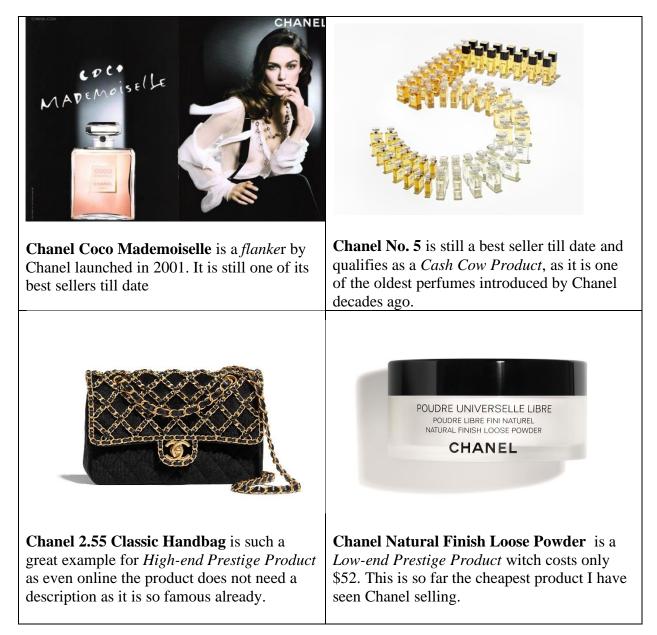
Critical Thinking Assignment #1: Chapter 1 Brand Portfolio

Part 1: SWOT analysis for the brand Chanel.

| Strengths | | Weaknesses | |
|---------------|--|------------|---|
| | The brand Chanel is well established worldwide, so it has a high prestige | | 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 |
| | 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 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. | | 19. 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. The products offered online are also limited stock items, there's only a few amount of people who can buy it. They focus more on digital promotions, but their customer base is usually 40 plus in age so that segment normally prefers print promotions. |
| Opportunities | | Threats | |
| | They can make more affordable offerings in their accessories and clothing like Donna Karan has DKNY an affordable line. | | If the brand starts to sell more affordable items, it can risk losing its prestige and suffer from similar problems like Michael Kors. |
| 2. 3. | not limiting e-commerce They can also improve their print | 2. | Listing every item online can be a problem as competitors can see it and make a cheaper version of it |
| | media marketing and gain more older customers as they usually wear glasses and hence do not look at screens (digital promotions). | 3. | rapidly. Other brands can take advantage of Chanel not taking print media promotions seriously. |
| 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. | 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.



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.