

Ray ban



**ASSIGN
BUSTER**

Introduction •Ray-Ban is an Italian owned brand of sunglasses founded in 1937 by Bausch & Lomb. They were introduced for the United States Army Air Corps. Ray-Ban has popularized the aviator sunglasses and now creates sunglasses to suit everybody. •In 2007, Ray-Ban re-introduced the original Ray-Ban Wayfarer design, but expanded the colour options beyond the traditional palette to include patterns like checks and camouflage and colours like navy, white, turquoise, red, and blue. You can see people staring at you with Ray Ban sunglasses when you opened up your fashion magazine. •There's not a generation alive that can't remember owning (or wanting to own) a pair of these iconic sunglasses. o Presidents o movie stars o rock stars o artists o fashion designers o runway models Tribe Profile •We found from our questionnaires that Hipsters are quite fashionable people who want to make a statement about themselves with their unique style. We also found that the majority of Hipsters ages range from 16-28.

Therefore we aim to create a modern style of glasses that this age group will find attractive •Hipsters can live in various households and generally we found that marital andfamilystatus had little effect on their reason if they were to buy the product. Hipster mostly composed of young generation teens who are still studying so their income is greatly limited. Furthermore they mostly live with their parents and we realize that we have to make it affordable for this market as this is the baulk of the hipster market. We also realize that their families are mainly middle class from urban areas. Furthermore the research reveals that macro environmental forces. In particular Demography, Culture, Geography, Economic and Naturalenvironmentfactors will have a significant impact on the Hipster

behaviour. Objectives oTo gain more new customers a month as well taking market share from competitors to increase customer base omaintain our current customers ogain new customers to increase the number of sales by 20% a month oobtain a higher profit by introducing these sunglasses into the marketplace oincrease brand reputation worldwide The target audience is fully informed about features and benefits of our products oto be fashion pioneers in the industry Product

- Shades is a new product, that allows users to change their shade colour on the fly using an electronic switch located on their sunglasses. Customers have the ability to customise their selection of colours when purchasing their new pair.
- Users cycle through their selected lens colour by pressing a button. The variable lens colour gives more versatility to the user.

Demography

- Age: in between 16-28. Size: Bigger size of young population will result in more sales.
- Density: Denser population will help in cost cutting as fewer stores will be covering large population which will reduce the fixed costs.
- Occupation: Anyone with white collar job is less likely to be hipster similarly hipsters working long hours and demanding job are less likely to go out or spend more time in dressing up.

On the other hand if it's a student or someone from fashion industry is most likely to go out and spend more time on their looks.

- Culture: can affect clothing design and style for e. . some culture has their own different printing of native animals, plants and landmarks such as Aborigines similarly in some culture skin show is not appropriate.
- Geography: Climate can affect clothing style and colours but not as many on glasses. e. g. in hot weather loose clothing and light colours products and in colder areas warm bright colours.

- Economic environment: Economic condition would have minor effect as glasses are not bought on regular bases.
- Natural Environment: Our product is recyclable and made of 80% recycled material.

Launch Strategy 4ps Product: The new product offers changeable lens colours on the fly. Ray ban consists of wayfarer, aviator, clubmaster, cockpit, caravan, rare prints, Jackie ohh, warrior; daddy o. Ray ban offers several models and dozens of optional features. The glasses come with a comprehensive warranty that is the best part of ray ban glasses.

- Promotion: Ray ban spends million each years on advertising in Australia to tell about the company and its many products. Ray ban embedded in both on and offline campaigns , through media channels , television, magazines, billboards , online advertisements thought tv celebrities.

Ray ban also promoted through discount sales and promo items.

- Price: Ray ban understood the need of people very well and diversified it price according to customers' suitability. Ray ban also have expensive limited edition for those who want for brag. The price for normal Ray ban glasses is between 100 to 200 dollars. Being the leader Ray ban remain their price unchanged.
- Place: Ray ban understood the important of diversifying its products which explains its implementation on eyewear market. New innovations and better services, bettercommunicationwill allow Ray ban to maintain its position in market.

SWOT analysis

- Strengths
 - oLong standing and well established brand.
 - oHigh quality and durable
 - oProvide numerous styles and many color options
 - oMany of the sunglasses are gender neutral
 - oAppeals to many generations
 - oPromise 100% anti reflective lenses, which protect eyes against harmful

rays.

- Weaknesses
 - o Costly products
 - o Exclusivity of distribution channels

Opportunities

- o Raise awareness about the importance of protective lenses.
- o Chance for brand extension and expansion.
- o Emphasize Ray ban as a brand that values individuality and self-expression. To create valuable partnerships with other brands with similar messages and larger audience.

- Threats
 - o In hard economic times people buy designer products.
 - o Many stores sell cheaper versions of Ray ban.
 - o May be seen as a trend that will die out.
 - o Consumer brand loyalty to other sunglasses

Competitors

- Oakley sunglasses focus on protecting the users' eyes from the sun, they accomplish this through use of plutonite, which is a type of patented material, in their lenses to filter out any possible contact that UVA, UVB, UVC and harmful blue light may have with your eyes. ANSI impact tests are safety measures that glasses go through to see how well they are made and will perform. The ANSI impact tests are regarded as the gold standard safety test and Oakley sunglasses exceed the standards set by these tests.
- Oakley's High Definition Optics are known for exceeding these standards while using 3D technology to do so.
- The lenses seen in Ray-Ban eyewear products are often overshadowed by those seen in Oakley products. These higher quality and standards are often reflected in the expensive price of Oakley glasses.

The Prada eyewear collection comes in different designs, styles, and colours. Offers metal frames that are specially made from a special metal alloy that is fade-resistant, and lightweight and convenient to use. (\$350-\$500)

- Offer plastic or nylon frames, which offer safe and lightweight protection for the eyes. Most nylon-framed sunglasses by Prada carry the distinctive Prada logo on the side of the frame. (\$200-\$400)
- Offers the Prada Sport eyewear

collection, which is, targeted and specially designed for sports enthusiasts and individuals. The Prada Sport eyewear collection, also, comes in, metal and nylon frames. Prada has quality and style with correction eyeglasses.