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# Swiss Army: Diversifying into the Fragrance Business



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# Opportunity

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- Acquisition of Wenger in 2005
  - Includes Fragrance
- Diversification has been successful in past
  - Never in Fragrance industry

# Do you know who is the creator of Swiss Army?



Total: 33  
Female: 15  
Male: 18

# Recommendation

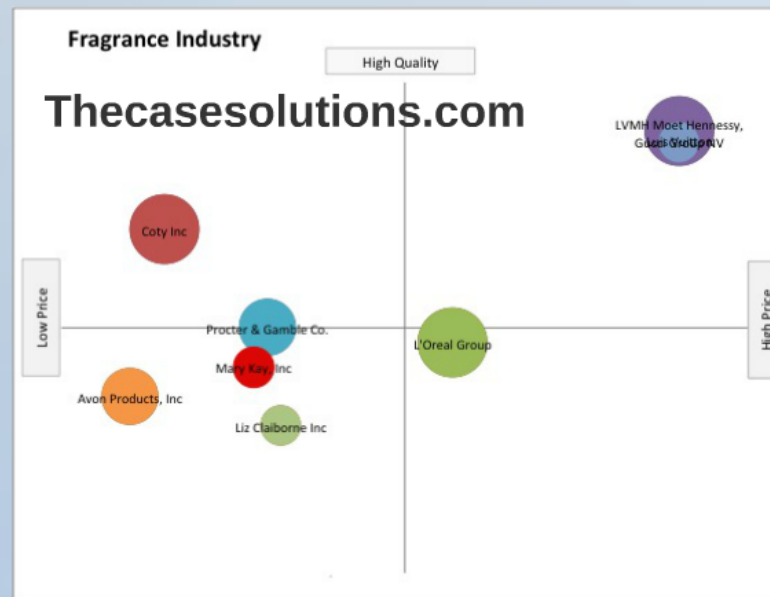
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- Keep Wenger
- Growth Strategy
- Stay in North America



# External Analysis

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# Fragrance Industry

High Quality

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LVMH Moët Hennessy,  
Guerlain, Christian Dior

Coty Inc

Low Price

Procter & Gamble Co.

Mary Kay, Inc

Avon Products, Inc

Liz Claiborne Inc

L'Oreal Group

High Price

