

SWOT Analysis of Competitors

Chanel

Strengths	Weaknesses
<ul style="list-style-type: none"> >Chanel are pioneers of ready to wear clothing >Chanel has become a true household name, increasing exclusivity >There is a sense of aspiration to own a Chanel piece due to the name >There are over 300 Chanel Boutiques worldwide >It has been a highly established brand for many years >Classic and timeless designs for a major part of their collections >Chanel has over 1200 employees >Comfortable style for wealthy urban customers >Chanel has diversified to appeal to the younger market as well and older customers >They are among the market leaders in the premium clothing segment >Wide range of products; beauty, perfume, accessories, skin care, garments. 	<ul style="list-style-type: none"> >Big competition from other premium brands, which means that market share growth for Chanel is limited. >Brand switching is high, despite good brand visibility.
Opportunities	Threats
<ul style="list-style-type: none"> >Online sale and e-marketing gains a lot of importance can be used by Chanel >Emerging markets and various expansions and acquisitions abroad >Product innovation and takeover >Tie-ups with leading hotel chains and fashion houses to boost the brand. 	<ul style="list-style-type: none"> >Competitors in the same industry provide a similar range of clothes and accessories, this can reduce Chanel's market share >Economic slowdown and downturn also has an effect on production >Counterfeits and price wars are also a viable threat >Other cheaper and lower brands trying to copy their timeless styles and selling at much affordable rates

Christian Dior

Strengths	Weaknesses
<ul style="list-style-type: none"> >Christian Dior has a strong legacy of over half a century and strong presence over various luxury avenues across the world with more than 200 	<ul style="list-style-type: none"> >The fluctuations in the exchange rates of various countries can lead to loss of revenues for the brand >Tough competition means limited

<p>wholly owned points of sale.</p> <ul style="list-style-type: none"> >The brand offers a variety of lifestyle product lines like perfumes, footwear, eyewear. >The acquisition of Louis Vuitton one of the largest luxury firms in the world has been a great plus for the brand. >The concept stores by Christian Dior with each store having a unique theme gives the brand a unique identity >Strong brand name and reputation worldwide >Excellent branding and advertising through TVCs and print ads makes Christian Dior a popular brand name >More than 80000+ people are employed with the organization 	<p>market share growth for Christian Dior and also replicas create a problem to brand identity</p>
<p>Opportunities</p>	<p>Threats</p>
<ul style="list-style-type: none"> >Christian Dior can merge into online retailing which has proved to be an effective medium >As a prominent fashion brand it can focus on green initiatives which are gaining popularity among people >The brand can look to expand in emerging markets as there is growing demand for luxury products >Tie-ups with leading fashion houses and hotel chains can help Christian Dior reach out to the customers 	<ul style="list-style-type: none"> >Fake imitations can affect the business for Christian Dior >There are a lot of various designers in the same field of exclusive wear, this is a threat to the brand >Global slowdown and recession can decline the luxury market

Burberry

<p>Strengths</p>	<p>Weaknesses</p>
<ul style="list-style-type: none"> >Burberry has a huge network of retail, wholesale and licensing channels globally >Burberry is one of the biggest fashion houses in UK offering clothes, perfumes, beauty products etc. >The brand is really starting to branch out from being 'too classic'. They are using alternative marketing techniques and campaigns to appeal to larger audiences, especially the youth. >Due to being exclusively British, this draws in the Brits, but also other 	<ul style="list-style-type: none"> >Due to Burberry's positioning it is very much accessible in the high-street, and has a low couture presence. >The brand has to constantly fight with cheap imitations

<p>cultures who want to buy into the British heritage.</p> <ul style="list-style-type: none"> >Granted Royal Warrants by Queen Elizabeth II and the Prince of Wales. >One of the most valuable companies in the world owing to its legacy >Good advertising and brand presence in Europe specially England makes Burberry a prominent brand >Associations with international celebrities to reach out to the customers >Close to 10,000 people are employed with Burberry company >The brand has its presence in more than 50 countries & 500+ stores 	
<p>Opportunities</p>	<p>Threats</p>
<ul style="list-style-type: none"> >After collaboration with other brands, Burberry can try to make fashion more affordable. >More advertising and marketing would increase visibility >Global expansion would help the brand grow worldwide >Effective use of ecommerce can make Burberry reach out to more customers 	<ul style="list-style-type: none"> >The brand faces threat from other competitive everyday brands in terms of pricing as well as availability >The customers have a higher bargaining power and low switching costs >Intense competition in the segment can reduce Burberry's market share