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QUESTIONS

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- Company Background
- Answer case questions
- Summary
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COMPETITORS

- The company benchmarked itself in:
 - Computerization (from Tesco Limited)
 - A tightly controlled store (from McDonald)
 - Integrity (from M&M's) and
 - Values pricing (not implemented at the British retail chain Marks & Spencer)

- Strong frontline defense
- Decentralized management style
- Sponty Operations
- Brand Recognition

SWOT ANALYSIS

Current POSITIONING

Positioning of Giordano as value for money and mid priced but trendy fashion.

Repositioning against competitors in its current and new markets

- no need for repositioning in the existing target market covered by the company.
- to continuously keep bringing about innovation in their service model
- should focus more on customer retention.
- to recruit a professional fashion assistant who possesses skills to provide trendy fashion tips to platinum and gold card holders.

PRODUCT STRATEGY

Various attractive options to customers:

- to return or exchange the product if the product they purchased did not meet their expectations
- to choose the lowest price they want to pay for a product

- **Another strategy** - to build a small number of core products.
- **Expanding**, after established, functionally valuable products created and broadening its appeal by improving on standardising and repositioning.
- The focus on an important concept of value for money which continuously improves the value of the product.

BUSINESS AND CORPORATE STRATEGY

- high quality service
- focus on developing employee talent
- reaching out to customers
- exploring newer markets to expand globally
- positioned itself as a retailer of value-for-money merchandise.

- Strong service model and product in existing market with a strong growth over the years.
- Giordano needs to continuously bring innovative ideas as to how sales staff respond to customers need and delight them.
- Should aim at developing & building the concept of 'Customer as partners'.

Marketing Strategies for Geographic Markets

- Should adopt different positioning strategies for different markets
- Should be considered if their service and the quality of their merchandise
- Should conduct marketing research to identify which fashion brand/retailer style of the country and the cultural differences and decide that be used in the particular country.
- To gather information about the economic conditions in the country to be able to judge the purchasing power of buyers.
- Should conduct an investigation to find opportunities in new markets like North America and Europe.

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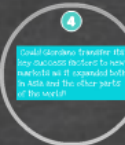
Today's and tomorrow's best overall positioning strategy is the *customer acquisition (C/A) system* in the market. It has several advantages:

Giordano International: Sustained Success Beyond 2005:

KEEPING IT SIMPLE

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Could Giordano transfer the key success factors to new markets as it expanded both in Asia and the other parts of the world?

- The key success factors will sustain in the existing market in the long run.
- KSFs related to service should be developed since product is almost similar among the competitors.
- Since operating cost from China has increased they can outsource to other countries or increase the price. To sustain its competitive advantage of value pricing.
- KSFs can be transferable into new market but with certain changes during the process and understanding of the particular market.

COMPETITORS

COMPETITOR	STRATEGY
UNIQLO	Uniqlo is a Japanese clothing company that is known for its high-quality, affordable clothing. It has a strong presence in Japan and is expanding into other markets.
GUCCI	Gucci is an Italian luxury fashion brand. It has a strong presence in Europe and is expanding into other markets.
PRADA	Prada is an Italian luxury fashion brand. It has a strong presence in Europe and is expanding into other markets.
HERMES	Hermes is a French luxury fashion brand. It has a strong presence in Europe and is expanding into other markets.

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Success Beyond 2005:

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