

Supply Chain Optimization at Hugo Boss (B) - The M-Ratio

Thecasesolutions.com



Introduction
Thecasesolutions.com

- 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
 • Boss Jour Pour Femme launch during Spring 2015.
 • 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
Thecasesolutions.com

- 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
Thecasesolutions.com

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 mainstream 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.

Supply Chain Optimization at Hugo Boss (B) - The M-Ratio

Thecasesolutions.com

Thecasesolutions.com

BOSS

H U G O B O S S

Introduction

Thecasesolutions.com

- 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

- **Boss Jour Pour Femme launch during Spring 2013.**
- **It is a combinations of accented accords of limes with some lightness and freshness.**

Thecasesolutions.com

Functional benefits

- **Unique and fresh Scent- positive effect in the working environment.**
- **improve the performance and daily process of people.**


Emotional benefits

- **Reduce stress, look inspirational, happiness and feels more confident.**



Current Market Situation Analysis

Thecasesolutions.com

- 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.
- 

Thecasesolutions.com



Hugo Boss Fans in Malaysia

Thecasesolutions.com



People who talk about Hugo Boss in Malaysia

Hugo Boss SWOT Analysis

Thecasesolutions.com

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.