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INDIVIUDAL BLOG

Marketing fundamentals (LCBB4004)

Assessment 1 (Task 1)

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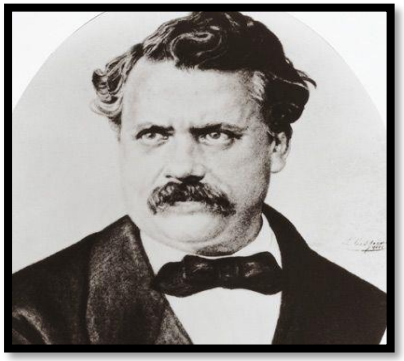
The History about Louis Vuitton

Louis Vuitton born in 4 august 1821. He was the first French businessman who make luxurious products from leather. After the death of his mother when he was 10 years old his father remarried. Then at the age of 13 in 1835 he left his home and go to the Paris. He approximately treks 292-miles and after 2 years Vuitton reached to Paris at the age of 16.

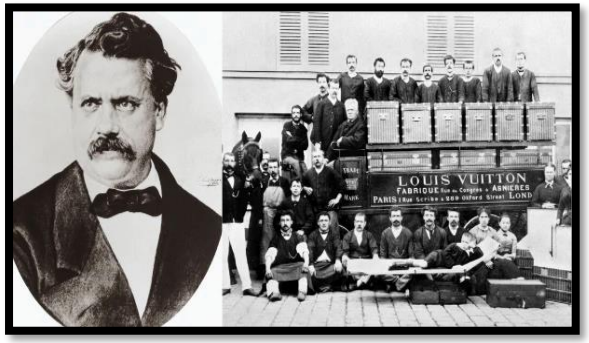


Louis Vuitton's first shop

In April 22,1854 Vuitton married with Parriaux, then after few months he left Monsieur Marechal's shop and opened his own shop in Paris. The sign outside the shop read," Securely packs the most fragile objects. Specializing in packing fashions".

Louis Vuitton's new trunk

In 1858 after four years, Louis Vuitton make a new trunk. Instead of leather, he use grey canvas that was much lighter than leather and is more water resistant. All other trunks are dome-shapes, but Vuitton's trunk is rectangular in shape. These trunks are more convenient for shipping through railroad and steamship.



Outbreak for Louis Vuitton

In 1870, Louis Vuitton's business was disturbed by the outbreak of the Franco-Prussian war. Later on, this war converted into bloody civil war and destroyed the French empire. Finally, when the war ended in 1871, Vuitton returned to Asnieres to check the village, but he and his staff shocked because his equipment's are stolen and shop destroyed.

Return to the work

After few months with a lot of spirit he built a new shop at a new address, 1rue scribe. He got new focus on luxury products with new address. This place is the heart of the New Paris, and it is the home of luxury brand like Jockey club. In 1872, he made a new trunk made with canvas and red striped. The trunk is simple but looking luxurious and it is a new design in Paris. This is the beginning of the Louis Vuitton's entry in the modern incarnation as a luxury brand.

LOUIS VUITTON
1854-now

The Logo

After the death of Louis Vuitton his son Georges, created the company's famous LV monogram. Louis Vuitton brand grow into the world as luxury leather and lifestyle brand as it remains today.

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Segmentation, Targeting and Positioning strategies

Introduction: - in louis Vuitton stores people discover most delicate designs of shoes, leather clothing, purses, jewellery and accessories among other things. Louis Vuitton, a luxury clothes and trendy accessories brand founded in 1854. They can make ready-to-wear leather products, timepieces, footwear, accessories and sunglasses. They work more than 60 countries all over the world and more than 500 outlets in these countries. They use targeting approach for their clients. Louis Vuitton launch their products with low distinction to attract their customers, so that they can buy products within less time.

- **Segmentation market strategy** divided into 3 parts:

1. **Demographic segmentation: -** In this segmentation people are divided into age groups. This category is for both men and women, ages 16 to 80 who are rich. High-income and disposable-income businessman and women.
2. **Psychographic segmentation: -** This segmentation is based on such as lifestyle and reasons. Louis Vuitton's ultimate strategy is lifestyle augmentation.
3. **Rate segmentation-usage:** - This segmentation divides their customers into groups based on their usage habits, huge number of users receive special attention and get invitations to purchase unique product collections.

- **Targeting strategy: -**

  The rich but middle-aged ladies from 35 to 54 years are considered in first category for buying products. Young and adult from 18 to 34 came into second category who can save enough money to buy products. Louis Vuitton's large number of customers are high level and social class individuals who are more fashion conscious. Louis Vuitton uses premium quality material in their products. As a result of it price automatically skyrockets.

- **Positioning strategy: -**

  This strategy plays a very important part in every business when they develop a marketing strategy. With the help of this they allow a firm to obtain a competitive share as well as a marketing strategy. LV made their products with latest market trends and high-quality items. Sometimes they unintentionally make defective items. As a result of it high price products may appear useless, and customers feel unsatisfied. So that, Louis Vuitton formed the Repair Service Sector.

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Spell On You Fragrance And Travel Case Set

The rose ballerine case of the perfume is made with good quality so that it can protect the bottles. On you Fragrance is 100ml and a miniature spell on you is 10ml.

Epi leather
Acacia flower from Egypt

LV Trainers

LV trainers are the combination of Monogram denim and Monogram embossed grained calf leather. The shoes are made with contrasting colours and was influenced by vintage basketball trainers.

7 hours of stitching for 1 pair

Vuitton signature on the side
Made in Italy

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Blooming Supple Bracelet

Women buy louis Vuitton jewellery because this jewellery is popular for their up-to-date designs. The jewellery is not affordable for everyone, but it is a lifetime investment.

Metal with gold-colour finish
Monogram flower and circle charms
LV signature touch

LV Chain Pilot Sunglasses

LV chain sunglasses made with elegant detailing to make it feminine aesthetic. In this frame LV initials and Monogram flowers are interwind into the links for a romantic finishing touch.

Gold colour frame
Gradient Brown lenses

Locky BB Bag

Locky BB bag made with cowhide leather and is a perfect bag for daily use. Bag also carry one shoulder belt. A large gold-metal LV padlock is a strong statement to this bag.

Magnetic signature padlock
Gold-colour hardware

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Price

For pricing I can search products price in different countries on Louis Vuitton's official website.

Diane Satchel

USA: $2,370.00

EU: 1,850.00€

UK: £1,690.00

LV Essential Shine Scarf

USA: $635.00

EU: 520,00€

UK: £470.00

Blooming Strass Necklace

USA: $650.00

EU: 515,00€

UK: £460.00

Official website of Louis Vuitton

https://uk.louisvuitton.com/eng-gb/magazine

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Place

Following are Louis Vuitton's direct channels

Louis Vuitton London Harrods

Address: 87 Brampton Road, Knightsbridge
SW1X 7XL London, United Kingdom
Telephone: +44 207 998 6286
Schedule:
Monday to Saturday 10:00-21:00
Sunday 12:00-18:00

Louis Vuitton Plano Legacy West

Address: 7801 Windrose Avenue, Suite H100
75024 Plano, United States
Telephone: +1 469 443 7147
Schedule:
Monday to Saturday 10:00-21:00
Sunday 12:00-18:00

Louis Vuitton New Delhi 2 Emporio

Address: No. 101 & 102, DLF Emporio, DLF Place,
Nelson Mandela Road, Vasant Kunj
110022 New Delhi, India
Telephone: +91 1800 103 9988
Schedule:
Monday to Saturday 11:00-19:30
Sunday 11:00-19:30

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Promotion

Louis Vuitton used famous endorsements as part of an advertising campaign for its goods. Famous actors such as Jennifer Lopez, Kate Moss, Scarlett Johansson, and Uma Thurman have been associated with this brand as ambassadors. They have taken part in well-known ads for the company.

Work with the best talents

Cruise 2017 show

Spring-Summer 2021 show

Source of information-references: -

Logo:-

Logo link available at: -

https://www.google.com/url?sa=i&url=https%3A%2F%2Fturbologo.com%2Farticles%2Flouis-vuitton-logo%2F&psig=AOvVaw3-xwo2BJIfQVHnB_6-xqpO&ust=1679416101655000&source=images&cd=vfe&ved=0CA8QjRxqFwoTCPje29L26v0CFQAAAAAdAAAAABAH

Background:-

Louis Vuitton background link available at: -

https://www.biography.com/history-culture/louis-vuitton

Louis Vuitton image link available at: -

https://www.google.com/url?sa=i&url=https%3A%2F%2Fen.wikipedia.org%2Fwiki%2FLouis_Vuitton_%2528designer%2529&psig=AOvVaw2CnfSHodX1Obp9OTmgN2MD&ust=1679416339919000&source=images&cd=vfe&ved=0CA8QjRxqFwoTCLCtwcT36v0CFQAAAAAdAAAAABAF

Louis Vuitton with workers image link available at: -

https://www.google.com/url?sa=i&url=https%3A%2F%2Fluisguillermodigital.com%2Fconoce-quien-fue-louis-vuitton%2F&psig=AOvVaw1_TuMFE3warNdH-UTouyW2&ust=1679416415969000&source=images&cd=vfe&ved=0CA8QjRxqFwoTCPjLwOj36v0CFQAAAAAdAAAAABAJ

Louis Vuitton first shop image link available at: -

https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.savoirflair.com%2Ffashion%2F102221%2Fa-brief-history-of-louis-vuitton&psig=AOvVaw2leOTC6souTkAb6Vm_94S_&ust=1679416687112000&source=images&cd=vfe&ved=0CA8QjRxqFwoTCMDl9-n46v0CFQAAAAAdAAAAABAE

Louis Vuitton logo image 1854 to now link available at: -

https://www.google.com/url?sa=i&url=https%3A%2F%2F1000logos.net%2Flouis-vuitton-logo%2F&psig=AOvVaw1vnVHd7V37nHqOvwvvWqCG&ust=1679417063977000&source=images&cd=vfe&ved=0CA8QjRxqFwoTCOjDyJ366v0CFQAAAAAdAAAAABAE

Segmentation, Targeting and Positioning Strategy:-

Louis Vuitton segmentation, targeting and positioning strategy link available at: -

https://www.edrawmind.com/article/louis-vuitton-segmentation-targeting-and-positioning.html

Image link available at: -

https://images.edrawmind.com/article/louis-vuitton-segmentation-targeting-and-positioning/1200_800.jpg

Product:-

Louis Vuitton official website link available at: -

https://uk.louisvuitton.com/eng-gb/women/handbags/_/N-tfr7qdp?gclid=Cj0KCQjwt_qgBhDFARIsABcDjOcGnj8VZPPLrTW3IrVlYH4nv48gcnvUzrg2wapwWc79Q6gOr0lAbkcaAkRpEALw_wcB

Spell on you fragrance and travel set link available at: -

https://uk.louisvuitton.com/eng-gb/products/spell-on-you-fragrance-and-travel-case-set-nvprod3950398v/LP0330

LV trainers link available at: -

https://uk.louisvuitton.com/eng-gb/products/lv-trainers-nvprod3150035v/1A9JG9

Blooming supple bracelet link available at: -

https://uk.louisvuitton.com/eng-gb/products/blooming-supple-bracelet-s00-nvprod710115v/M64858

LV chain pilot sunglasses link available at: -

https://uk.louisvuitton.com/eng-gb/products/my-lv-chain-pilot-sunglasses-s00-nvprod2880035v/Z1539W

Locky BB bag link available at: -

https://uk.louisvuitton.com/eng-gb/products/locky-bb-monogram-nvprod1280179v/M44080

Price:-

Louis Vuitton official website link available at: -

https://uk.louisvuitton.com/eng-gb/magazine

Difference between price in different countries:

Diane Satchel price comparison: -

Price in USA: - https://us.louisvuitton.com/eng-us/products/diane-monogram-_nvprod3400009v/M46049

Price in EU: - https://en.louisvuitton.com/eng-nl/products/diane-satchel-monogram__nvprod3400009v/M46049

Price in UK: - https://uk.louisvuitton.com/eng-gb/products/diane-satchel-monogram-nvprod3400009v/M46049

LV essential shine scarf price comparison: -

Price in USA: - https://us.louisvuitton.com/eng-us/products/lv-essential-shine-scarf-s00-nvprod3940113v/M78237

Price in EU: - https://en.louisvuitton.com/eng-nl/products/lv-essential-shine-scarf-s00-nvprod3940113v/M78237

Price in UK: - https://uk.louisvuitton.com/eng-gb/products/lv-essential-shine-scarf-s00-nvprod3940113v/M78237

Blooming strass necklace price comparison: -

Price in USA: - https://us.louisvuitton.com/eng-us/products/blooming-strass-necklace-s00-nvprod1670049v/M68374

Price in EU: - https://en.louisvuitton.com/eng-nl/products/blooming-strass-necklace-s00-nvprod1670049v/M68374

Price in UK: -https://uk.louisvuitton.com/eng-gb/products/blooming-strass-necklace-s00-nvprod1670049v/M68374

Place: -

Louis Vuitton store in UK: - https://uk.louisvuitton.com/eng-gb/point-of-sale/united-kingdom/louis-vuitton-london-harrods

Louis Vuitton store in USA: - https://uk.louisvuitton.com/eng-gb/point-of-sale/usa/louis-vuitton-plano-legacy-west

Louis Vuitton store in India: - https://uk.louisvuitton.com/eng-gb/point-of-sale/india/louis-vuitton-new-delhi-2-emporio

Promotion: -

Promotion strategy link available at: -

https://blog.avada.io/resources/louis-vuitton-advertising.html