

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