

# Marketing mix of louis vuitton and gucci marketing assignment assignment

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It includes clothing, shoes, Jewelry and so on. (Louis Button Inc, 2010). In 1987, Louis Button and Meet Hennessey merging into prevent LIVE Group. In 1906, Gucci Augustine chi established the Gucci brand and named it after himself. Products of Gucci include fashion, leather goods, and watches. (Gucci Inc, 2010) Gucci with its high fashion, sexy style popular around the world. As a symbol of status and wealth, It is a love of rich society. Now, Gucci is Italy's largest fashion group.

### 1. 2 Theory

#### 1. 2. 1 Market Segmentation.

Market segmentation can be defined as dividing different groups with similar characteristic in the market.

Business accord different features to product and services for each of them. (Hall et al 2008 pop)

### 1. 22 Marketing Mix

In order to market its products effectively and meet its customers' needs. Business must consider its marketing mix. (Hall et al 2008 pop) Mastering four main parts of marketing mix plays a vital role in business, product, price, promotion and place.

### 1. 3 Aims

The aims of this report are to analyze the Information of Louis Button and Gucci to ampere their differences. The comparison will focus on their differences in market segmentation and marketing mix, especially in Chinese market.

Endings 17 years ago, Louis Button as one of the flirts luxury brands to enter Chinese market open its first store in Beijing. At that time, none of Chinese can understand why the value of a handbag worth more than 10000 ARM. But with its promotion in China and the growth of Chinese economic, the sales of handbags from Louis Button rise quickly. Reasons of the success in Chinese market are also the reasons for the success of its brand, excellent market segmentation and holding well four parts of marketing market. The successful reasons of Gucci is similar to Louis Button.

For example, It launched a series of Chinese customs production. ( Paris Fashionable Clothing Week Day 9, 2010) and using Chinese language In Its stores. For Chinese market to design the Chinese style products It's Its segmentation. In Dalton, the alma of Gucci Is to open more stores in Asia and eastern Europe. (Reuters, Novo, 27) Discussion Market segmentations of Louis Button and Gucci are similar. The targets are promoting their brands and meeting the riches needs. The differences are that the price of most Louis Button's handbags is higher the price of Gucci and their different styles. Laity and civility" are the selling points of Louis Button which focuses on its classical product leather handbags. In the other hand, Gucci adapts to the younger demands. Because of the differences of their features and prices, their market segmentations also different. Louis Button targets the customers who are love high quality and noble. The young ladies who are fond of fashion, sex and convenient" items will choose Gucci. 3. 2 Marketing Mix 3. 2. 1 product Product is a main type of marketing mix.

Innovation is the secret of Louis Button handbags to maintain its position, it has a series innovation with the change of generation. In order to attract young woman, Louis Button cooperated with artists Stephen Espouser, thus Pep handbags with colorful style promoted to the market. Now, in order to meet the needs of the younger generation, launch a series of graffiti handbags. (Spring and summer fashion show of LB in 2010) However, Louis Button till continues its style of noble and high quality, its handbags more suitable in semi- formal occasions. Gucci pays a great attention to its design in its development of 100 years.

The style of its handbags is convenient and fashion, they are also its unique selling points. But compare the quality between Louis Button and Gucci, the handbags of Gucci worse than Louis Button. The reason is that Louis Button focus on the quality of leather and Gucci pay more attention to its fashion. 3. 2. 2 Price Another element of marketing mix is price. " The pricing policy that a business hoses is often a reflection of the market at which it is aiming" (Hall et al 2008 pop) Louis button is more better in leather material, the majority of handbags of Louis Button is more than Gucci.

For instance, the price of flower handbag of Louis Button is ARM 17800, the new style of handbag of Gucci is ARM 6800 in 2008. From these comparative results, it can found that the handbag of Gucci is cheaper than Louis Button's. The conclusion is that Gucci target the middle class while Louis Button target upper class. 3. 2. 3 Promotion Nowadays, promotion plays an important role in marketing mix. Gucci and Louis Button focus on the advertising on TV and fashion magazine. Sophisticated fashion magazines are their main promotion media, which help their segmentations become clear and promote worldwide.

Such as >. The style of advertising of Louis Button is noble and the feeling of Gucci presented to customers is sexy. Both companies promote their production with popular stars. For example, Gucci show its new style with famous Hollywood in Oscar or Canned movie awards ( 2010 Oscar Movie Award). But Louis Button appears its handbags with famous models even the successful politician because it meet its practical style. Moreover, Louis Button promotes its products with Chinese stars Ghana Xiii to attracts

Chinese market. 2010, The waiting City) 3. 2. 4 Place in their requirements on the choice of stores are very high. Therefore, they open stores in the upscale business district, such as and Champs Ulysses. They divide into different level stores to meet different society classes, flagship stores and specialty stores. Flagship stores with higher level, in which not only focused the design of stores but also reflect the spirits of the brand. In this year, Louis Button opens two stores in major city on the same day in China, Shanghai. Shanghai Daily, 2010) From this can reflect that the economy and the population of cities also are the important factors to luxury brands while they choosing places. 4. Conclusion According the comparisons between Loris Edition and Guard, getting the conclusion is that these two brands are quiet similar in market segmentations and marketing mix. It can found that differences in their styles and price, which lead their aims are different. The style of Loris Edition is noble and targets a higher line than Guard, articulacy reflected in the price of a handbag.

The features of handbags are convenient and sexy and it more suitable for middle class. 5. Recommendation According the information mentioned above, the line for Louis Button is sophisticated line and its price is too high for the young even it innovate the new styles to meet the Yang's needs. Louis Button can promote its products with lower price to meet the young, it is good for the development of its market segmentation. Gucci needs to care more about its quality of handbags and it can attract more customers to buy it, especially the more richer class.