

Ugg business essay sample

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Ugg boots (sometimes called uggs)[1] are known in Australia and New Zealand as a unisex style of sheepskin boot made of twin-faced sheepskin with fleece on the inside and with a tanned outer surface, often with a synthetic sole. The boots originated in those countries, initially as utilitarian footwear worn for warmth and comfort and later adopted by surfers there during the 1960s. In the 1970s, the boots were introduced to the surf culture of the United Kingdom and the United States by local surfers returning from surfing competitions in Australia. Ugg boots emerged as a fashion trend in the United States in the late 1990s and as a world-wide trend in the mid 2000s, yet in Australia they are worn predominantly as slippers and associated with “daggy” fashion sense, and “bogan” culture.

Ugg production of a variety of boots, flat boots, there are high-heeled boots. Ugg also produces clothing handbags and other products. In 1995, Brian Smith shares sold Deckers (Deckers) Outdoor Products Co., Ltd. operates the company to make the wearing of Hollywood stars became popular in the United States, near and recognized in several countries. 2009 winter, snow boots by Deckers company UGG trademark of momentum ushered in their spring sales soaring overnight fame. 2010, Australia snow boots brands (such PACIFIC JOMVOX AUKOALA JUMBO) formally enter the Chinese to open up the domestic market. UGG is not only popular in Europe and the United States, in China, also received a lot of favor.

Describe the industry: dominant firms, keys to success, etc.

UGG is actually not a brand, but the boots morphology. Snow boots thick stupid, but very light and warm. Now more popular brands: UGG Australia,

Yellow Earth, Blue Mountains and so on. Main outdoor brands in the United States Deckers company bought UGG Australia, and the company thinks with exquisite materials (must be Australian A-anti Shealing) and comfortable foot feeling, UGG can break the barriers of the professional market by more the number of consumers. So, Deckers try a pair of UGG as a gift then starred in "beach guards" paparazzi the crazy chase shot Pamela Anderson. (1) Impact of influential people, and spend the least money, Deckers company strategy. However Deckers turn boots sent to the hands of Oprah Winfrey, the talk show queen is like, then bought 350 pairs gave her all the employees, and the show "Oprah's favorite" introducing the unit to the audience of this pair of shoes.

The concept of opinion leaders is clearly very important, and most people have to say, the fashion industry but it is still the fence, so, more and more people began to notice the odd shape but was many celebrities love the boots, Gwyneth • Paltrow, Cameron Diaz, and even Spielberg family are often dressed in UGG Australia appeared in public, and their street shooting pictures frequently appear in fashion magazines. Comprehensive fall of fashion discourse circle makes the market psychology has accumulated enough heat. For longer so popular was detonated continuation Deckers addition to developing more new products, will be the topic of focus of attention from previous years "who wear UGG", guide for the past two years, the "UGG how to wear". With the star of the street shooting, to help ordinary people to join this boom among the participation continued momentum in this commercial show go. Of course, now the UGG has many different styles and colors, so the consumers could have more choices.

So the UGG which is beautiful and comfortable shoes is popular in the world. (2)UGG has the unique design, which is another company strategy. UGG boots are made from sheepskins with fleece attached. The fleece is tanned into the leather and the boot is assembled with the fleece on the inside. Some UGG boots have a synthetic sole, commonly made from Ethylene-vinyl acetate (or EVA). The stitching is often prominent on the outside of the boot. The natural insulative properties of sheepskin gives thermostatic properties to the boots: the thick fleecy fibers on the inner part of the boots wick moisture and allow air to circulate, keeping the feet at body temperature and allowing the boots to keep feet warm in cold weather and cool in hot weather. The original design was a pull-on boot in natural tan sheepskin, about 10 inches (25 cm) in height, with rounded, almost shapeless uppers; this is now described as the “ classic” design. Produced by a number of manufacturers, they come in a variety of colors, including black, pink, blue, chestnut, and fuchsia. They are available in both pull-on and lace-up varieties and their height can range from just above the ankle to above the knee.

Provide a brief outline:

Thesis statement: Ugg boots have developed from Australian generic products to global luxury footwear, and UGG Australia has become a worldwide famous brand through the marketing strategy of celebrity seeding and perfect market strategies.

I. Introduction:

A. UGG product features, brand history, market development and key to success. B. Company’s available vision and mission statement

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II. Body

C. SWOT Analysis:

. External environmental analysis: analyze the trends, opportunities and threat, which result from those primary five factors . Internal environmental analysis : consider the powerful forces and explain the present influence .
Company profile: perform a value chain analysis, compared with key rivals, analyze own strengths and weakness.

D. State related financial statement about industry and discuss key signals of firm's performance with four generic type of ratio.

E. Analyze the firm's position and the core issue of the case

F. Planning premises and strategic alternatives . Long term objective and strategic scenarios: state various cases to develop the future career, which are formulated with long-term objective. . Taking strategic alternatives into consideration, and develop corporate level strategic alternatives . Consider three different kinds of business-level alternatives and weigh the pros and cons of each one.

III. Conclusion

G. Choose and analyze the preferred choice from corporate/business level.
Make a preferred choice.