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PRADA SWOT & PESTLE ANALYSIS

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Company Name : Prada

Company Sector : Luxury fashion and apparel

Operating Geography : Italy, Europe, Global

About the Company : Prada is an Italian luxury apparel and accessories company founded by Mario Prada in 1913. The company has 13,618 employees, 637 DOS (Directly Operated Stores) and operates in 70 countries as of 30th June 2019. The Group believes in a new approach of doing business that lays emphasis on values like freedom of creative expression, valorization of people's work, preservation of know-how and reinterpretation of the existent. The group DNA consists of the following principles: innovative tradition, subverting the rules, uniqueness of talent, spirit of excellence, sustainable paths and beyond boundaries. The company specializes in leather goods for men and women, travel accessories, footwear, eyewear, ready-to-wear, perfumes, and other fashion accessories.

The Prada Group owns and manages some of the most prestigious luxury brands in the world Viz., Prada, Miu Miu, Marchesi 1824, Church's, and Car Shoe. The Group works invariably to magnify their value by increasing its distinctness, recognition, and appeal. The Prada Group's brands are its core essential asset. Prada's original business model works on combining the craftsmanship with industrial manufacturing processes. This unique integration is key to the success of the Group and its brands, as it enables the Prada Group to transform its innovative fashion ideas to viable commercial products. On other hand the business model does not compromise with flexibility, technicality, quality and production cost.

Prada's brand valuation as of 2019 is nearly \$4.78 billion making it the world's 9th most valuable luxury fashion brands. It also ranks No. 100 on the overall list of best global brands in 2019 irrespective of the industries. Thus, the USP or Unique Selling Proposition of Prada certainly lies in being one of the world's top luxury fashion brands.

Prada's vision and mission are driven by the following motto of Miuccia Prada and Patrizio Bertelli, "Careful observation of and curiosity about the world, society, and culture are at the

core of Prada's creativity and modernity. This pursuit has pushed Prada beyond the physical limitations of boutiques and showrooms, provoked an interaction with different and seemingly distant worlds, and introduced a new way to create a natural, almost fashionless fashion."

Revenue :

3,142 million Euros – FY ending 31st March 2018 (y-o-y growth 2.8%)

3,056 million Euros – FY ending 31st March 2017

SWOT Analysis :

The SWOT Analysis for Prada is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Portfolio of strong brands 2.Strong distribution network of directly operated stores (DOS) 3.Positive sales growth in most geographies 4.Successful new product launches and high growth across categories 5.High investment in technology 	<ol style="list-style-type: none"> 1.Poor performance in the Chinese market compared to rivals
Opportunities	Threats
<ol style="list-style-type: none"> 1.Growing luxury product market in India. 2.Increasingly knowledgeable consumers and rising disposable income driving luxury market growth in Middle East 3.Technology roll to boost e-commerce, operational efficiency and digital customer experience 	<ol style="list-style-type: none"> 1.Luxury goods market is vulnerable to international business and economic risks 2.Changing trends and shifts in consumer tastes 3.Malpractices by Prada's manufacturing vendors could tarnish brand image 4.Financial risks could negatively affect the strong financial structure of Prada

PESTLE Analysis :

The PESTLE Analysis for Prada is given below:

Political	Economical
1.Impact of Hong Kong protests on luxury brands 2.Tax compliance collaboration with tax authorities	1.Impact of currency exchange rate fluctuations
Social	Technological
1.Luxury apparel market growth driven by millennials and Gen Z 2.Luxury consumers are increasingly shopping online	1.Advanced customer experience management solutions to deliver a personalised experience 2.Luxury brands using block chain to check counterfeiting
Legal	Environmental
1.Intellectual property risks 2.Complex legal regulatory environment around Prada	1.Fashion Pact to reduce environmental impact of the fashion industry 2.Rising trend of fur-free fashion 3.Responsible relationship with the environment

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