

# SHEIN

## Client Presentation



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# EXECUTIVE SUMMARY

Shein is a fast fashion e-commerce platform selling a variety of trendy clothing and accessories. While Shein has gained more global recognition, it's also recently drawn in more criticism about its poor labor and environmental policies, copying designs from independent artists, and selling offensive products on its site. In May 2020, Shein placed a necklace for sale with the Swastika symbol as the pendant, receiving immediate backlash. Yet the company didn't remove the necklace from its site until days after it went live, nor did they follow with a sincere apology.

CuseComm conducted research using various methods, including a focus group, survey, and qualitative and quantitative social listening. From the information we gathered, we recommend that Shein:

- Implement company-wide Diversity and Inclusion training
- Establish a chief diversity officer
- Strengthen and improve communications team

The background of the slide features a photograph of a person with long brown hair, wearing a grey and white striped long-sleeved shirt, sitting at a wooden desk and working on a laptop. To the left of the laptop, there is an orange portable power bank with a black cable plugged into it. A window with vertical bars is visible in the background. Overlaid on the right side of the image is a large teal rounded rectangle. Inside this rectangle is a smaller grey rounded rectangle containing the word "SHEIN" in a bold, black, sans-serif font.

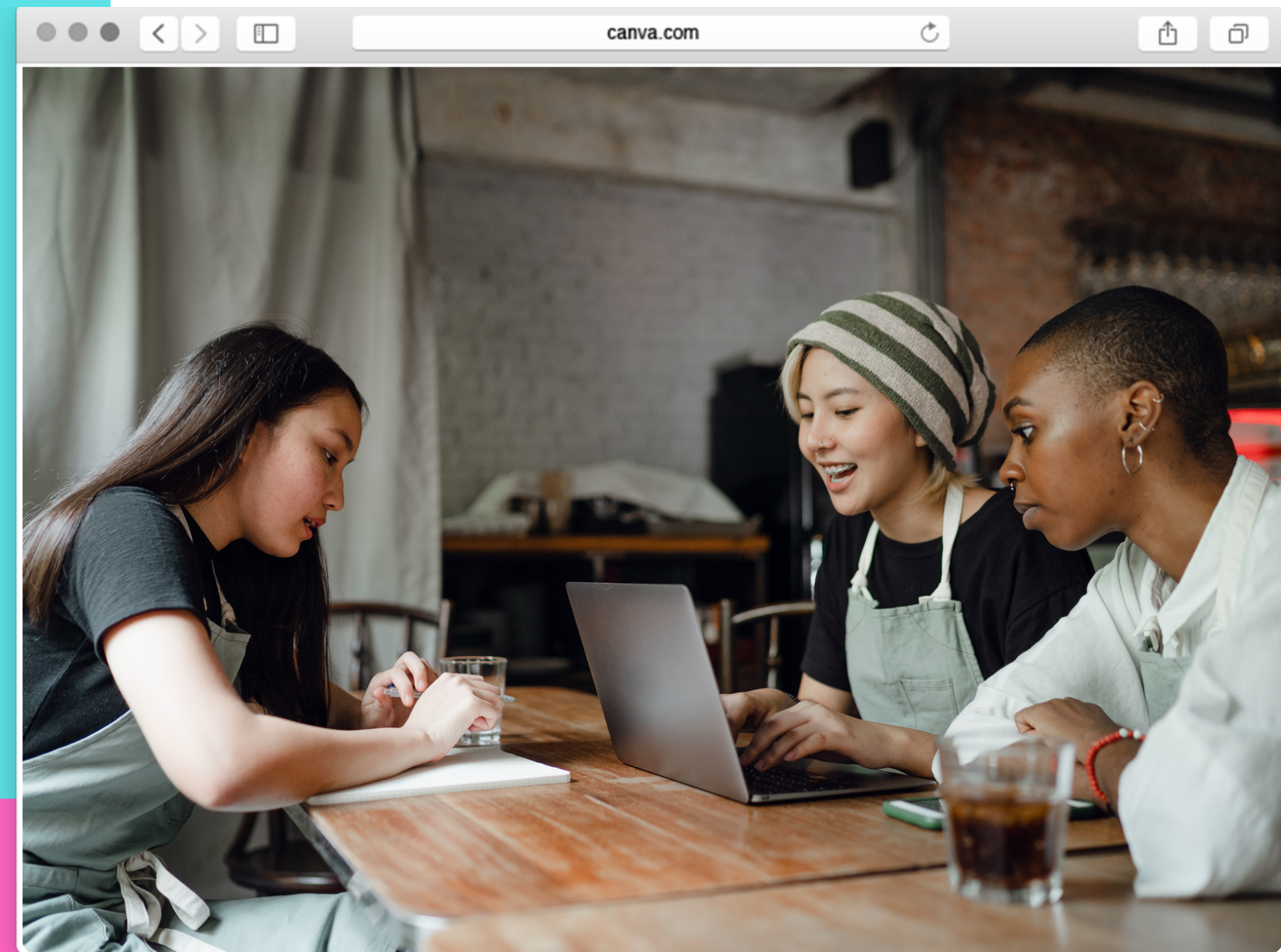
**SHEIN**



# PROBLEM STATEMENT

Shein has recently faced backlash in the summer of 2020 due to selling a necklace with a swastika as its decorative piece, and in response, the company failed to remove the product and instead claimed it was something different. The pattern and design of the necklace resembled the Nazi symbol, which offended many of the company's customers, especially the Jewish community.

As a result, Shein lost a substantial number of customers, garnered a poor reputation, and witnessed a decrease in its sales. By conducting research through analytics and focus groups, our goal is to identify the level of satisfaction or dissatisfaction from its customers and determine if people will or have already stopped shopping from Shein due to this incident.



# SWOT ANALYSIS

## Strengths

- Affordability
- Trendy & up-to-date products
- Wide & unique variety of products
- Recognition in fashion industry

## Weaknesses

- Poor reputation
- Lack of ethical production/payment practices
- Weak communications initiatives
- Potential loss of current investors

## Opportunities

- Transition of online products to new stores
- Expansion in global market
- Continuing research & incorporating current trends in products

## Threats

- Customer loyalty shifting to other competitors
- Higher expectations from customers
- Competition
- Company success in danger



# KEY PUBLICS



## KEY PUBLIC #1:

Passionate shoppers/fans of fashion

- Between the ages of 16-24
- Generally females
- Located either in the U.S., the U.K. or China



## KEY PUBLIC #2:

Current & former Shein customers

- Between the ages of 18-35
- Both males and females
- Located in the U.S., the U.K., Canada, or France (Shein.com)





# ANALYZING KEY PUBLICS



## Similarities

- Strong interests in:
  - Fashion
  - Current trends
  - Good quality clothing for affordable prices
  - Companies with strong morals and values



## Group 1

- Most likely shop online at least once a month
- High expectations for strong CSR initiatives from company



## Group 2

- Less likely to shop again at Shein after recent scandals
- High expectations for company to be educated on & speak out about important societal issues



# RESEARCH OBJECTIVES

1

Gain insight on how teenagers, college students and young adults (between the ages of 16-24) perceive Shein as a clothing brand through the use of Social Studio in order to understand its current standing, how customers evaluate the brand, and determine the future actions for Shein to take.

2

Identify which social media platforms are the most effective for reaching individuals in this age group in order to find the best-suited platforms to attract key publics and communicate with the key publics efficiently.

3

Evaluate which types of content produces higher interaction and engagement levels from individuals in this age group to thus determine the content that's most effective and efficient to communicate with the key publics.

# RESEARCH METHODS

- Social Listening Data Analysis
  - Qualitative and Quantitative using Social Studio
- Survey Data Analysis
- Focus Group Data Analysis

60%

**of all hate crimes are directed at Jews  
(anti-Semitic)**

Source: FBI (Federal Bureau of Investigation)





# FOCUS GROUP DATA ANALYSIS

**1st**

**Theme**

## **Online shopping and COVID**

If you'd like to add more content to your presentation, there are plenty of options. You can include photos of your team, descriptions of products, or your goals as a company.

**2nd**

**Theme**

## **Ethical Issue of Fast Fashion**

If you'd like to add more content to your presentation, there are plenty of options. You can include photos of your team, descriptions of products, or your goals as a company.

**3rd**

**Theme**

## **Importance of Ethics and Attitudes**

If you'd like to add more content to your presentation, there are plenty of options. You can include photos of your team, descriptions of products, or your goals as a company.



# SOCIAL LISTENING QUALITATIVE DATA ANALYSIS

## KEY FINDINGS & THEMES:

### Theme 1: Twitter threads on boycotting Shein

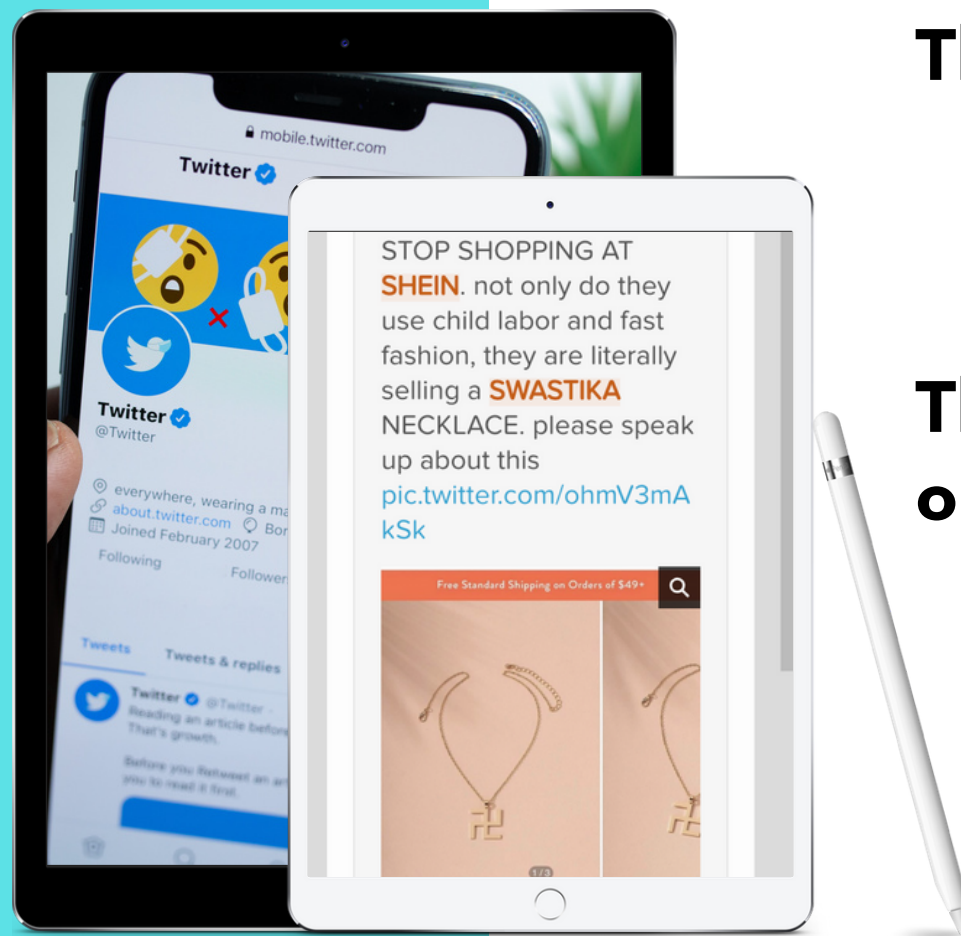
- **EXAMPLE:** creating a thread to introduce Shein's prior scandals or other instances where they have been seen as "problematic" to the public

### Theme 2: Addressing all problems from the company's history

- **EXAMPLE:** talking on social media about the company's issue with child labor and fast fashion

### Theme 3: Holding continuous Shein shoppers accountable online

- **EXAMPLE:** responding to tweets using a tone such as "why would you continue to shop here after Shein did \_\_\_\_?"

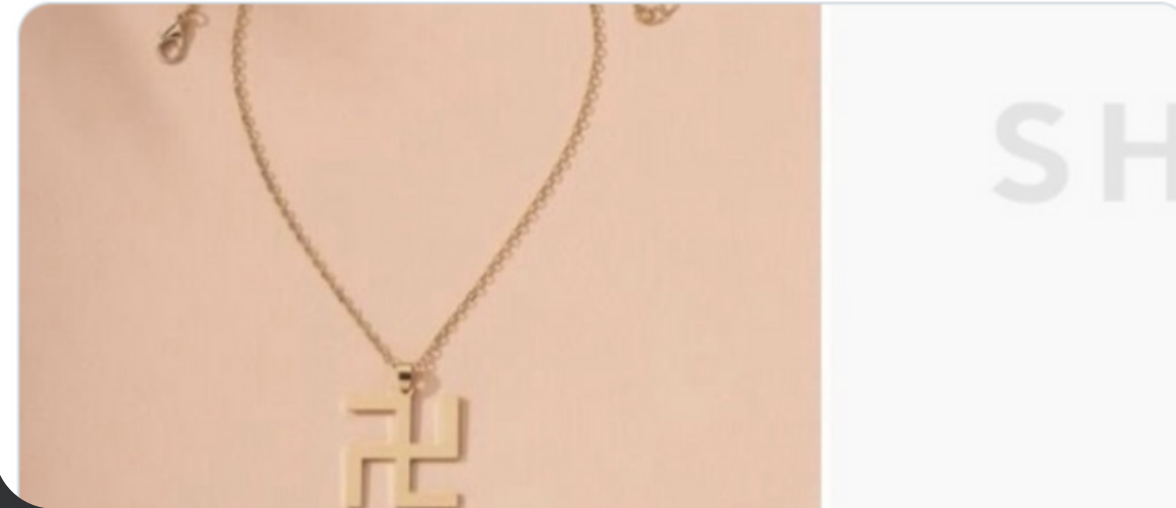





# SOCIAL LISTENING QUALITATIVE DATA ANALYSIS

## INTERESTING CASES

Shein: Shut down Shein - Sign the Petition!  
[chng.it/pGfKZJ4Q](https://chng.it/pGfKZJ4Q) they're fast fashion and anti semitic-  
pls don't shop at shein




 sarah. is tired  
@babilouis28

STOP SHOPPING AT  
**SHEIN**. not only do they  
use child labor and fast  
fashion, they are literally  
selling a **SWASTIKA**  
NECKLACE. please speak  
up about this  
[pic.twitter.com/ohmV3mA  
kSk](https://pic.twitter.com/ohmV3mAkSk)

Free Standard Shipping on Orders of \$49+



 ?  
@\_brenna

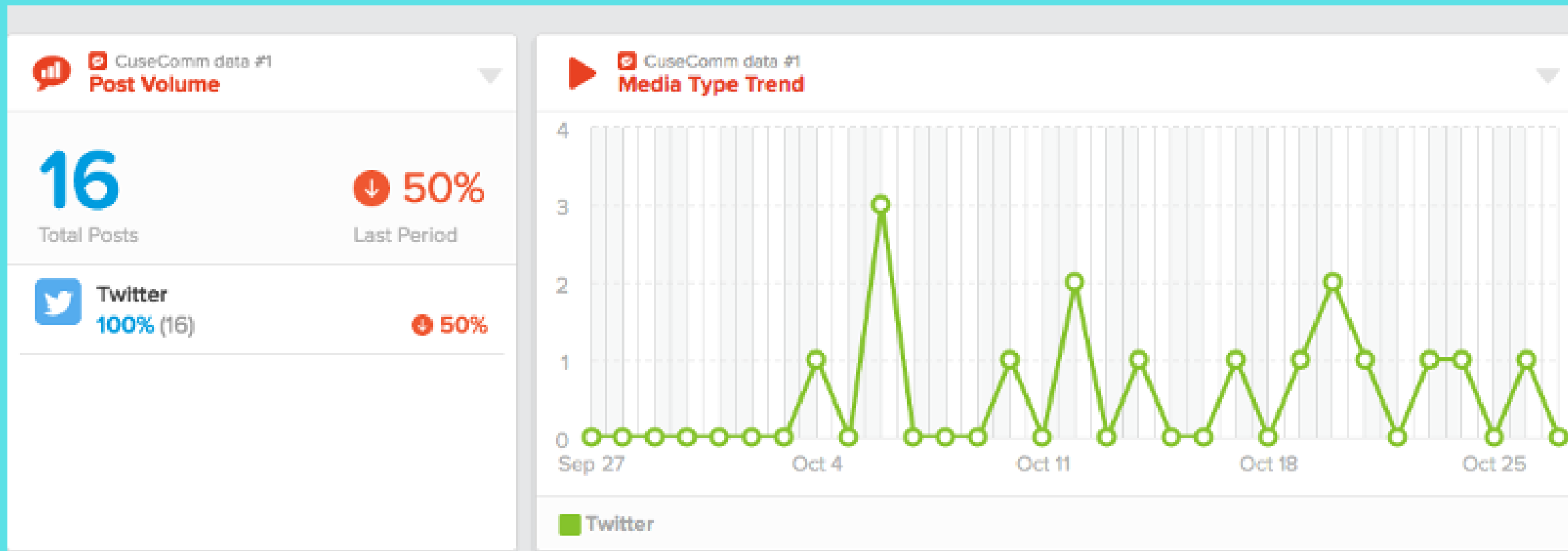
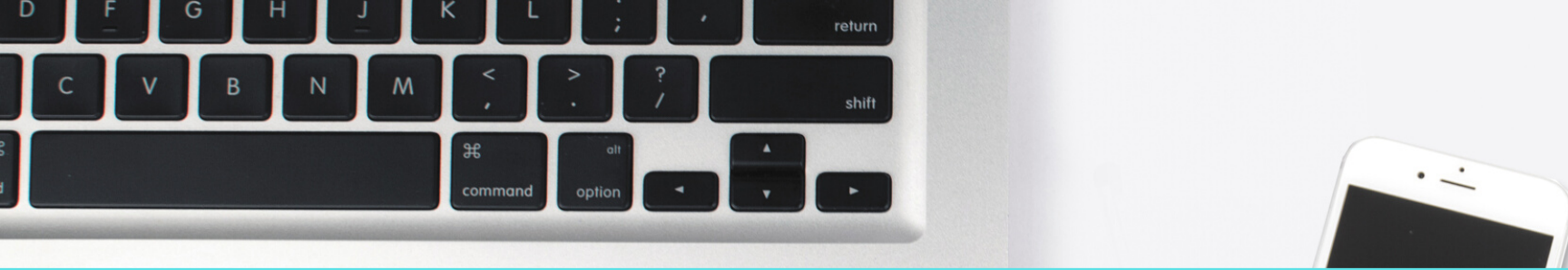
23d

not to mention, **shein** was  
under Fire this year for selling  
a **swastika** necklace. Their  
quality of clothing is awful &  
cheap. People only buy it  
because it's affordable like  
forever21

[google.com/amp/s/www.cbsn](https://google.com/amp/s/www.cbsn)

...

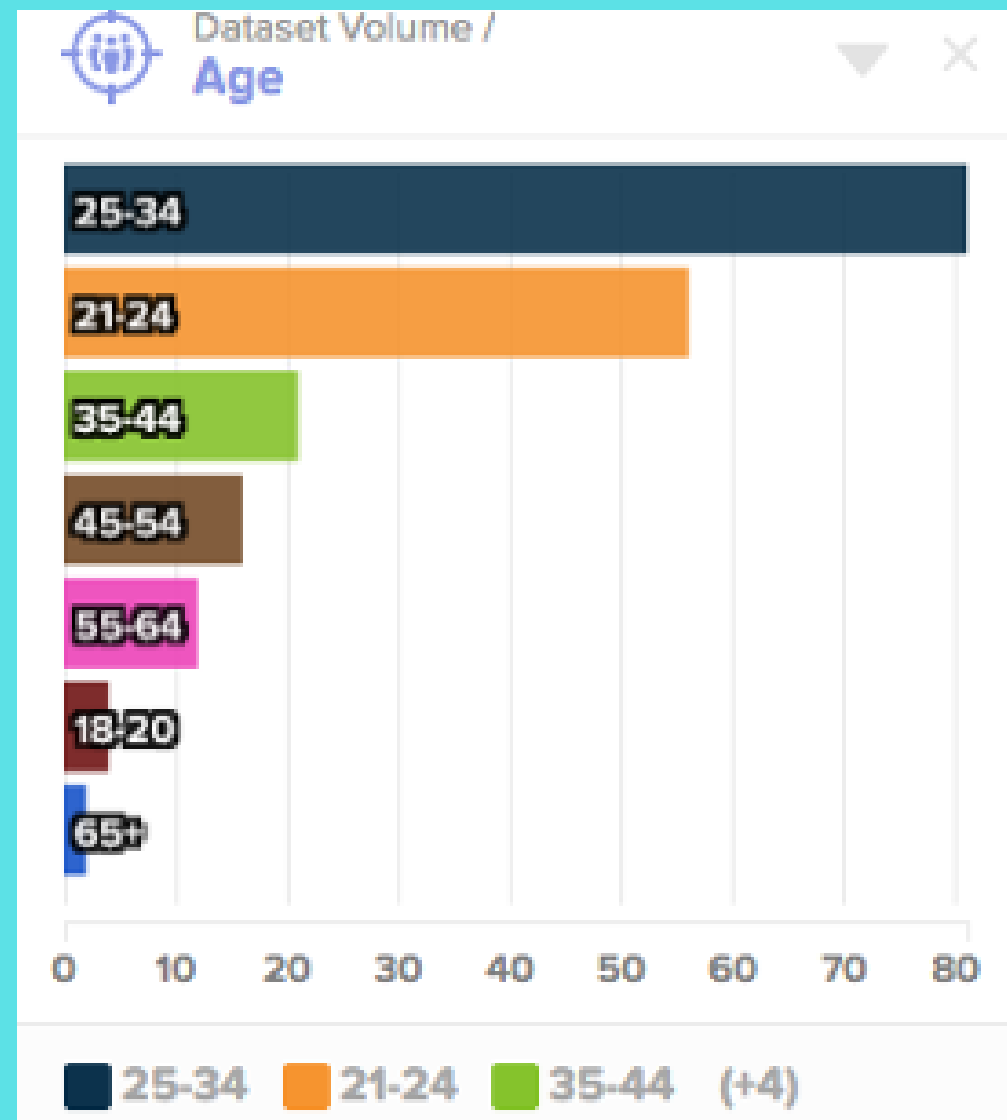




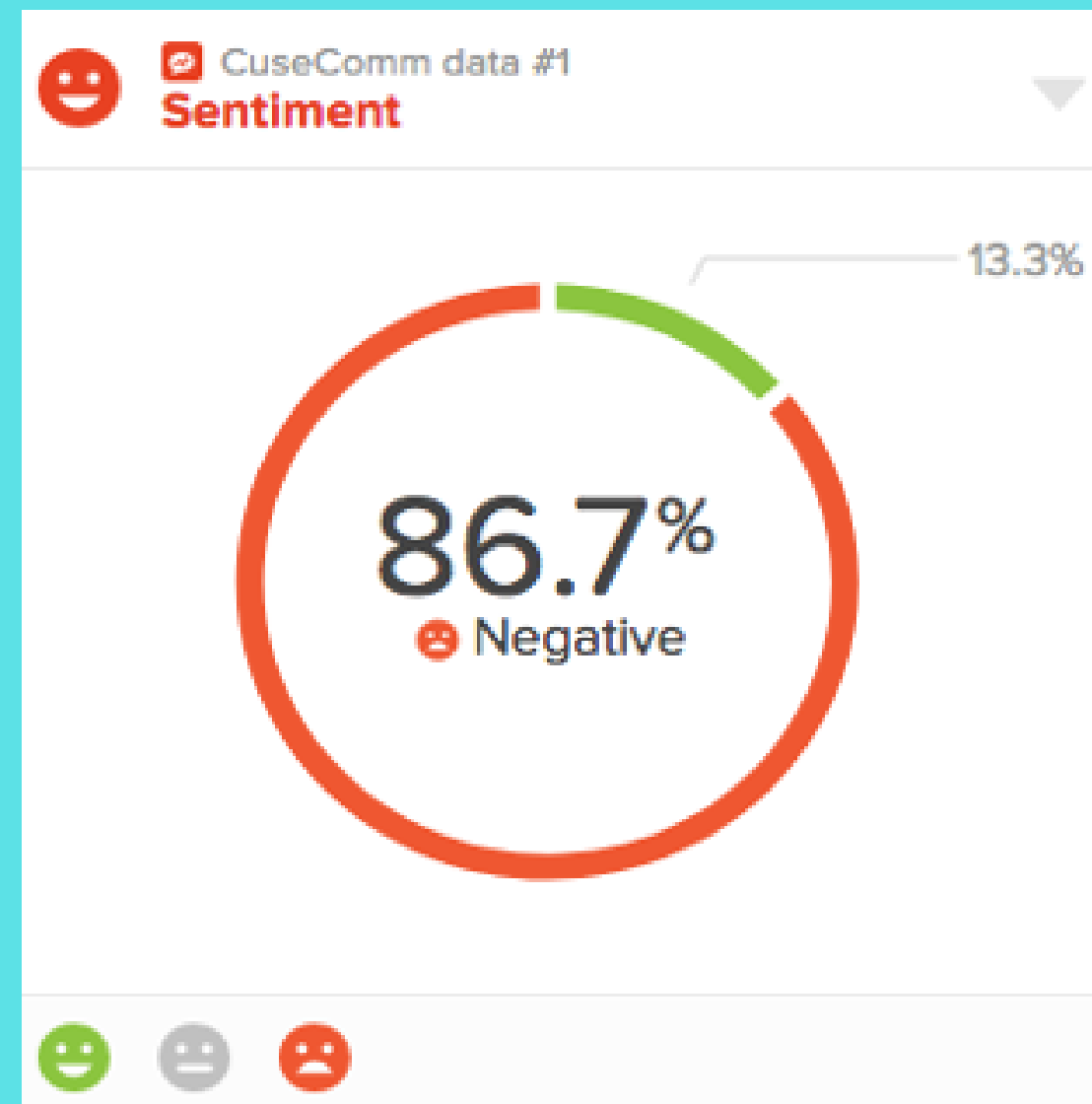
## Theme 1: Volume Graph

# SOCIAL LISTENING QUANTITATIVE DATA ANALYSIS





**Theme 2: Age**



**Theme 3: Sentiment**

# SOCIAL LISTENING QUANTITATIVE DATA ANALYSIS

# SURVEY DATA ANALYSIS

203

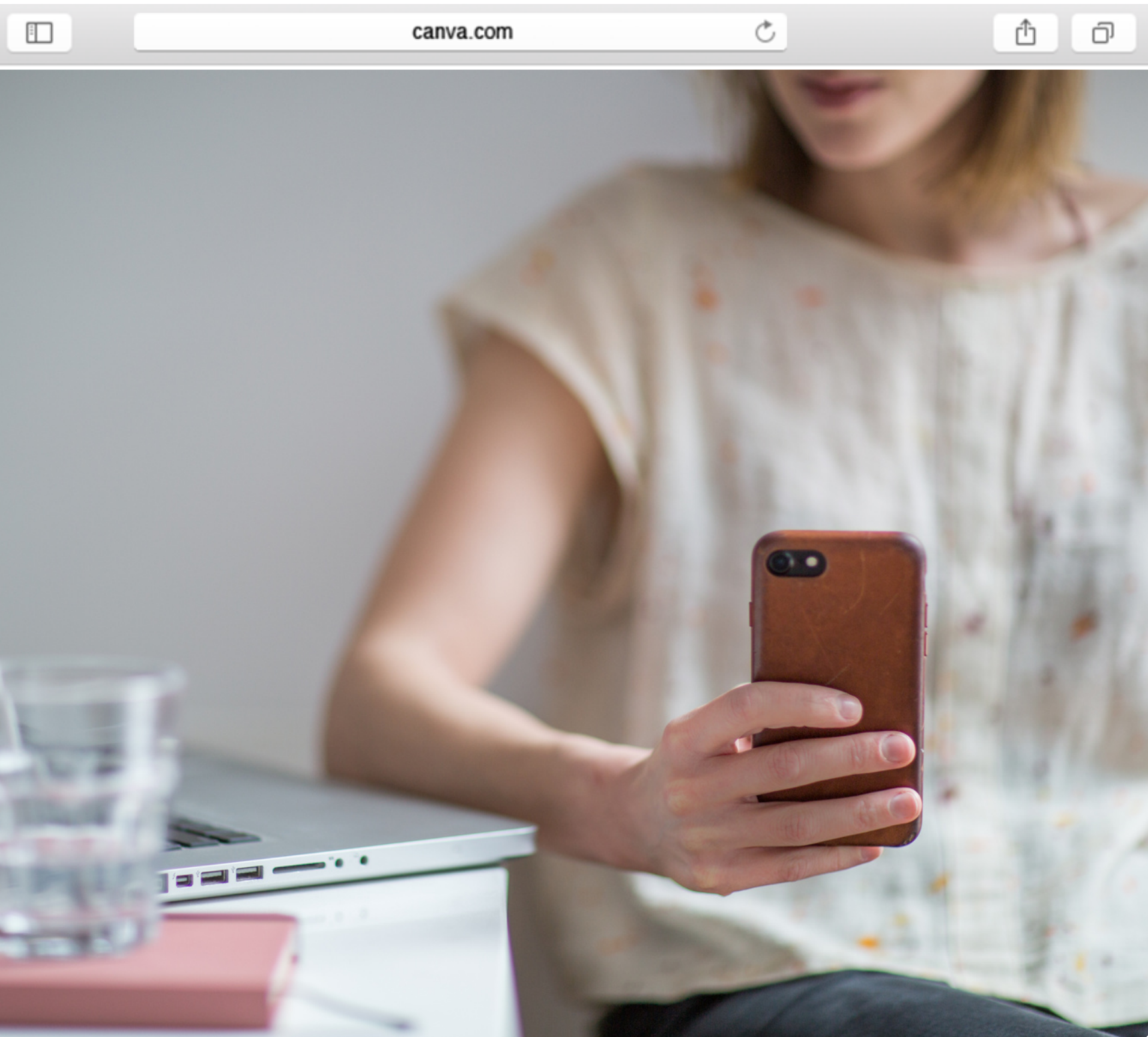
responses to our survey

40%

were from females

38%

were from males





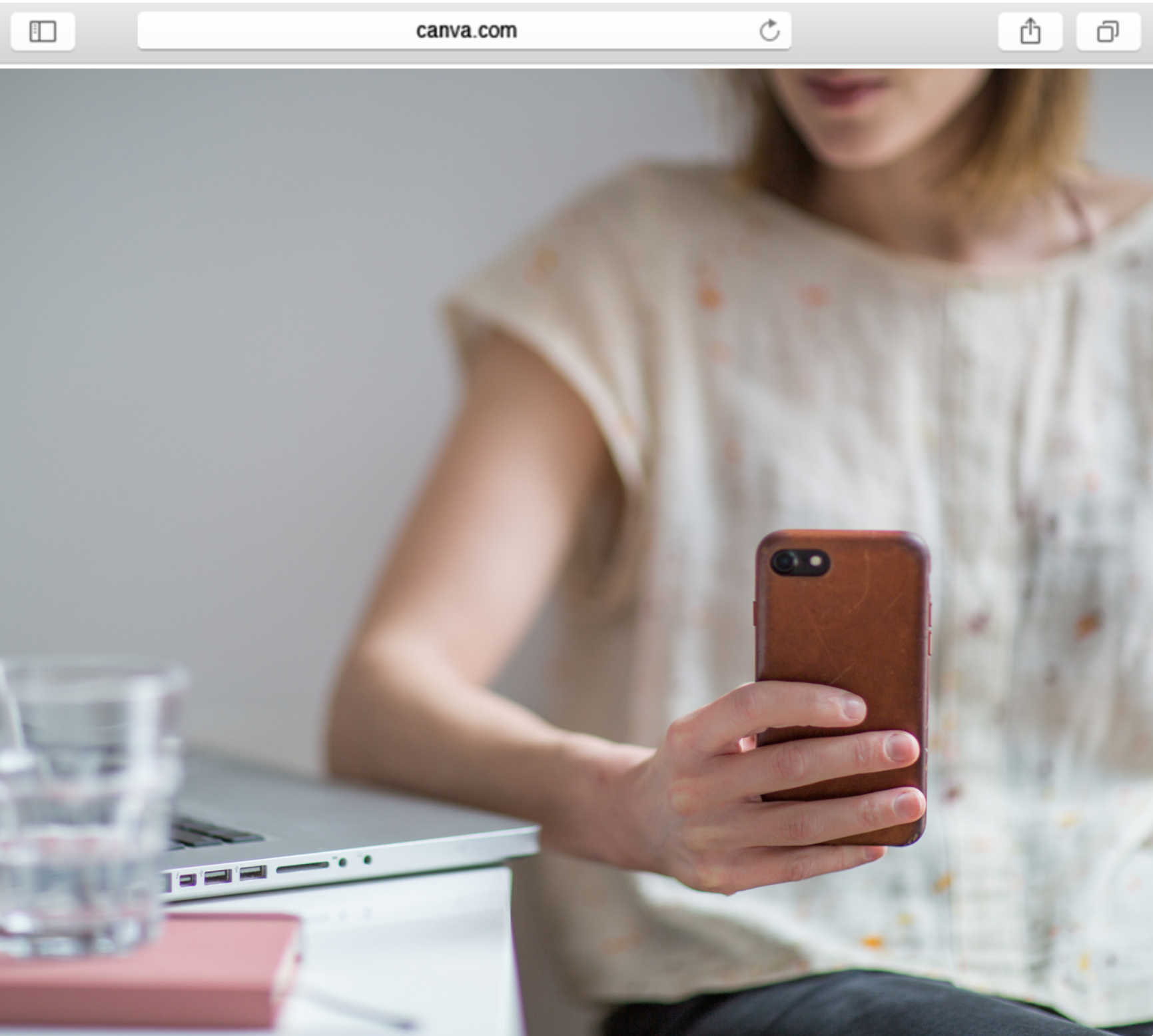
# SURVEY DATA ANALYSIS

203

responses to our survey

73%

live in the U.S.



# KEY FINDINGS

## **Do you shop from fast fashion brands?**

-We found that most, a majority, of people surveyed shop from fast fashion brands.

## **How often do you shop online?**

-Something expected that we recorded was that every person surveyed shops online. To break that down even further, a majority of people surveyed shop online a few times a week, while a large majority of people surveyed do a few times a month.

## **How did you hear about these fast fashion brands that you shop from?**

- Every person surveyed heard about a fast fashion brand via social media. A majority of people surveyed found the fast fashion brands they shop from via Instagram.

## **Rank the following characteristics**

- Something interesting we found about the characteristics was that every single person responded very differently. Overall, the most favored characteristic people chose was a company having strong morals and ethics linked on their website.

## **Indicate your level of agreement with the following statements**

- We found that a majority of people surveyed would not continue to shop from a company that was involved in a scandal. This is expected, but also can be shocking to some considering Shein was not hurt economically after their scandal.





# RECOMMENDATIONS

## **Mandatory Company Diversity & Inclusion Training**

- Educate all employees about racism, discrimination, diversity & inclusion, etc.
- More people expecting companies to be more socially responsible and aware

## **New Chief of Diversity Position**

- Very important position for any company to have
- Oversees all social media posts and products for sale to make sure they're appropriate & not offensive to any customers

## **Improve General & Crisis Communication Strategies**

- Need to be more transparent with customers
  - Faster responses/actions in crises
  - Directly address complaints and backlash



**Thank you!**

*Any Questions?*





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