

Louis vuitton in india

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Case Brief on the Case Study of Louis Vuitton in India Table of Contents Table of Contents 2 0 Issue of the Case 3 2. 0 Recommendation 3 2 Will Louis Vuitton's Transition From The Safe Environment Of A Luxury Hotel To The Luxury Mall Work At This Time (i. e. Meet The Firm's Objectives)? 3 2. 2 Is There A Significant Enough Market Segment To Sustain LV In The Mall Environment? 3 3. 0 Supporting Rational for Recommendation 3 4. 0 Bibliography 5 1. 0 Issue of the Case The case is about the entry of Louis Vuitton, the luxury fashion unit, in India in the year of 2008. The unit was set to open its third store in India in a luxury mall. This change of store location would result in modifications of the profile of Indian customers. Due to this change the target customers of the company would also get changed. In this case the various perspectives through which the company decided to open its store in a luxury mall in India have been estimated. 2. 0 Recommendation 2. 1 Will Louis Vuitton's Transition From The Safe Environment Of A Luxury Hotel To The Luxury Mall Work At This Time (i. e. Meet The Firm's Objectives)? Louis Vuitton previously opened two stores in luxury hotels in India but this time it has planned to open its store in a luxury mall. The luxury malls in India are rising at a rapid speed. It would facilitate the company to make its expansion in the luxury brand market of India by providing with sophisticated infrastructure. The company can also target low-end customers along with the high-end customers, which it was unable to target when operating in the luxury hotels. Thus, it will result in enhanced scope for the brand expansion in India after transition from luxury hotels to shopping malls. 2. 2 Is There A Significant Enough Market Segment To Sustain LV In The Mall Environment? The mall environment would comprise of various levels of customers from ' super rich' to ' next lower level'. As a <https://assignbuster.com/louis-vuitton-in-india/>

result, there would be large segments of market for Louis Vuitton in India. Therefore, the company may sustain in the shopping malls of India being benefitted by its large market segments.

2.3 Do You See A Different/Better Strategy For LV To Enter India?

The company's target this time has been 'next lower level' customers and as a result the promotional strategies to influence the customers need to be effective. The promotional methods may also include rewards and discounts in the initial phase. This would attract more customers of 'next lower level'. Among the Indian customers large proportion belongs to young populace, thus special offers and discounts along with newer trends of products will influence them. The products can be developed according to the need of the customers. The other strategy can be to target the customers who generally do not bother for price and they can be offered to try sample of the products by Louis Vuitton which would build trust and will in turn increase fascination for the products among the customers.

3.0 Supporting Rational for Recommendation

The above recommended statements are reliable in order to ensure success of the company in Indian luxury shopping mall. These recommendations will work greatly as they have been derived after analyzing the entire case of Louis Vuitton in India. The data related to business segments of Louis Vuitton shows that the various segments of products, ranging from fashion and leather, perfumes and cosmetics, watches and jewellery, wines and spirits incline towards selective retailing and there is an increase in revenue during the period 2005 to 2007. From the case study, it has been viewed that the company is operating in various countries globally. The table of income statement also shows that the net income has amplified from the years 2005 to 2007. The evidence from the case regarding the retail prices of the

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products of Louis Vuitton identifies that there are varied offering of products through which the customers in the target segment can allured towards the brand. The other significant factor that would facilitate the recommended planning is that from the evidence provided in the case it can be identified that the per capita income of people in India is rising, thus it would facilitate in enhancement of consumer spending power which in turn will benefit the company to target the mass of India in the luxury malls.

4. 0 Bibliography
Chandrasekhar, R., (2008). Louis Vuitton in India. The University of Western Ontario.