

Critical Thinking Assignment #1: Chapter 1 Brand Portfolio

Part 1: SWOT analysis for the brand Chanel.

<p>Strengths</p> <ol style="list-style-type: none"> 1. The brand Chanel is well established worldwide, so it has a high prestige 2. Since this brand targets wealthy people, it generates a huge sum of revenue even though it sells fewer products than any mass merchants annually. 3. Chanel has made a name in the market so even though its products are expensive, consumers buy them because they want to associate themselves with the brand's prestige 4. Chanel has made many innovations in women's workwear, like the classic Chanel Suit or the iconic Little Black Dress, and so the brand is loved by mostly women consumers as it empowers them. Coco Chanel is herself an inspiration to many businesses running females. 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. The fact that Chanel controls its brand's exclusivity with limiting e-commerce is a big weakness and will hurt the brand more than ever in 2020 because most consumers prefer to shop online now more than ever due to the fear of COVID 19. 2. Other than the beauty and fragrances, there is nothing that a middle-class consumer can afford to buy from Chanel since its other brand offerings are super costly. 3. The products offered online are also limited stock items, there's only a few amount of people who can buy it. 4. They focus more on digital promotions, but their customer base is usually 40 plus in age so that segment normally prefers print promotions.
<p>Opportunities</p> <ol style="list-style-type: none"> 1. They can make more affordable offerings in their accessories and clothing like Donna Karan has DKNY an affordable line. 2. They can improve their online sales by not limiting e-commerce 3. They can also improve their print media marketing and gain more older customers as they usually wear glasses and hence do not look at screens (digital promotions). 4. Since nowadays we match our phone cases with out outfits, Chanel should expand in making cell phone cases with its monogram like Louis Vuitton sells its LV Eye Trunk Phone Case for iPhones. 	<p>Threats</p> <ol style="list-style-type: none"> 1. If the brand starts to sell more affordable items, it can risk losing its prestige and suffer from similar problems like Michael Kors. 2. Listing every item online can be a problem as competitors can see it and make a cheaper version of it rapidly. 3. Other brands can take advantage of Chanel not taking print media promotions seriously. 4. Other brands can take advantage of Chanel limiting its online sales and focusing more on in store sales.

Part 2: Research Chanel brands and determine which of Chanel brand(s)/products best match with the below roles in the company's portfolio.



Chanel Coco Mademoiselle is a *flanker* by Chanel launched in 2001. It is still one of its best sellers till date



Chanel No. 5 is still a best seller till date and qualifies as a *Cash Cow Product*, as it is one of the oldest perfumes introduced by Chanel decades ago.



Chanel 2.55 Classic Handbag is such a great example for *High-end Prestige Product* as even online the product does not need a description as it is so famous already.



Chanel Natural Finish Loose Powder is a *Low-end Prestige Product* with costs only \$52. This is so far the cheapest product I have seen Chanel selling.

Part 3: Research a Company of your choice and best match the company's brands with the appropriate roles below.



The LV Reverse Monogram Eye- Trunk Case is a *Flanker* as Louis Vuitton originally started off selling luggage trunks before.



The LV Neverfull MM tote is a timeless piece and is a *Cash Cow product* as it is the number one best seller for the brand.



The LV Monogram Trunks are *High-end prestige products* as they range from \$30,000 and up and are not made for everyone, they are a prestige product.



A leather headband by LV is a low-end prestige product as it is really cheap around \$600.