

Case study presentation

Business



Case Study Presented by Ms. Evangeline C. Pampas Executive Summary

Sturbridge and Company is a high fashion brand that has established themselves with their staple plaid and outerwear products. Interestingly enough, the British based company has outsourcing to thank for their success.

Currently, Sturbridge is manufacturing in Malaysia, with plans to shut down their last domestic factory and replace it in China. Sturbridge has made an effort to maintain their British image in an attempt to target the domestic market, but sales records have shown that they appeal to the Japanese market.

When considering these factors, it is clear that Sturbridge is stuck with an identity crisis. Although Sturbridge has marketed themselves as a British company in the past, it has been difficult for them to continue this strategy. This is because many people argue that the only thing that makes Sturbridge a British company is its location of its headquarters.

Additionally, all of the company's manufacturing relies on outsourcing, and they retail globally. On the other hand, it can be argued that "Britishness" is not necessarily a geographical factor, but a certain aesthetic quality.

Sturbridge can successfully embrace their British heritage by laying up their classy appeal that is often associated with "Britishness" in their design and marketing strategy. Another advantage of outsourcing is the potential to broaden their target market by making their products more affordable. When taking the Country of Origin labeling into account, another problem arises.

It was found that the Japanese customers tend to have unsympathetic views towards Malaysian products and prefer the British made goods.

The article gives an agreeable solution- to provide, “ Designed in England” as well as, “ Mao In Malaysia/China” on the tag. This will foster their relationship with Japanese people as well as Britons by recognizing both aspects of the brand. Even though Japan is proved to be the primary source of profits, the substantial financial gain of outsourcing concludes it to be a Although it is true that Sturbridge must earn their reputation, it is also essential to analyze the company from a Public Relations standpoint.

Losing celebrity endorsement is inevitably bad publicity, but it is important to know that models can be As well, time will allow the public to forgive Scatterbrain’s stance.

Similarly, closing off British production will displace 270 domestic workers, and it is also likely to harvest resentment towards the company among the remaining British employees. Dads a result, this should dictate company morale as the new atop priority Sturbridge. It is in the company’s best interest to lay low in the eyes of the media; this will ensure Scatterbrain’s transition into success.

Olin the end, ‘ Keeping Sturbridge British’ in terms of location would inhibit growth and ultimately lead to the demise of the brand. There is no need for them to reposition themselves entirely, because Outsourcing is no taboo in the fashion industry, and it is no wonder why countless apparel brands look to China or inexpensive labor. When weighing the outcomes, Britain’s factory

will have to sink in order for Sturbridge Central Problem 0 Brand image – to maintain the Brutishness of the brand.

Risk of shifting the production offshore. Barberry Collection case outline
Statement of objectives – To increase sales volume – Maintain the Brutishness of the brand – Shift more manufacturing to lowermost regions like China or Malaysia. – To inspire trust and loyalty among customers, suppliers, partners, investors and employees SOOT Analysts Strength Brand name Brand niche Opportunities Go global Rediscover and reassess its values.

Offering new product lines Weaknesses Cannot manage its reputation Low morale for employees Threats Domestic Closure of its Yorkshire facility Protest for public image – Foreign Outsourcing production Negative reaction to “ Made in Malaysia” among Japanese consumers – Competition Alternative Course of Action AC 1 Target the middle market – a new Drama solo economic demographic that includes everyone from teachers, sales executives, to high tech entrepreneur, suburbanites and ghetto fabulous. Replace fashion houses longtime couturiers with bad boy read-to-wear designers who mad blatantly sexier clothes.

AC 2 International production sourcing – it could win a reputation as a truly modern, global brand. AC 3 Maintain the Headquarters in London as main design studio. Production based on low-cost region of China, other Asian country or Eastern Europe Goods sold through retail outlets around the world. Revamped brand – high margins and a global reach. Should ensure that Sturbridge remains competition in the cutthroat luxury goods market.

AC 4 Mary, the CEO should reshape Sturbridge culture and organizational climate.

Redpoll employees' confidence in hopes of motivating them again. A new broad socio Decision Matrix HRS/Administrator ACACIA Marketing COCA Finance COCA Production COCA Risk Costs Benefit Ease of implementation Criteria/Alter natives Total Barberry Timeline The very name Barberry may reek of tradition and those timeless standards of quality that the British do best, but the company has, since its founding, been a real force for innovation? as the motto Proms (Latin for " forward"), on its knight-and-horse logo, bears witness.

In 1856, young Thomas Barberry set out to equip local sportsmen from a small outfitter's shop in Bassoonists, England. He made his name by patenting gabardine, a waterproof, eighty woven cotton inspired by the loose linen smocks worn by English shepherds and farmers. Gabardine, patented in 1888, was nothing short of revolutionary. The Barberry trench stands as a true symbol of Englishmen, as British as marmalade on toast.

A Barberry trench not only speaks to one's good taste, but signals its wearer's good sense: It has more or less never gone out AT style, making it the most practical fashion investment one Rainwater remained the primary focus of Buyers, as the company was then known, as late as the sixties. Umbrellas and cashmere scarves in the Barberry check became top sellers, and they id a solid business in sturdy Then, in the late nineties, Rose Marie Bravo came on board as CEO.

The Bronx-born dynamo swept the cobwebs out of the slightly musty old house and began laying the foundation for a modern luxury brand, launching the house's designer line, Prada, with much fanfare. Controversy The most controversial picture of Daniel Westbrook, an actress who wore the plaid from top to bottom where the tabloid made a joke that the product was worn like a chap. At the dawn of the millennium, the newly revamped Barberry competed with the likes of Gucci and Louis Vuitton in satiating the public's appetite for logos and status.