

Gas Jeans

Parent Company

Grotto S.p.A.

Category

Apparel and Accessories

Sector

Lifestyle and retail

Tagline/ Slogan

Keep it Simple

USP

Quality, Research and Innovative fashionable jeans

STP

Segment

Clothes for intelligent, discerning and cosmopolitan people who look to clothing to express their own personality

Target Group

Urban men and women from upper middle class

Positioning

Fashionable – yet functional and practical

SWOT Analysis

Strengths

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| 1. Globally known brand |
| 2. Strong brand presence in Europe and far East |
| 3. Innovation in the denims made, for e.g. reversible jeans which is one of its kinds |
| 4. Operates sales in more than 56 countries with more than 3,000 stores |
| 5. Excellent advertising and brand visibility |

Weaknesses

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| 1. All designs are not easily available in all markets across the world |
| 2. Research and Development in textiles is not very difficult to emulate |
| 3. Tough competition from other brands means limited market share |

Opportunities

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| 1. Increasing disposable income in emerging countries |
| 2. Growing casual wear market |
| 3. Low manufacturing and production costs in various international markets |

Threats

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| 1. Intense Competition from existing brands |
| 2. Product Substitution |

3.Imitation of its designs and fake products
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Competition

Competitors

1.Levi's

2.Wrangler

3.Diesel
