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# GIORGIO ARMANI

- Giorgio Armani S.p.A. - Italian company specializing in the manufacture of clothing, perfume and various accessories.

# SWOT Analysis of Giorgio Armani

## Strengths

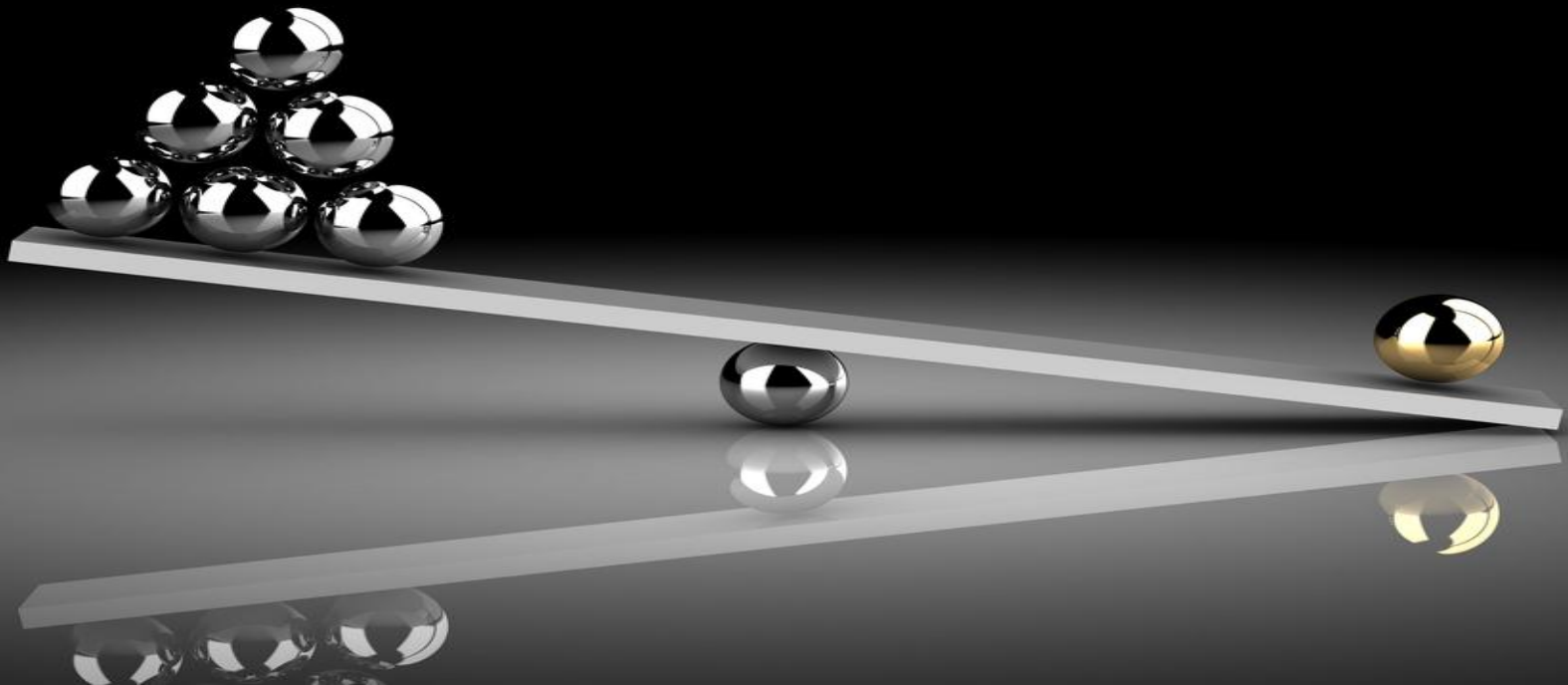
- Unique & personality based designing provided ,the best in the world
- Unique cut or some design helping to differentiate from crowd
- The major feature of Giorgio Armani is manufacture for different tastes



# SWOT Analysis of Giorgio Armani

## Weaknesses

- PETA activists were against the brand hence caused a bad image
- Limited global presence as compared to a few other international apparel brands



# SWOT Analysis of Giorgio Armani

## Opportunities

- They can extend their market up to certain limit of bottom of pyramid.
- Most of the staff working in Giorgio Armani are young, that makes Giorgio Armani to explore & design most powerful & attractive product.
- More global expansions and opening more STORES worldwide.



# SWOT Analysis of Giorgio Armani

## Threats

- Very small upper premium segment target group.
- They are still slow in picking up in life style brand.
- Brand duplicity: making fake products of Giorgio Armani AVAILABLE at extremely cheap rates in lower segment market.
- Big competition.  
(Christian Dior, D&G, Burberry)



# STP

## Segment

- FASHION suppose for rich & elite males and females in the premium segment.

## Target Group

- Men and women with high spending power from urban areas.

## Positioning

- Giorgio Armani is symbol of high class & producing luxury items.



Positioning





## USP

- Providing high-quality products
- Unique scent for each
- Acceptable price
- Fashionable brand





# Product – Price – Place - Promotion



- 200ml – 2589czk
- 125ml – 1758czk
- 75ml – 1368czk
- 50ml – 1202czk
- 30ml – 926czk

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# Promotion

You **Tube**

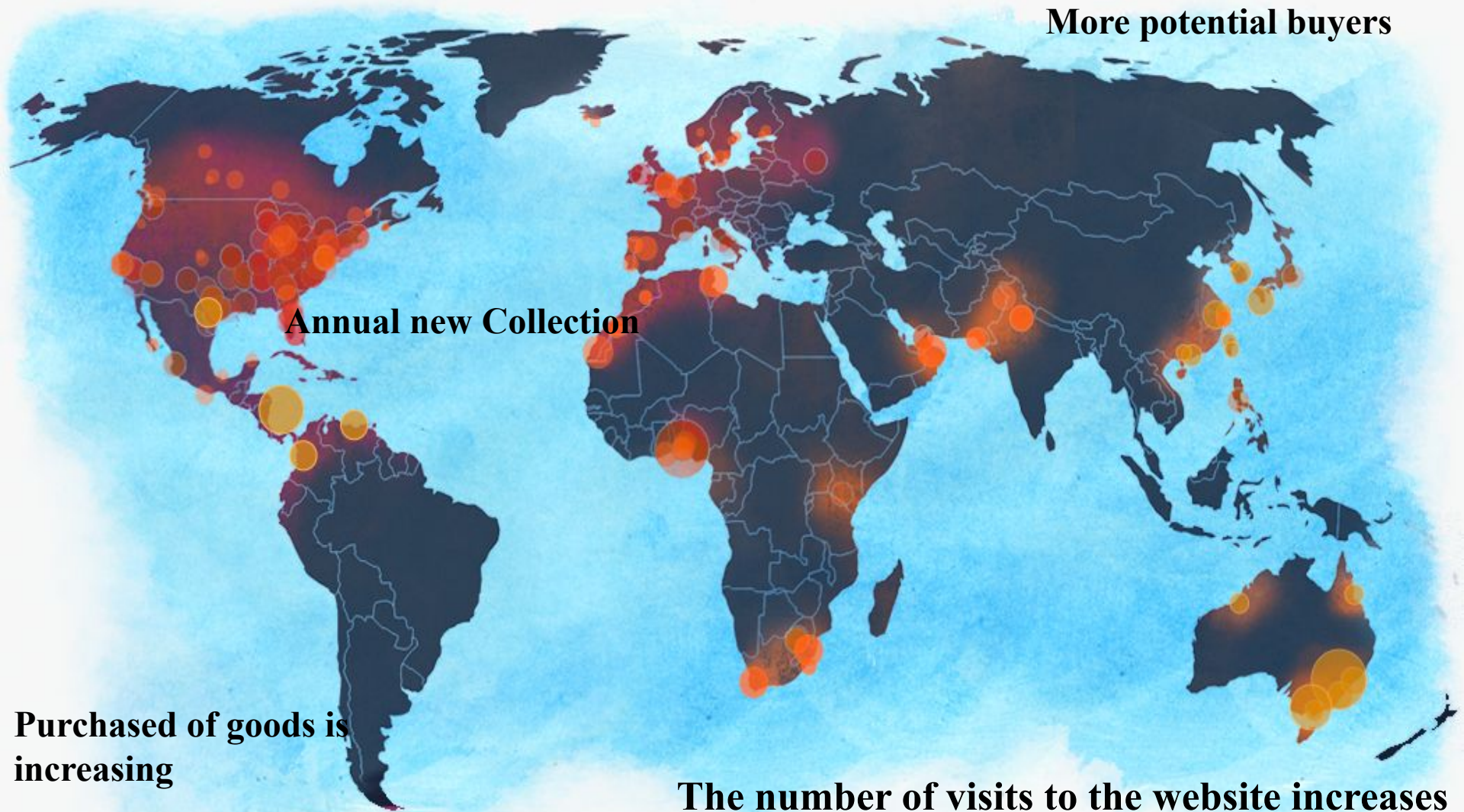


# Strategy

- Advertising (cars, monitors, newspapers)
- Customers carts
- Time-season discounts
- Use social networks(Instagram, Facebook, BK, YouTube)



# Key Performance Indicators



- #armanicode
- #buyarmanicode#perfume#prague
- Tagline/ Slogan - It speaks for you



You **Tube**



<https://www.youtube.com/watch?v=gy-LowsYulg>

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**Thank You**



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