

Armani

Marketing Plan

Company & Brand Overview

Starting off with our company, Emporio Armani was founded in 1975 by Giorgio Armani. Giorgio Armani is considered to be the most popular and influential designer in Italy. The Armani brand provides nothing but the best quality of sophistication in a timeless style that extends from luxury garments to jewellery, and even aftershaves. The company describes themselves as “Providing Quality, sophistication and style-timeless values with global appeal.”

Mission and Vision Statement

Mission: create clothing that meets a standard of perfection that transcends fashion.

Vision: “to ensure the respect of values and principles: the management of activities in an ethical way with moral integrity and correctness.”

SWOT ANALYSIS

S:

Top brand in Industry

Designer worth 7 Billion

Hand Stitched Clothing

Innovative Marketing

Strong Connection

SWOT ANALYSIS

W:

Criticized by PETA

Only Available in 36 Countries

High Prices

Lack of Scaling

SWOT ANALYSIS

O:

Expanding target market

Innovative Products

Global Expansion

SWOT ANALYSIS

T:

Lower Consumer Base

Business Initiative

Initiative 1

Description: Using younger workers in the company to create a fresh new product line

Goal: To increase the consumer market on the next season collection rather than just stabilizing at the high-end market.

Initiative 2

Description: Internationalize mainly focusing on South America and the Carribean

Goal: To expand to other countries in the next year and a half

Metrics: Open 3-4 stores located around areas of South America and the Carribean

Target Persona

- ❖ Gender: Male & Female
- ❖ Social Status: middle-high
- ❖ Shopping budget: Once every season
- ❖ Age; 20-30
- ❖ Market Interest:
 - Sustainability
 - High-end clothing
 - College student and Graduate
 - Low or middle income level

Time & Action Calender

Key Task	Start	End	Duration	Responsibility	Task Complete
Consumption Calculation	Aug-5	Aug-9	4	Merchandiser	Done
Fabric Production	Aug-10	Aug-19	9	Designer	Done
Product production	Aug-20	Sept-19	9	Designer	Done
Poduct finalization	Sept-20	Sept-29	9	Designer	Done
Proucts planning an circulation	Oct-1st	Oct-31	30	Merchandiser	In Progress
Packaging	Nov-1st	Nov-30	29	Production Management	In Progress
Finishing	Dec-1st	Dec-30	29	Production Management	In Progress
Inspection	Jan-1st	Jan-30	29	Production Management	In Progress
Delivery to Influencers	Feb-1st	Feb-28	27	Marekting	In Progress
Product Launch	March-1st	Aug-1st	30	Retail Management	In Progress