



CAMELEON

Est. 1988

Presentation Cameleon

Does the Cameleon membership card still have a value, what benefits could it bring?
How can we attract a younger clientele to the Cameleon community?

Eleonore Carnoy, Erine De Vadder, Esteban Solis,
Maximilien Van Essche, Nora Thamers & Lindsay Mabbott

About Caméléon

- Context of Caméléon
- Problematic
- ID card
- S.W.O.T. Analysis



POSITIONING

The shops offer an **exclusive** and **immersive members-only experience** that combines Cameleon's love and passion for style with its deep commitment to green retailing.



TARGET

A family looking for **branded clothing** at reduced prices.

Target and Positioning



ID Card



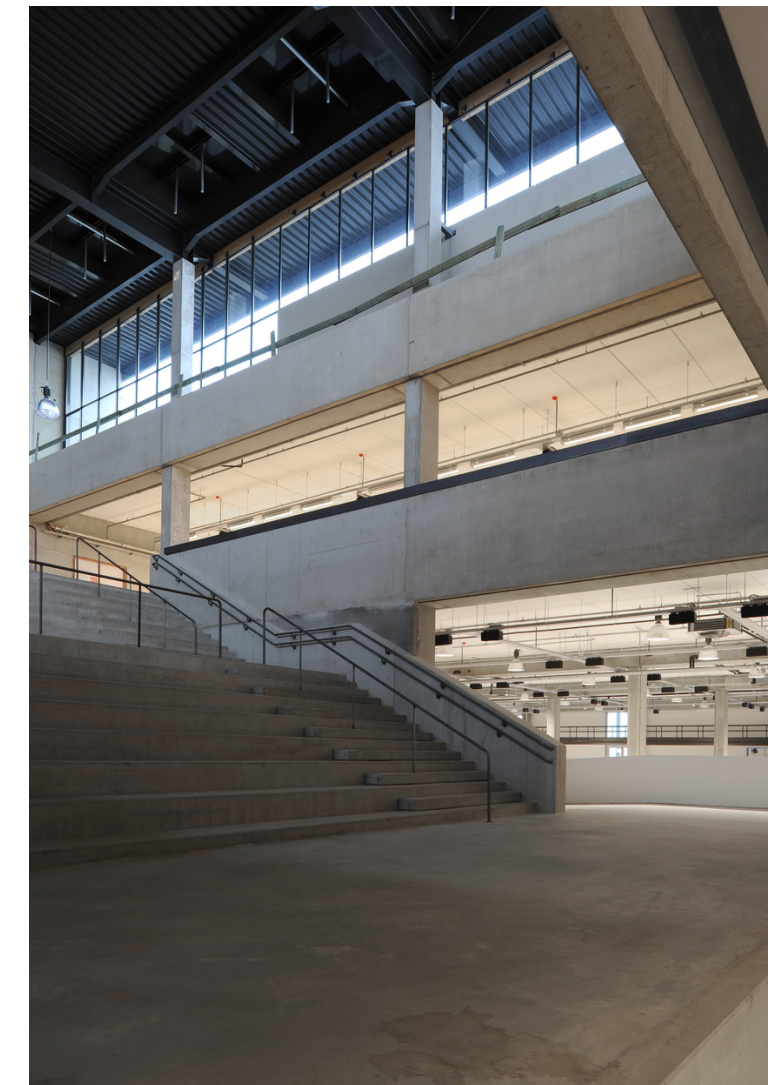
CAMELEON

Est. 1988

- **Who** : Cameleon, Belgian
- **What** : Textile Market
- **When** : Creation in 1988, founded by Jean Cedric van der Belen. In 2009, Cameleon opened in Woluwe. First **Eco-friendly shop** in Europe. After bankruptcy, takeover by Rengo SRL on 21/12/2020.
- **Where** : Head office in Woluwe.
- **How many** : 80 employees.
- **Why** :

Mission : Selling unsold goods.

Values : Outlet equals value, mindful consumption, keeping physical shopping alive, inclusive community and human first.

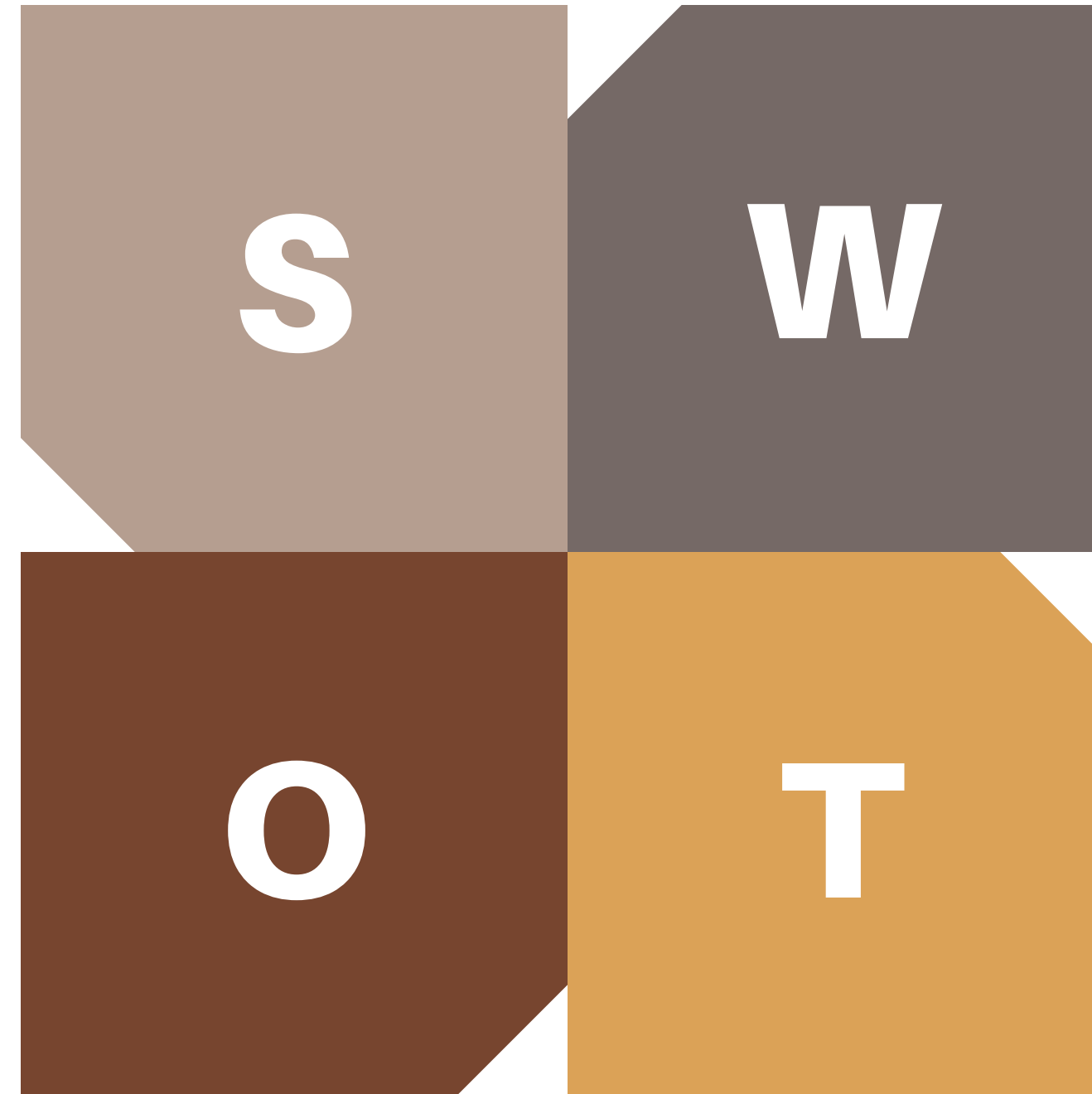


STRENGTHS

Large brand portfolio
Diversified sectors of activity
(restaurants, events)
Belgian products
Ecological/sustainable aspects
Re-Love
More interesting price than the
initial price

OPPORTUNITIES

Customers are looking for
personalized experiences.
Second hand is becoming more and
more trendy since the beginning of
the health crisis.
People want to buy for less due to
price inflation.



WEAKNESSES

Only 2 stores, difficult to access
Poor communication
Poor understanding of
positioning by customers
People don't know the services.
Prices are expensive according
to customers (outlet perceived
as cheap)

THREATS

The other stores also use the
membership card with more
advantages.
The appearance of big
competitors (Maasmechelen,
Roermond..)



Questions

1

Based on the presentation, what do you think is Cameleon's biggest weakness? What would you do to remedy it?

2

How would you position Cameleon?

3

Do you think that Cameleon is communicating enough at present ? What improvements would you recommend ?

4

In order to keep our members loyal, we thought of giving them gifts via a points system as well as personalized mailings with offers. Would you do this for the whole Cameleon clientele or only those who wish to join the membership card with advantages ?

5

Do you think that creating a line of second hand children's clothing is in line with the objective of Cameleon ?

6

Is developing the technological and connected side of Cameleon (application, e-commerce..) a good recommendation to attract a younger clientele ?



Eleonore Carnoy



Erine De Vadder



Nora Thammers



Esteban Solis



Maximilien Van Essche



Lindsay Mabbott