

Cartier

Parent Company

Richemont

Category

Watches and Jewelry

Sector

Lifestyle and Retail

Tagline/ Slogan

The art of being unique

USP

Cartier offers ornate watches adorned with precious stones

STP

Segment

High Income group looking for premium watches

Target Group

Men and Women in the High income group

Positioning

Cartier offers luxury watches & stylized jewelry products

SWOT Analysis

Strengths

1. Cartier brand has an image as a luxury brand and popular global premium product

2. Known predominantly as a jeweller, Cartier has an excellent reputation for beautiful and unique watches

3. High brand loyalty in the premium segment of Cartier products

4. Good advertising and brand presence through print ads and TVCs

5. Cartier has exclusive outlets in premium hotels and resorts across the world

6. Also has offerings like watches, perfumes and prestigious accessories

7. Cartier brand has been closely associated with royal families in Europe, which gives the brand its exclusivity

8. Cartier has its exclusive retail stores in more than 120 countries worldwide

Weaknesses

1. Cartier is known for its exquisite jewelry is not just a watchmaker, its competing brands on the market

2. Fake imitations have hurt the brand in the past

Opportunities

1. Tapping newly emerging luxury markets can be a business proposition for Cartier
2. High growth in the luxury watches segment seen in emerging economies
3. Giving contemporary jewelry designs can help establish a good connect with customers

Threats

1. Intense competitions from jewelry brands as well as luxury watch makers can affect Cartier's business
2. High switching costs for the wealthy can be a concern
3. Strict government regulations of high price luxury goods can be a concern

Competition

Competitors

1. Breguet

2. Tag Heuer

3. Rolex

4. Omega

5. Longines

6. Rado

7. Tissot

8. Hublot

9. Tiffany & Co

10. Bulgari

11. De Beers

12. Blue Nile

13. Swarovski Crystal

14. Louis Vuitton