

Coach

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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

- 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

7.They are located in 730 cities and have about 12000 employees

8. Product Innovation, Relevance and Excellent value

Weaknesses

- 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

- 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

- 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