

RALPH LAUREN

QUENTIN

Hello everybody, our group will show you how Ralph Lauren is currently working in terms of marketing and strategies. As you may know, Ralph Lauren is the name of the founder of the company. I will detail the general overview of the company and Florent will explain how the different tools used in marketing work in order to analyse this company.

Let's talk a bit about the company itself. Founded in 1967 by Ralph Lauren (here is a picture of him), the objective is to sell quality clothes all around the world. It could be either luxury clothes or casual clothes. Both of them are very expensive and that explains the quality of the product. However, half of the Ralph Lauren shop are considered as outlet stores. That means that prices are decreasing a lot on old collections so that the company can have more sales. That strategy is « destroying » the turnover year after year. Market shares are decreasing too. We can also notice that the competitors are getting stronger (Tommy Hilfiger, Gant...) and most of them are following the trends when Ralph Lauren still continue to focus on classic clothes and not to take risks.

A new CEO, the ex CEO from H&M, was hired a few years ago for organizing a new financial strategy for helping the company to survive. It's called « Way Forward ». Inside this strategy, you can find that many shops will close and that this new CEO wants to economize 200 millions \$. That's ambitious. Now, let's see with Florent how the company is running currently using different tools we learned in class.

FLORENT

Now let's talk about a very useful tool called the SWOT. It distinguishes the strengths, the weaknesses, the opportunities and the threats of a company. *(Explication du SWOT point par point au tableau)*

Then, let's talk about the Boston Matrix. It helps to analyse the products of a company by comparing the market shares and the market growth. Here are the principal brands of Ralph Lauren. Each brand has its own vision and strategy. *(Explication Boston Matrix point par point au tableau)*

Now, we can see that Ralph Lauren needed to reinvent itself in order to survive and fight against all the competitors. Thank you all for listening.