

**Module: LCMB7001 Marketing Management
Assessment 2, Richard Small**

Yeasin Arfat (1812922)

Ana Yankova Stoyanova (1814697)

Collen Chabikwa (1813438)

**Polo Ralph Lauren Brand Analysis -
Environment, the typical customer's journey,
future challenges and opportunities**

Introduction



- ❑ An iconic American fashion brand established
- ❑ An essential lifestyle promise
- ❑ Revenues for the fiscal year 2017 stood at US\$ billion
- ❑ “I am not a fashion person. I am anti-fashion. I am interested in longevity, timelessness, style” (Polo, 2019)
- ❑ An appeal to consumers who are now more digital savvy and have higher expectations in the 21st century

Analysis is



Marketing Mix of Polo



Professional Academy

(Clark, 2019)

1. PRODUCT Lauren's diversified product portfolio includes products for babies, men, women, girls and boys. Some of them are

as follows(Polo, 2019)-

- ❖ Apparel – Polo shirts, sweatshirts, jackets, outerwear, casual shirts, activewear, sleepwear, shorts, jeans, trousers, tops, tees, denim, formal wear, blazers, jumpsuits, swimwear, loungewear, skirts, pants, coats, vests and dresses.
- ❖ Footwear – Flats, sneakers, sandals, pumps, boots, ballets, casual shoes and dress shoes
- ❖ Accessories – Belts, ties, bags, scarves, hats, socks, gloves and bow ties, braces, cufflinks, blankets, swaddles, bath accessories, eyeglasses, sunglasses, wallets, handbags, leggings, tights and jewellery.
- ❖ Fragrances – Lauren, Polo, Polo Black, Polo Blue, Polo Red, Midnight Romance and Ralph Lauren Romance

2. PLACE

Ralph Lauren serves a global area and its products are easily available in several countries in Asia, Europe, Middle-East,

North America and Latin America (Polo, 2019)-

- ❖ Its headquarters base at New York City in the United States
- ❖ 144 personalized outlets of Ralph Lauren, 493 directly-operated outlets, 272 Polo-Factory outlets and 77 Club-Monaco outlets
- ❖ Operates via 583 concession-shops
- ❖ manages 42 dedicated-shops, 93 personalized Ralph Lauren outlets and 133 Club-Monaco outlets
- ❖ Ralph Lauren's representative flagship outlet is at New York City, Paris, Moscow, Tokyo, Milan, London and Chicago
- ❖ It has its own website which acts as its online store along with 10 e-commerce portals for shopping

3. PRICE

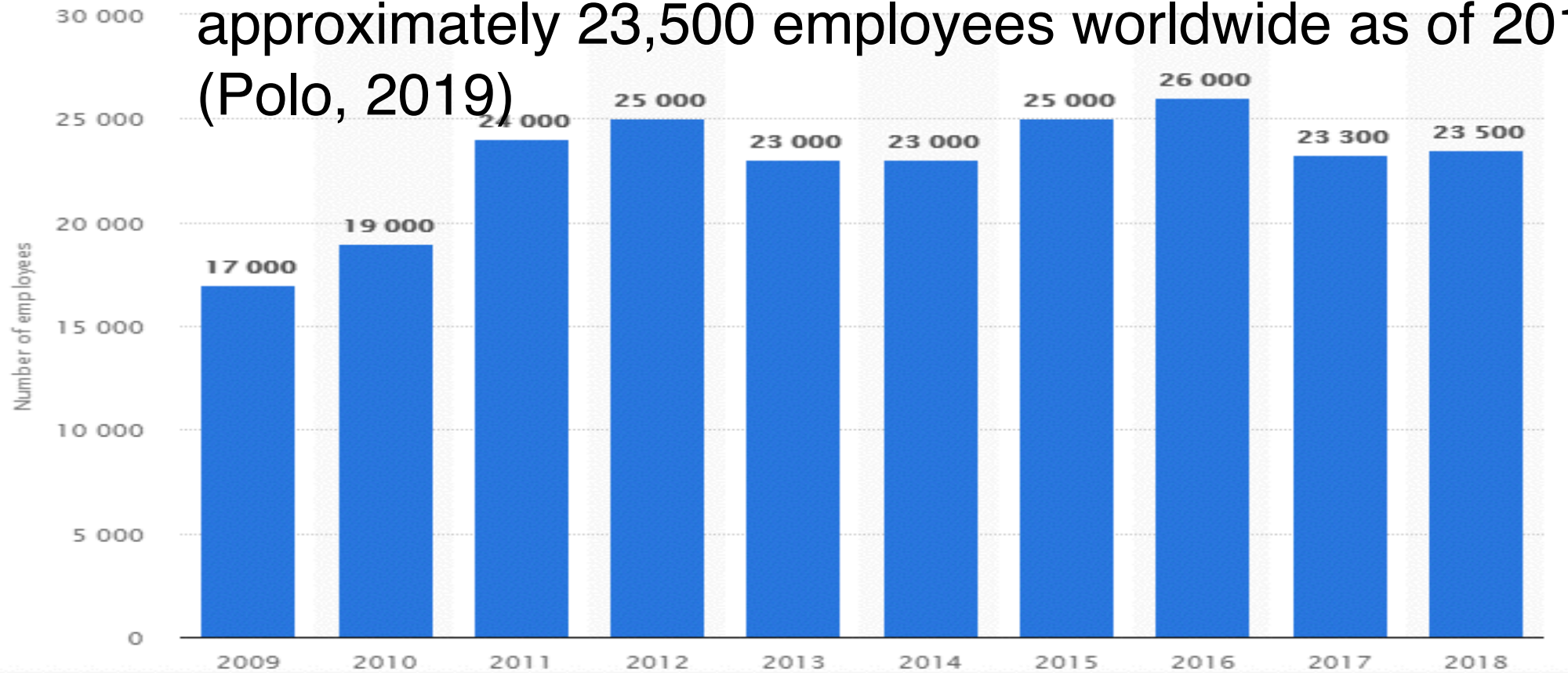
- ❖ At the end of the financial year 2016-17, estimated revenues of Ralph Lauren were 7.4 billion dollars and its net income 546 million dollars. It is a multi-billion dollar global enterprise that deals in luxury and premium products (Polo, 2019)
- ❖ Ralph Lauren caters to rich clients from an urban class that does revel in high prices (Polo, 2019)
- ❖ It has adopted a premium pricing policy for all its products (Polo, 2019)

4. PROMOTION

- ❖ Ralph Lauren has hired an in-house advertising and creative team that creates and executes various promotional policies to increase and retain its brand awareness in the consumer market (Polo, 2019)
- ❖ The company has launched promotion campaigns via advertisements on television, organizing special events and direct-to-consumer marketing. Ralph Lauren has put the special onus on digital as well as social media platforms like SMS via mobiles, Facebook, Twitter and YouTube(Polo, 2019).

5. PEOPLE

This statistic shows the number of employees of Polo Ralph Lauren worldwide from 2009 to 2018. The New York-based fashion company Polo Ralph Lauren had approximately 23,500 employees worldwide as of 2018 (Polo, 2019)



6. PHYSICAL EVIDENCE



The Ralph Lauren flagship store occupying the Rhineland Mansion on Madison Avenue in New York City (Polo, 2019)

7. PROCESS

- ❖ The company, Polo has used 7 steps of the consumer decision process model including-
 - ❑ Need recognition,
 - ❑ search for information,
 - ❑ pre-purchase evaluation,
 - ❑ purchase
 - ❑ and consumption,
 - ❑ post-consumption evaluation,
 - ❑ and divestment to successfully market their product to the customers (Polo, 2019)

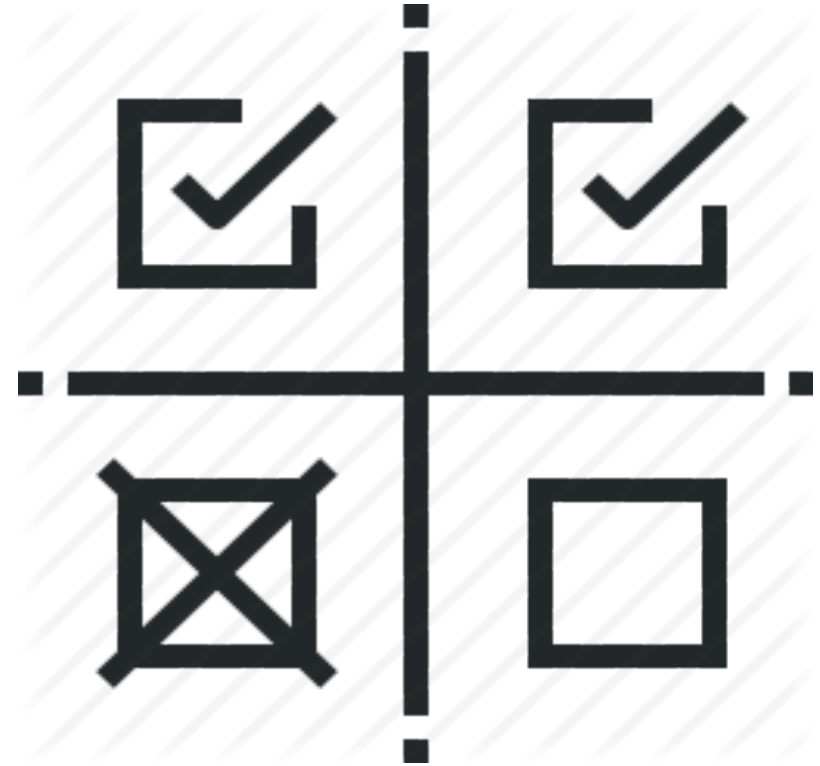
**Analys
is**



Environmental Marketing Analys



SWOT ANALYSIS



Environmental Marketing Analysis

STRENGTHS

- ❑ Wide Range of Products (Hens, 2019) of Polo
- ❑ High Brand Equity of Polo Existed in the USA Markets
- ❑ Widespread Retail Chain (Clark, 2019) of Polo throughout the European Countries
- ❑ Strong Financial Growth of Polo in the up-to-date.



Environmental Marketing Analysis

Weaknesses

- ❑ Cyclical Nature of Business of Polo
- ❑ High Cost of Operations of Polo
- ❑ Design Imitations (Toms, 2019) by the Competitors



Environmental Marketing Analysis

Opportunities

- ❑ Robust Presence(Aswin, 2017)
of Polo into E-commerce

Markets

- ❑ Venturing into Emerging
Markets of Polo
- ❑ Polo's Partnership with Other
Stores

- ❑ With Differentiation of Polo



Environmental Marketing Analysis

Threats

- ❑ Fluctuating Exchange Rate in the USA Markets
- ❑ Threats from Robust Competitors of Polo



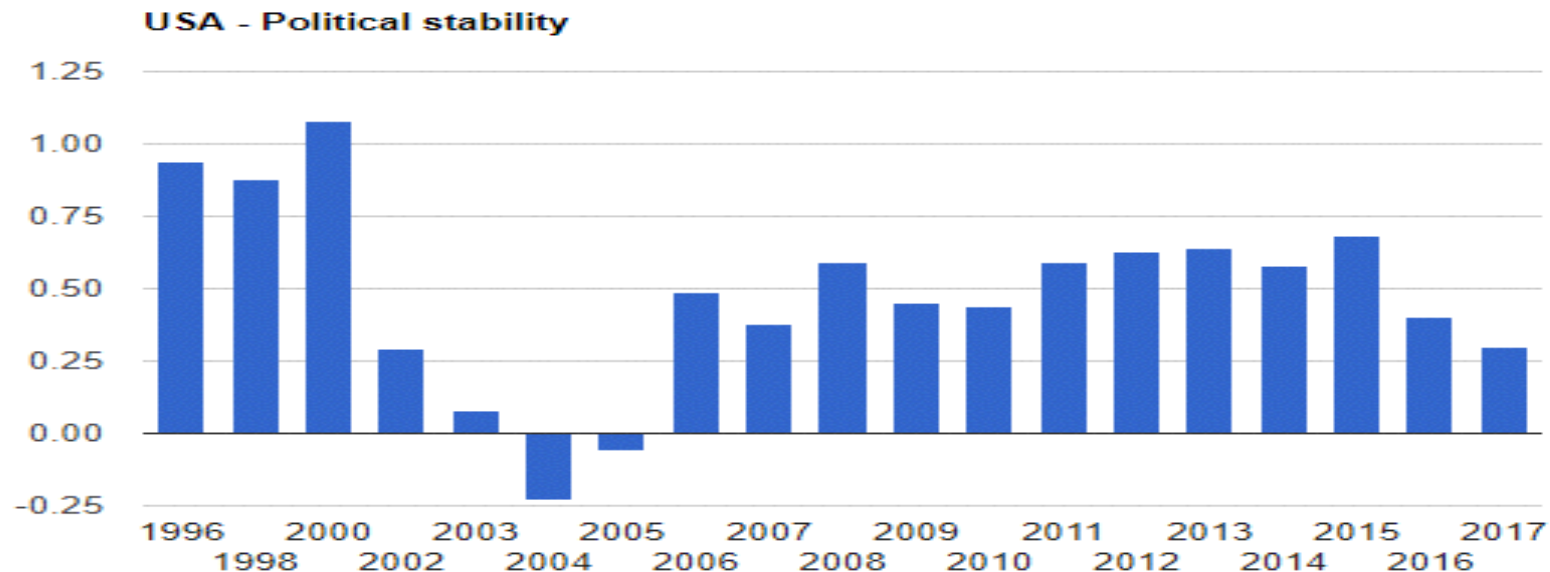
PESTLE ANALYSIS



Political Factors that Impact Polo

Ralph Lauren

Having stable political situation (Aswin, 2017)
, it may flourish



Political Factors that Impact Polo

Ralph Lauren

- ❑ The laws of the country i.e., data protection law, privacy law may complicate the business of Polo.
- ❑ Company's intellectual property (IP) may protect the business of Polo.
- ❑ The trade barriers due to Brexit uphill complexity in the business
- ❑ A recent increase of taxation at 0.10% will increase the costs of the business.
- ❑ The recent low of minimum wage will also accelerates the costs of Polo.



Economic Factors that Impact Polo



Ralph Lauren

- Due to recent downfall of GDP growth rate at 1.2% will setback the performance of



SOURCE: TRADINGECONOMICS.COM | U.S. BUREAU OF ECONOMIC ANALYSIS



1Y

5Y

10Y

MAX



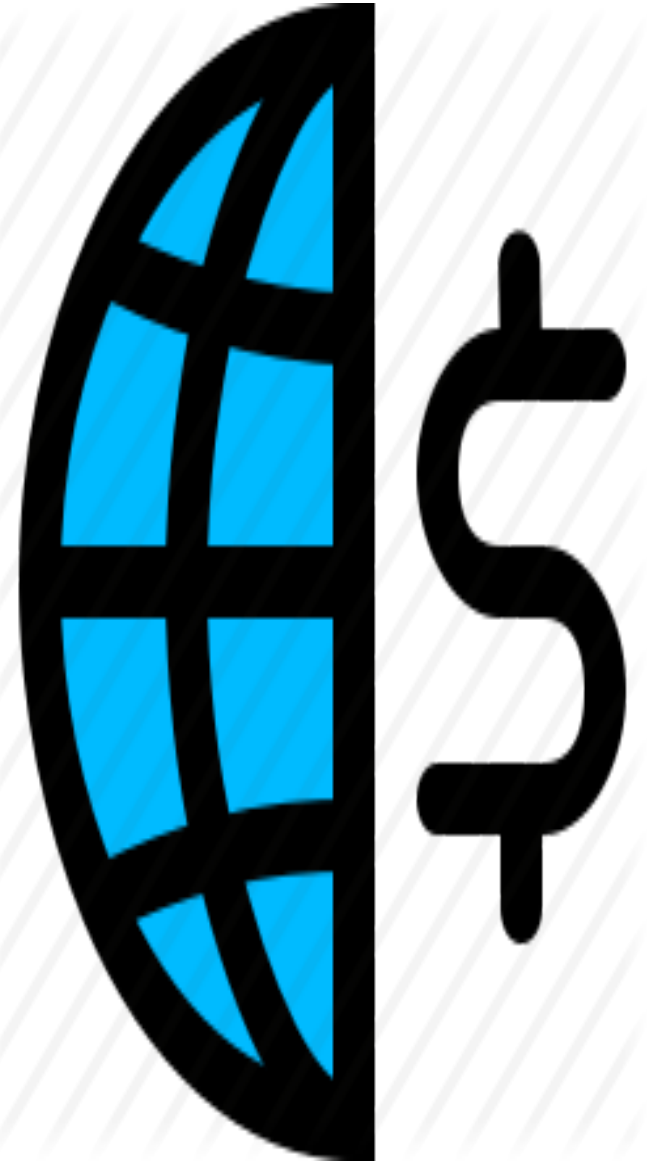
Compare

Embed

Economic Factors that Impact Polo

Ralph Lauren

- ❑ Due to recent downfall of GDP growth rate at 1.09% will setback the performance of Polo.
- ❑ Due to increasing the interest rates at 0.82% in the country will promote the costs of Polo
- ❑ The recent demand and supply fluctuations (Clark, 2019) will create a shortage situation in the



Social Factors that Impact Polo Ralph

Lauren

- ❑ The demographics of the population
- ❑ The class distribution among the population
- ❑ The differences in educational background
- ❑ The level of health standards



Technological Factors that Impact Polo Ralph

Lauren

- ❑ The ongoing technological developments will
turn the improve in upward
patterns(Hens, 2019) .
- ❑ The diffusion of technology among
competitors
will increase the chance of imitations
- ❑ The replacement of the newly developed
technology
will increase the costs of Polo



Legal Factors that Impact Polo Ralph

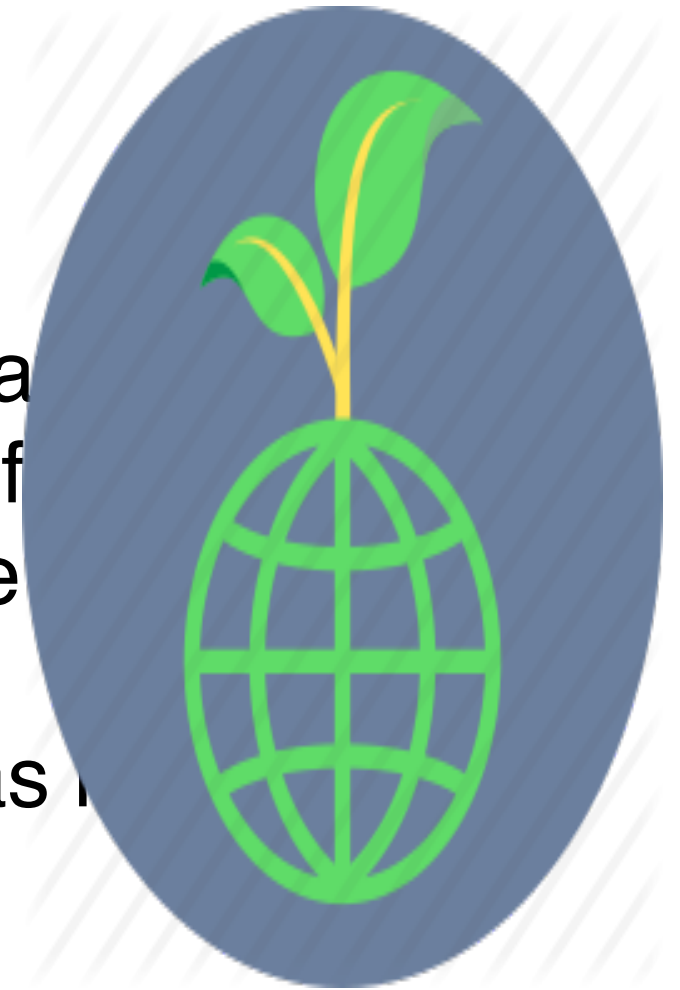
Lauren

- ❑ Intellectual property laws will protect the core competency of Polo
- ❑ Discrimination laws will increase the diversification in the pool of employees of Polo
- ❑ Health and safety laws will force the Polo to become more concern about the issues of customer.
- ❑ To ensure a certain level of quality (Milan, 2012) will burden



Environmental Factors that Impact Polo Ralph Lauren

- ❑ The current haphazard conditions of weather will increase the demand fluctuations of Polo Ralph Lauren
- ❑ The climate change pattern will force the ups and downs of Polo's business
- ❑ Recent passed pollution fines and quotas will endanger the business of Polo



Customer Journey Model

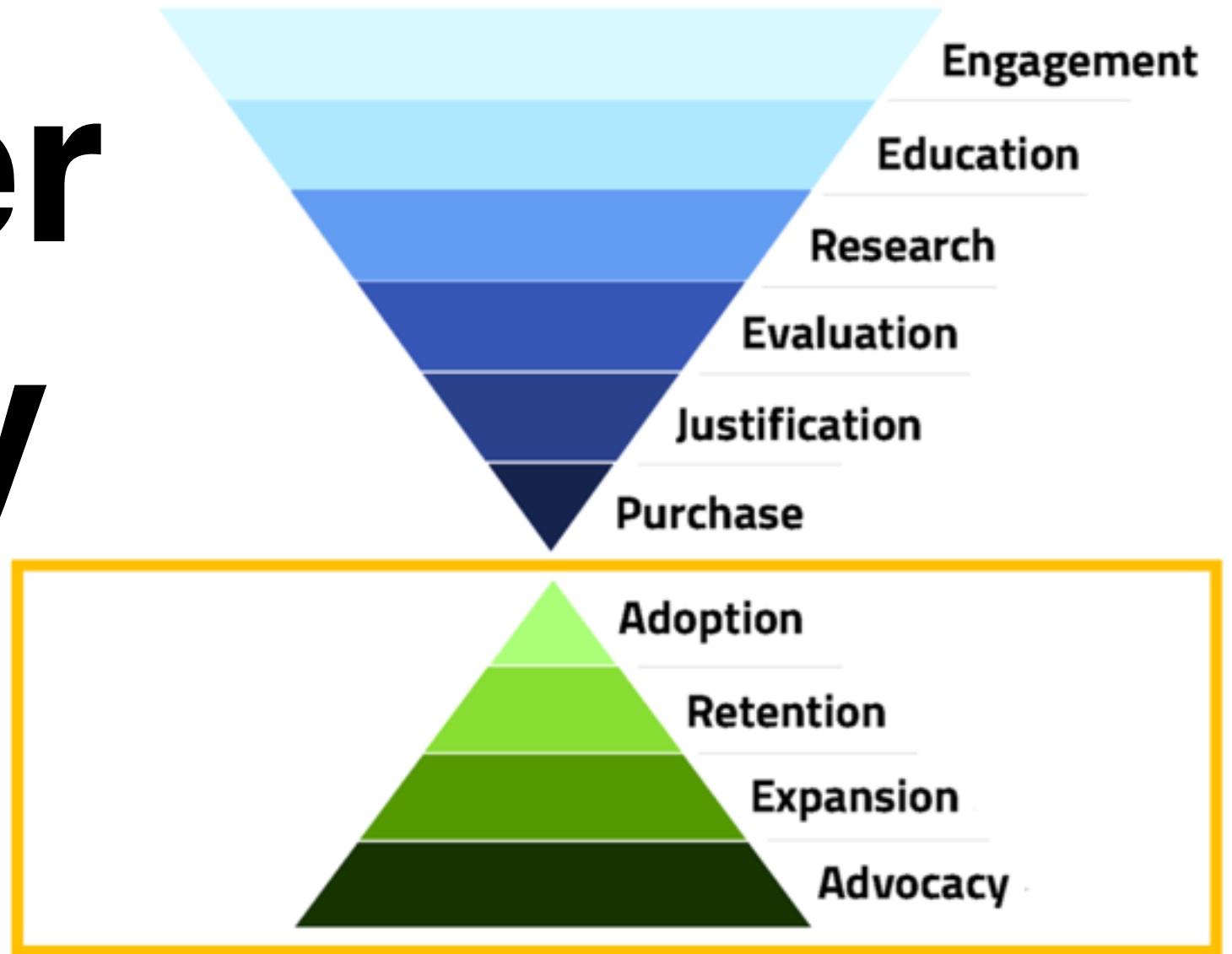


Figure: Customer Journey Model
Source: (Aswin, 2007)

Customer Experience Ma

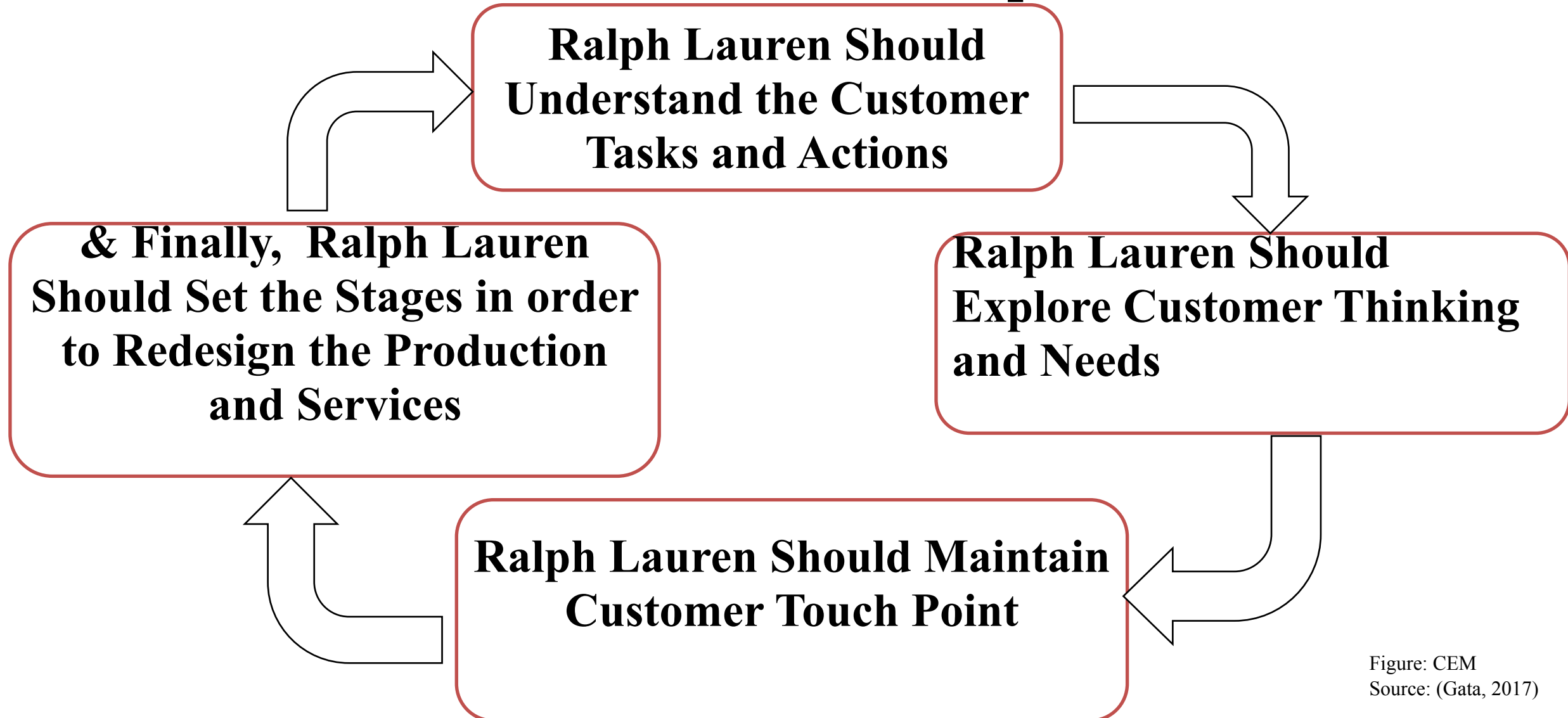
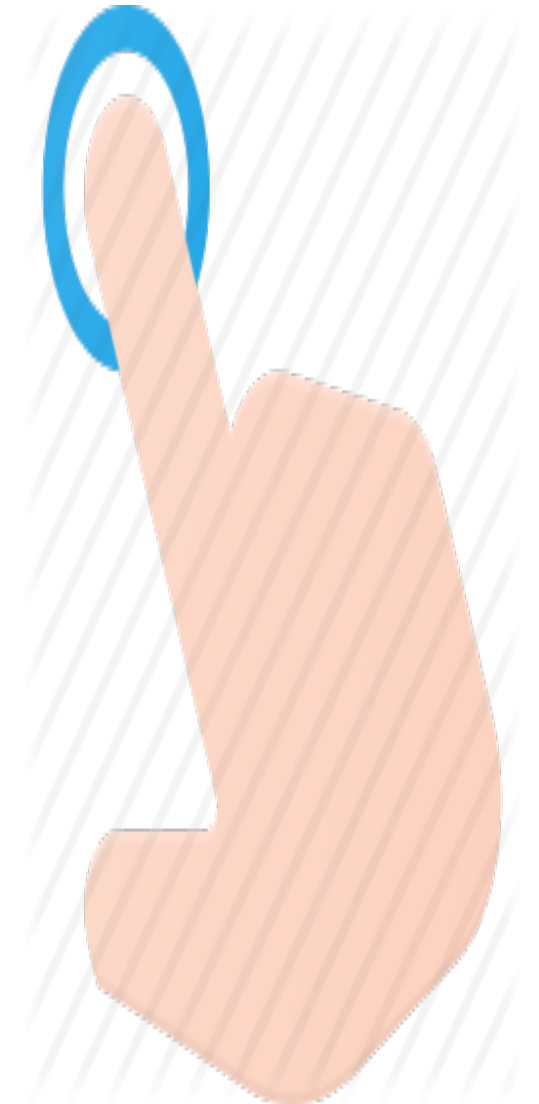


Figure: CEM
Source: (Gata, 2017)

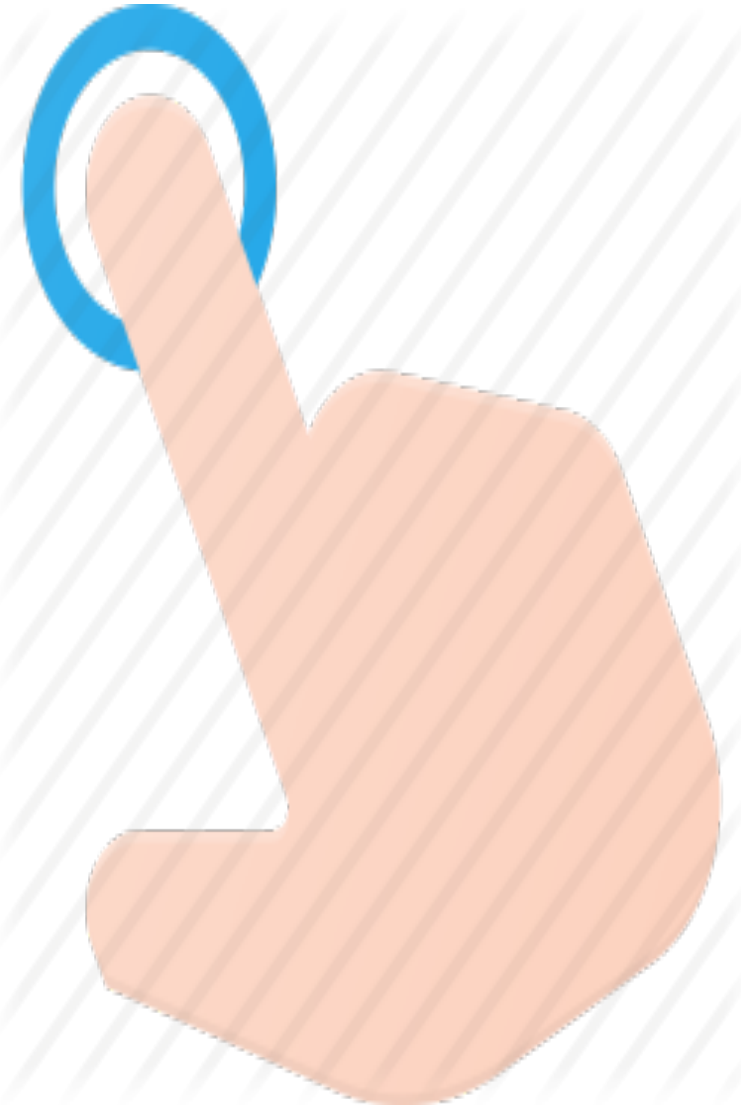
Customer Touch Points & Opportunities

- Strengthen Polo's way of Communication with Customers
- Increasing Ralph Lauren's Loyal Customers
- Improving Customer Satisfaction of Polo
- Accelerating Discretionary Power (Clark, 2019) of Polo
- Redesigning the Operation of the Organization of Polo
- Providing Vital Information regarding the Customer of Polo
- Promoting Customer Engagement (Hens, 2019)



Customer Touch Points & Threats

- Requires Polo to Instill the up-to-the minute Modern Technology
- Being Advance rather then Competitors may Complicates Polo's Regular Operation
- Changing Market Scenario (Milan, 2012) due to
Recent Legal Realities may Embroil Polo's Operations
- Requires Polo to Hire Experiences and Skilled Employees



Atmosphere arrangement of the store



Atmosphere arrangement of the store

Men's wear - situated in the left part of the shop, colourful, casual, holiday, sweaters combined with whole-coloured trousers, coats.

Women's wear- situated in the right part of the shop on a stand with around 20 articles in fresh spring modern shades and separated by colours and only two accessories: 1 scarf and 1 handbag.

Hanging or folding: half- half but the most colourful models and new collection are dressed on manikins.



Atmosphere vision

**Colours: Colourful, Spring, Holiday, Fresh colours.
And also holiday red, blue, white**

**Lights: dimmed light in the shop as it's lighter in
these parts where are situated the clothes which
creates comfy and warm home feeling.**

Darkness: No dark spot.

**Shapes: Clothes are not fitted but look
comfortable. Fit only with jackets and shirts**

Mirrors: Only in the dressing rooms.



POLO
RALPH LAUREN

Atmosphere vision

Display: two dresrooms in the two ends of the shop.

Layout: Solid wooden round table situated against the entrance with huge ceramic black vase on it and white artificial white flowers inside.

Our shop experience gave us a few other ideas:

- **With only 20 models women's clothes in the store it's definitely associated with men's shop for clothes and accessories.**
- **The atmosphere in the store shows the modern and colourful trend which is available for the season and underlines the individual style of the brand.**



POLO
RALPH LAUREN

Recommendati

- ❖ To communicate women's fashion trend in the shops of Polo.
- ❖ To increase the online shops the Ralph Lauren could offer free delivery.
- ❖ To offer mid-sales and season sales with attractive discount in so as to Attract to Polo.
- ❖ To attract the younger generation by influencing social media of Polo.
- ❖ To launch the robust advertising program in so as to Polo be the top player in the market.



References



- Aswin, (2007), *The factors affecting the organization in the USA*, 3rd edition, p-23.
- Clark, B. (2019). *The Benefits of a Positive Attitude in the Workplace - Quill Group*. [online] Quill Group. Available at: <https://www.quillgroup.com.au/blog/benefits-positive-attitude-workplace/> [Accessed 16 Mar. 2019].
- C. Toms. (2019). *7 Ways to Create a Customer Experience Strategy*. [online] Available at: <https://www.superoffice.com/blog/customer-experience-strategy/> [Accessed 19 Mar. 2019].
- Hens. (2019). *Castellane | The Customer Journey Mapping Tool*. [Accessed 19 Mar. 2019].
- D. Milan (2012), *The customer touchpoint and Services*, 12th edition, p-2012-24
- N. Gata. (2017). *Ultimate Guide to Customer Experience Mapping: How to Map the CX from Start to Finish – NGDATA*. [online] Available at: <https://www.ngdata.com/creating-a-customer-experience-map/> [Accessed 19 Mar. 2019].
- Miller (2019). *Customer Experience Mapping: What Is It And How To Do It?*. [online] Available at: <https://www.startupgrind.com/blog/customer-experience-mapping-what-is-it-and-how-to-do-it/> [Accessed 19 Mar. 2017].

**ANY
QUESTION?**



**THANK
YOU !**

