Madura Fashion & Lifestyle

Parent company

Aditya Birla group

Category

Apparel and accessories

Sector

Lifestyle and retail

Tagline/ slogan

Get out of the box; Don’t wear uniforms to work

Usp
Well known and trusted brand since decades

**STP**

**Segment**

People looking for style, attitude, luxury and comfort

**Target group**

Age group 20-50 belonging to upper class and middle class

**Positioning**

Madura Fashion and Lifestyle position themselves as a name that is synonymous with panache and modernity.

**Product Portfolio**

**Brands**
1. Allen Solly
2. Louis Philippe
3. Peter England

SWOT analysis

Strengths

1. Varieties of popular brands are available
2. Caters to all types of clothing
3. Premium fashion and international fashion is also available
4. The brand is a winner of various prestigious awards throughout years
5. A good Brand Equity by Madura Garments is major Strength
6. More than 1,000 exclusive and franchise stores, and over 2,000 premium multi-brand trade outlets

Weaknesses

1. Global penetration is limited as compared to international leading brands
2. Sub Brands are similar thus they might not know the difference in each brand's product offering

Opportunities

1. High growth in the industry as well as spending income increasing
2. International fashion styles accepted globally
3. Tie-up and association with global brands for better global reach
Threats

1. Internal competition among brands is a serious threat
2. External competition and price wars decrease the switching cost for a customer
3. Fashion evolving everyday is a major threat

Competition

Competitors

1. Arrow
2. Belmonte
3. Reid and Taylor