

Marketing strategy of guess watches in india



**ASSIGN
BUSTER**

* Guess is a luxury American name-brand. * During the 1980's Guess was the most popular brand of jeans and accessories. * The co began to take a downturn in 90's as other co like Calvin Klien, Diesel, Tommy Hilfiger gained more popularity. (reference 1) * In 2000 co promoted more fashionable look and sexier style, when Paris Hilton fashion mogul featured in their ads. * Today the brand is synonymous to fashion, adventure, sexy and bold. * Guess ventured in India in 1984. The fashion watch market in India has few key players like Guess, Tommy Hilfiger, Espirit, Fossil, Police, Giordano, Calvin Klien & D&G Consumer Analysis

Demographic & Psychographic Segmentation * Age – 20-35 * Sex- More skewed as a female brand * Education/Occupation – High School, Colleges & Post graduates. Young fashionable, executives * Lifestyle – interested in sports, fashion, loves partying, socializes. * Personality – Risk Taking, Status seeking, Ambitious, Gregarious. Consumer Behavior Matrix | High Involvement| Low Involvement| Significant Differences| Guess Falls in this Grid -Consumer Behavior – The information search is extensive. The decision takes time.

Brand Loyalty is seen. | | Few Differences| Watches as a category falls in this grid. But guess has and must continue to differentiate itself from other brands. | | Developing Marketing Mix 4 P's Product It's a differentiated product from others: Styling Big Dials Available in different changeable colored straps it understands the need of today's youth. It's a perfect partner to every outfit. From the little black dress to casual denims. From classic conventional look to bold and sporty look, Guess has all the varieties.

Carries its logo the guess triangle on the dial. Using brand extension extensively. Positioning: A fashion accessory for young, bold, adventurous and sexy women. It should now be positioned for Men as well. Place Distribution Strategy: Selective – 250 point of sales in India Exclusive Guess Accessory Boutiques Multi Brand Retail Outlets – – Watches of Switzerland – Swiss Boulevard – Swiss Gallery Other retail outlets like Shoppers Stop & Popley's. The watches distribution is restricted to mostly metros. Guess must go for Intensive Distribution.

Penetrate in tier II cities, as consumers seek more information on high involvement products. Pricing * Product is priced little high to make it an aspirational product but not too high to make it unaffordable. Since the demand for watches is elastic, and based on occasions, its maximum sales occur during sales promotions or festivals Promotional Strategy Strategy So far – * Advertising (only print – magazines & newspaper) * Sales Promotion Suggestions – * Must have more Dealer Promotional & Incentive Plans. * In Store Demonstrations * Events Associations