

GUCCI Harvard Case Solution & Analysis

TheCaseSolutions.com

Executive Summary

Gucci is primarily a luxury leather goods brand that specializes in leather bags, luggage and shoes. They have many other products such as ready-to-wear items, watches, and other accessories.

Target Market

The target market for Gucci is primarily high-income individuals, typically aged 25-45, who value luxury and quality. They are often professionals or entrepreneurs who seek status and exclusivity through their purchases.

Gucci on Forbes

GUCCI
Brand Value: \$12.5B
 Industry: Fashion & Apparel
 Founded: 1921
 Headquarters: Florence, Italy
 CEO: Francois Pinault
 Website: www.gucci.com

Gucci Background Information

- Founded in 1921 in Florence, Italy
- Founded by Guccio Gucci
- Purchased by parent company Kering in 1999



Florence, Italy

Gucci's Mission

Mission Statement: "that the price is forgotten long after the quality remains"

Gucci truly believes in their products. The buyer pays a premium price, but in turn their quality makes it worth it.



Strategic Goals

1. Increase market share in the luxury goods sector.
 2. Expand into new geographic markets.
 3. Diversify product lines to attract younger consumers.
 4. Enhance brand loyalty and customer retention.

Gucci's Current Executive Roles



SWOT Analysis



History of Gucci

Founded in 1921 in Florence, Italy, Guccio Gucci started the brand with a focus on leather goods. The brand's success was driven by its commitment to quality and craftsmanship.

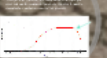
Distribution Channels

Direct retail, multi-brand retailers, department stores, and e-commerce.

Supply Chain

Raw materials, manufacturing, and distribution.

Product Life Cycle



Product Life Cycle



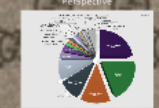
The Four P's



Segmentation

Demographic, psychographic, and behavioral segmentation.

Gucci's High-End Market Share in Perspective



Gucci's Key Figures



Kering's Luxury Goods Division



Kering's Luxury Goods Division



Kering's Simplified Organizational Chart




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Target Market

High-income individuals, luxury consumers, fashion enthusiasts, and those who value quality craftsmanship and heritage.

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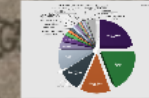
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Strategic Goals



Gucci's High-End Market Share in Perspective



Gucci's Key Figures



Kering's Luxury Goods Division



Kering's Luxury Goods Division



Kering's Simplified Organizational Chart



Francois Pinault
Chairman of Kering

KER Stock



Gucci's Current Executive Roles



SWOT Analysis



History of Gucci

Founded in 1921 in Florence, Italy by Guccio Gucci. The brand is known for its high-quality leather goods and iconic designs.

Distribution Channels

Direct retail, multi-brand retailers, and e-commerce.

Supply Chain

Raw materials, manufacturing, and distribution.

Product Life Cycle



Product Life Cycle



The Four P's



Competitor Analysis

Brand	Market Share	Revenue
Louis Vuitton	15%	\$15.5B
Prada	10%	\$10.5B
Burberry	8%	\$8.5B
Chanel	7%	\$7.5B
Hugoboss	5%	\$5.5B
Coach	4%	\$4.5B
Michael Kors	3%	\$3.5B
Tommy Hilf	2%	\$2.5B
Other	46%	\$4.5B

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Other	46%	\$4.5B

Segmentation Cont.

These product lines are targeted to different markets and it helps the company expand even more. People mostly know Gucci for their handbags, shoes and fragrance. Gucci's product mix helps them penetrate markets that they are not known for. Gucci geographically segment themselves in areas of large population with a high standard of living.



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Florence, Italy

Gucci's Current Executive Roles

CEO

Patrizio di Marco
2009



Creative Director

Frida Giannini
2006





K E R I N G

Type	Société Anonyme
Traded as	Euronext: KER ↗
Industry	Retailing
Founded	1963
Founders	François Pinault
Headquarters	Paris, France
Key people	François-Henri Pinault (Chairman and CEO) ^[1]
Products	Luxury goods · Sporting goods
Revenue	€9.738 billion (2012) ^[2]
Operating income	€1.6 billion (2011) ^[3]
Profit	€1048 million (2012) ^[2]
Total assets	€24.69 billion (end 2010)
Total equity	€17.764 billion (2012) ^[4]
Employees	33,000 (FTE average, 2012) ^[5]
Subsidiaries	Alexander McQueen · Balenciaga · Bottega Veneta · Boucheron · Brioni · Christopher Kane · Girard-Perregaux · Gucci · JeanRichard · McQ · Pomellato · Dodo · Qeelin · Saint Laurent Paris · Sergio Rossi · Stella McCartney · Tomas Maier · Ulysse Nardin · Puma · Volcom · Electric · Tretorn · Cobra Puma Sport
Website	kering.com ↗



Francois Pinault

Fouder and current CEO/
Chairman of Kering

Gucci Flagship New York



Located in Trump Tower

markets that
geographical
population w





GG3514/S - GG1004/S - socks fifth avenue

GUCCI

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