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MONCLER S.P.A SWOT & PESTLE ANALYSIS

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Company Name : Moncler S.p.A

Company Sector : Luxury Fashion

Operating Geography : Italy, Europe, Global

About the Company : Moncler, an Italian luxury fashion brand is headquartered in Milan, Italy. Moncler brand was created in 1952 in Monestier-de-Clermont by Rene Ramillion and Andre Vincent with a focus on sports clothing on mountains. It started the production of down jackets in 1954 and was chosen as the supplier of jackets for first Italian expedition group to K2 Mountains and in 1955 by French expedition to Makalu. After that, it became an official supplier of the Alpine skiing team at winter Olympics in Grenoble. In the 1980's, the brand became a true fashion phenomenon in young customers. Remo Ruffini became CEO in 2003 and pursued a clear philosophy to create highest quality, timeless, versatile and innovative products. The motto “born in mountains, living in cities” shows how the brand evolved from the sports brand to a brand which serves clients of all gender, culture and identity. Company has expanded its products line to footwear, leather goods, a line of eyewear and sunglasses etc. In 2013, Moncler went public by listing on Italian Stock Exchange at 10.2 euros per share. In 2015, the group got total control of all the markets in which it operates. In 2017, this Italian luxury brand announced partnership with designers Thom Browne and Giambattista Valli. In 2018, Moncler created a new creative project, Moncler Genius, with eight creative minds and devoted a single Moncler project to cultivate creativity and reinterpret the brand. Moncler launched directly managed e-commerce in South Korea. The brand has employed 4,028 people as of Feb 2021.

Moncler's Unique Proposition lies in being the most innovative luxury brand in the world. Moncler's mission statement relies on the growth strategy motivated by two principles: “to become a global Brand with no filters with the market and to continuously evolve while remaining true to itself.”

Revenue :

1627.7 million – FY ending on 31st December, 2019

1420.1 million – FY ending on 31st December, 2018

SWOT Analysis :

The SWOT Analysis for Moncler S.p.A is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Revenue generation across diverse geographies through multiple channels 2.Strong brand identity, serving niche markets 3.Strong financial position with high margins and growth 4.Digital transformation and client focused operations and Sustainability 	<ul style="list-style-type: none"> 1.Scarcity of high-quality raw materials 2.Low product diversification with limited products
Opportunities	Threats
<ul style="list-style-type: none"> 1.Fast growing demand for luxury products in developed and developing countries 2.Omni channel sales through retail, wholesale and digital channels 3.Expansion of product categories and launch of new products 4.Digital integration of social media 	<ul style="list-style-type: none"> 1.High correlation of demand with macroeconomic conditions 2.Impact of slowdown in major markets 3.High supplier switching costs and third-party manufacturers 4.Increasing counterfeit products damaging the reputation

PESTLE Analysis :

The PESTLE Analysis for Moncler S.p.A is given below:

Political	Economical
1.Impact of import and export duties on raw materials and finished goods 2.Political instability in markets like UK and Hong Kong	1.Impact of pandemic on demand for luxury products
Social	Technological
1.Shift in customer focus to millennials and Gen-Z 2.Changing lifestyle and attitudes towards luxury products	1.Increased focus on e-commerce and customer relationship building 2.Digital transformation in Marketing and Strategy 3.Increasing data privacy concerns and cyber risks
Legal	Environmental
1.Operations in large complex international environment	1. Focus on sustainability and renewable source of energy 2.Responsible relationship with environment

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