

Club Monaco

Parent Company

Polo Ralph Lauren

Category

Apparel and Accessories

Sector

Lifestyle and Retail

Tagline/ Slogan

Get inspired by what inspires us

USP

Black and white style ,affordable luxury with modern sensibility

STP

Segment

People who prefer upscale, clean and modern style of clothing, accessories and home collection

Target Group

Urban young Men and women

Positioning

Mid-priced, high-end casual and seasonal clothing

SWOT Analysis

Strengths

1. Approximately 70 outlets in North America and presence in over 12 countries

2. Social media awareness with multiple social media outlets

3. Different categories apart from clothing available which is affordable to average working man or woman

4. One of the growing international clothing brand with generous discount offerings

5. Better quality compare to other stores in the same price range

6. Gives part-time job opportunity to college going student

Weaknesses

1. Global presence is restricted as compared to some global names

2. Less presence in terms of advertisement of brand as compared to leading apparel brands

Opportunities

1. Opportunity to explore their presence in other countries

2. Population growth, development and economic integration

3. To attract the other segment of market product innovation is necessary

Threats

1. Changing consumer perception with emerging new brands

2. Many options available for customers hence huge chances of brand switching

3. Global factors like high tax implications, High inflation which affects buying behavior of consumer

Competition

Competitors

1. Armani Exchange

2. Banana Republic

3. Reiss

4. Theory

