

Giordano International: Harvard Case Solution & Analysis



Giordano International: Harvard Case Solution & Analysis





Group list

Natalia	99542865
Tina	99490223
John	99490401
Teresa	99490205
Jonas	99490020
Juniya	99490170

- Content
- Giordano's Background
 - Strategies
 - Product positioning
 - Competitive advantages and key success factors
 - Conclusion

GIORDANO

world without strangers



Group list

Natalia 99542865

Tina 99490223

John 99490401

Teresa 99490205

Jonas 99490020

Junya 99490170

Content

- Giordano's Background
- Strategies
- Product positioning
- Competitive advantages and key success factors
- Conclusion

GIORDANO

Company's Background

- A Hong Kong-based retailer of casual clothes target at men, women, and children.
- 1,800 retail stores in 30 different markets.
- Main markets: China, Hong Kong, Japan, Singapore, Korea, Taiwan.
- Storefronts with great foot traffic.
- Retail clothing extremely competitive.
- Sales had grown to US\$561 million by 2007



History

Found in Hong Kong by Jimmy Lai



1981

First retail outlet in Singapore.



1987

Sales and turnover increased and new chairman is announced.

1994



1980

First store in Hong Kong and distributed merchandise to Taiwan through a joint venture.

1985

Change from only men to unisex casuals.

Conclusion



SIMPLY *Linen*
GIORDANO