

The Four P's



SWOT Analysis



Competitor Analysis

Brand	Market Share (%)	Revenue (\$B)	Profit (\$B)	Assets (\$B)	Liabilities (\$B)	Equity (\$B)
Gucci	15.2	12.5	2.1	10.4	8.3	2.1
Louis Vuitton	12.8	10.1	1.8	8.3	6.5	1.8
Prada	8.5	7.2	1.2	6.0	4.8	1.2
Burberry	7.1	6.0	1.0	5.0	4.0	1.0
Chanel	6.9	5.8	0.9	4.9	4.0	0.9

Competitor Analysis

Brand	Market Share (%)	Revenue (\$B)	Profit (\$B)	Assets (\$B)	Liabilities (\$B)	Equity (\$B)
Gucci	15.2	12.5	2.1	10.4	8.3	2.1
Louis Vuitton	12.8	10.1	1.8	8.3	6.5	1.8
Prada	8.5	7.2	1.2	6.0	4.8	1.2
Burberry	7.1	6.0	1.0	5.0	4.0	1.0
Chanel	6.9	5.8	0.9	4.9	4.0	0.9



Segmentation

Market segmentation is the process of dividing a market into segments of consumers who have common needs and characteristics. The goal is to identify groups of consumers that can be targeted with a specific marketing mix.

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.



Gucci on Forbes

Gucci

Brand	Value (\$B)	Category
Gucci	12.5	Luxury Goods
Louis Vuitton	10.1	Luxury Goods
Prada	7.2	Luxury Goods
Burberry	6.0	Luxury Goods
Chanel	5.8	Luxury Goods

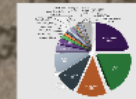
Executive Summary

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

Gucci's High-End Market Share in Perspective



Gucci's Key Figures

Figure	Value
Revenue	\$12.5B
Profit	\$2.1B
Assets	\$10.4B
Liabilities	\$8.3B
Equity	\$2.1B

Kering's Luxury Goods Division

Brand	Revenue (\$B)	Profit (\$B)
Gucci	12.5	2.1
Louis Vuitton	10.1	1.8
Prada	7.2	1.2
Burberry	6.0	1.0
Chanel	5.8	0.9



Kering's Luxury Goods Division

Brand	Revenue (\$B)	Profit (\$B)
Gucci	12.5	2.1
Louis Vuitton	10.1	1.8
Prada	7.2	1.2
Burberry	6.0	1.0
Chanel	5.8	0.9



Kering's Simplified Organizational Chart



KERING

Brand	Revenue (\$B)	Profit (\$B)
Gucci	12.5	2.1
Louis Vuitton	10.1	1.8
Prada	7.2	1.2
Burberry	6.0	1.0
Chanel	5.8	0.9



Francois Pinault
Chairman of Kering



Gucci's Current Executive Roles



Strategic Goals

Gucci

Market Analysis by Chase Nicolai

The Four P's



SWOT Analysis



Competitor Analysis

Brand	Market Share	Revenue	Profit	Assets
Gucci	15%	\$12.5B	\$2.5B	100%
Prada	10%	\$8.5B	\$1.8B	90%
Chanel	12%	\$10.5B	\$2.2B	95%
Louis Vuitton	18%	\$15.5B	\$3.5B	100%

Competitor Analysis

Brand	Market Share	Revenue	Profit	Assets
Gucci	15%	\$12.5B	\$2.5B	100%
Prada	10%	\$8.5B	\$1.8B	90%
Chanel	12%	\$10.5B	\$2.2B	95%
Louis Vuitton	18%	\$15.5B	\$3.5B	100%

Product Life Cycle



Product Life Cycle



Segmentation

Target 1: Professionals aged 30-40 who value quality and style. They are willing to pay a premium for high-quality products.

- High income
- High education
- High status
- High social media presence
- High travel frequency

Gucci Background Information

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



Florence, Italy

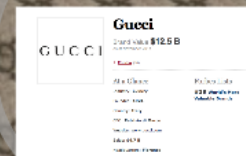
Gucci's Mission

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.



Gucci on Forbes



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.

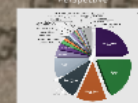
Target Market

Target Market: Professionals aged 30-40 who value quality and style. They are willing to pay a premium for high-quality products.

Gucci's Key Figures



Gucci's High-End Market Share in Perspective



Kering's Luxury Goods Division



Kering's Luxury Goods Division



Kering's Simplified Organizational Chart



KER Stock



Francois Pinault

Gucci's Current Executive Roles

CEO



Creative Director



Strategic Goals



Gucci Background Information

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



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

KER Stock

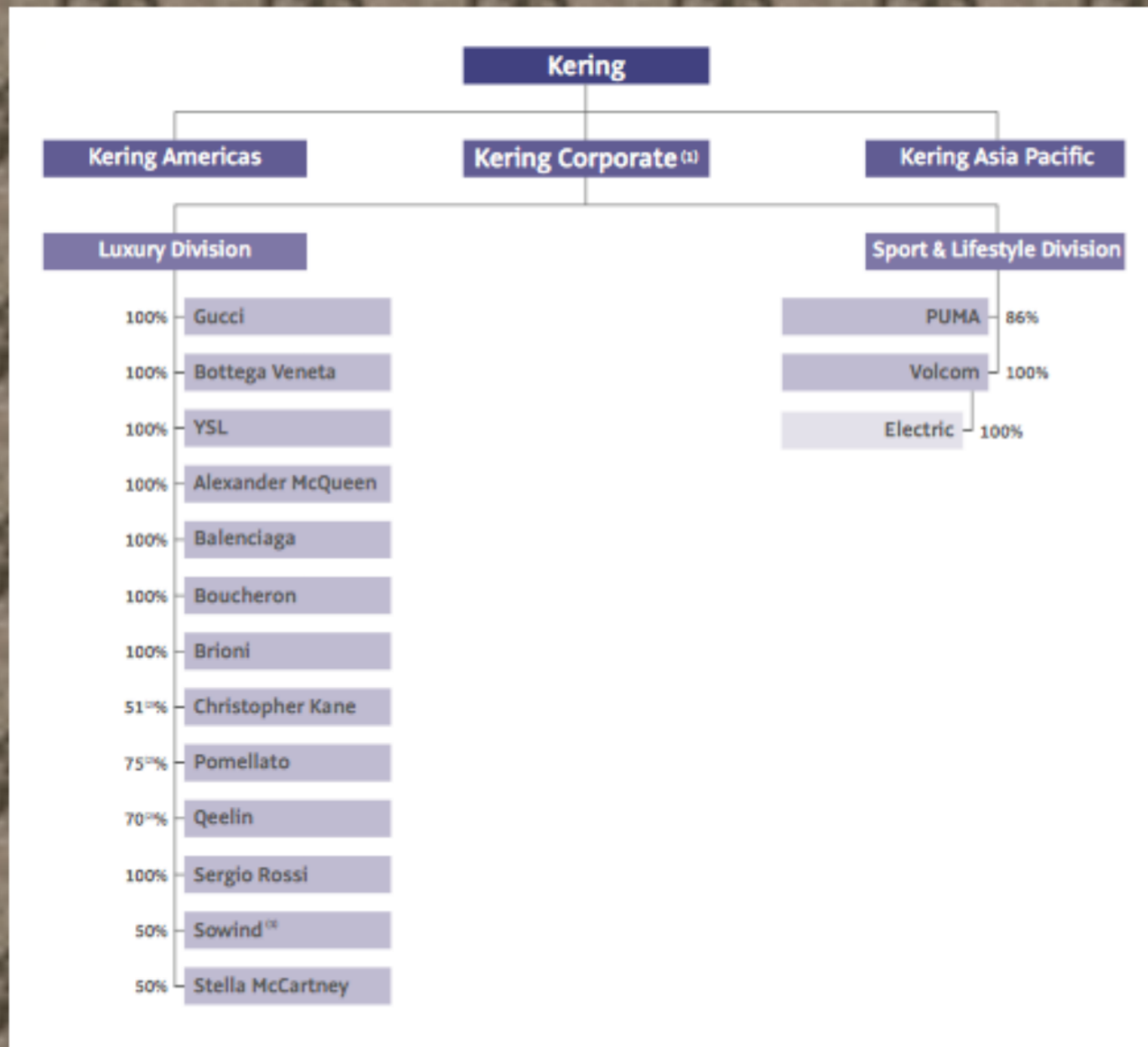
currently exchanged on Euronext

KERING 28/11/2014 17:35 CET				Real-Time quotes More	
Segment: Local securities					
	€ 166.10	Since Previous Close +2.20 (+1.34%)		Volume	198,436 [17:35]
		Since Open +2.00 (+1.22%)		Previous Close	€163.90 [27/11/2014]
		CLOSED		Open	€164.10
				52 Week	€136.95- €167.70
Bid 166.00	Bid Qty 3,775	Limit -	High 166.35 [09:54]	Turnover	€32,897,997.35
Ask 166.10	Ask Qty 4,874	-	Low 164.10 [09:00]	Transactions	2,277
Most Recent 28/11/2014 17:34				Market Cap	20966M€
Euronext Paris ISIN FR0000121485					



Kering's Simplified Organizational Chart

as of December 2013

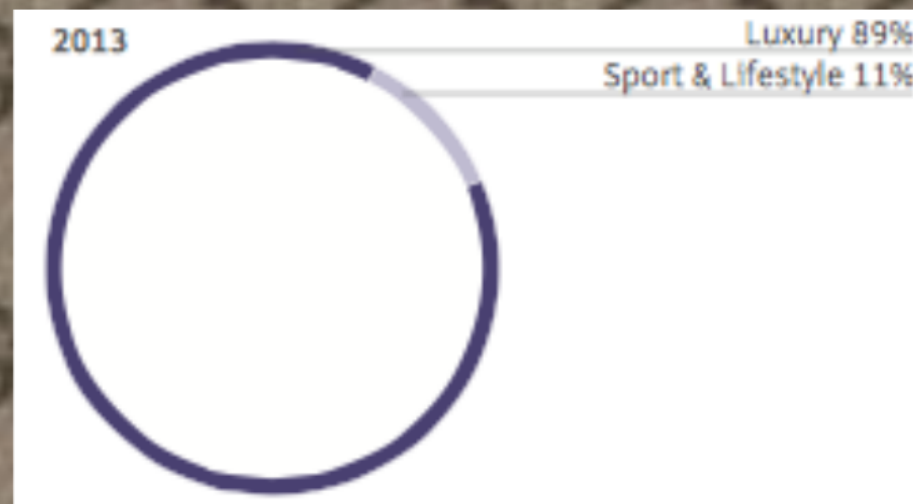


Kering's Luxury Goods Division

market share based on product

Worldwide personal Luxury Goods market: breakdown by category (2013)

	Market value 2013 (in € billions)	YoY change at reported exchange rates	2013 market share
Accessories	61	+4%	28%
Apparel	55	+1%	25%
Watches and jewellery	48	+2%	23%
Perfume and cosmetics	43	+2%	20%
Other	10	+0%	4%
Total	217	+2%	-



Kering's company breakdown