



Program name: Master of Business Administration

Module Name: International Marketing:
Principle and Practices

Code of the module: LCMB7026

Lecturer's name: Dr. Mustakkima Afrin

Name student: Hardik Bharatbhai Patel

Student ID: 2504926

Word count: 5230

Submission date: 24th April 2026

Table of Contents

Section 1:	4
Introduction.....	4
Comparative UK vs UAE PESTEL Analysis	6
Comparative Analysis through STP and 7Ps.....	8
Brand’s Directional Development Strategy in the United Kingdom	13
Marketing Mix Ethical Issues	15
Future International Marketing Strategy Recommendations.....	16
Section 2	20
Gibbs Reflective Model.....	20
References	24

List of Figures

Figure 1: Louis Vuitton	5
Figure 2: STP Analysis	8
Figure 3: 7Ps of Marketing Mix	10

List of Tables

Table 1: PESTEL Analysis	6
Table 2: STP Analysis - United Kingdom	8
Table 3: STP Analysis - United Arab Emirates	9
Table 4: 7Ps of Marketing Mix	10
Table 5: Ansoff Matrix	14
Table 6: Action Plan	22

Section 1:

Introduction

Global marketing demands that the global brands provide a balance between consistency and local responsiveness (Sharma, 2025). This report will compare the international marketing mix of Louis Vuitton in the two key luxury markets in the United Kingdom and the United Arab Emirates that have different cultural and economic backgrounds. The first part of the study will involve a comparison between the macro-environment of the two nations based on PESTEL analysis, as well as specifically based on social factors, consumer behaviour and cultural attitudes towards consumption of luxuries. It will proceed to analyse the segmentation, targeting, positioning, and marketing mix strategies to be applied by the company in the two markets. Directional development in one country will also be reviewed by the report, ethical issues in the UK context will be considered, and recommendations will be provided in the context of the UK.

Company Overview

Louis Vuitton is a renowned luxury fashion brand in the world and a subgroup of the luxury fashion house LVMH (Phung, 2025). Founded in Paris in 1854, Louis Vuitton perpetuates the ambitious vision of its namesake. From his origins as a master trunk maker, manufacturing boxes used to pack both everyday objects as well as voluminous wardrobes, Louis Vuitton and his successors introduced numerous innovations including the advent of the flat-top trunk, lightweight canvas, signature patterns, and the tumbler lock. It is highly characterised by craftsmanship, iconic monogram and heritage. The brand maintains a policy focusing on exclusivity, high quality and individuality of brand image that allows it to maintain a wide global retailing design which consists of flagship boutiques built in major luxury shopping centres all over the world.



Figure 1: Louis Vuitton

(Source: MT Original, 2025)

Overview of the Countries

The United Kingdom and the United Arab Emirates are both significant international markets for luxury brands worldwide, even though they are quite different in terms of culture, consumer behaviour and the economic structure. The UK market is considered Europe's biggest market in luxury fashion, with great retail infrastructure and high purchasing power of the consumers. Key cities such as London, Manchester, and Birmingham dominate the market due to their status as

cultural and economic hubs. London, in particular, is a global fashion capital, attracting high-net-worth individuals and tourists seeking luxury experiences. Luxury products bought in this market are usually appreciated by the consumers in terms of heritage, craftsmanship and classic design.

Comparatively, the UAE has quickly evolved into a luxury retail powerhouse on a global scale because it has a high disposable income, a favourable business environment and a high-quality tourism industry. Dubai and Abu Dhabi are the dominant cities in the UAE Luxury Fashion & Jewelry Market due to their status as global shopping destinations. Dubai, with its luxury malls and vibrant retail scene, attracts millions of tourists annually, while Abu Dhabi's growing luxury sector caters to both local and international consumers. Prestige, lifestyle and social status are commonly related to luxury consumption in the UAE, which is currently creating a high demand for high-end international brands (Ece and Ezenel, 2025).

Comparative UK vs UAE PESTEL Analysis

A macro-environmental analysis assists organisations to realise the external forces that determine performance in the market. The PESTEL Analysis model takes into consideration political, economic, social, technological, environmental and legal factors.

Table 1: PESTEL Analysis

Factor	United Kingdom	United Arab Emirates	Implications for Louis Vuitton
Political	Stable democratic system with strong regulatory frameworks and consumer protection laws	Stable monarchy with pro-business policies and government initiatives supporting tourism and luxury retail	Both countries offer stable environments, but the UAE actively promotes luxury retail through tourism development.
Economic	Developed economy with a GDP of around \$3.3 trillion; luxury demand is supported by wealthy consumers and international tourism.	A growing economy with a GDP of about \$500 billion and a high GDP per capita, supporting strong luxury spending.	Both markets offer strong opportunities due to affluent consumers and luxury tourism.
Social	Diverse population with strong interest in fashion, heritage brands and sustainability	Luxury consumption is often associated with social status, prestige and visible wealth.	Marketing messages must reflect understated luxury in the UK and

			prestige signalling in the UAE.
Technological	Highly developed e-commerce infrastructure and digital retail channels	Rapidly developing digital retail, but still strongly dependent on in-store luxury experiences	Online channels are more critical in the UK market
Environmental	Increasing pressure for sustainability and ethical sourcing	Sustainability awareness is growing, but it is less dominant in purchasing decisions	Sustainability communication is more important in UK marketing
Legal	Strict consumer protection, advertising standards and labour regulations	Regulations supportive of foreign investment and international retail brands	Compliance with marketing and labour standards is more prominent in the UK

Social and Cultural Comparison

In terms of luxury consumption, social and cultural factors have a significant impact on both the United Kingdom and the United Arab Emirates. Heritage, craftsmanship and understated sophistication are the normal connotations of luxury to the consumer in the UK. The customers are more inclined to buy classic items of developed brands, including Louis Vuitton, and are less interested in issues of sustainability and conscious production (Holmqvist *et al.*, 2025). Luxury buying is thus often associated with individual style and brand legitimacy.

At the same time, luxury consumption in the UAE is more related to status and prestige. The strong demand for high fashion products is caused by high disposable income, strong luxury retail culture and heavy international tourism. Luxury shopping is usually considered a lifestyle done by consumers in the luxury shopping settings, where people like the most recognisable luxury products are known to be rich and exclusive to them.

Comparative Analysis through STP and 7Ps

STP Analysis



Figure 2: STP Analysis

(Source: Vector Stock, 2024)

The model of marketing that is applied to target the appropriate customers is STP analysis, whereby the market is subdivided, there is target selection and positioning of the brand. Segmentation can be done based on either demographics, geography, psychographics or behaviour (Mogaji, 2025). Positioning of a unique brand image is done by targeting the most appealing segments and placing them. To take one example, Louis Vuitton targets high-income, fashionable customers, affluent UK and UAE buyers and tourists, and positions itself as a high-end, iconic luxury brand that promotes excellence, exclusivity, and tradition.

Table 2: STP Analysis - United Kingdom

STP Element	Strategy in the UK
Segmentation	Louis Vuitton uses UK market segmentation on the basis of referring to the demographic, geographic, psychographic and behavioural factors. The major segments are the high-income professionals, fashionable customers, and international travellers visiting the major cities.
Targeting	The company mainly focuses on professionals with high income, luxury fashion consumers, and international tourists who have been shopping in luxury shopping regions like London. Another segment that is developing is younger luxury buyers who are being driven by fashion and social media.
Positioning	Staffing in Louis Vuitton has positioned itself as a heritage luxury brand that symbolises artisanship, exclusivity and perennial beauty in the UK. The brand emphasises its historical heritage, high quality and exclusive fashion brand.

Table 3: STP Analysis - United Arab Emirates

STP Element	Strategy in the UAE
Segmentation	Louis Vuitton operates in the United Arab Emirates, where the market is segmented by high level of income, luxurious lifestyle preference and demand due to tourism (Luxury Society, 2024). The valuable segments consist of the upper-income residents, expatriates and luxury tourists.
Targeting	The consumers of the brand are ultra-high-net-worth clients, affluent expats and international luxury buyers who travel to the key shopping centres, like Dubai.
Positioning	Secured Louis Vuitton has a positioning in the UAE market as an exclusive high-end brand, which is identified with prestige and status. Marketing communication tends to be focused on glamour, high-quality shopping experiences and obvious luxury.

The consumers in the UK are usually associated with the luxury of heritage, crafts, and subtle sophistication. The customers are more interested in classic items with well-known brands like

Louis Vuitton, and there is growing interest in their sustainability and ethical manufacturing. The luxury buying is, thus, often associated with an individualistic style of choice and brand sincerity. On the contrary, the UAE luxury consumption is more related to social status and prestige. The big demand for premium fashion goods is attributed to high disposable income, a high culture of luxury shopping and high levels of international tourism. Luxury purchase products that are largely familiar with the symbol of affluence and exclusivity, and shopping is usually considered a lifestyle practise in the luxury retail setting.

7Ps of Marketing Mix



Figure 3: 7Ps of Marketing Mix

(Source: Geeks for Geeks, 2025)

Table 4: 7Ps of Marketing Mix

Marketing Mix Element	United Kingdom (UK)	United Arab Emirates (UAE)
Product	Louis Vuitton primarily focuses on sophisticated and traditional collections of products in the UK market (Singhaet <i>al.</i> , 2025). Timeless handbags, leather accessories, and ready-to-wear items,	In the UAE, there is a greater propensity towards more unique and statement-based luxury products. Selection of bold designs, limited editions, and products that are recognisable is commonly

	which put emphasis on craftsmanship and brand heritage, are popular with customers. British consumers are usually more conservative about luxury and quality that lasts long as opposed to extremely conspicuous items.	selected by consumers as a representation of exclusivity and their social status.
Price	The brand uses premium pricing in the United Kingdom to sustain the luxury positioning. Prices are used to demonstrate high materials, craftsmanship and brand name. Customers may want high prices, but in reality, there are customers who are price-conscious because of the economic conditions.	Premium pricing strategy is also upheld in the United Arab Emirates, but the consumers are not very price-sensitive due to the high disposable income and the strong culture of luxury retailing.
Place	Louis Vuitton outlets in the UK are normally situated in high-end and luxury shopping streets. The firm is also a proponent of physical retail undertakings through the use of sophisticated online shopping systems, where individuals can go online and shop through digital forums.	The outlets in the UAE are typically placed in the key high-end shopping centres of malls and tourist-oriented retail centres. The shopping is made to appeal to the high-end customers who are the wealthy residents and foreigners looking to experience high-end shopping experiences.
Promotion	Promotional efforts in the UK are usually based on storytelling, brand tradition and handiwork. A complex and aspirational brand image is maintained through digital campaigns, fashion partnering and exclusive events.	The prevalence of prestige, glamour and lifestyle is more prominent in the promotional strategies in the UAE (Al Saab, 2025). Luxury events, influencer partnerships, and personal customer experiences are also common marketing strategies to promote exclusivity.

People	The staff of Boutique in the UK is trained on how to offer thoughtful and informed customer service and how to guide clients in personalised suggestions, but remain in a sophisticated retail environment.	The UAE has multilingual employees or those who are used to handling an international customer base. The luxury shopping experience is largely dependent on such things as personalised service and hospitality.
Process	Traditional in-store service is one of the procurement processes in the UK that has convenient online retail systems. The brand offers customers numerous interaction opportunities, which provide a smooth purchase experience.	Personalised in-store interaction is a trend in the UAE when purchasing. Individual consultations or private shopping can be offered to customers in order to increase exclusiveness.
Physical Evidence	Retail stores in the UK are characterised by a rather refined and classy look, which suggests the long history of the brand and focus on craftsmanship. The store layouts are well organised in response to the aspect of product quality and luxury identity.	Boutiques in the UAE have a greater visual flair and are usually fashioned to produce a luxurious and engaging shopping experience that would attract both high-income buyers and luxury tourists.

Brand's Directional Development Strategy in the United Kingdom

Louis Vuitton has embraced various strategic initiatives that will enable it to increase its competitiveness within the United Kingdom luxury market (CITY AM, 2024). The UK is one of the most dominant luxury fashion markets in the European region, especially owing to the status of London as a global fashion capital and a major tourist destination for international luxury tourism. Consequently, Louis Vuitton is interested in the strategies that strengthen the brand prestige, but remain flexible to changing consumer behaviour and store patterns.

Among the significant strategic areas is the improvement of experiential retail. The company spends a lot of money on the flagship stores that are very costly to buy and occupy strategic areas

in upmarket shopping malls like Bond Street, where it creates immersive shopping experiences, which, in its marketing, focuses on craftsmanship, heritage and exclusivity. These stores are made not just as a retail area but as brand experience centres where clients can associate with the brand by having personalised services and a carefully selected display of goods. This would be more emotionally engaging to consumers and make the brand more focused on the luxury brand.

The other aspect of the brand strategy will be the combination of digital technology and physical retail (Rolando and Mulyono, 2025). There is a growing trend of luxury consumers in the UK interacting with the brands via digital platforms prior to making a purchasing decision. Louis Vuitton has responded to this change by increasing its online presence by doing online campaigns, social media platforms and online shopping websites. The availability of online with high-end in-store experiences developed by the company forms a seamless omnichannel retail business approach that entices both the old-fashioned luxury and the younger digital shoppers.

Moreover, Louis Vuitton is also concerned with remaining culturally relevant in the UK fashion scene. The brand will regularly seek out designers, artists, and cultural individuals to launch limited collections and partnerships. These alliances are beneficial to capture younger consumers in terms of innovation and individuality, and still sustain the image of the brand based on its heritage.

The UK luxury market remains one in which tourism is important. London has very high international visitors who consider luxury shopping as one of the significant elements of their travel experience (Lee *et al.*, 2025). Louis Vuitton can consequently position its stores in prime luxury shopping locations with heavy foot traffic to gain access to both domestic and international consumer expenditures.

In general, the directional development strategy of Louis Vuitton in the UK involves enhancing brand experience, developing digital opportunities, staying culturally relevant and utilising luxury tourism to ensure the long-term development in the global fashion market, which is rather competitive.

Table 5: Ansoff Matrix

Ansoff Strategy	Application at Louis Vuitton in the UK
Market Penetration	Increasing flagship stores, exclusive collections and reinforced digital marketing in existing luxury markets to make more sales to existing customers.
Product Development	Introducing new collections in fashion, limited edition and working with designers to appeal to fashion-oriented consumers and keep the brand fresh.
Market Development	Extend customer reach to international tourists as well as younger luxury customers using digital channels to visit London.
Diversification	There has been limited diversification by expansion into lifestyle products, accessories and partnerships with artists to increase the luxury mix of the brand.

Marketing Mix Ethical Issues

The luxury brands are operating within an extremely visible international marketplace (Moshood, 2025), in which marketing practises are not only measured based on their efficiency but also established within the ethical context. To Louis Vuitton, having a responsible marketing strategy is especially vital within the United Kingdom, where consumers and regulators are becoming increasingly demanding in terms of transparency, sustainability and business social responsibility.

Environmental Sustainability

Among the ethical issues, it is possible to refer to the question of environmental sustainability in the luxury fashion industry. Man-made leather goods, fashion collections and accessories are going to consume a lot of natural resources and intricate production procedures. Despite the fact that luxury products are usually built to last longer and can be used for a long period of time, the sector remains under fire as far as the environment is concerned. Sustainability is a growing factor in brand recognition by the consumers of the UK market, and that is why it puts a strain on the luxury companies.

Supply Chain Transparency

The other ethical problem is that of transparency in the global supply chains. Luxury firms rely on a professional labour force, expert materials and global manufacturing systems. There is a growing agitation among stakeholders that companies should be able to provide ethical working conditions, responsible sourcing and a safe working environment. Unless brands effectively convey their manufacturing approaches to customers, it is possible that the consumer will doubt the extent to which labour and production methods are ethical. Thus, the need to be transparent has developed as the way to build and keep the consumer trust as well as secure the brand image.

Ethical Communication Marketing

Ethical issues can also be involved in marketing communication in the luxury sector. Exclusivity, wealth and aspirationalism are some of the key aspects of luxury branding that advertising campaigns often emphasise (Dave and Gupta, 2025). Although the prestige image of luxury products is reinforced by these messages, they can at times be criticised as encouraging overconsumption, or even exacerbating social inequalities. Luxury brands have to be careful in ensuring their marketing practises are aspirational but not socially insensitive, like in markets like the UK, which mandate that people take responsibility in their consumption of goods and services.

Conscientious Influencer and Digital Marketing

The expanding publicity of social media and the collaboration with influencers has placed new ethical duties on the luxury brands. Online marketing plans should make the paid collaborations transparent and real in the promotional messages. The inability to properly share influencer collaboration can raise the question of deceptive advertising and lessen customer confidence.

Virtue Ethics and Marketing

Virtue ethics can also be used to assess the marketing practices at Louis Vuitton as it is based on the principles of morality which determine the way an organisation behaves. The viewpoint emphasises the way the brands ought to be responsible in addition to being lawful.

Integrity virtue relates with giving proper and full information. Although Louis Vuitton focuses on quality and craftsmanship, the little visibility about its supply chain could be a problem, especially in the UK where people have concerns regarding moral responsibility.

Price policies are a demonstration of the sense of fairness. Even though the pricing concept enhances exclusivity, it also questions the possibility of the prices being always proportional to the product value or paying much attention to the brand prestige.

Louis Vuitton clients still have a solid asset in the form of trust, which is established through the heritage and quality. Nonetheless, the preservation of this trust is more and more based on ethical sourcing and straightforward communication.

The idea of respect is reflected in the UAE, whereby the brand personalizes the retail experiences and services based on local expectations in the cultures, something that shows sensitivity to the local markets.

Lastly, transparency and empathy are gaining prominence, especially when it comes to digital marketing (Rachmad, 2025). Effective disclosure in any influencer partnership and appropriate advertisement of the luxury consumption should be clear in order to be credible.

On the whole, although Louis Vuitton shows strong results in terms of trust and brand integrity, more transparency and ethical communication could help it to secure its stand in the more aware markets like the UK.

Future International Marketing Strategy Recommendations

In pursuit of a sustained competitive ability in the global luxury market, Louis Vuitton would be advised to continue perfecting its international marketing plans with the end of preserving the overall brand image of exclusivity, craftsmanship and heritage (Nicolliello, 2025). With the luxury consumer behaviour in various locations shifting, the company should be able to strike a balance between brand consistency all over the world and local responsiveness in the local markets like the United Kingdom and the United Arab Emirates.

Enhance Localised Marketing Strategies

The creation of more localised marketing strategies is one of the strategic priorities. Though the brand image of Louis Vuitton is very strong and coherent at the global level, the cultural values and expectations of consumers vary among various international markets. In the UK, marketing efforts should also remain focused on craftsmanship, heritage and classic design, which are in line with consumer tendencies to accommodate authenticity and brand heritage. Secondly, the emphasis on sustainability-related efforts and safe production might also help reinforce the brand in this market, where environmental consciousness is also proving to be a significant purchasing factor.

On the contrary, the marketing approach in the UAE must still focus on exclusivity, prestige and the luxurious lifestyle experiences. The consumers of this area tend to think of luxury as a status symbol and a success indicator. Consequently, the promotional activities can be aimed towards aspirational images, upmarket shopping experiences and mini-edition lines that aggrandise the upmarket positioning of the brand.

Digital and Multi-Channel Retailing

Digital technology and shifting consumer buying patterns are also transforming the luxury retail space. A significant number of customers nowadays do their research on luxury goods online and then go to the physical outlets. Louis Vuitton must henceforth maintain and improve on the omnichannel approach with the introduction of digital platforms and in-store experiences. These may be customised digital services, virtual product previews, online booking of appointments and office improvement of e-commerce services.

Digital participation in the consumer journeys is a major aspect in the UK, especially. Enhancing online retail platforms without losing exclusivity of the luxury brands will contribute to the company acquiring younger and tech-savvy youth (Abdulmalek, 2025).

Make an Investment in Experiential Luxury Retail

The business of luxury retail has ceased to be only about selling the products; consumers have begun to pursue brand experiences that are not easy to remember. Louis Vuitton also needs to

invest more in the experiential retailing strategies (Tuikka, 2025), whereby stores are converted into a brand experience. Exclusive events, fashion showcases, personalised styling consultations, and personal shopping appointments can be hosted in flagship boutiques.

These efforts are especially topical in the UAE, where the aspect of luxury shopping is closely linked to lifestyle and entertainment. The development of unique shopping experiences would increase brand loyalty and bring customers back to the location, both locals and foreign tourists.

Enhance Sustainability and Ethical Transparency

The issue of ethics and the environment is gaining popularity in the luxurious fashion industry. Customers, especially in the developed markets such as the UK, want the brands to exhibit responsible business behaviours. Louis Vuitton ought to further impact its message on the issue of sustainable sourcing, environmentally friendly methods of production, and long-term environmental engagements.

Clearly communicating supply chains, supply material and sustainability efforts can raise consumer confidence and help strengthen the brand's status as a responsible luxury brand (Amin *et al.*, 2026). Clarity in the sustainability communication in marketing campaigns is also a way of making a differentiation of the brand in a luxury market that is growing all too competitive.

Increasing Engagement with Younger Luxury Buyers

Millennials and Generation Z from the younger generations are emerging as a more potent force in the luxury market. The consumption habits of these consumers tend to be on social media as well as digital platforms and cultural partnerships. Louis Vuitton needs to keep building brand alliances with designers, artists and creative personalities which appeal to younger consumers without jeopardising the luxury outlook of the brand.

The strategic partnerships, collections based on limited editions and new advertising promotions can assist the brand to be culturally up-to-date and attractive to new consumers without losing its heritage and exclusivity.

Capitalise on World Tourism and Luxury Shopping Destinations

Tourism has remained a major contributor to luxury retailing, especially in the international shopping centres (Amicuzi, 2025). London and other cities with substantial foreign visitors consider luxury shopping as a necessity in their travel. On the same note, the UAE has already positioned itself to be a luxury tourist shopping destination in the world through its luxury shopping malls and tourism facilities.

Louis Vuitton can therefore maintain its strategy of locating its stores in high-profile shopping streets and reinforcing its partnership with luxury hotels, travel firms and higher-quality retail centres. Through these joint ventures, it is possible to capture international customers who are actively pursuing a luxury shopping experience while on the journey.

Promotion of Innovation without Discontinuing Brand Heritage

Lastly, innovation is the key part in ensuring a company is competitive, but Louis Vuitton should still uphold the heritage and artisanship that help create its luxury brand. A mixture of traditionality and modern design will enable the brand to stay up to date in the changing world markets as well as safeguard its reputation (Chikha, Dana and Jarboui, 2026), which has so far been built throughout years of operation.

General Strategic Direction

To sum up, the future international marketing approach at Louis Vuitton must centre on a mix of market adaptation locally, digital development, brand experience retail, sustainability and robust interaction between the brand and the new luxury consumer population. It is based on these advantages that the brand can reinforce its competitive advantage and ensure a long-term development in the global luxury fashion market by preserving its international chic and addressing the specifics of the regional market segment.

Section 2

Gibbs Reflective Model

Description

In this assessment, an international marketing report was prepared and analysed on the marketing strategies of Louis Vuitton in the United Kingdom and the United Arab Emirates. The report writing was carried out through a number of steps. I first read the assignment requirements so as to have a clear picture of how the assignment was structured and what I was going to learn upon completion of the assignment. Subsequently, I did secondary research based on academic journals, industry reports and other credible online sources to find out information regarding the global operations of Louis Vuitton and its existence in the UK and UAE markets. I gathered the corresponding information and presented the data within the framework of the report outline and employed theoretical frameworks, including PESTEL, STP, and the marketing mix, to examine the strategies of the company. Lastly, I was able to generalise the results and come up with recommendations related to the comparative analysis.

Feelings

When starting this assignment, I was a little clueless on how I would organise a comprehensive research on international marketing. Not only was the descriptive information needed, but also the critical comparison of two markets. At first, I was afraid that I could not combine theoretical perspectives and, at the same time, retain analytical tact in a clear view.

But as time progressed in the research, I gained confidence. The research process was interesting and engaging as it involved the exploration of the strategies of a popular luxury brand. It was also satisfying to me, given how the theoretical knowledge acquired in the module could be implemented in actual business scenarios. Later in the assignment, when I was in the later stages, I was more assured in the way I arranged the information and gave a well-structured analysis.

Evaluation

Considering the general flow of the process, there are some positive aspects of the assignment. The existing marketing frameworks to organise the analysis were one of the positive factors. The use of models like PESTEL and STP assisted in systematising the information and making sure that the report covered various points concerning the international marketing environment. This method also enhanced the lucidity of the analysis between the UK and the UAE markets.

The other good thing was the research process. The use of several sources also assisted in creating a more comprehensive overview of the luxury fashion business and how international brands change their approaches to markets. The analysis was also made clear and easily interpreted through the use of tabulated elements to compare marketing mix elements.

Nevertheless, challenges in the course of the process were also present. One of the challenges was the ability to find the most topical and reputable sources out of the abundance of available information. It happened that there was a necessity to look at multiple articles to get the data, which would be directly related to the analysis. The other difficulty was to have a balanced discourse that would comprise both descriptive and analytic information.

Analysis

Reflectively, this assignment has helped to recognise the significance of conceptual research and critical thinking during the study of international marketing strategies. Theoretical frameworks used offered a systematic approach that facilitated the analysis and assisted in understanding market differences, which were too complex.

In one case, using the PESTEL framework, I was able to determine the impact of macro-environmental forces like economic status, social beliefs and technology advancements on the consumption of luxury. On the same note, the STP framework also contributed to understanding how Louis Vuitton can position itself in various categories of consumers in a given market without losing the brand image.

It was also shown in the process that cultural differences do affect marketing decisions. Heritage, craftsmanship, and sustainability factors tend to influence the preference of consumers in the UK

market. On the other hand, the UAE market focuses more on prestige, luxury lifestyle and experiential retail. The realisation of these differences aided in explaining why global brands need to modify some elements of the marketing mix and maintain consistency of the overall brand.

Besides, the assignment reaffirmed the fact that ethical concerns are of utmost importance in contemporary marketing policies. Sustainability, responsible sourcing and open communication are some of the issues that are gaining prominence in the luxury industry (Machado, 2025). This realisation made it clear that businesses must combine profitability and responsible business.

Action Plan

Table 6: Action Plan

Goals	Description	Resources Required	Timeline
Enhance Research Focus	I tended to gather more data, which was irrelevant. Next time, I will establish specific hypotheses on the research questions in order to eliminate irrelevant information.	Research journals, trade reports, and note-taking software	First 1–2 weeks of assignment
Enforce Essential Evaluation	I used to summarise instead of critique. My findings will be critically connected to market differences and frameworks.	Case studies, critical thinking guides	During drafting and review
Application of Theory to Situation	I found myself having difficulties in the initial stages of relating theory to the actual Louis Vuitton strategy. I will sketch schemes to market models preceding writing.	Lecture notes, company reports, marketing case studies	Planning stage for each section
Improve Time Management	I was doing excessive research. I will establish milestones on research, analysis and writing with reflection time.	Planner, digital tools	Start of assignment; weekly review
Improve Reflective Thinking	Reflection was mostly at the end. I will maintain a reflection journal throughout to track learning and challenges.	Notebook or digital journal	Ongoing during research and writing

Conclusion

In general, the experience of this assignment gave useful knowledge on the intricacies of international marketing strategy. The exercise enhanced my knowledge of how international products can fit their marketing strategies in various cultural and economic contexts. It also enhanced my skills both to apply the theoretical framework in practical business cases and to construct structured argumentative arguments.

Recalling the experience, I realise that my research and analytical skills have been developed during the course of the given task. Simultaneously, the assignment revealed the areas where further improvement could be made, especially in the aspects of time management and critical source evaluation.

References

- Abdulmalek, M.A.M. (2025) *The impact of luxury fashion purchases and advertisements on consumer behavior* (Doctoral dissertation, Magyar Agrár-ésÉlettudományiEgyetem). <https://stud.mater.uni-mate.hu/12284/1/823751516.pdf>
- Al Saab, H. (2025) The Influence of Social Media and Influencers on Fashion Trends and Consumer Behavior in the GCC. <https://repository.effatuniversity.edu.sa/bitstreams/dc4a2315-04e7-4ba3-bce9-e6a0fee39525/download>
- Amicuzi, D. (2025) Dynamics of the European commercial real estate market with an empirical focus on the retail Italian sector. *Review of Applied Socio-Economic Research*, 30(2), pp.61-76. <https://doi.org/10.54609/reaser.v30i2.758>
- Amin, R., Kushwaha, B.P., Muppani, V.R., Sairam, P.S. and Siddhey, P.K. (2026) Navigating Sustainability in Supply Chain Management: Assessing the Role of Corporate Communication and Sustainable Supply Chain Practices. *Corporate Social Responsibility and Environmental Management*. <https://doi.org/10.1002/csr.70444>
- Chikha, I.B., Dana, L.P. and Jarboui, A. (2026) Berber Fashion in North Africa: Between Tradition, Management, Marketing, and Entrepreneurship. In *Ethnicity in the Fashion Business: Design, Communication and Beyond* (pp. 293-322). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-99021-2_13
- CITY AM. (2024) *Louis Vuitton: Sales and profit slashed amid luxury spending slowdown*. Available at: <https://www.cityam.com/louis-vuitton-sales-and-profit-slashed-amid-luxury-spending-slowdown/> (Accessed on: 7th March, 2026).
- Dave, M. and Gupta, P. (2025) Elegance in Promotion: A Comparative Study of Advertising Techniques for Luxury Watches, Jewellery and Fashion. https://www.researchgate.net/profile/Meet-Dave-3/publication/391154181_Elegance_in_Promotion_A_Comparative_Study_of_Advertising_Techniques_for_Luxury_Watches_Jewellery_and_Fashion/links/687029aaae516743559bb948/Elegan

ce-in-Promotion-A-Comparative-Study-of-Advertising-Techniques-for-Luxury-Watches-Jewellery-and-Fashion.pdf

Ece, C. and Ezenel, E. (2025) 5 Luxury Retail, Place Branding and Destination Identity through Shopping Tourism. *Contemporary Perspectives on Shopping, Retail and Tourism*, 94. https://books.google.co.uk/books?hl=en&lr=&id=l0UkEQAAQBAJ&oi=fnd&pg=RA2-PT13&dq=Prestige,+lifestyle+and+social+status+are+commonly+related+to+luxury+consumption+in+the+UAE,+which+is+currently+creating+a+high+demand+for+high-end+international+brands.&ots=eFB7Xt_nUu&sig=rRl7r-YhI-dxanViEI_ME_GZd9Q

Geeks for Geeks. (2025) 7 P's of Service Marketing Mix. Available at: <https://www.geeksforgeeks.org/marketing/7-ps-of-service-marketing-mix/> (Accessed on: 7th March, 2026).

Holmqvist, J., Berger, C., De Keyser, A. and Verleye, K. (2025) Luxury in the circular economy: an engagement journey perspective. *Journal of Consumer Behaviour*, 24(3), pp.1486-1497. <https://doi.org/10.1002/cb.2460>

Lee, G.T., Kang, S.H., Kim, Y.R. and Huh, C. (2025) Segmenting Luxury Tourists Using Income and Expenditure: A Typology and Determinants from International Visitor Data. *Sustainability*, 17(21), p.9705. <https://doi.org/10.3390/su17219705>

Luxury Society. (2024) UAE: A Luxury Empire On The Rise? Available at: <https://luxurysociety.com/en/uae-a-luxury-empire-on-the-rise/#:~:text=Like%20many%20of%20the%20GCC,Incomes%20In%20Region%20Outpaces%20Peers> (Accessed on: 7th March, 2026).

Machado, M.G.F.D.A. (2025) Consumer perceptions on how the luxury fashion industry is adapting to sustainability and ethical dilemmas. <http://hdl.handle.net/10400.5/116963>

Mogaji, E. (2025) Market Segmentation, Targeting, and Positioning. In *Strategic Marketing Management: Principles and Practice* (pp. 103-133). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-99367-1_5

- Moshood, M. (2025) Assessing brand-driven supply chain customization and its role in enhancing operational efficiency and sustained market expansion for global enterprises. *Int J Adv Res Publ Rev*, 2(8), pp.32-50. https://www.researchgate.net/profile/Modinat-Moshood/publication/394406659_Assessing_Brand-Driven_Supply_Chain_Customization_and_its_Role_in_Enhancing_Operational_Efficiency_and_Sustained_Market_Expansion_for_Global_Enterprises/links/68962f5b37ccad61380433cb/Assessing-Brand-Driven-Supply-Chain-Customization-and-Its-Role-in-Enhancing-Operational-Efficiency-and-Sustained-Market-Expansion-for-Global-Enterprises.pdf
- MT Original. (2025) Louis Vuitton. Available at: <https://mtoriginal.wordpress.com/fashion/brands/louis-vuitton/> (Accessed on: 7th February, 2026).
- Nicoliello, M. (2025) Luxury Branding in Sport: The Evolution of Louis Vuitton's America's Cup Sponsorship. In *The Evolution of Luxury Brands, Volume I: Industries and Markets* (pp. 145-168). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-96676-7_6
- Phung, N. (2025) Organisational structure of Louis Vuitton: the secret to Louis Vuitton's success in the high-end fashion industry. <https://www.theseus.fi/handle/10024/908607>
- Rachmad, Y.E. (2025) The Viral Shift: Harnessing the Power of Gimmicks in Changing Consumer Behavior. *United Nations Economic and Social Council*. <https://osf.io/download/69c796bdac33f6bd4d56e047/>
- Rolando, B. and Mulyono, H. (2025) E-commerce as a catalyst for digital economy development: a study of marketing strategies and their impact. *Journal of Distribution Science*, 23(4), pp.61-79. <https://doi.org/10.15722/jds.23.04.202504.61>
- Sharma, V. (2025) Globalization and Brand Management: Balancing Challenges with Strategic Opportunities. *Motherhood International Journal of Research & Innovation*, 2(01), pp.179-184. <https://mhujournal.in/MIJRI/index.php/MIJRI/article/download/97/62>
- Singha, R., Singha, S., Haokip, A.D., Sreethi, R.R. and Thomas, R. (2025) Luxury Consumption: The Decision Process. In *Effective Marketing and Consumer Behavior Tactics for High-End Products* (pp. 167-200). IGI Global Scientific Publishing. 10.4018/979-8-3693-8739-9.ch007

Tuikka, H. (2025) Luxury Branding: Storytelling through Space and Art.
<https://urn.fi/URN:NBN:fi:aalto-202505183759>

Vector Stock. (2024) Stp marketing analysis infographics template Vector Image. Available at:
<https://www.vectorstock.com/royalty-free-vector/stp-marketing-analysis-infographics-template-vector-54329938> (Accessed on: 7th March, 2026).