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LOUIS VUITTON SWOT & PESTLE ANALYSIS

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Company Name : Louis Vuitton

Company Sector : Luxury Fashion

Operating Geography : Europe, France, Global

About the Company : LVMH Moët Hennessy Louis Vuitton SE, is one of the world's leading international fashion houses, with products ranging from luxury trunks and leather goods to ready-to-wear, shoes, watches, jewelry, accessories, sunglasses and books. It sells its products through standalone boutiques, lease departments in high-end department stores, and through the e-commerce section of its website. The company was founded in Paris, France in 1854. It became famous for introducing the flat-topped trunks with trianon canvas, making them lightweight, airtight, stackable, very convenient for voyages.

A globally unrivalled group of powerfully evocative brands, this iconic fashion retailer, synonymous with the history of luxury, employs over 121,289 employees worldwide, as of early 2022 and commands a global leadership in the manufacture and distribution of luxury goods. This world's leading fashion house sells through multiple channels - standalone boutiques, lease departments in high-end department stores, and through the e-commerce section of its website. The Company is acclaimed as world's most valuable luxury brand – maintaining its No. 1 position for consecutive years since 2006 to 2018. The Louis Vuitton brand and the LV monogram feature amongst the globe's most valuable brands. In 2021, LV announced its new brand ambassador, BTS, a Korean pop band consisting of, Jin, J-Hope, Jungkook, Suga, V, Jimin, and RM as band members.

Louis Vuitton Mission statement reads “To represent the most refined qualities of Western “Art de Vivre” (art of living) around the world; to be synonymous with both elegance and creativity; to blend tradition and innovation, and kindle dream and fantasy.” Louis Vuitton's USP or unique selling proposition is being the world's most valuable luxury brand commanding a global leadership in the manufacture and distribution of luxury goods.

Revenue :

44,651 million – FY ended December 31st, 2020

53,670 million – FY ended December 31st, 2019 (y-o-y growth +15%)

46,826 million – FY ended December 31st, 2018 (y-o-y growth +13%)

SWOT Analysis :

The SWOT Analysis for Louis Vuitton is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong and well-known luxury brand with global presence 2.Consistently sound financial performance 3.Custom tailored products made with exquisite and imperial material 4.Exclusive product portfolio showcasing latest fashion and style 	<ul style="list-style-type: none"> 1.Limited customer base due to premium luxury category 2.Restricted retail market to maintain exclusivity
Opportunities	Threats
<ul style="list-style-type: none"> 1.Revamping brand image and retaining an insatiable lust for innovation 2.Achieving strong growth by capture emerging markets 3.Increasing online presence by investing in digital capabilities 4.Acquisition of Tiffany & Co. to strengthen LVMH position, especially in the jewelry segment 	<ul style="list-style-type: none"> 1.Counterfeit products eroding brand image 2.Rising protest against the use of animal skins 3.Global economic growth impacting fashion industry 4.Intense competition resulting in low customer base 5.Adverse foreign currency movements

PESTLE Analysis :

The PESTLE Analysis for Louis Vuitton is given below:

Political	Economical
<ul style="list-style-type: none"> 1.No significant political affiliation 2.Political crackdown on gift giving and corruption 	<ul style="list-style-type: none"> 1.Strong GDP growth in emerging markets 2.Lipstick effect in economic downturn 3.Volatile currency movements 4.Luxury sector's recovery from a pandemic-induced slump
Social	Technological
<ul style="list-style-type: none"> 1.Shifting of consumer preferences towards experiential spending 2.Demographic segmentation impacting luxury market's growth 3.Geographical and societal influences 4.Growth in Chinese market due to travel restrictions 	<ul style="list-style-type: none"> 1.Initiatives for luxury digital engagement for customers 2.Merging of style and technology 3.Connecting customers through digitalization
Legal	Environmental
<ul style="list-style-type: none"> 1.Strong compliance standards for suppliers 2.PETA allegations over cosmetic testing 	<ul style="list-style-type: none"> 1.Low visibility in sustainability reporting

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