

Hugo Boss

Parent Company

Hugo Boss

Category

Personal brands- Lifestyle

Sector

FMCG

Tagline/ Slogan

Hugo Boss - Boss

USP

Hugo Boss is a German luxury fashion brand making clothes, perfumes, shoes

Hugo Boss STP

Segment

People interested in semi strong perfumes and lifestyle apparel having high quality and innovation

Target Group

Upper class segment of the society having high purchasing power

Positioning

Hugo Boss has specially designed products connecting with people's luxurious style

Hugo Boss SWOT Analysis

Strengths

1. Hugo Boss is a well established and popular brand name in the world of fashion
2. Hugo Boss is known for its high quality and highly developed manufacturing technology in the premium
3. Wide distribution network across the world for Hugo Boss products
4. The company indulges in specific CSR activities which boosts the brand
5. Hugo Boss has new and unique products launched regularly to cater to the growing demands of its customers
6. Hugo Boss has over 6,000 points of sale in more than 100 countries
7. It offers a wide product range from HUGO ORANGE, HUGO BLACK, HUGO fragrances/perfumes and
8. Good brand presence due to excellent advertising and marketing via TV commercials, outdoor media
9. More than 10,000 people are employed with the organization
10. The annual revenue of the company is approximately \$3 billion worldwide

Weaknesses

1. Immense competition in the segment means limited market share growth for Hugo Boss

2. Fake imitations of the brand affects its business and market value

Opportunities

1. Innovation in the products and diversification can boost its business

2. Hugo Boss can focus on expansion in the unexplored markets which have rich customers

3. Online expansion and promotion of brand through website & ecommerce platforms can help Hugo Boss

4. Tie-ups with fashion houses and hotels to target elite customers

Threats

1. Aggressive competitors can reduce Hugo Boss' market share

2. Global business means currency fluctuation, recession etc. affect business

3. Brand loyalty and customer preferences of customers towards competitor products difficult to change

4. International trade policies of government impact the business operations

Competition

Competitors

1. Chanel

2. Christian Dior

3. Burberry

4. Ralph Lauren

5. Prada

6. Zara

7. Louis Vuitton

8. Gucci

9. Hermès

10. Versace

11. Valentino