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1. Introduction

In 1921 Guccio Gucci established Gucci company when he started small luggage shop and leather goods firm in his home town of Florence. It is now a part of the design multinational Kering, which is run by Francois Pinault. In 2010, Gucci added a toddler's brand to its assortment of apparel and leather items for men and women. Alessandro Michele's unused design for Gucci has been resurrected. Gucci sales increased by 33% in 2018 and by 42% in 2017 as Chinese purchasers' demand increased. With 57% of total sales, The largest market segment is still goods made of leather. 44% of the Gucci's income was derived from Japan and the Asia-Pacific region in the previous year. In January 2015, Marco Bizzarri assumed the role of president and CEO. The company's headquarters are in Florence, Italy. (Available at :- [Gucci | Company Overview & News \(forbes.com\)](#))



Source :- [Gucci 1080P, 2K, 4K, 5K HD wallpapers free download | Wallpaper Flare](#)

According to Forbes Gucci was America's best employers for new grads in year 2018. In 2020 company was awarded as best employer for diversity. Gucci was ranked at 31st in year 2020 for world's most valuable brand. Gucci was ranked at 158st for best brand for social impact in year 2023. (Available at :- [Gucci | Company Overview & News \(forbes.com\)](#))



2. PESTLE Analysis of GUCCI

“ PESTLE represents an acronym of political, economic, social, technology, legal and environmental factors whose influence on decision making cannot be control by the organization.”

(Okyere Bismark, Obeng Acheampong Kofi, Adjei-Gyabaah Frank, Hope Eric (2018), *Utilizing Mckinsey 7s Model, SWOT Analysis, PESTLE and Balance Scorecard to Foster Efficient Implementation of Organizational Strategy. Evidence from The Community Hospital Group- Ghana Limited.*, International Journal of Research in Business, Economics and Management Vol.2 Issue 3, pg. 97)

P	E	S	T	L	E
POLITICAL	ECONOMICAL	SOCIAL	TECHNOLOGICAL	LEGAL	ENVIRONMENTAL
Example: • Current tax policy • Brexit • Trade policies • Political stability • Government policy	Example: • Inflation rate • Exchange rates • Economic growth • Interest rates • Disposable income • Unemployment rate	Example: • Lifestyle attitudes • Cultural barriers • Population growth • Population age • Health consciousness • Target demographics	Example: • Level of innovation • Automation • Technological awareness • Cybersecurity • Technological change • Internet availability/speed	Example: • Employment laws • Discrimination laws • Health and safety • Copyright protection • Consumer safety	Example: • Weather • Climate change • Environmental policies • NGO pressure • Recycling • Pollution • Sustainability

1. Political factors:-

Political factors are favourable and unfavourable for Gucci.

Gucci must first comprehend the political atmosphere in the UK and any other nations where Gucci developed before making any judgements since it has an impact on the profitability level of a country. The political



environment takes into account things like a country's taxation structure, political turbulence, governmental rules, corruption, etc.

Britain has a very low amount of corruption, yet Gucci operates there. The UK's most notable characteristics are its democracy and commitment to the rule of law. Given that the British government continuously promotes commercial enterprises, Gucci may profit from an especially advantageous political environment there.

Despite the BREXIT issue and the unpredictable political environment in the UK, the country is still a terrific place to do business, especially for high-end companies like Gucci. Gucci must sacrifice their profits for this because to the high tax rates in the UK.

2. Economical factors:-

Economical factors are unfavourable for Gucci.

The economic climate in the UK should be considered by Gucci, as well as market dynamics, interest rates, inflation, foreign exchange rates, GDP, employment rate, and other aspects. Any firm is welcome to enter and establish a presence in the UK thanks to its open economy.

Gucci sells clothing, luxury goods, and accessories. Given that the UK economy is growing and the country has low rates of inflation, it is a great place for organisations like Gucci to do business.

Because the government in the UK consistently supports commercial organisations, the bank interest rate there is fairly low. Due to the low interest rate, Gucci may easily borrow money if required and just needs to pay a little amount of interest.



3. Social factors:-

Social factors are favourable for Gucci.

Culture, religion, social class, public opinion, and social values are a few social environmental aspects that have an impact on Gucci's business. In the UK, the vast majority of individuals take their social class and status very seriously. Gucci will have a robust market in the UK because the majority of Britons buy premium items. The fact that most of Gucci's UK customers are educated and employed in the corporate sector is a sign of success for the brand.

4. Technological factors:-

Technological factors are favourable for Gucci.

Not a single organisation could operate effectively without technology. The commercial sector undergoes a profound transition thanks to technology. Gucci sells high-end products both offline and online. Gucci must utilise technology to market, invent, and sell items online, among other things. They can use the most cutting-edge technical equipment in the UK.

5. Legal factors:-

Legal factors are favourable and unfavourable for Gucci.

Gucci must follow by all rules and regulations in the United Kingdom since those authorities are very stringent about them.

6. Environmental factors:-

Environmental factors are unfavourable for Gucci.

Environmental issues are now more important than ever to both governments and consumers. Tom Crawford claims that luxury In conclusion, the luxury business is undergoing a long-lasting change (LuxuryBriefing, 2010). In order for Gucci to do business, They are subject to all environmental standards imposed by the UK authority. The majority



of UK customers are also extremely environmentally aware; they steer clear of businesses that contribute to pollution or otherwise hurt the environment.

(Available at:- [Factors Affecting the Gucci business in UK - CIRCLE OF BUSINESS \(circlebizz.com\)](http://circlebizz.com))



3. Porter's five forces for GUCCI

Professor Michael E. Porter has developed a systematic strategy for examining the organisational structure of the industry in order to create competitive tactics (Porter, 2008). As per Porter's model, rivalry within an industry goes well beyond the acts of present market competitors and is embedded in the sector's fundamental economic structure. (Azhar, 2008)

(Asmita Basu Chatterjee Assistant Professor (Finance) (2020), *Strategic Analysis- Understanding the Global Luxury Brand A case study on LVMH*, Army Institute of Management, Kolkata, ISSN: 2321-8819 (Online) 2348-7186 (Print) Impact Factor: 1.498 Vol. 8, Issue 5, pg. 90)

The Five Forces That Shape Industry Competition



Source :- Five competitive forces that shape strategy by Michael E Porter, Harvard business review, January 2008



1. Threat of new entries:-

Threat of new entries is medium for Gucci.

Threat of entrance into an industry for mature markets causes the level of competition to rise. When suggesting a new product in its developmental stage, it may go in the direction of market expansion. The scope, diversity, and complexity of the global luxury market are growing, and as a result, so is the client base. In new markets, there are more opportunities, which attracts more customers. One of GUCCI's primary strategic challenges is coming up with a suitable strategy that incorporates the developing market while maintaining the company's true heritage and experience while concentrating on the shifting clientele. Some of the most well-known and respected luxury product brands in the world are owned by Gucci. company at all.

(Asmita Basu Chatterjee Assistant Professor (Finance) (2020), *Strategic Analysis- Understanding the Global Luxury Brand A case study on LVMH*, Army Institute of Management, Kolkata, ISSN: 2321-8819 (Online) 2348-7186 (Print) Impact Factor: 1.498 Vol. 8, Issue 5, pg. 90)

2. Threat of substitute product:-

Threat of substitute product is high for Gucci.

Gucci's major competition in the luxury market is the replacement of famous names like Prada, Chanel, Christian Dior, Louis Vuitton, and Armani. When the Gucci logo was applied to the product with a small adjustment to the logo design, the business had to contend with phoney and inexpensive imitations. Since many individuals purchase these things as a status symbol, it can be challenging for the typical person to distinguish between a fake and a real product. However, people with a keen sense of style or familiarity with the industry may tell them different right away.



3. Supplier's bargaining power:-

Supplier's bargaining power is medium for Gucci.

In a seller's market, when producers can set prices and influence consumer spending, they can increase their profits. This happens when there are surpluses and shortfalls in a certain product category's total supply. Given its dominant market share in premium goods, GUCCI has negotiation power with suppliers.

Italy is home to the bulk of Gucci's manufacturers. The House has relied on and stayed loyal to some merchants for a very long period. All laws and rules must be followed by Gucci if they want to keep up its high calibre throughout the world. Suppliers have substantial bargaining power since they may quickly increase output or raise labour prices. Additionally, they are subject to the same political regulations and have the option to unionise to voice their dissatisfaction with pay and benefits in the same venue.

(Available at:- [Gucci Porter Five Forces Analysis | MBA Skool](#))

4. Rivalry among competitors:-

Rivalry among competitors are high for Gucci.

the number of rivals, industry expansion, the diversification and substitution of products, the intensity of assets, and the exit obstacles all affect how fiercely various companies compete with one another. The expansion of the industry, the number of rivals, and technical advancement are the three most important drivers.

(Asmita Basu Chatterjee Assistant Professor (Finance) (2020), *Strategic Analysis- Understanding the Global Luxury Brand A case study on LVMH*, Army Institute of Management, Kolkata, ISSN: 2321-8819 (Online) 2348-7186 (Print) Impact Factor: 1.498 Vol. 8, Issue 5, pg. 91)

Gucci sells ready-to-wear apparel, jewellery, watches, home products, handbags, shoes, accessories, children's clothing, as well as prepared-to-wear items. Hermes, Chanel, Fendi, Louis Vuitton, Marc Jacobs are among Gucci's main bag rivals. Jimmy Choo, Givenchy and Dolce Gabbana are the top shoe competitors. Among the businesses involved in the accessory



industry are Tom Ford, Yves Saint Laurent, and Prada. Cartier, Tiffany & Co., Bvlgari, and Chopard are a few of the major jewellers that compete in the high-end jewellery industry. Rolex, Patek Philippe, Audemars Piguet are the leading watch manufacturers.

(Available at:- [Gucci Porter Five Forces Analysis | MBA Skool](#))

5. **Bargaining power of buyers:-**

Bargaining power of buyers is low for Gucci.

When there are more products available than people want to buy, the people who want to buy things have more power to negotiate. This is especially true when there are different places where people can buy the same thing. When new companies start selling similar products, people have even more choices, and the profits for the people making or selling the products might change a lot.

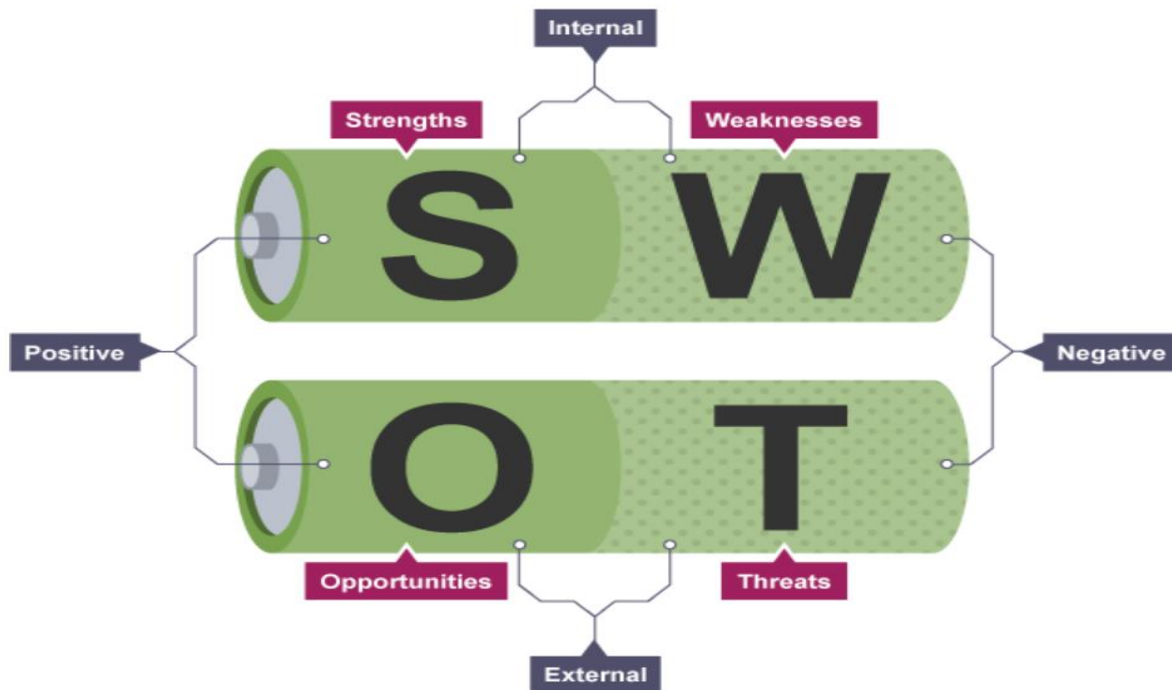
(Asmita Basu Chatterjee Assistant Professor (Finance) (2020), *Strategic Analysis- Understanding the Global Luxury Brand A case study on LVMH*, Army Institute of Management, Kolkata, ISSN: 2321-8819 (Online) 2348-7186 (Print) Impact Factor: 1.498 Vol. 8, Issue 5, pg. 91)

This prestigious house's clientele is both widely spread and extremely concentrated. Despite being a luxury brand, Gucci is comparable to many other brands, therefore switching costs are quite cheap among this exclusive group of customers. Because the products in this sector are so steady, consumers have very little negotiating leverage. Seasonal Gucci products are still being produced in limited quantities at the facility; these things are chopped and destroyed. There is no stock clearance discount given to the business.

(Available at:- [Gucci Porter Five Forces Analysis | MBA Skool](#))



4. SWOT Analysis for GUCCI



Source :- [Strengths, Weaknesses, Opportunities, and Threats \(SWOT\) analysis - Decision making - Higher Business management Revision - BBC Bitesize](#)

1. Strengths of GUCCI:-

- Gucci's digital marketing strategies have lessened the effects of the pandemic on the company, adjusted to how the environment has changed, and given the brand new life.
- Gucci has an established online presence thanks to social media marketing and accessibility on top e-commerce platforms.
- Gucci has also launched a number of cooperative ventures with other fashion houses and cartoon characters in an effort to pioneer sustainable fashion and appeal to young people.



(Yuxin Chen^{1, a, *, †}, Yiming Ma^{2, b, *, †} and Jingtong Xu^{3, c, *, †}, (2022), *Research on the Marketing Strategy of the Fashion Luxury Industry in the Post epidemic ERA – Taking GUCCI as a case*, 5th International Conference on Financial Management, Education and Social Science (FMESS 2022), pg. 574)

- In December 2020, GUCCI collaborated with UNICEF USA which makes brand more stronger than ever.

([Gucci and UNICEF USA's Partnership to Save and Protect Children | UNICEF USA](#))

2. **Weaknesses of GUCCI:-**

- Gucci will first start to lose some of its original masterpieces, and then slowly start to lose the real aura of luxury products. Gucci has started reviving, which goes against the present trend of people purchasing luxury items as they choose more expensive terminal products.
- Second, Gucci's immature marketing approach is prone to aesthetic and visual fatigue in the face of the epidemic and is unable to retain consumer attractiveness. Additionally, many luxury businesses are currently benefiting from millennial and Gen Z customers.

(Yuxin Chen^{1, a, *, †}, Yiming Ma^{2, b, *, †} and Jingtong Xu^{3, c, *, †}, (2022), *Research on the Marketing Strategy of the Fashion Luxury Industry in the Post epidemic ERA – Taking GUCCI as a case*, 5th International Conference on Financial Management, Education and Social Science (FMESS 2022), pg. 574)

3. **Opportunities of GUCCI:-**

- Capturing the market by using various strategies, such as making the items available in shopping centres.

(Asmita Basu Chatterjee Assistant Professor (Finance) (2020), *Strategic Analysis- Understanding the Global Luxury Brand A case study on LVMH*, Army Institute of Management, Kolkata, ISSN: 2321-8819 (Online) 2348-7186 (Print) Impact Factor: 1.498 Vol. 8, Issue 5, pg. 91)



- It is possible to achieve sustainable fashion development.
- Gucci may take advantage of developing luxury markets in emerging market such as India and China. European and American brands are becoming more and more popular in India and China as a result of improving economic standards and the desire of the public to emulate the West.

4. Threats of GUCCI:-

- Government rules and legislation are subject to change at any time. These might directly or indirectly result in decreased sales or brand harm for Gucci, especially in light of growing customer knowledge of ethical business practises.

(Available at :- [SWOT Analysis of Gucci | Gucci Strengths & Weaknesses 2021 \(swotanalysisistemplate.com\)](https://swotanalysisistemplate.com/gucci-swot-analysis/))

- The fashion sector deals with intense rivalry. Christian Dior, Burberry, and Ralph Lauren have directly threatened Gucci on multiple occasions, and this competition might be harmful to the business if they do not keep inventing.

(Yuxin Chen^{1, a, *, †}, Yiming Ma^{2, b, *, †} and Jingtong Xu^{3, c, *, †}, (2022), *Research on the Marketing Strategy of the Fashion Luxury Industry in the Post epidemic ERA – Taking GUCCI as a case*, 5th International Conference on Financial Management, Education and Social Science (FMESS 2022), pg. 574)



4.1. Advantages of SWOT analyses

- Identify opportunities for improvement of the organisation.
- recognise areas where organisation can prepare for potential future situations.
- Identify potential areas for future growth.
- SWOT analysis is a method of analysis that delivers comprehensive solutions and a broad perspective. In this way, a road plan called a SWOT analysis may be used to get from the general to the specific.
- SWOT analysis is a technique for interactional analysis, makes macro evaluations possible. The SWOT analysis method gives the chance to concentrate on the positive and bad aspects of the organization's internal and external environment, or the elements of this environment that supply plus and minus value, all from one integrated viewpoint. This makes the SWOT analysis also known as a "Two-by-Two Matrix."
- Business leadership may use SWOT analysis to identify opportunities for profit. Understanding vulnerabilities can help control and eliminate threats. By doing a SWOT Analysis to evaluate an organisation and its competitors, strategies to differentiate a company from rivals may be established.



4.2. Disadvantages of SWOT analyses

- SWOT is replaced by TOWS. Risks and opportunities are the optimum location to start an assessment, according to Weihrich (1982). The organization's strengths and weaknesses must be used to manage them because they are external to the organisation and ultimately beyond its control. An organization's potential for growth and existing competitive position are evaluated through a rigorous review of both internal and external elements.
- We now live in a changing and fiercely competitive world. Dynamic and structural modifications can affect how a SWOT matrix's elements are used at the system, sub-system, and super system levels.
- Multiple research illustrate how unsuccessfully prepared SWOT analyses are. It is essential to be developed and utilised deliberately, which requires expertise and knowledge. According to Mintzberg (1990), the picture that first comes to mind is executives discussing the benefits, drawbacks, and distinctive capabilities of an organisation while seated around a table, much like students in a case study class.
- The SWOT study is based on the present opportunities, threats, weaknesses, and strengths. SWOT must modify its inventory to arrive at one that appropriately reflects the predicted organization's strengths, weaknesses, opportunities, and threats in order to create effective strategies for that period. If not, making plans will be more grounded in the present or the past than the future.

(Emet GÜREL• Merba TAT (2017), *SWOT ANALYSIS: A THEORETICAL REVIEW*, The Journal of International Social Research, Volume: 10 Issue: 51, Issn: 1307-9581, Pg. 1003 - 1004)



5. Segmentation, Targeting and Positioning (STP) of GUCCI:-



Source :- [STP Model \(advancewithava.com\)](http://advancewithava.com)

5.1. Segmentation

Segmentation can be divided into various parts such as Demographic segmentation, Geographic segmentation, Psychographics segmentation etc.

1) Demographic segmentation:-

Companies segment the market based on factors including age, gender, race, marital status, income, education, and occupation, according to demographic segmentation.

Gucci makes products for various age groups such as children, teens and adults of both genders.

Gucci products are for the group of men and women that like making an influence over other individuals. Gucci makes various products for men such as men's shoes, bag, wallet, belt, watch, eye wear and jewellery etc. Gucci also makes number of women's products such as women's handbag, clothing, shoes, purses etc.



Gucci products are categorised as a luxurious products so they are expensive and people from lower income can not afford the products from Gucci. The Gucci brand disregards those in the middle class and lower income groups, which results in an inadequate utilisation of the market's consumer base.

2) Geographic segmentation:-

Almost all of Gucci's buyers reside in wealthy nations. As a result, they have riches and high standards. The brand's regional segmentation, however, is poorly planned since it ignored underdeveloped and developing nations.

Gucci operates in a number of nations, including Australia, Belgium, Canada, the Chinese mainland, Denmark, Finland, France, Germany, Hong Kong, Italy, Japan, Korea, Kuwait, Luxembourg, Mexico, the Netherlands, New Zealand and many others.

(Available at :- [Gucci Market Segmentation - An Analysis \(ukessays.com\)](http://ukessays.com))

5.2. Targeting

Targeting strategies can be divide in to three parts such as 1) Undifferentiated marketing, 2) Differentiated marketing, 3) Concentrated marketing.

Below mention targeting strategies utilised by GUCCI.

- 1) **Differentiated marketing :-** Gucci uses differentiated marketing strategies by offering various luxurious fashion brand for various age groups and differentiated according to gender for instance, Clothing, Shoes, Belts for men, women and youngsters.
- 2) **Concentrated marketing :-** Gucci adopted concentrated marketing strategy by focusing on a specific segment that align perfectly with its



brand identity. For instance, they target the high net worth person, celebrities and influencers.

(Available at :- [GUCCI® UK Official Site | Redefining Luxury Fashion](#))

5.3. Positioning

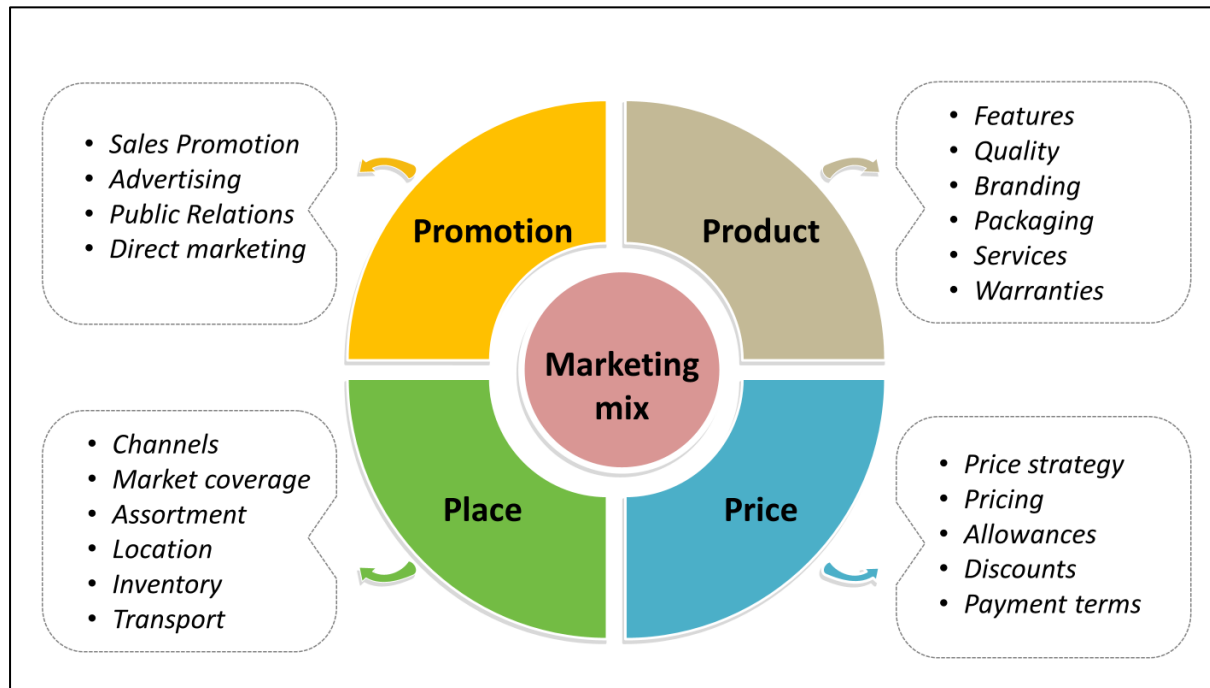
Establishing a distinctive position in the eyes of consumers is the purpose of positioning (Kotler, P. 2012). Gucci already has a distinctive and excellent brand image in the pricey market segment. They are renowned for their high quality standards, retail setting, upscale pricing, and efficient distribution methods. Most Gucci boutiques offer exquisite interior design.

Gucci's special features and top-notch customer service enable it to provide its consumers the highest-quality items. Although Gucci is pricey, the majority of wealthy individuals like shopping there. The brand Gucci is well-known among celebrities and other members of high society.

(Available at :- [Marketing Strategy of GUCCI in UK - CIRCLE OF BUSINESS \(circlebizz.com\)](#))



6. Marketing mix strategies for GUCCI



Source :- [Marketing mix template - Free PowerPoint Template \(yourfreetemplates.com\)](http://yourfreetemplates.com)

The 4Ps framework, which is used in Gucci's marketing mix plan to examine the brand, stands for "Product, Price, Place, and Promotion."

1. Product:-

One of the most recognisable and well-known brands in high-end clothing is Gucci. The company is today recognised as a leading fashion company. Market tactic of the Gucci covers a wide range of things. Gucci offers a variety of accessories including handbags, shoes, prepared for use clothing, jewellery, watches, and other items. It provides products for men, women, and children. The list of available product groups is long Totes, crossbody bags, backpacks, and shoulder bags are just a few of the numerous handbag designs available. Every bag is offered in a variety of hues. Gucci offers duffel bags, briefcases, portfolios, totes, and backpacks for men. They



possess coats and jackets, denim, leather, fur, skirts, tops and blouses, as well as trousers and other ready-to-wear items.

Shoes



Bag





Jewellery



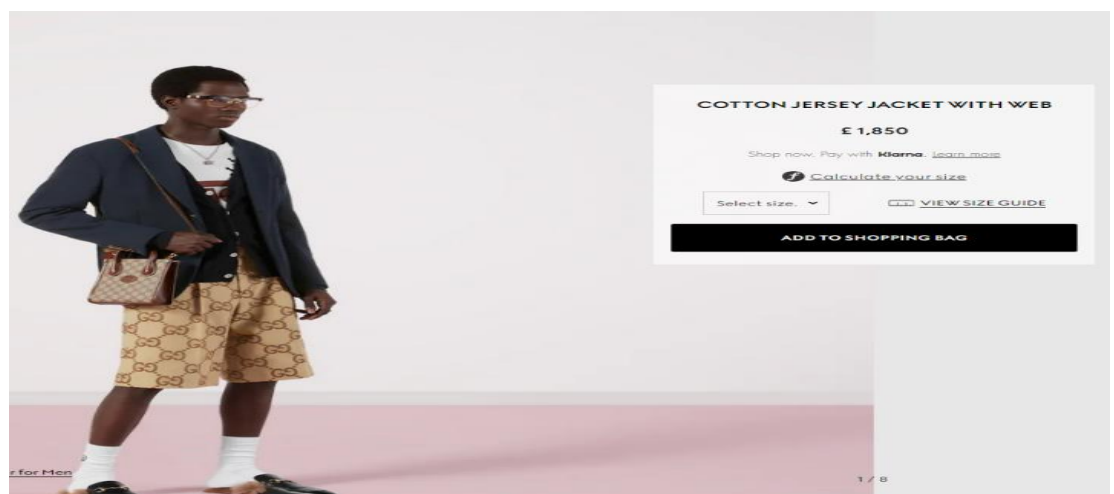
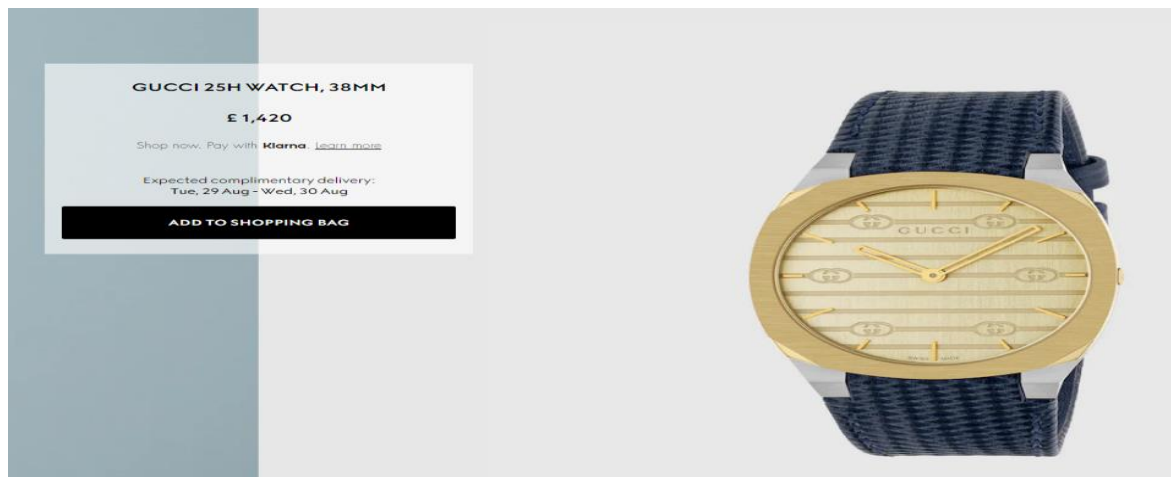
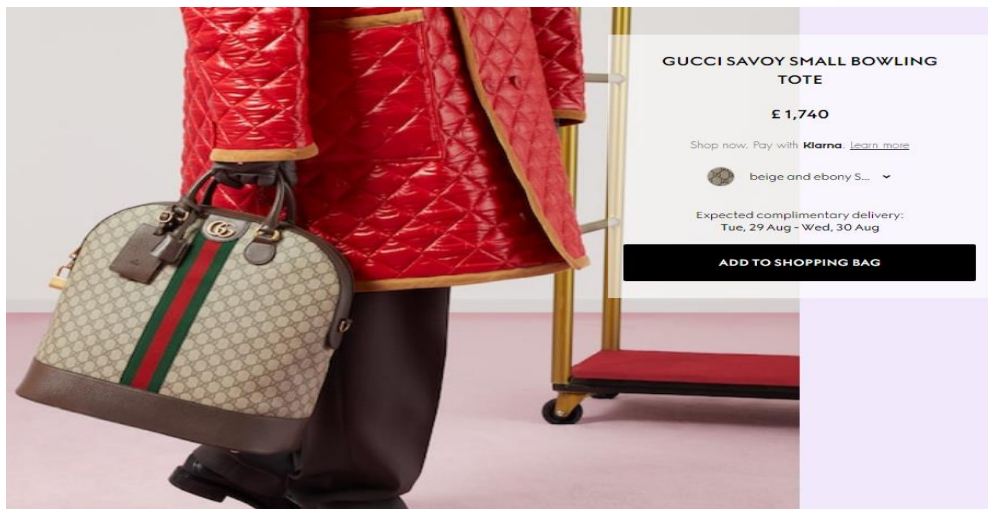
Jeans



Source :- [GUCCI® UK Official Site | Redefining Luxury Fashion](https://www.gucci.com/uk)

2. Price:-

Typically, Gucci sells costly goods. The fabric's composition and the method of fabrication have an impact on the selling price of the clothes. Any costs spent are taken into account when determining the price plan for the marketing mix. Different taxes imposed on products when they are exported cause their prices to increase. Gucci products are pricey because they are produced using premium materials, which also raises the total price of the things. Their final products bear the produced in Italy designation. The expensive cost of the item serves as a status indicator. Every single item from Gucci carries a hefty price tag.



Source :- [GUCCI® UK Official Site | Redefining Luxury Fashion](#)



3. Place :-

Gucci is making the most of its current network to boost sales and earnings naturally. Gucci has operations throughout Australia, Asia, the Middle East, Europe, and the United States. Merchandising, marketing, and communication, as well as retail planning, are its three main commercial operations. Support staff activities including human resources, finance, corporate social responsibility, legal, and corporate affairs look to the ancillary components of the Gucci company. Gucci's supply chain is incredibly effective and assists in producing items with cutting edge innovation from product creation to the technical sector. It has more than 500 directly run retail locations and a directly run internet business that serves more than 25 regions. Gucci sells its goods through a small number of franchisees, carefully chosen department stores, and specialised shops. Their stores are located in pricey uptown areas.

4. Promotion :-

Gucci advertises itself using banners, fashion magazines, social media, print media. Their marketing endeavours are highlighted on different social media platforms, including Facebook, YouTube, Instagram. To spread the word about their material on social media, they have worked with other bloggers. The eight different languages of the Gucci fashion app, is another service offered by Gucci. It offers articles on many topics, including videos that interact, fashion, and geolocation.

(Available at :- [Gucci Marketing Strategy & Marketing Mix \(4Ps\) | MBA Skool](#))



7. Recommendations (Ansoff Matrix)



Source :- [What is Ansoff Matrix? definition and meaning - Business Jargons](#)

1) Market Development :-

By introducing current items in new markets, Gucci might hasten the growth of its company through market development strategies. Gucci may study potential new clientele and markets for its goods by investing in R&D. The primary goal of research and development should be to comprehend how different market traditions, movements, and buyer behaviours differ from those of already-existing markets. Gucci might grow regionally. This will comprise either regional or local growth to various towns or within the same territory. Additionally, The Gucci may profit from business expansion by becoming global. Gucci's expansion



internationally will help it reach additional client demographics and increase its market share. Gucci, for instance, might increase its market share in developing nations like India.

2) **Market penetration** :-

Businesses should utilise the market penetration strategy if they wish to expand their current product lines in markets where their brands have become established and in use. Due to expanded production capacity, Gucci could be having the ability to reach more customers in the exact same marketplace. Gucci may potentially increase spending on marketing and advertising operations in order to increase market penetration. The Gucci might also consider new possibilities for introducing their products to the market.



Conclusion

This Marketing Management report prepared by taking Gucci as brand and provides brief introduction of Gucci, PESTLE analysis of Gucci, relate the porter's five forces with Gucci, SWOT analysis of Gucci including advantages and disadvantages of SWOT analysis. This report also includes the segmentation, targeting and positioning of Gucci and describe the marketing mix strategies (4Ps) of Gucci, Ansoff matrix for Gucci which suggest new strategies should Gucci adopt for it's growth.



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