

Coach

Parent Company

Coach Inc.

Category

Apparels and Accessories

Sector

Lifestyle and Retail

Tagline/ Slogan

Give her Coach

USP

Known for their exquisite and stylish leather goods

STP

Segment

Women who have tastes in specialty items

Target Group

Upper class segment of people with a high purchasing power

Positioning

Making expensive and designer bags affordable all throughout the U.S.

SWOT Analysis

Strengths

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| 1.They have artistic craftsmanship of leather goods |
| 2. Perfectly depicted modern design |
| 3. Very well established brand image by good advertising |
| 4.Headquarters at the Words high fashion capital- New York |

5. Have been around since 1941 and have attracted customers to their designs since then

6.Multiple Channel and geographical coverage
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7.They are located in 730 cities and have about 12000 employees

8. Product Innovation, Relevance and Excellent value
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Weaknesses

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| 1.Too many different segments into which they have spread leading to low inventory turnover |
| 2.Havnt been able to tap the growing economies which are a huge potential market |

Opportunities

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| 1.Increasing online sales all over the world |
| 2.A perfectly viable global expansion plan |
| 3.New and improved marketing initiatives to attract consumers |

Threats

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| 1. Dealing with fake merchandise which is increasing day by day |
| 2. Large amount of competition in the luxury goods segment |
| 3. Economic recessions and downturns affecting their sales |

Competition

Competitors

1. Chanel

2. Christian Dior

3. Burberry

4. Ralph Lauren

5. Prada

6. Gucci

7. Louis Vuitton

8. Hugo Boss

9. Hermès

10. Versace

11. Valentino