

THANK  
YOU FOR  
LISTENING  
ANY  
QUESTION

# Transforming Tommy Hilfiger

- INTRODUCTION & HISTORY
- STRATEGIC ISSUES
- SWOT Analysis
- Core competency & Porter's Five Forces
- VRIO & General environment
- Recommendation



TOMMY  HILFIGER

## Presented By:

Emad Alzahrani

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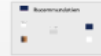
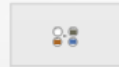
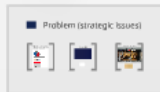
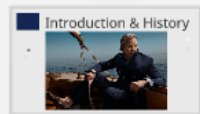
Murad Alshrari

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# Introduction & History

