hoodie, Shorts, Jacket, Leggings, Trousers, T-shirt, Sweatshirt, Sweatpants, Sweater, Sneakers, and Tracksuit) focus on the type of sportswear. A worldwide search term is focused on the types of sportswear.

3.1.2.2.Rising Online Category Search

Chart 5 shows the nine rising worldwide online category searches for the past year. Searches on "track pants" has shown a significant increase (250%) for the past one year, followed by "Vintage Clothing" (180%), "Parka" (160%), "New balance" (130%), "Baseball Cap" (100%), "Manufacturing" (90%), "Houdini" (80%), "Brand" (60%), and "Sweatshirt" (50%). All in all, 55.6%% of the rising search terms focus on the types of sportswear.

3.1.3.Geomap Online Research

A Geomap online research was performed to locate the origin of worldwide search on the term "sportswear" for the past year. This will give a

precise location of the potential customers. Focused and targeted marketing efforts can be channelled efficiently.

Figure 2 shows the overall Geomap online search in sportswear, while Table 1 shows the top 10 countries involved. Scandinavian nations dominate the top three spots on the list. Asia Pacific nations include New Zealand, Australia, and Singapore, whereas European countries include Spain, Ireland, and the Netherlands. Argentina, a South American country, takes another spot.

3.2. Bibliometrics Analysis on the Search Term 'Sportswear.'

A bibliometrics analysis using R-Studio software was performed on Scopus data using "sportswear" as the search term on the 18th of October 2021. It was performed for 20 years (2002-2021) to capture the area's research trend. The analysis identified that only 119 articles on the search term were published in Scopus publications during the research. Bibliometrics analysis was used because it can be further extended to recognise trends (Ball & Tinger, 2006). This research uses R because it is a language for statistical computing that follows a classical bibliometric workflow (Aria & Cuccurullo, 2017). The researchers used the search term 'sportswear' only in the article's title. The term was used to search for relevant articles published related to research on sportswear. The researcher focused on the title of the articles because it is the first element that will attract the readers to the article (Annesley, 2010).

3.2.1. Thematic Map

In terms of data processing, thematic mapping goes beyond scientific visualisation (Ding & Meng, 2014). A thematic map allows four (4) different typologies of themes in sportswear to be defined according to their placement quadrant. The thematic map is based on density (y-axis) and centrality (x-axis). The centrality measures the importance of the selected theme, while the density measures the development of the chosen theme (Corte, Gaudio, Sepe, & Sepe, 2019). Using the Biblioshiny package on R software (2017), the Thematic Map parameters chosen were top 200 keywords and items shown in the clusters are set to the minimum frequency of five. In addition, the number of representative labels in each theme is restricted to one. The thematic map of Figure 3 is constructed based on a full-time span from 2002 to 2021 (till October 2021), while Table 2 provides information on clusters and keywords in clusters for the four themes.

Themes in the lower-right quadrant are the basic or transversal themes with high centrality and low density (Coboa, Jürgens, Herrero-Solana, Martínez, & Herrera-Viedmae, 2018). The theme in this quadrant is represented by "Garment Manufacture", and topics under this cluster are garment manufacture, outerwear, casual wear, workwear, consumer research, decision making, fabrics, jeans, supply chain, acquisition, distribution, fibre manufacture, lingerie, microfiber, patent, and sustainability. Other themes covered in the same quadrant include marketing and seamless. These themes are essential in sportswear, and much research has been conducted.

Themes in the upper-right quadrant are known as the motor themes (Muñoz- Leiva, Viedma-del-Jesús, Sánchez-Fernández, & López-Herrera, 2012). They are characterised by both high centrality and density. This means that they are developed and essential for the research field. The themes in this quadrant are represented by "market" and "textile industry", and topics under this cluster are market, clothing industry, retailing, economic information, knitwear, ecology, environmental protection, finishes, merino wools, polyamide fibre, price, productivity, synthetic polyamide, textile industry, textile, competitiveness, management, cotton, joint venture, polyester, synthetic fibre industry, and textile fibres.

Themes that appear on the lower left part are emerging or declining themes. They have low centrality and density, which are weakly developed and marginal. This research theme cluster is represented by product development. Topics under this theme include product development, activewear, quality assurance, suit, and wool fibre. Themes in the upper left quadrants are niche themes. These themes are known as the highly developed but isolated. There is a lot of potential in these themes, and researchers can do much impactful work. Sales and apparel are linked with sales, competition, apparel fabric, cooling, and technology.

4.0 MARKETING PLAN

4.1. Mission

A mission statement exists to assist an organisation in formally articulating the firm's objective and the company's future. A long-term declaration of purpose distinguishes one corporation

from similar businesses (David & David, 2003). One of the essential reasons an organisation should create their mission statements is because mission statements assist in developing the business and vice versa. As the organisation develops and evolves, it may need to rewrite the mission statement to reflect these changes. Mission statements serve three key functions: (1) communicating the organisation's commitment to stakeholders, (2) informing strategy formulation, and (3) developing quantifiable goals and objectives to measure the effectiveness of the organisation's strategy. Table 3 shows the mission statements for ten leading global sportswear market players. They discussed target customer and market specifications, fundamental technologies employed, growth, survival, profitability, self-image, long-term purpose, values, and sustainability concerns.

The elements of purpose, capability, inspiration, and clarity must be incorporated in drafting the mission statement for a brand-new company to stand out from the crowd. It must be shared across the stakeholders of the start-up. All in all, this is the mission statement for the sportswear start-up:

"To complement the consumers' active lifestyle by providing quality sportswear through effective distribution, dynamic innovation, and value creation."

In short, this mission statement covers the products, values, distribution channels, and innovation to be delivered to the consumers. It also covers the findings from the online trends and bibliometrics analysis.

4.2. SWOT Analysis

4.2.1. Strengths

Agility is one of the key strengths that a start-up possesses. In the early phases of their development, digital start-ups frequently innovate their value architecture and business model. Therefore, a set of pragmatic approaches based on lean and agile concepts has recently been presented to assist digital entrepreneurs (Ghezzi & Cavallo, 2018). While a major corporation is likely to be set in its ways, a start-up is still finding its feet, making it easier to react to market conditions and client needs. Adjustments can be made faster than a major organisation since it has less infrastructure. This versatility puts this start-up in an excellent position to explore discoveries and capture chances. Product development must be flexible to assist start-ups in

responding to unexpected opportunities (Nguyen-Duc, Weng, & Abrahamsson, 2018).

Established businesses have considerable administrative costs. Start-ups provide services that are more efficient, cost-effective, and competitive. They are probably conscious of their limits and prefer to concentrate on their main abilities. As a result, they form alliances with other small organisations. Customers frequently benefit from a better value proposition. Based on the thematic map, the developed and essential research topics for the research field focuses on sportswear materials. The company can utilise this material as the sportswear manufacturing input.

4.2.2. Weaknesses

This sportswear start-up is new in the market as the brand is unrecognisable. As mentioned before, a brand plays a significant role in determining the success of an organisation. Sportswear falls in both the sports and fashion industry. Understanding the principles of brand equity provides vital insights to marketing practitioners in the fashion industry, allowing them to build tactics that foster brand equity growth (Su, 2015). Many clients choose a company they have already worked with over a fresh upstart. Understanding market needs becomes difficult without a customer base. Working in a high-risk environment can distort a start-up's strategic perspective. Most new businesses fail within their first few years of operation, the chance of failure is considerable. High risk also makes it difficult for a company to attract experienced and talented employees. Start-ups often miss out on market possibilities or overshoot their sales predictions. According to Kalyanasundaram (2018), factors such as time to minimum viable product cycle, time for revenue realisation, founders' complementary skill sets, age of founders with domain expertise, personality type of founders, attitude toward financial independence, and willingness to avail mentorship at critical stages will significantly distinguish failed start-ups from successful ones.

4.2.3. Opportunities

With rapid innovation and rising health consciousness, the global sportswear sector has enormous potential. Sportswear looks to be a durable category in the face of COVID-19. While the pandemic appears to increase consumers' desire for

health and well-being, sportswear stands to gain from it.

Based on the analysis, the researcher has identified the worldwide highest online search origin. The highest worldwide online search is from the Scandinavian countries, with Sweden leading the pack. This can be used as an opportunity to serve this market via online stores. Apart from that, the diminishing digital divide globally has posed an opportunity to tap into online-based start-ups instead of conventional brick-and-mortar retailers.

4.2.4.Threats

There are a lot of competitors in the sportswear industry. Competitors enter the market locally and globally. The growing demand for sports apparel has led to innovative product development at an affordable price. To grow the company's footprint, current players are extending their product portfolio geographically. As a result, the market's competitive competition is dynamic.

4.3. PESTEL Analysis

PESTEL stands for political, economic, social, technological, environmental, and legal analysis (Pan, Chen, & Zhan, 2019). This business analysis tool identifies and evaluates the factors of change in the business environment (Song, Sun, & Jin, 2017). Management often uses this model to understand the current situation and prepare for the future. PESTEL analysis can be a practical framework for corporate strategy planning, focusing on managing resources, risks, and returns across companies instead of looking at competitive advantages in business strategy and identifying the pros and cons of business strategy. This framework is an extension of the PEST strategy framework. PEST analysis is a strategic framework for evaluating a company's external environment (Sammut- Bonnici & Galea, 2014). It focuses on political, economic, social, and technological aspects, as well as environmental and legal elements that can impact business (Vázquez, Hernández, Hernández, Salvatierra, & Baryolo, 2018).

4.3.1.Political Factors

These determine the impact of government and government policies on an organisation or a particular industry. This would encompass economic, fiscal, and tax policies, as well as political policy and stability. Political variables assist the entrepreneur in determining the extent to which the government interferes in the economy or specific industry and how its choices affect the company's current and future (Brand Minds, 2021).

The proposed sportswear start-up must decide whether to supply, ship, and distribute its items internationally or within Malaysia. If the start-up decides to expand internationally, it will need to develop international supply chains and adhere to political regulations while selling things online. Most of the nations in the world have their own national sports policy. For example, Malaysia's sports strategy focuses on developing a sports culture and strengthening national integration (Ministry of Youth and Sports, Malaysia, 2009).

4.3.2.Economic Factors

An economic component directly impacts the economy's performance, which in turn has a direct impact on the organisation's profitability. Interest rates, employment or unemployment rates, raw material costs, and foreign exchange rates are just a few variables to consider. According to the World Bank (2021), global growth is predicted to rise to 5.6 per cent in 2021, owing mostly to the strength of big economies such as the United States and China. As the world is moving from the pandemic to endemic phase, most nations have allocated a portion of their GDP to activities that can accelerate their economic growth.

4.3.3.Social Factors

The emphasis here is on spotting new patterns in the social environment. This allows a marketer to better grasp the requirements and desires of customers in a social situation. Changing family demographics, educational levels, cultural trends, attitude shifts, and lifestyle changes are all factors. Women's role as consumers in the sportswear business cannot be overstated. The worldwide women's activewear market was valued at $119 billion in 2017 and is predicted to reach $216 billion by 2025 (Bhandalkar & Das, 2018).

4.3.4.Technological Factors

Technical variables consider the rate of technological innovation and development that may impact a market or an industry. Changes in digital or mobile technologies, automation, and research and development could be the factors. There is a tendency to focus solely on digital technological

improvements, but new distribution, manufacturing, and logistical approaches must also be considered.

4.3.5.Environmental Factors

Environmental variables are those that are influenced by the environment around them and the impact of ecological factors. With the increased importance of CSR (Corporate Sustainability Responsibility) and sustainability, this factor is becoming increasingly important to how businesses must operate. Climate, recycling techniques, carbon footprint, waste disposal, and sustainability are all factors to be considered.

4.3.6.Legal Factors

An organisation must be aware of what is lawful and permissible in their jurisdictions. Laws, regulations, and constraints are all factors to consider. The strength of legislation that affects what a firm may and cannot do is the legal factor. There is also a political aspect to the link between business and government.

4.4.PORTER'S FIVE FORCES
4.4.1.Barriers to Entry

High entry barriers reduce the danger of new competitors to the profit potential of sportswear producers. Because of large-scale manufacturing, expensive R&D costs, and exceptionally significant capital investments in factories and stores, most global players have been able to control costs and maintain a performance edge over rising competitors.

4.4.2.Bargaining Power of Customers

There are a lot of customers in the market with a lot of negotiating power compared to the number of enterprises in the sector. As a result, to boost sales and market share, businesses must constantly promote their products and differentiate their brands from rivals. The recent rise of e-commerce and online purchasing has increased customer accessibility and closeness. Brand identity is vital in purchasing behaviour because it provides customers with loyalty and trust.

4.4.3.Bargaining Power of Suppliers

In the sportswear sector, there are a plethora of input providers. There is little difference among suppliers, resulting in poor or non-existent negotiating power. Sportwear input materials are readily available in huge numbers. Firms may swiftly and inexpensively swap between sources because of worldwide cheap labour networks on several continents.

4.4.4.Threats of substitutes

Buyers' proclivity to substitute is low in the sportswear and athletic footwear business due to a lack of alternatives. Sports shoes, for example, are made for specific tasks and cannot be replaced with boots, high heels, or sandals. As a result, there are no true replacements.

4.4.5.Competitive Rivalry within the industry

There are countless competitors in the global arena, especially for start-ups. It is not advisable to go head-to-head with the market leader as a start-up. Most big and renowned sportswear brands are sponsors of team and global events.

4.5. Marketing Mix

A marketing mix is a group of elements that promote and provide goods and services to customers. The benefit of being a start-up is that the marketing mix will aid in expanding the product range, boost company offers, differentiate from rivals, and be dynamic.

4.5.1.Products

Based on the online search analysis, sportswear types such as hoodies, sweatpants, and sweaters appeared to be the most searched items online. To begin with, the company can focus on these three types of sportswear before migrating into other product lines. Even though the start-up is relatively new, the element of quality in its products must be emphasised at the early stage. Furthermore, online campaigns to boost image and branding should be strategised to get the most impact.

The company's organic expansion is accompanied by changes in its product mix. The company continues to research and development to create new items and improved versions of existing ones. Eventually, the company incorporates new technology into its product lines to boost product efficacy and client happiness. In the future, the company should expand its product mix to address the needs of its target markets and market segments.

4.5.2.Price

This marketing mix component determines the prices that the company will use to optimise profits while attracting the targeted proportion of the international market. The corporation evaluates consumer perception of the worth of its products when employing the value-based pricing approach. This value is utilised in the context of the marketing mix to estimate the maximum prices that customers are prepared to pay for the company's products. The company alters its price ranges in response to industry socio-cultural and economic trends.

4.5.3.Place

This marketing mix component specifies the locations where the company's products can be purchased, accessed, or disseminated. Figure 4 shows the proposed distribution strategy used by the start-up according to the phases. The company will start by using single-channel distribution via online retail websites. In the next phase, the sportswear line will be made available in sports retail outlets worldwide through a multi-channel distribution strategy. In the end, the company will become an omni-channel retailer. Because online retail outlets are widely accessible in numerous marketplaces throughout the world, they are the most important sites where the company's items are sold. It is a good starting point for the company to grow into becoming an omni-channel sportswear retailer. By having the sportswear line available at a retail outlet in the multi-channel distribution phase, the corporation has only a limited amount of control over the distribution and selling of its products through other retail locations but will benefit in terms of geographical coverage.

4.5.4.Promotion

This component of the marketing mix consists of the strategies used by this start-up to interact with its target audiences. One of the strengths identified in the SWOT analysis is that the firm relies on excellent product online advertising to maintain a strong brand image. The start-up uses promotional strategies to interact with target clients about its products and urge them to buy them.

Being an online retailer, one of the most important factors in this company's capacity to acquire clients is advertising. Advertisements, particularly those including budding celebrity endorsers such as professional players and sports teams, should be used by the company. Furthermore, the firm should regularly use discounts and special offers to attract more clients and increase sales. These discounts and incentives are part of the company's sales marketing strategy. Furthermore, in terms of public relations, the corporation sponsors and financially supports other groups, such as online brand communities, to promote its sportswear line.

5. CONCLUSION

This paper opens with an industry overview to provide a bird's-eye view. According to industry data, the sportswear business is a large one with numerous well-known companies. The part on literature review includes literature on brand, online brand, retailers and channel, and online shopping. It provides a thorough background on the studies done in various areas. The researcher's most significant contribution is in the methods and analysis sections. Data from the analysis was used to strengthen the argument in the marketing plan.

Conflicts of Interest:
The author has no conflicts of interest to declare that are relevant to the content of this article

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Appendix

Chart 1: Size of The Activewear Market Worldwide From 2020 To 2026

	2020	2021	2022	2023	2024	2025	2026
$Billion	353.5	366.58	380.14	394.21	408.79	423.92	439.2
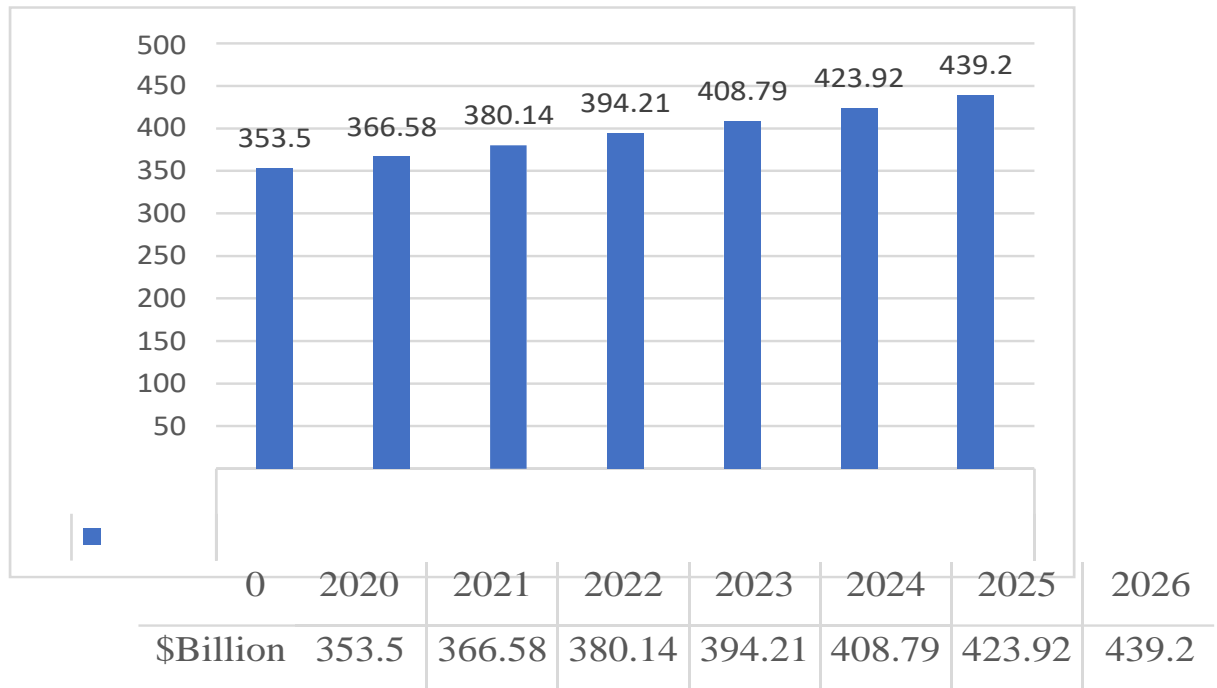
Chart 2: Retail E-Commerce Sales Worldwide From 2014 To 2024

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
$Billion	1,336	1,548	1,845	2,382	2,982	3,354	4,280	4,891	5,424	5,908	6,388
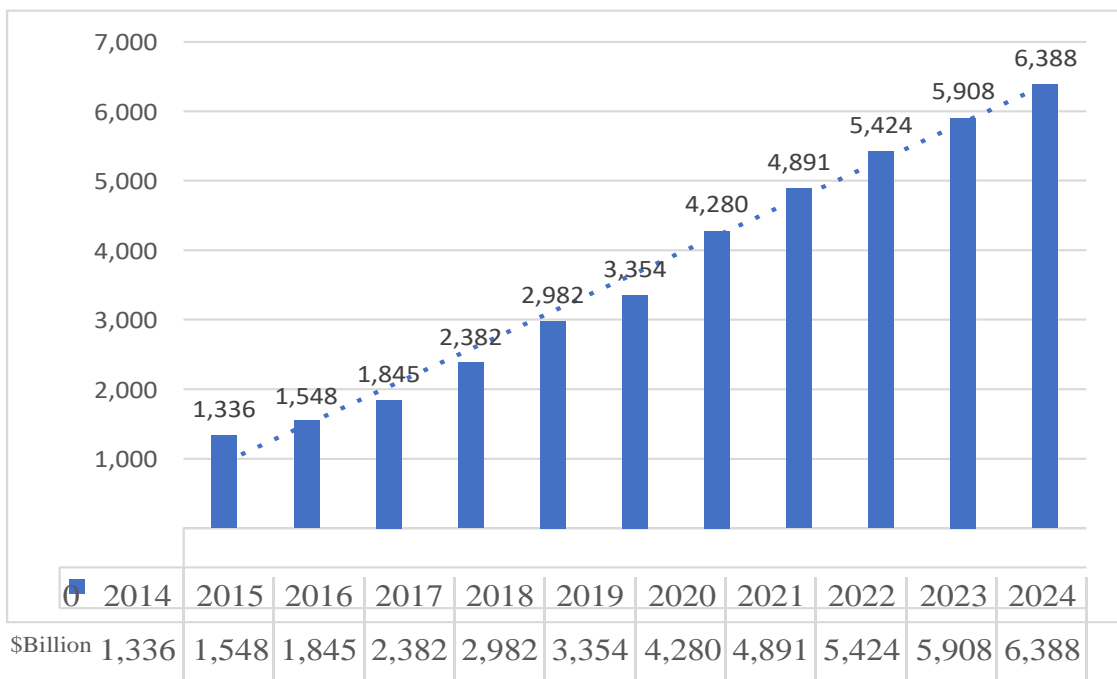
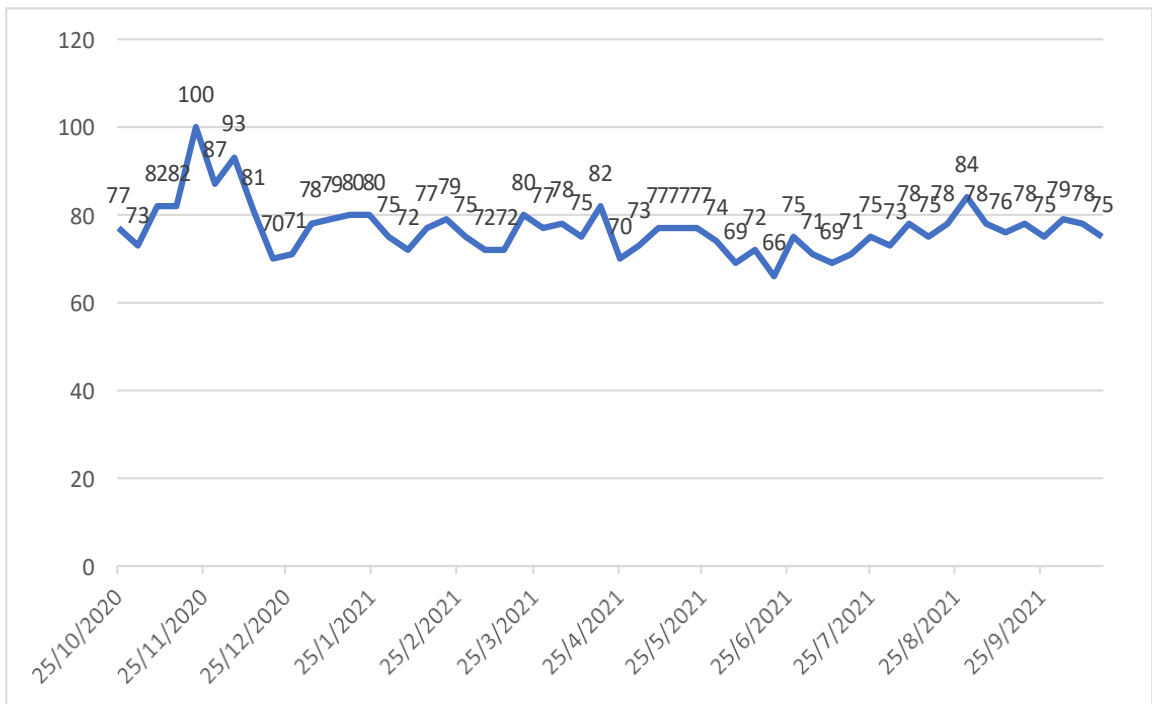*Chart 3 : Online Search Trend Sportswear: (Worldwide)*

Chart 4: Top Online Category Search: All categories sportswear: (10/24/20 -10/24/21)
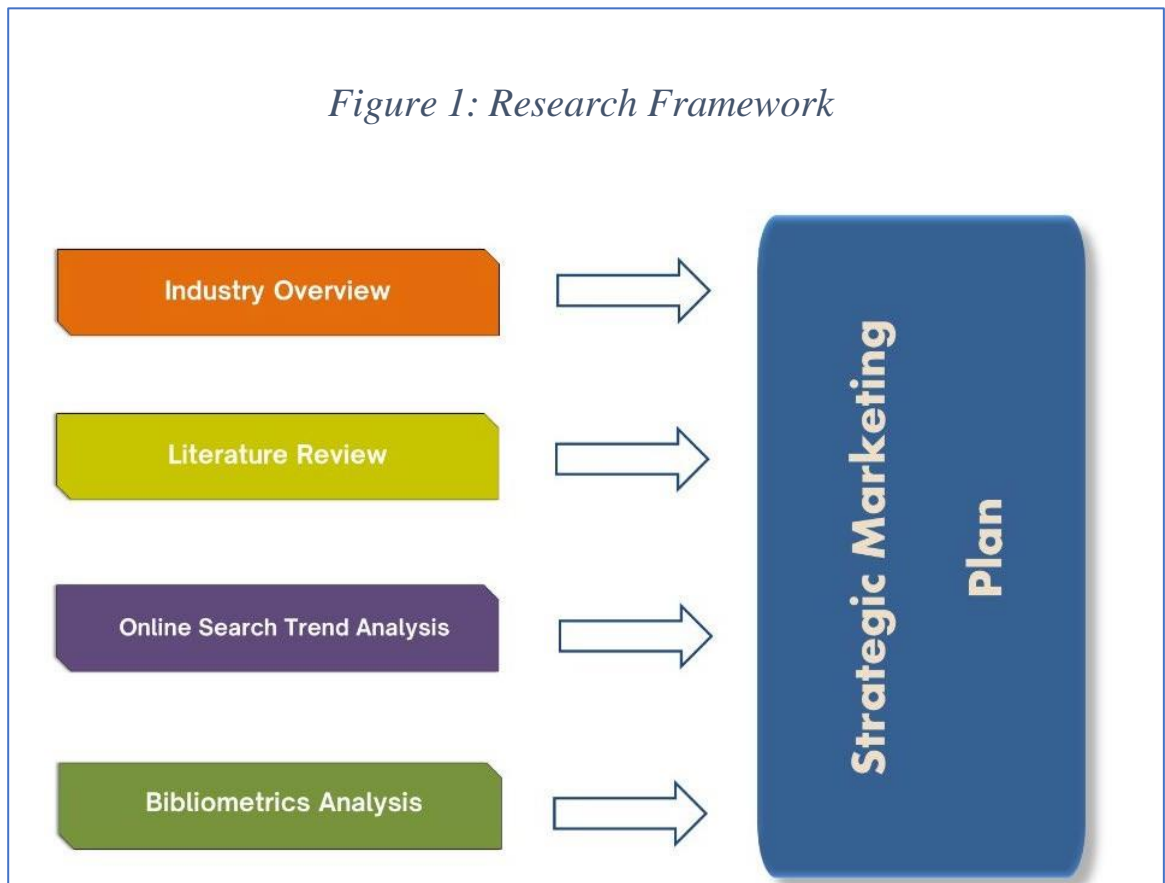
Chart 5 Rising Online Category Search: All categories sportswear: (10/24/20 -10/24/21)
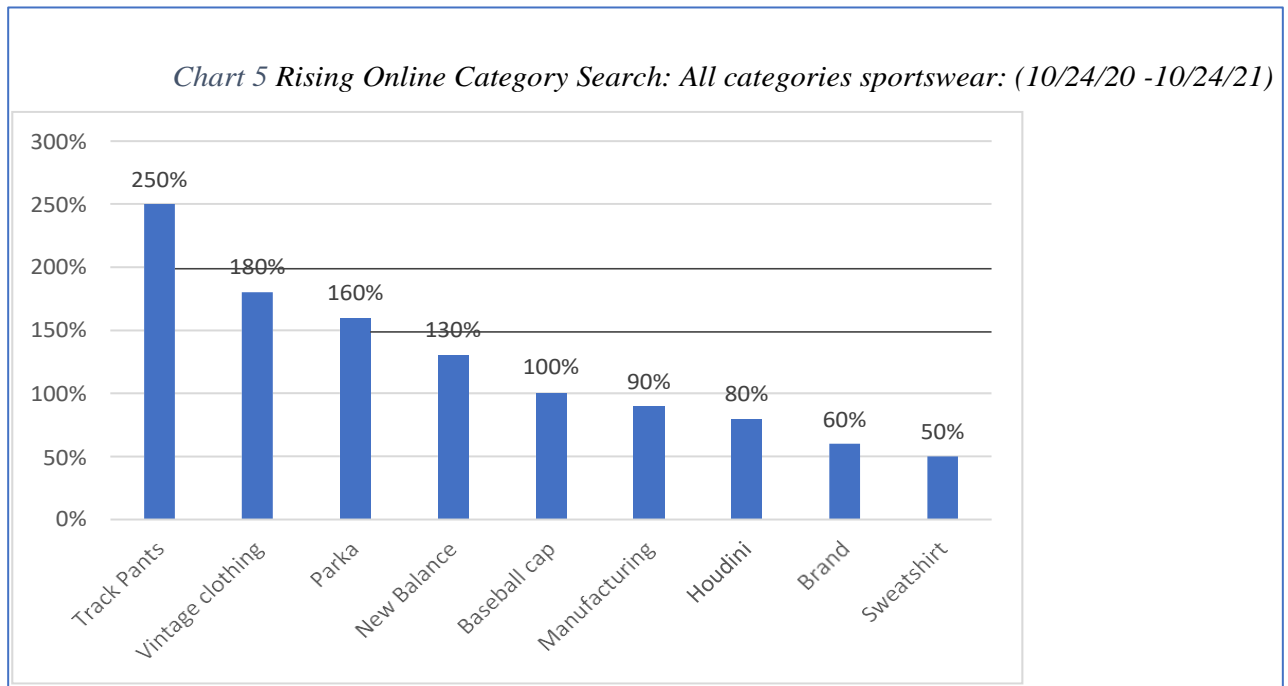

Figure 1: Research Framework
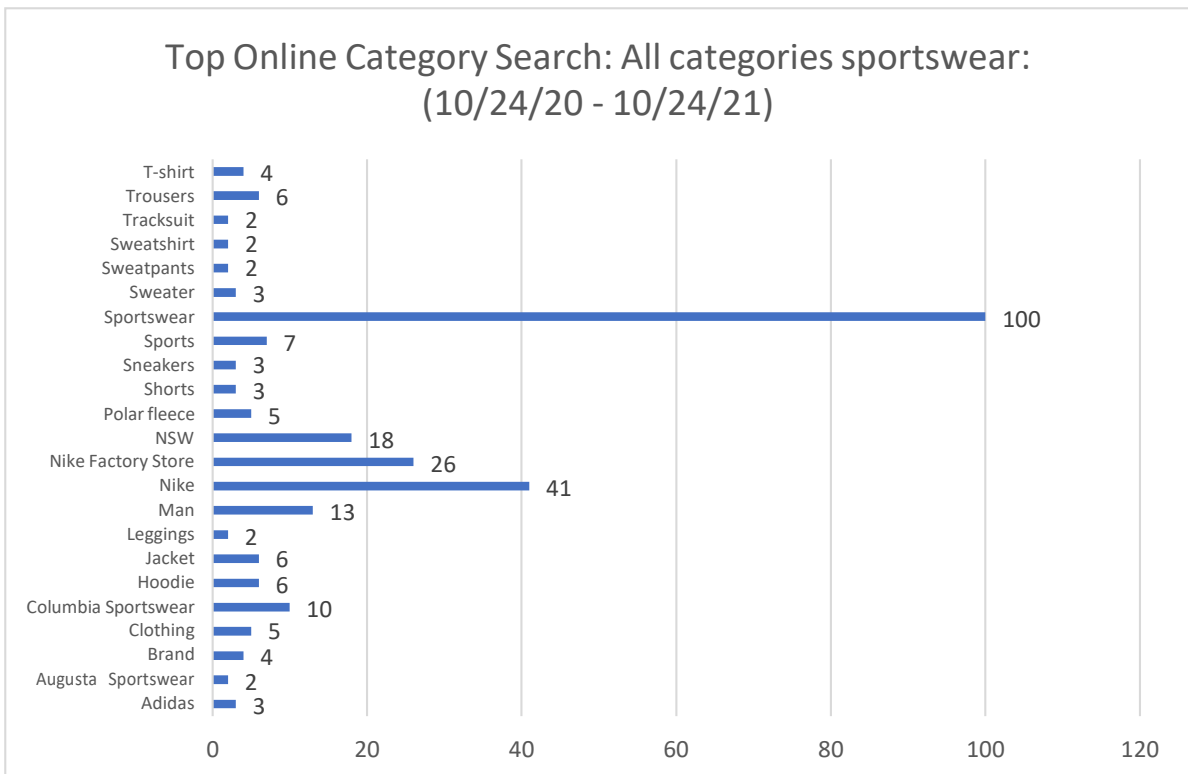
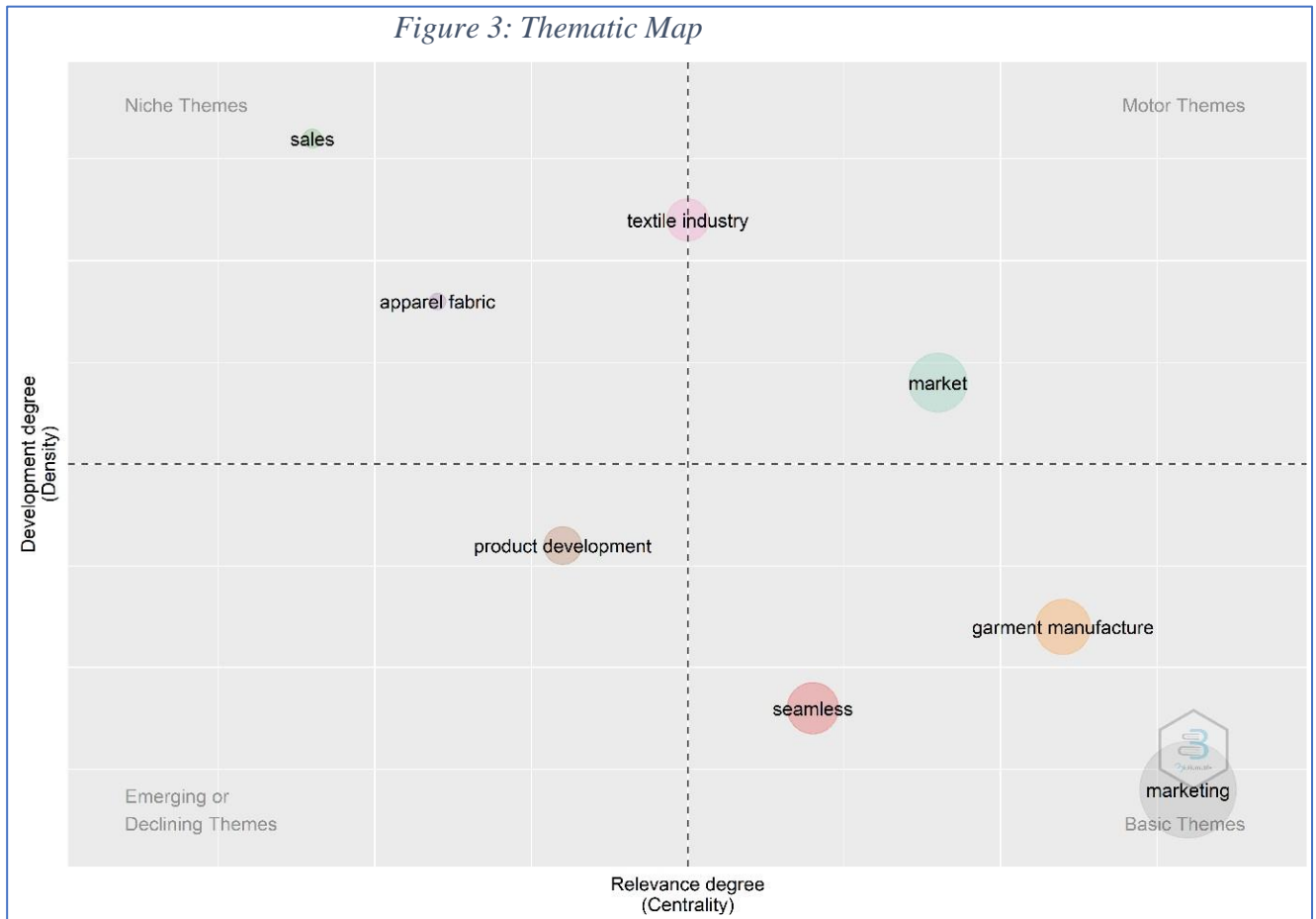*Figure 2: Worldwide Geomap Online Search Sportswear*
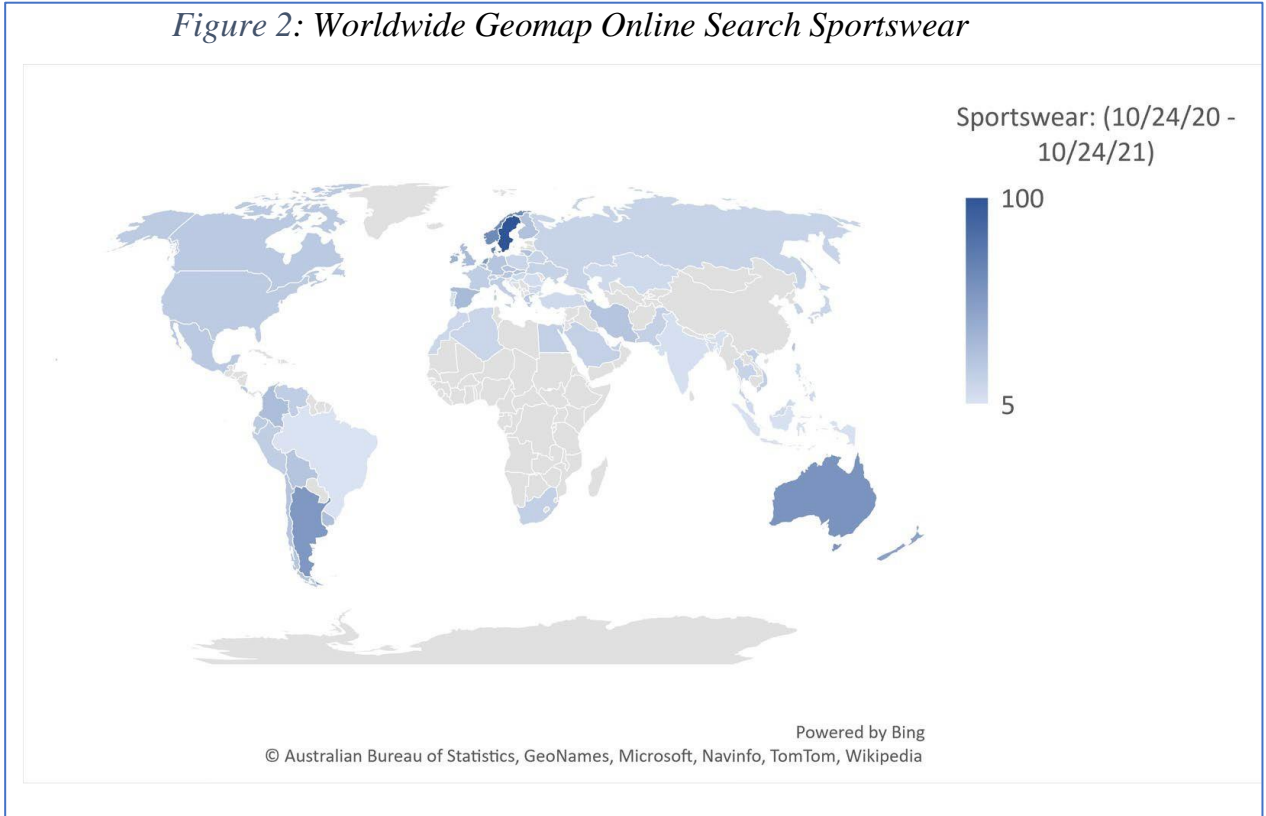
Figure 3: Thematic Map

Figure 4: Distribution Channel by Phase

| Phase 1: Single channel (online retailer) | → | Phase 2: Multi channel (online +offline retailers) | → | Phase 3: Omni-channel retailer |

Table 1: Worldwide Online Search Sportswear

Country	Value
Sweden	100
Denmark	68
Norway	64
Australia	58
Argentina	55
Netherlands	53
New Zealand	49
Ireland	38
Spain	32
Singapore	32

Table 2: Cluster and Keywords

Cluster Representation	Theme	Keywords in Clusters
Garment Manufacture	Basic	garment manufacture, outerwear, casualwear, workw consumer research, decision making, fabrics, jeans, sup chain, acquisition, distribution, fibre manufact lingerie, microfibre, patent and sustainability
Seamless	Basic	production, seamless, swimwear, economic d consumption, investment, brassier, customizat elastane. Elastane yarn, garment construction, hosiery, hosiery manufacture, spandex, yarn
Product Development	Declining/ Emerging	product development, activewear, quality assurance, suit, wool fibre
Sales	Niche	sales, competition
Apparel	Niche	apparel fabric, cooling, technology

Market	Motor Themes	market, clothing industry, retailing, economic information, knitwear, ecology, environmental protection, finishes, merino wools, polyamide fibre, price, productivity, synthetic polyamide
Textile Industry	Motor Themes	textile industry, textile, competitiveness, management, cotton, joint venture, polyester, synthetic fibre industry, textile fibres

Table 3: Mission Statements for Global Sportswear Market Player

Company	Mission statement
Columbia Sportswear	At Columbia Sportswear, our mission is to design and deliver authentic, outdoor, high-value products for active consumers of all ages
Nike	To bring inspiration and innovation to every athlete* in the world. *If you have a body, you are an athlete.
Adidas	The Adidas Group strives to be the global leader in the sporting goods industry with brands built on a passion for sports and a sporting lifestyle.
Puma	to be the fastest sports brand in the world the company emphasizes on the seamless understanding of market dynamics to stay ahead of its competitors in this statement
Reebok	Reebok provides each athlete - from professional
Under Armour	to make all athletes better through science, passion, and the relentless pursuit of innovation.
New Balance	Our mission is to put the body in motion with the most advanced footwear technology on the planet.
ASICS	Our mission is to become the number one brand for the sports enthusiast. To accomplish this, we pledge to continue to make the best product; striving to build upon our technological advances and pushing the limits on what we can learn from the body and its needs in athletic gear.
Converse	Converse is empowering today's daring spirit of youth by celebrating freedom of expression through individuals and their movement(s).
Lululemon Athletica	Creating components for people to live longer, healthier, fun lives. about our products: We make technical athletic apparel for yoga, running, dancing, and most other sweaty pursuits.