

# New York Bakery (J): The New Boss

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### Introduction

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- Leaders in the global market of luxury fashion and premium segment.
- Founded by Hugo Ferdinand Boss and Incorporated in 1924.
- Designing and Producing marketing high-end women and men's fashion, shoes and accessories product.

### New Product

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- Boss Jour Pour Femme launch during Spring 2013.
- It is a combination of accented accents of lines with some lightness and freshness.

**Functional benefits**

- Unique and fresh Scent: positive effect in the working environments.
- Improve the performance and daily process of people.

**Emotional benefits**

- Reduce stress, look inspirational, happiness and feel more confident.

### Current Market Situation Analysis

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- it is successful due to the fact that they have some upcoming products such as;
  - New fragrances
  - Seasonal designs
- It is one of the leading international lifestyle groups in different places of the world.

### CONCLUSION

Hugo Boss has been providing its consumers with unique fragrances, aiming at the target market of professionals and people who perceive its perfume as a luxury product. It has been able to provide its products to many people across the world, establishing a positive brand image in the market.

This strategy will in turn help the company is strengthening its position further by gaining larger market share that its current position.

### Hugo Boss 4 P's Marketing Strategies

**Promotion**

- Using a variety of different types of channels to link or communicate the brands products to the utmost-targeted parts of the markets.
- Display on the market and stores.
- Billboards

**Places**

- Stores in Big Cities. It drives the customers familiarity to the next level of Hugo Boss marketing Innovations.
- Directly Operated Stores.
- Controlled Spaces.
- E-Commerce. It helps to roll out their high Potential Markets area.

### Hugo Boss 4 P's in Marketing Strategies

**Product**

- "Boss Jour Pour Femme"
- Hugo Boss expects to generate more than 60% of its sales by selling collections directly to consumers.

**Price**

- Product Price
- Market shares, Competitions, Market cost, Etc.
- The Newest Fragrance "Boss Jour Pour Femme" Cost at RM256.



### Hugo Boss SWOT Analysis

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**Strength**

- Good reputation in a high market share
- making it the biggest retailer on the high streets.
- Diversity and Variety in the product offerings.

**Weakness**

- Faces several weaknesses amongst its Business.
- Main weakness is their incapability of targeting the right customers.

### Hugo Boss SWOT Analysis

**Opportunity**

- In Order to expand itself into emerging markets it collaborate with companies where necessary.
- To acquire its competitors where it faces competition in order to maintain its market share with continuous Innovation and Promotions in its Products.

**Threats**

- It has an aggressive competitors. Their exchange rates as a company has become marketworn in numerous countries.
- The brands Reliability and Preferences of customers towards the other customers products having the difficulty to change their marketing plan.

### Marketing Objectives for the first and second year of market entry

- The achievements of marketing Objectives in Hugo Boss Signifies that It has Considered its Internal and External factors of the same time as Setting the targets.
- Quick recovery on the negative Results.
- The company now sets its marketing Objectives for the year of 2014.

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**BOSS**

H U G O B O S S

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Hugo Boss Fans in Malaysia

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People who talk about Hugo Boss in Malaysia



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