

INDIVIUDAL BLOG

Marketing fundamentals (LCBB4004)

Assessment 1 (Task 1)

Submission Date: 31st march 2023

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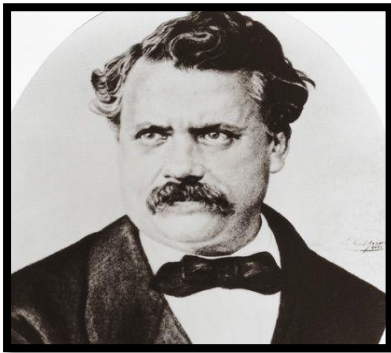
Student Name: Akriti Saini

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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.

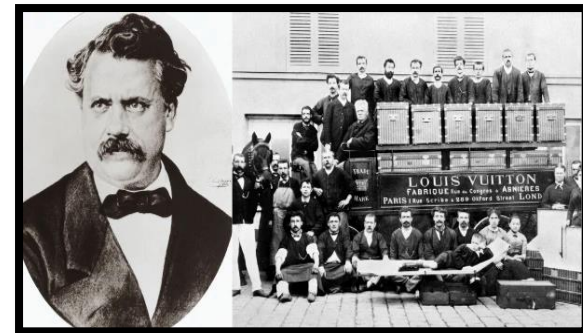


Louis Vuitton's first shop

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 makes a new trunk. Instead of leather, he uses 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.

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Return to the work

After few months with a lot of spirit he built a new shop at a new address, 1 rue 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.

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.

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 launches 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.

• **Overall advantages and disadvantages of Segmentation, Targeting and positioning strategy of Louis Vuitton**

Advantages: -

1. Louis Vuitton uses fantastic marketing for their products with the help of celebrities.
2. Both men and women use their products.
3. This company collaborates with top designers worldwide for the design of their products.

Disadvantages: -

1. Price of the product is very high for middle class person.
2. Online sale and online presence are weak.
3. Louis Vuitton do not have indirect marketing.



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 interwound 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 carries one shoulder belt. A large gold-metal LV padlock is a strong statement to this bag.

Magnetic signature padlock
Gold-colour hardware

Price

Louis Vuitton uses value-based pricing in its marketing mix for its products.

Customers are ready to pay the price because they believe the company's products are of high quality. Special care is paid by Louis Vuitton to the product's design, construction, and material quality. Due to this, the cost price of the goods ultimately increases significantly. Since elite and upper middle-class consumers are the brand's target market, Louis Vuitton prices its products according to a premium pricing strategy. Customers are willing to pay the exorbitant costs because the brand and its merchandise make a fashion statement.

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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

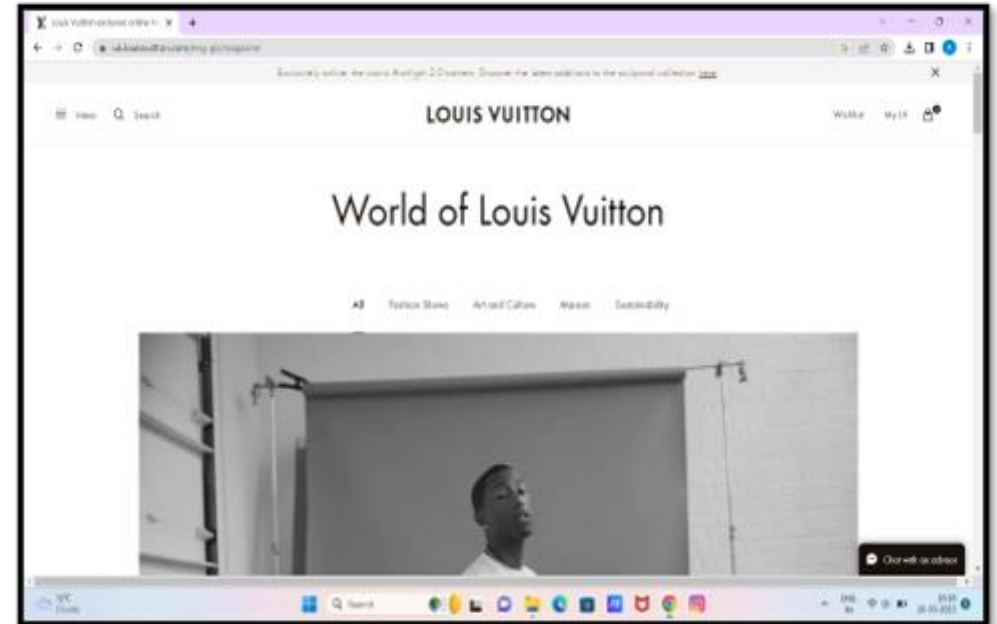


Blooming Strass Necklace

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



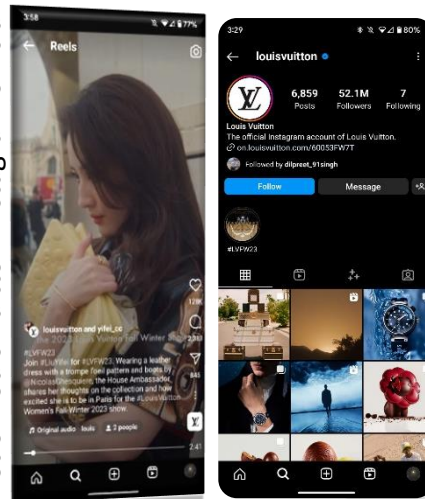
Cruise 2017 show



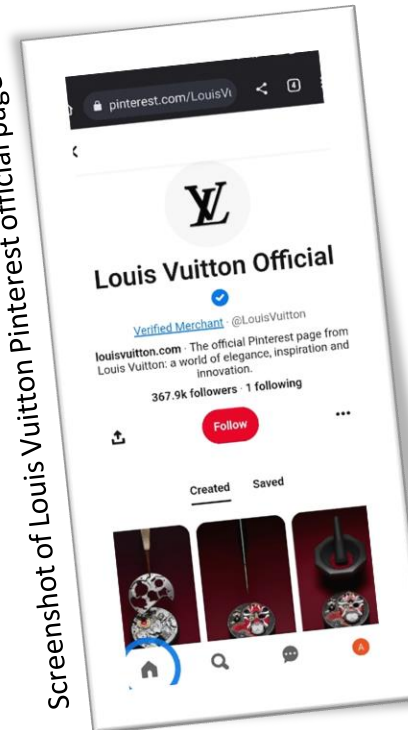
Spring-Summer 2021 show



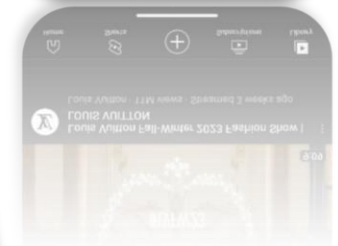
Screenshot of Louis Vuitton Instagram official page



Screenshot of Louis Vuitton Pinterest official page



Screenshot of Louis Vuitton YouTube official



Source of information-references: -

Logo:-

Logo link available at: - (Accessed on: 16/3/2023)

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

Background:-

Louis Vuitton background link available at: - (Accessed on: 16/3/2023)

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

Louis Vuitton image link available at: - (Accessed on: 16/3/2023)

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: - (Accessed on: 16/3/2023)

https://www.google.com/url?sa=i&url=https%3A%2F%2Ffluisguillermigital.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: - (Accessed on: 16/3/2023)

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=0CA8QjRxqFwoTCMDI9-n46v0CFQAAAAAdAAAAABAE

Louis Vuitton logo image 1854 to now link available at: - (Accessed on: 17/3/2023)

<https://www.google.com/url?sa=i&url=https%3A%2F%2F1000logos.net%2Fflouis-vuitton-logo%2F&psig=AOvVaw1vnVHd7V37nHqOvwvWqCG&ust=1679417063977000&source=images&cd=vfe&ved=0CA8QjRxqFwoTCOjDyJ366v0CFQAAAAAdAAAAABAE>

Segmentation, Targeting and Positioning Strategy:-

Louis Vuitton segmentation, targeting and positioning strategy link available at: - (Accessed on: 17/3/2023)

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

Image link available at: - (Accessed on: 17/3/2023)

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

Product:-

Louis Vuitton official website link available at: - (Accessed on: 17/3/2023)

https://uk.louisvuitton.com/eng-gb/women/handbags/_/N-tfr7qdp?gclid=Cj0KCQjwT_qgBhDFARIsABcDjOcGnj8VZPPLrTW3lrVIYH4nv48gcnvUzrg2wapwWc79Q6gOr0lAbkcaAkRpEALw_wcB

Spell on you fragrance and travel set link available at: - (Accessed on: 18/3/2023)

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

LV trainers link available at: - (Accessed on: 18/3/2023)

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

Blooming supple bracelet link available at: - (Accessed on: 18/3/2023)

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

LV chain pilot sunglasses link available at: - (Accessed on: 18/3/2023)

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

Locky BB bag link available at: - (Accessed on: 18/3/2023)

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

Price:-

Louis Vuitton official website link available at: - (Accessed on: 20/3/2023)

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

Difference between price in different countries: (Accessed on: 20/3/2023)

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>

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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: - (Accessed on: 21/3/2023)

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: - (Accessed on: 21/3/2023)

Promotion strategy link available at: -

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

Louis Vuitton Instagram official page link available at: <https://instagram.com/louisvuitton?igshid=YmMyMTA2M2Y=>

Louis Vuitton Pinterest official page link available at: <https://youtube.com/@louisvuitton>

Louis Vuitton You-tube official page link available at: <https://in.pinterest.com/LouisVuitton/>