

Fred Perry

Parent Company

Fred Perry

Category

Clothing and Sportswear

Sector

Lifestyle and retail

Tagline/ Slogan

The mark of excellence

USP

Very first British brand to create a blend between street wear and sportswear

STP

Segment

Sportsman and people playing sport

Target Group

Young men and women from upper-middle class

Positioning

Rebellious brand but a luxury brand for sportsperson.

SWOT Analysis

Strengths

1. First anti-perspirent product to be used in sports.

2. Associated with Wimbledon the most prestigious tournament of Tennis

3. Exclusive and comfortable feeling for the customer

4. Iconic brand with long history and rich heritage

5. Brand endorsed by various athletes and sportsman

Weaknesses

1. Compared to competitors does not have famous people who have endorsed the brand means lesser

2. Only sports people who play sports like tennis and golf can associate with the brand

3. Not sold in many shops

Opportunities

1. High demand for its anti-perspirent products but lack of products.

2. Big demand in sports playing countries

3. Global expansion and reach

Threats

1. Competition from other brands offering sports apparel

2. Most imitated brand in sports fraternity

3. Loss of market share due to advanced technologies used by competitors

Competition

Competitors

1. Nike

2. Adidas

3. Lacoste

