

**TAG Heuer**

**Parent Company**

**LVMH Louis Vuitton S.A.**

**Category**

**Watches and Accessories**

**Sector**

**Lifestyle and Retail**

**Tagline/ Slogan**

**What are you made of?**

**USP**

TAG Heuer offers a sporty look in the luxury segment

**STP**

**Segment**

Premium watches segment across the world

**Target Group**

Young Affluent Men from High Income group

**Positioning**

TAG Heuer is positioned as a classy & prestigious sports watch

**SWOT Analysis**

**Strengths**

1. TAG Heuer is an established brand around the world, high international brand awareness

2. High brand recall of TAG Heuer as the official timekeeper of World class sporting events like the Olympics

3. Member of the FHH – the most exclusive club in the Swiss watch-making Industry

4. High brand loyalty and brand equity

5. TAG Heuer has associations with international celebrities for brand promotion through TVCs and print ads

6. Strong backing and financial position of the parent company helps the brand grow

7. TAG Heuer has a very strong legacy since its inception in 1860

8. The company has exclusive showrooms and available at premium watch stores in more than 120 countries

9. More than 1500 people are employed with the TAG Heuer brand

### Weaknesses

1. Counterfeit watches spoil the brand name and affect the business

2. Competition from luxury brands means limited market share growth for TAG Heuer

### **Opportunities**

1. High growth in the luxury watches segment in emerging economies can be tapped by TAG Heuer

2. High-end watches are the first luxury pieces that a consumer buys giving a window of opportunity for

3. Innovation in terms of digital watches can help the TAG Heuer brand explore more business avenues

### **Threats**

1. Intense competition from luxury watch makers can affect business

2. Low switching costs for the wealthy people can hurt brand loyalty of TAG Heuer

3. Threat from cheap and fake imitations which can hurt sales & business

### **Competition**

### **Competitors**

1. Rolex

2. Breitling

3. Cartier

4. Omega

5. Longines

6. Rado

7. Tissot

8. Hublot

9. Swatch