

Dolce & Gabbana

Parent Company

Dolce & Gabbana

Category

Personal Care brands- Fragrances

Sector

FMCG

Tagline/ Slogan

It's not what you wear, but how you wear it

USP

Product's quality, design and exclusivity

STP

Segment

People over the age group of 25 having a stable financial background

Target Group

Elite and rich people interested in elegant, classy and trendy products

Positioning

Elegant, modern, unique and innovative luxuries with quality

SWOT Analysis

Strengths

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| 1. Strong brand image |
| 2. Loyal customers |
| 3. Innovative and unique products suiting people's taste for change and quality launched frequently |
| 4. Large portfolio of brands |

Weaknesses

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| 1. Highly priced products limits its customer base to the elite and rich people |
| 2. Highly affected by the economic fluctuations, thus having higher sales when market conditions are b |
| 3. Strong competition from othyer luxury brands |

Opportunities

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| 1. Growing luxury markets with growth in economies like India and China |
| 2. Product and services expansion throughout the world |
| 3. Innovation in products |

Threats

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| 1. Strong competitors competing in terms of innovation, style and elegance |
| 2. Difficult to break the loyalty of customers towards other brands |
| 3. Huge investments in promotion of the brands |

Competition

Competitors

1. Chanel

2. Christian Dior

3. Burberry

4. Ralph Lauren

5. Prada

6. Gucci

7. Louis Vuitton

8. Hugo Boss

9. Hermès

10. Versace

11. Valentino

