

Gucci

Parent Company

Kering - Gucci Group (PPR)

Category

Apparel and Accessories

Sector

Lifestyle and Retail

Tagline/ Slogan

Quality Is remembered long after price is forgotten

USP

Gucci is a leading in innovative luxury fashion brand

Gucci STP

Segment

Premium apparel and clothing

Target Group

Middle aged, High Income, High status individuals

Positioning

Gucci is projected as a sophisticated brand and Innovative

Gucci SWOT Analysis

Strengths

1. Gucci has a strong brand image and brand equity globally in the world of fashion

2. Gucci has a very effective distribution across all international locations

3. The brand has a strong value chain with suppliers and retailers

4. There are more than 400 directly operated stores of Gucci and more than 10,000 employees worldwide

5. Has a huge product portfolio like apparel, clothing, wallets, watches etc.

6. Gucci has partnered with UNICEF as a part of CSR initiative

7. Associations with automobile companies like Ford, General Motors, Fiat added brand value

8. Excellent advertising and marketing has made Gucci a top of the mind fashion brand

9. Gucci has a good online presence due to digital marketing across social media platforms & availability

Weaknesses

1. Has to invest huge money in order to protect and maintain its brand image

2. Gucci has to face losses because of cheap fake imitations of the brand worldwide

Opportunities

1. Gucci can tap emerging luxury markets in emerging economies like India, China & others
2. Creating competitive advantage in different business segments can be an opportunity for Gucci
3. To target the youth segment which stylish designs

Threats

1. Extremely competitive segment means limited market share growth for Gucci
2. Product substitution is easily available, which can affect its business
3. Being a global brand, it is vulnerable to global price fluctuations, recession, pandemic etc.

Competition

Competitors

1. Chanel

2. Christian Dior

3. Burberry

4. Ralph Lauren

5. Prada

6. Zara

7. Louis Vuitton

8. Hugo Boss

9. Hermès

10. Versace

11. Valentino

