

Banana Republic

Parent Company

GAP Inc.

Category

Apparel and Accessories

Sector

Lifestyle & Retail

Tagline/ Slogan

Accessible luxury

USP

Banana Republic specializes in higher-end clothing and basics, carrying suits, personal care, and intim

STP

Segment

Banana Republic caters to a segment looking for premium products willing to pay a premium price

Target Group

Target market is the 25-35 age group.

Positioning

Fashionable wear at accessible prices.

SWOT Analysis

Strengths

1. Global brand recognition and popular brand image

2. Franchising system opted by the brand and thus easy to expand.

3. The brand is popular with premium class looking for luxury

4. International fashion and global trends are religiously followed by the brand thus satisfying the need

5. Offers diverse products like apparel, shoes, handbags etc for both women and men

6. Strong distribution of Gap means available at all multi-brand retail stores globally

Weaknesses

1. Sometimes perceived as an extremely expensive product

2. Competition from existing brands means more brand switching

Opportunities

1. Global markets in Europe and China and other emerging economies

2. Penetration of e-commerce i.e. sales made online is growing

3. Tie-ups with fashion houses and retail chains

Threats

1. Economic fluctuations affect apparel retail business

2. Cost of prime real estate is competitive, i.e. location of stores is a key factor of it's strategy

3. Increasing awareness and penetration of competitive brands

Competition

Competitors

1. H&M

2. Forever21

3.Zara