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Contents

1.Introduction	3
2.Pestle analyses of firm.....	4
3.porters five forces model of company.....	6
4.SWOT analyses	8
5 Target/posotioning and segmentation	9
6 Marking mix	11
7.Ansoff theorY	12
8.Recommendation	13
9.conclution	14
10.reference	15

LEVI'S

1.INTRODUCTION

Marketing management is the practice of managers executing, organizing, and overseeing marketing activities to meet company goals. Marketing management is important in the context of this research because Levi's, a producer of consumer apparel, employs several actions and techniques to address the challenges it has when competing in a crowded and competitive market and to build brand recognition.

In order to establish marketing strategies for increasing brand awareness and enhancing brand value and image, Levi's employs and includes a variety of methods, approaches, and procedures, which are critically evaluated in the research's conclusion. The study's research is backed by pertinent theory and provides instances from the actual world to illustrate how the strategies are used. By understanding the problems that Levi's has experienced and the solutions it has implemented to address them, the research may provide in-depth knowledge on the challenging and quickly evolving consumer apparel sector as well as the significance of marketing in corporate success.

2.MACRO ENVIRONMENT OR PESTLE FACTORS

- **Meaning**

The usage of PEST is founded on the premise that success of the company or managed strategy may not be recognized Lacking familiarity with the specific company the surroundings, which also contains elements of the macro environment Rashi, Diwan (2021). The PESTLE analysis is a tool that helps us comprehend the risks linked to market growth or decline. It also provides insights, into the position, potential and direction of a business or organization. Ronald Buye (2021),

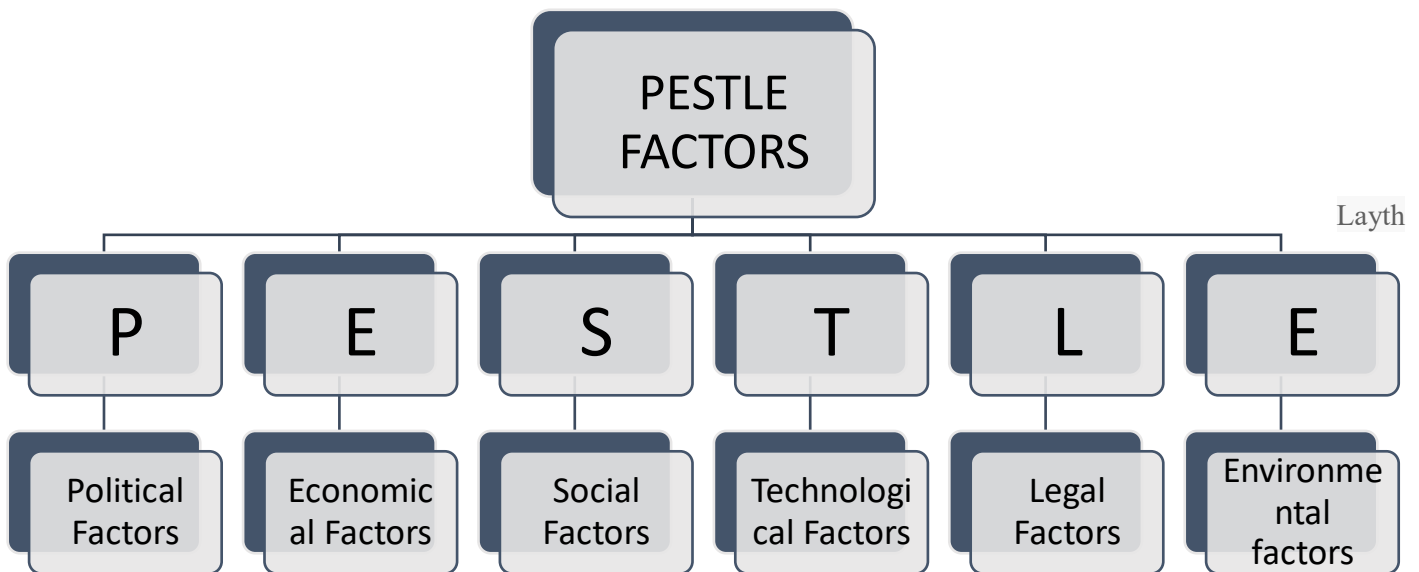
- Importance of pestle analyses

1. It helps the company comprehend the environment in which it operates.
2. The tool makes it easy to assess the current situation and consider potential changes.

3. It aids in the collection, analysis, and use of data to enhance organizational performance.

Ronald Buye (2021)

○ pestle factors include the following factors



Salman Khalid, Ismail Abdul Rahman (2019)

1. **POLITICAL FACTORS:** These factors encompass shifts, in politics, armed conflicts, administrative red tape, delayed or inadequate public funding, corruption and illicit payments alterations in policies and regulations (such, as tax laws, fiscal strategies, trade tariffs) [Jaber, F.(2015)/ Melese, (2018)/ Usman,(2018)/ Luong,(2017)]
 - × Factor considered favourable for Levi's as firstly lot of governmental organizations (NGOs) and Animal skin and fur are heavily criticized by activists as being used in fashionable clothing. They believe that the well-being of animals is more valuable, than the temporary satisfaction of being fashionable and Levi's is the brand to deal with the denim which is totally natural and achieved height in the fashion industry. The stable political climate, in markets trade policies that encourage growth and regulations that prioritize sustainability are all factors that contribute to the success of the industry.
 - × Factor considered unfavourable for Levi's as Trade tensions and geopolitical uncertainties have an impact, on supply chain operations potentially causing changes, in labour or tax regulations. [R B Chavan (2018), Frue, K., (2022)]
2. **ECONOMICAL FACTORS:** they consist of cost variations, inflation, currency fluctuations, exchange rates, and site security expenses. [Yao,(2017), Usman,(2018)/ Luong,(2017)]

- × Factor considered favourable for Levi's a stable economic expansion in major economies, rising consumer spending on clothing, and advantageous currency exchange rates for overseas commerce.
- × Factor considered unfavourable for Levi's as Consumer purchasing power is affected by economic downturns, manufacturing costs are affected by inflationary pressures, and profitability is affected by currency changes. [R B Chavan (2018), Frue, K., (2022)]

3. **SOCIAL FACTORS:** They consist of a lack of collaboration, strained relationships between team members, safety and health precautions at work, a hostile workplace, unofficial holidays, and issues with close or adjacent projects. [Jaber, F.(2015)/ Abdulsattar, (2017)/ Yao,2016]

- × Factor considered favourable for Levi's a rising consumer desire for apparel that is created ethically and sustainably, strong brand image, and customer brand loyalty.
- × Factor considered unfavourable for Levi's Alterations in customer tastes, a stepped-up rivalry from other fashion labels, and potential reputational problems with regard to labour standards or environmental effect. [R B Chavan (2018), Frue, K., (2022)]

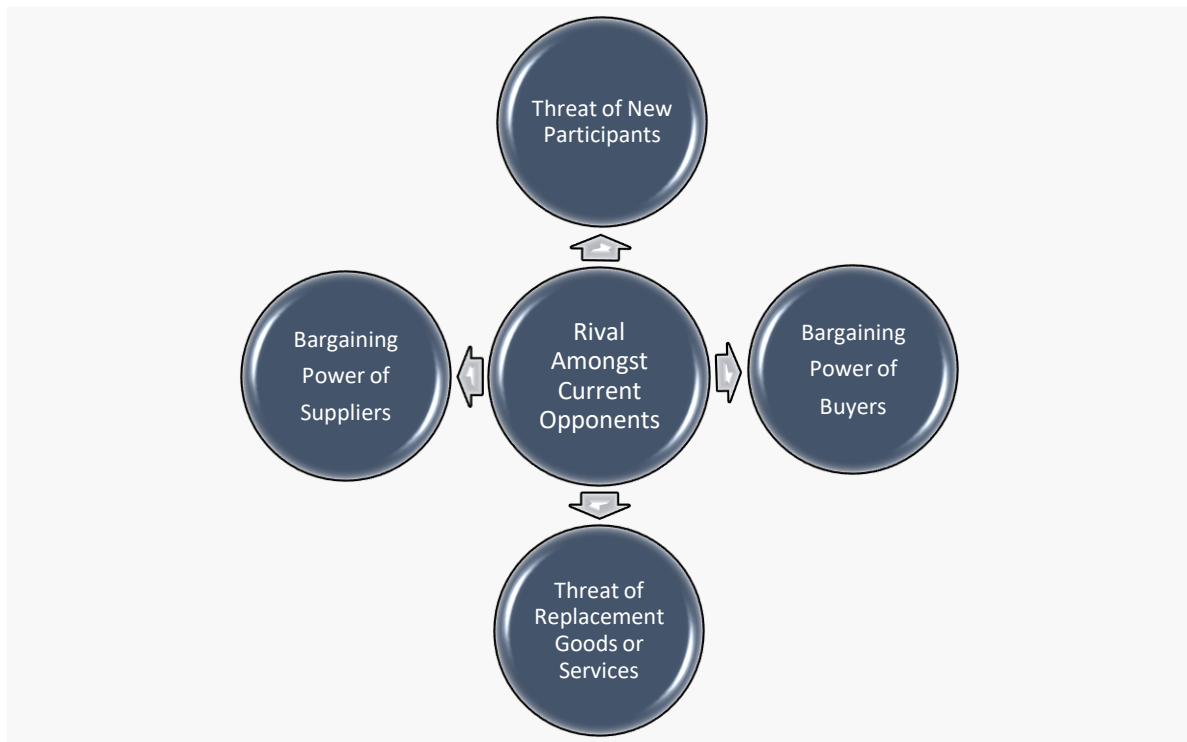
4. **TECHNICAL FACTORS:** They consist of the availability of information technology, the clarity and sufficiency of material and equipment specifications, the availability of technology and experience, technological solutions for design complexity issues, the role of technology in cutting project time and cost, and the function of technology in improving quality and safety. [Jaber, F.(2015), Nyoni (2016), Adenuga,(2013)]

- × Factor considered favourable for Levi's as Online sales, enhanced supply chain management systems, and creative manufacturing techniques are all being fueled by developments in e-commerce technology.
- × Factor considered unfavourable for Levi's Cybersecurity threats affecting customer data and privacy, potential disruption from new technology entrants, and challenges in keeping up with rapidly evolving digital trends. [R B Chavan (2018), Frue, K., (2022)]

5. **LEGAL FACTORS:** They consist of following environmental protection rules and regulations, project parties breaking contracts, and contract documents that haven't been properly verified. [Nokerbekova, (2018)/ Jaber, F.(2015), Yao,2016]
- × Factor considered favourable for Levi's as beneficial trade agreements, adherence to labour and environmental laws, and preservation of Levi's brand and designs' intellectual property.
 - × Factor considered unfavourable for Levi's a Stricter rules on manufacturing or sourcing procedures, future changes in trade policy that might have an influence on worldwide operations, and lawsuits or legal issues that negatively damage the company's brand. [R B Chavan (2018), Frue, K., (2022)]
6. **ENVIRONMENTAL FACTORS:** They consist of the effects of the project on the environment, weather and climatic conditions, handling difficulties with construction waste, the influence of location and site circumstances, and health and safety concerns. . [Jaber, F.(2015)/ Abdulsattar, (2017)/ Luong,(2017), Ogunde, (2017)]
- ✓ Factor considered favourable for Levi's an Emphasis on environmental responsibility and sustainable methods that support Levi's commitment to minimizing its impact on the environment.
 - × Factor considered unfavourable for Levi's the fashion industry's carbon footprint is coming under more scrutiny, there might be supply chain disruptions from climate-related disasters, and it's difficult to find sustainable materials. [R B Chavan (2018), Frue, K., (2022)]

3. Porters 5 Forces model

Using Porter's Five Forces, you may assess how strong your competitive position is. You describe the type of competition that exists at the moment, the regions were new rivals or alternatives represent a danger, and the negotiation positions of both suppliers and consumers in this part. If you have a firm grasp of the five forces, you may make use of your advantages and accentuate your disadvantages. Porter, M. E. (1979).



➤ Porters 5 forces model on Levi's

a. New Entrants

There are other obstacles that might prevent new participants, including economies of scale, well-established distribution networks, and brand loyalty and familiarity. It is difficult for new competitors to compete with Levi's because of its lengthy history and distinctive brand identification.

b. Bargaining power of Buyers

Consumers may purchase Levi's items via several channels, including as business-owned shops, e-commerce sites, and independent retailers. Given their large selection of jeans and clothing brand choices, consumers have a moderate amount of negotiating power. However, buyers may favour Levi's over other brands due to their high brand loyalty, superior quality, and current fashion trends.

c. Replacement goods or services

Customers may select from a variety of apparel brands and styles, including additional denim labels as well as various forms of casual and formal dress. Despite a slight challenge, Levi's has managed to hold onto its market share because to constant innovation, customer devotion, and its enduring denim goods.

d. Bargaining power of suppliers

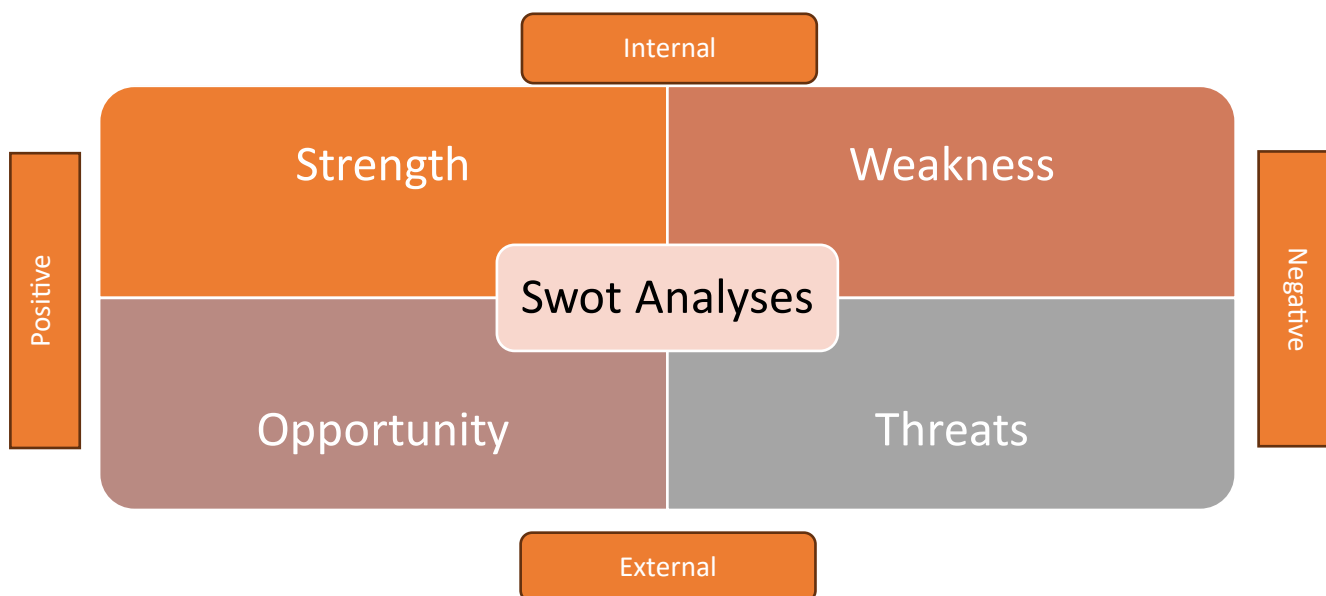
Vendors offer cotton, denim, and other textiles as well as additional supplies to Levi's. The negotiation strength of suppliers is average; however, some suppliers may have more clout if rare or uncommon materials are needed for Levi's goods.

e. Rivalry against opponent

Other denim labels, lifestyle businesses, and even fast-fashion retailers compete with Levi's. Companies must constantly innovate, develop distinctive styles, and retain their brand appeal in order to be relevant in an environment marked by intense competitive struggle. [Levi Strauss,Levis, Statista (February, 1, 2022)]

4. Swot Analyses

The simple yet powerful SWOT analysis approach may be used to evaluate a company's capacity for resources and gaps, market opportunities, and external dangers to its future. THOMPSON, (2007) An analysis of SWOT is used to assess a company's features in terms of its strengths, weaknesses, opportunities, and threats. Jackson, (2003).



Swot Analyses of Levi's

➤ Strengths of Levi's

- the denim and clothing industry's most famous and renowned brands
- high-quality denim, dependability, and workmanship.
- had a vast distribution network and a global presence
- catered to a wide range of customers;
- welcomed innovation in its designs, textiles, and technology.

➤ Weaknesses of Levi's

- compared to certain fast-fashion rivals, priced higher
- Economic swings can have an impact on the fashion industry's financial
- depends upon trend, since it is so trend-driven.

➤ opportunity of Levi's

- Increasing consumer demand for ethically and sustainably produced
- Increasing e-commerce
- expansion into developing markets of technological and fabric innovations

➤ Threats of Levi's

- The fashion industry is quite cutthroat
- Products That Are Fake
- Consumer tastes and fashion trends are changing quickly.
- Supply-Chain Breakdowns Aditya Shastri (2021)

5. Segmentation/Targeting/Positioning

➤ Segmentation of Levi's company

○ Demographic segmentation

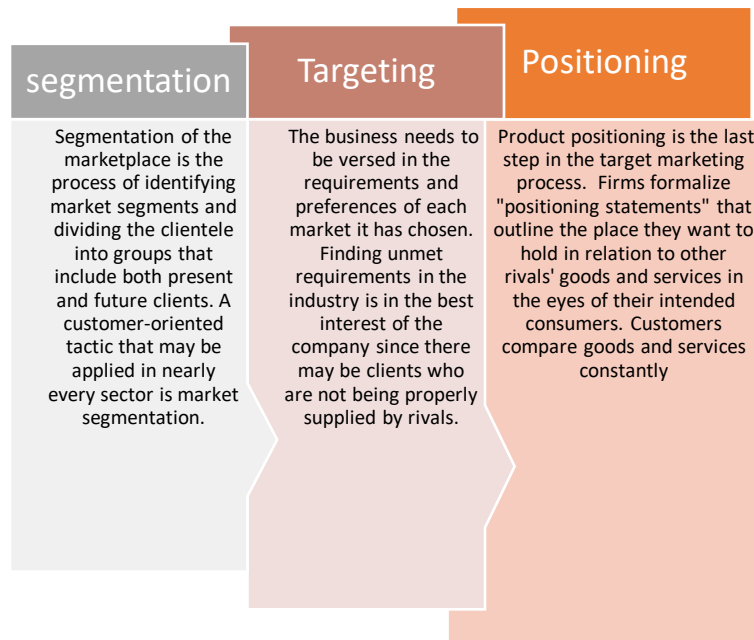
Levi's targets customers in a range of age groups, with a particular emphasis on young adults and middle-aged people.

○ Psychographic Segmentation

People who value authenticity, quality, and style are drawn to Levi's. It caters to customers that care about fashion and are looking for classic denim items.

- Behavioural Segmentation

Levi's markets to those who want to dress comfortably and casually. Additionally, target consumers who are prepared to pay more for goods made responsibly.



Mark Anthony Camilleri (2017)

- Targeting of Levi's company

- Levi's seeks to draw customers that appreciate fashionable, expertly manufactured denim goods and keep up with current fashion trends.
- The brand appeals to young individuals who wish to use their wardrobe selections to showcase their uniqueness and sense of style.
- Consumers who are socially and ecologically sensitive and are prepared to support companies that put a high priority on sustainability and ethical production are drawn to Levi's.

- Positioning of Levis co.

- Iconic tradition: Levi's positions itself as a timeless and reliable brand by leveraging its extensive history and tradition in the denim sector.

- Quality and workmanship: The company highlights the strength and authenticity of its denim while promoting the quality and workmanship of its goods.
- While highlighting its origins, Levi's also portrays itself as a stylish and modern brand that adheres to the most recent trends in fashion.
- Sustainability and Innovation: In order to keep up with shifting customer preferences, Levi's presents itself as a pioneer in innovation by introducing innovative materials, technologies, and sustainable business methods. Robinson, B. (January 10, 2014)/ Garcia, T., & McKenna, F. (2019, March 21).

6 Marketing Mix Strategies



ALEXANDRA TWIN

(2023)

Recommendations for the company

1. Product

In addition to jeans, Levi's also sells a wide variety of other items made of denim, such as jackets, blouses, skirts, and shorts. The business is renowned for its fine workmanship and high-quality denim. The novel features it brings include several fits (thin, slim, relaxed), washes, and fabric technologies.

2. Price

Levi's price policies change depending on the type of product, the style, the material, and the collection. In order to show its quality and history, the brand frequently sells products in the mid- to high-price category. Prices may be higher for premium products and limited-edition collaborations. When deciding on a price plan, Levi's also takes the marketplace's level of competition and customer willingness to pay into account.

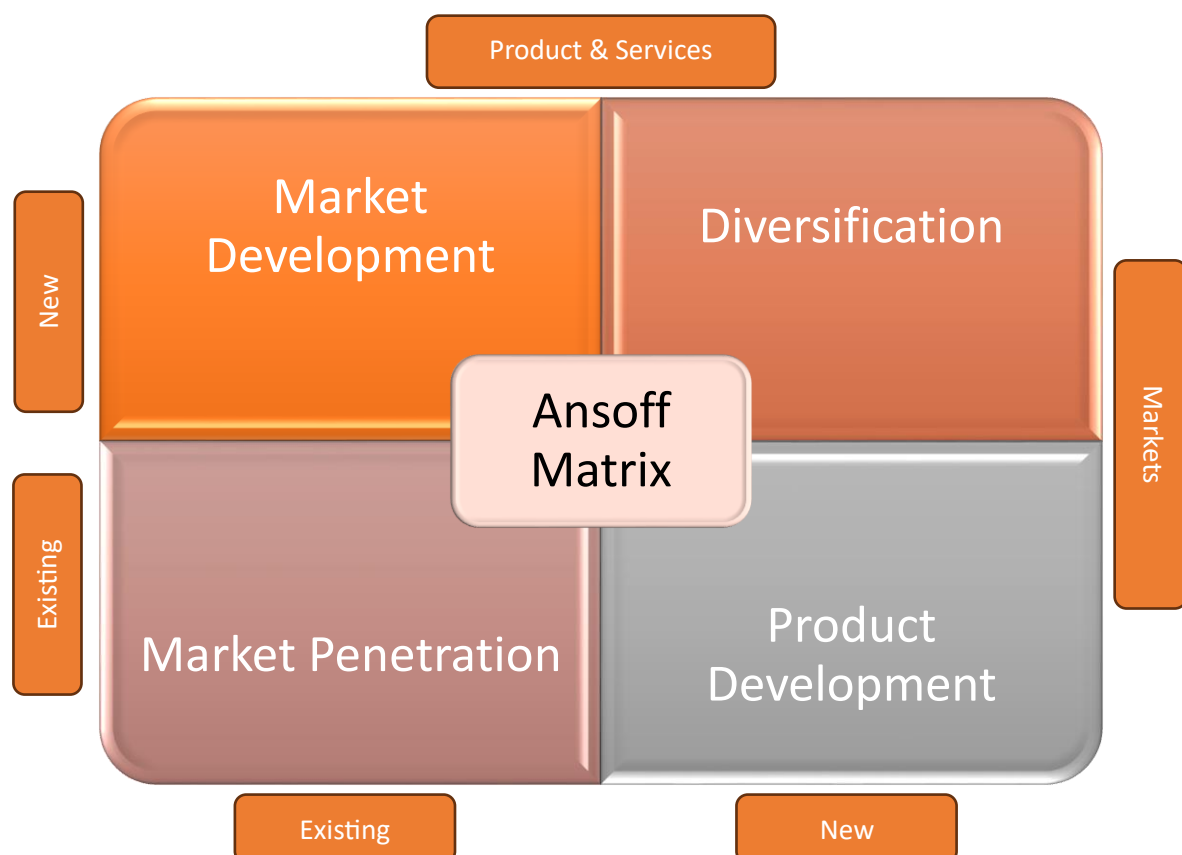
3. Location

Levi's has a wide-ranging distribution network that combines company-owned storefronts, independent merchants, and online shopping portals. The company runs its own retail outlets in strategic areas of the world, offering a branded shopping experience. To increase its reach, it collaborates with big-box stores, specialized shops, and online markets.

4. Promotion

This entails advertising and marketing campaigns, influencer marketing on social media, events, and in-store experiences. [Aditya Shastri (2021), Nachiket Shelke (2023)]

7. Ansoff Matrix



1. Market Penetration:

Selling more of the current items to the current market is the main objective in this quadrant. Market penetration techniques for Levi's might consist of:

- Running marketing activities to get additional shoppers to their current brick-and-mortar locations and online store.
- Encouraging repeat purchases by providing discounts or loyalty schemes.
- By entering new towns or nations, they are extending the reach of their present products.

2. Market Development:

Market development is the introduction of current items to new client categories or areas. For Levi's, this might involve

- extending their reach into new nations or areas where they now have a weak presence.
- targeting new demographic groups that may not have previously been their main emphasis.
- modifying marketing initiatives to appeal to various regional or cultural preferences.

8.Recommendation for Levi's in Market

Business should give the growing trend of online buying Levi's should keep putting money into its online store. Expand your offering of environmentally friendly products and tell customers about your efforts openly. Adapt marketing initiatives and product selections to the trends and cultural preferences of various markets. Create limited-edition collections in partnership with well-known influencers, creators, or designers to build excitement and draw in new clientele. To give customers engaging and dynamic shopping experiences, integrate virtual and augmented reality technology. Implement loyalty programs that provide special discounts to repeat buyers, building client confidence in the protection of their data may increase brand loyalty and generate goodwill.

9. Conclusion

The study described above and its findings show that the business has effectively strengthened its position in the urban market. To completely establish itself throughout the world, the aforementioned firm has to investigate a newer customer base with a few more concentrated efforts. Consumer services and happiness are of the highest significance in our brutally competitive industry. A business has to provide a compelling value proposition in the eyes of its customers if it wants to increase customer loyalty and succeed in the market. A corporation may boost customer satisfaction by developing novel items and bringing them to market through ongoing R&D expenditure. A product should occasionally be produced to capitalize on popular appeal since products play a vital role in widespread advertising.

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