



University of Wisconsin-Madison

**UW E-Business Consortium**

*"Helping Industry Gain Competitive Advantage Through E-Commerce and E-Business"*

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Project Report

**Lands' End Custom Clothing Program**

**Project Sponsor**

**Lands' End**

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## Executive Summary

Custom Clothing is a feature of Lands' End's website that allows customers to order clothes that meet customer-specified requirements and choices. The overall goals of this project are to perform a comprehensive review of Lands' End's Custom Clothing Program, conduct a competitive analysis of Lands' End's Custom Clothing Program, benchmark the program with its competitors, and provide recommendations for improvement. To achieve this, we firstly created a comparative assessment tool to aid in the competitive analysis. The assessment tool included a list of criteria for comparison, such as ordering custom clothing, evaluating the orders, and customer service. This was followed by ordering Custom Clothing from Lands' End and some of its competitors. This helped us in comparing Lands' End's Custom Clothing with its competitors in various aspects, such as ease of ordering, number of measurements required, clothing options preferred, time taken to place an order, order detail, package detail, price, customer service, etc. Finally, a competitive analysis was performed based on overall shopping experience, ordering process, checkout process, delivery process and customer service. The results of the competitive analysis were used to compile key recommendations for enhancing and improving Lands' End's Custom Clothing Program.

The competitive analysis of Custom Clothing Program was done on some of Lands' End's competitors, such as JCPenney, Target, Tommy Hilfiger, Ravis Tailor, MyTailor.com, BestCustom-Shirt.com, NicksCollections.com, and Execshirts.com. The results of the competitive analysis were used to make final recommendations to improve the Custom Clothing Program of Lands' End. These recommendations include:

- Make the Custom Clothing section easier to find
- Provide more variety in color, fabric, design features, different and newer styles, and fewer number of measurements required
- Provide accessories and complementary options during checkout process
- Implement an awards program
- Use a more dirt resistant material for packaging

We believe that taking the above recommendations into consideration will improve the customer experience in the Custom Clothing Program, and therefore help to boost Lands' End overall online sales.

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