

**Burberry**

**Parent Company**

**Burberry**

**Category**

Apparel and Accessories

**Sector**

Lifestyle & Retail

**Tagline/ Slogan**

Burberry

**USP**

Burberry is a brand with a distinctive British sensibility, strong international recognition and differentiated

## Burberry STP

### Segment

Elite fashion for males and females in the premium segment who appreciate the smart and timeless

### Target Group

Middle aged men and women from upper class

### Positioning

Brand showcasing quality, style and elegance where beautiful craftsmanship is contrasted with form and

## Burberry SWOT Analysis

### Strengths

1. Burberry is a leading fashion brand and has a huge network of retail, wholesale and licensing channels

2. Burberry has a wide product range, offering clothes, perfumes, beauty products etc.

3. The brand has been granted Royal Warrants by Queen Elizabeth II and the Prince of Wales

4. It is one of the most valuable companies in the world owing to its legacy, since it started in 1856

5. Good advertising and brand presence in Europe, specially England makes Burberry a prominent brand

6. Associations with international celebrities to reach out to the customers has benefitted the company

7. Close to 10,000 people are employed with Burberry company

8. The brand has its presence in more than 50 countries through more than 400 stores

9. The Burberry website offers its entire product line for online shopping and once a customer purchases

10. The brand has focused on digital marketing to spread awareness via social media campaigns, online

## Weaknesses

1. Intense competition from other premium fashion labels leads to lower market share growth

2. The brand has to constantly fight with cheap imitations, which hurts its brand image

### **Opportunities**

1. After collaboration with other brands, Burberry can try to make fashion more affordable and yet maintain its premium image

2. More advertising and marketing would increase visibility specially via fashion shows, international events, etc.

3. Global expansion to major international hubs would help the brand grow worldwide

4. Effective use of ecommerce can make Burberry reach out to more customers

### **Threats**

1. The brand faces threat from other competitive everyday brands in terms of pricing as well as availability

2. The customers have a higher bargaining power and low switching costs

3. Intense competition, economic recession & higher taxation in the segment can reduce Burberry's business

**Competition****Competitors**

1. Chanel

2. Christian Dior

3. Gucci

4. Ralph Lauren

5. Prada

6. Louis Vuitton

7. Hugo Boss

8. Hermès

9. Versace

10. Valentino

