

Slalom to the Finish: Carlyle's Exit from Moncler Harvard Case Solution & Analysis

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Title: Moncler Project
 Unit: Fashion MKT PG27
 Class number: 2
 JMA Fashion and Luxury Brand Management

Institute: Management (London Campus)
 Academic Year: 2015/2016
 Date: 01 December 2015



Outline

- UK activewear and smart pret-a-porter market
- Recommended Marketing Strategy
- Marketing mix strategy
 - Product and price
 - Promotion
 - Online retail and merchandising
 - Offline retail and merchandising
- Conclusion

MONCLER MARKETING STRATEGY

SWOT ANALYSIS


| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> Strong brand identity High-quality products Global presence Strong relationships with celebrities and influencers | <ul style="list-style-type: none"> High retail prices Limited marketing budget Competition from established brands Over-reliance on celebrities and influencers |
| Opportunities | Threats |
| <ul style="list-style-type: none"> Expansion into new markets Collaborations with celebrities and influencers Online retail and merchandising Partnerships with retailers | <ul style="list-style-type: none"> Market saturation Changing consumer preferences Increased competition Fluctuating exchange rates |

MARKETING MIX STRATEGY

Conclusion:

- The strategy discussed aims to reposition Moncler as an aspirational and contemporary lifestyle brand with activewear and wearable technology products, appealing to current and potential customers such as females aged 15 to 20 years old.
- Moncler must take a leader-position when it comes to innovation, sustainability and brand engagement.

ACTIVEWEAR MARKET



Product & Price

Product

- Activewear: Hoodies, T-shirts, Joggers, Leggings, Shorts, Skirts, Dresses, Jackets, Coats, Bags, Shoes, Accessories.
- Pret-a-porter: Blouses, Shirts, Dresses, Skirts, Trousers, Jackets, Coats, Bags, Shoes, Accessories.

Price

- Activewear: £25 - £100
- Pret-a-porter: £100 - £500

Promotion

Offline promotion: Print ads (e.g., BAZAAR, VOGUE), TV spots, Radio spots, Billboards, In-store displays.

Digital promotion: Social media (Facebook, Twitter, Instagram, YouTube, Snapchat), Email newsletters, Influencer marketing, Search engine optimization (SEO), Pay-per-click (PPC) advertising.

Objectives: Increase brand awareness, Drive sales, Increase customer loyalty, Enhance brand image, Reach target audience.

ONLINE RETAIL STRATEGY

Website: User-friendly interface, High-quality product images, Detailed product descriptions, Easy navigation, Mobile-responsive design.

Social Media: Engaging content, Influencer collaborations, User-generated content, Regular posting, Interactive features.

Analytics: Track website performance, Monitor customer behavior, Identify trends and insights, Optimize conversion rates.

OFFLINE RETAIL STRATEGY

Objective: Increase brand awareness, Drive sales, Enhance customer experience, Build brand loyalty.

Visual Merchandising: Create eye-catching window displays, Use storytelling to showcase products, Employ lighting and music to create atmosphere, Utilize signage and graphics to highlight key products.

Moncler

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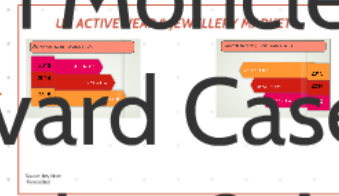
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MONCLER MARKETING STRATEGY

MISSION: To reposition Moncler as an aspirational and contemporary lifestyle brand with high-quality products by offering a wide range of activewear and smart jewellery products.

GOALS: To reposition Moncler as an aspirational and contemporary lifestyle brand with high-quality products by offering a wide range of activewear and smart jewellery products.

MARKETING MIX STRATEGY: - Product and price
- Promotion
- Online retail and merchandising
- Offline retail and merchandising



MARKETING MIX STRATEGY

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MONCLER[®]



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Monocle

UK ACTIVEWEAR & JEWELLERY MARKET

Activewear sales revenue in UK



Wearable technology sales revenue in UK



Source: Key Note
*Forecasted

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MONCLER MARKETING STRATEGY

MISSION:

To create an aspirational and contemporary, lifestyle brand that provides high quality products by offering smart jewellery and stylish activewear to cool females aged between 15 and 20 (generation Z) who are digitally connected.

OBJECTIVES

To reposition Moncler as an aspirational lifestyle brand with leading technological and fashionable activewear products.
To launch Miss Moncler Capsule Activewear Collection.
To launch Moncler Smart by Miss Moncler jewellery.

TARGET MARKET

Female aged between 15-20

POSITIONING STRATEGY

- Aspirational lifestyle
- Innovative personality: daring, up-to-date, spirited.



MARKETING MIX STRATEGY

Product & Price

Product

MISS MONCLER
ACTIVEWEAR



£38



£42



£52



£52



£98



£98

MISS MONCLER
SMART JEWELLERY



£345-£390



£445-£490



£545-£590

Price

MISS MONCLER
ACTIVEWEAR



SKIMMING ££

- Recycled material
- Laser cut technique

MISS MONCLER
SMART JEWELLERY



PREMIUM £££

- High Quality
- Wearable Technology