

Coach: swot analysis

[Finance](#), [Financial Analysis](#)



Strengths

- concept called “ Accessible Luxury” which means matching luxury on quality of bag while making it affordable
- introduction of new and fresh styles and collections
- monthly product launches used in introducing new product
- affordable prices made available to middle-class customers
- customer- oriented employees
- wide range distribution by using catalog and email as means of selling
- full- price stores categorized into three namely; core locations, fashion locations, and flagship stores
- appealing brand to customers
- stores made available in US and Japan, top two countries in selling luxury bags and other collections

Weakness

- growth of luxury industry
- retail stores where most customers may not be seen
- maintenance of discounted price

Opportunities

- Continued growth of luxury industry in Europe and in Asia
- Middle class customers looking for affordable luxury bags
- New technologies for distribution and selling methods
- Laxity of regulating the industry

Threats

- regulations of the industry due to competition with top brands in the industry
- counterfeiting
- demand for a lesser price or more discount from customers