

Alfred Dunhill

Parent Company

Alfred Dunhill Ltd

Category

Apparel and accessories

Sector

Lifestyle and Retail

Tagline/ Slogan

Passion for creation

USP

An innovative and masterpiece brand which aims at giving perfection to its customers with a British attitude

STP

Segment

Premium segment

Target Group

Successful men between age 35 and 55 who is “understated yet individual” fashion aware and are not

Positioning

A brand which emits masculinity, ingenuity and Englishness into a contemporary attitude to a customer

SWOT Analysis

Strengths

1. Dunhill is a prestigious member of the Richmond group which owns brands like Cartier and other luxury brands
2. Gives the ultimate experience of masculinity to men by opening the "Dunhill House" in New York, St. Pauli, London, and Paris
3. Dunhill is worn by royalties and is supplying suits to "James Bond" series
4. The brand has more than 50 stores all around the world and was one of the first brands to have a website

5. Dunhill uses extensive advertising to promote its products which has been a great success. Voice through TV, print, and digital media

6. A brand which recognizes success has been sponsoring golf tournaments rewarding talented golfers

Weaknesses

1. Their online retail business has not been as successful as some other brands
2. Presence of other international brands hence high brand switching
3. Limited presence in some emerging economies which can be a potential market

Opportunities

1. Emerging markets and various expansions and acquisitions abroad
2. Expansion into Hospitality sector

Threats

1. Other Luxury brands offering the similar quality at cheaper rates.
2. Increasing Raw material prices
3. Fake imitations and replicas affect the brands

Competition

Competitors

1.Davidoff
2.Canali
3.Aquascutum