

# BUSINESS ANALYSIS & PROPOSAL

International Marketing Strategy

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LACOSTE

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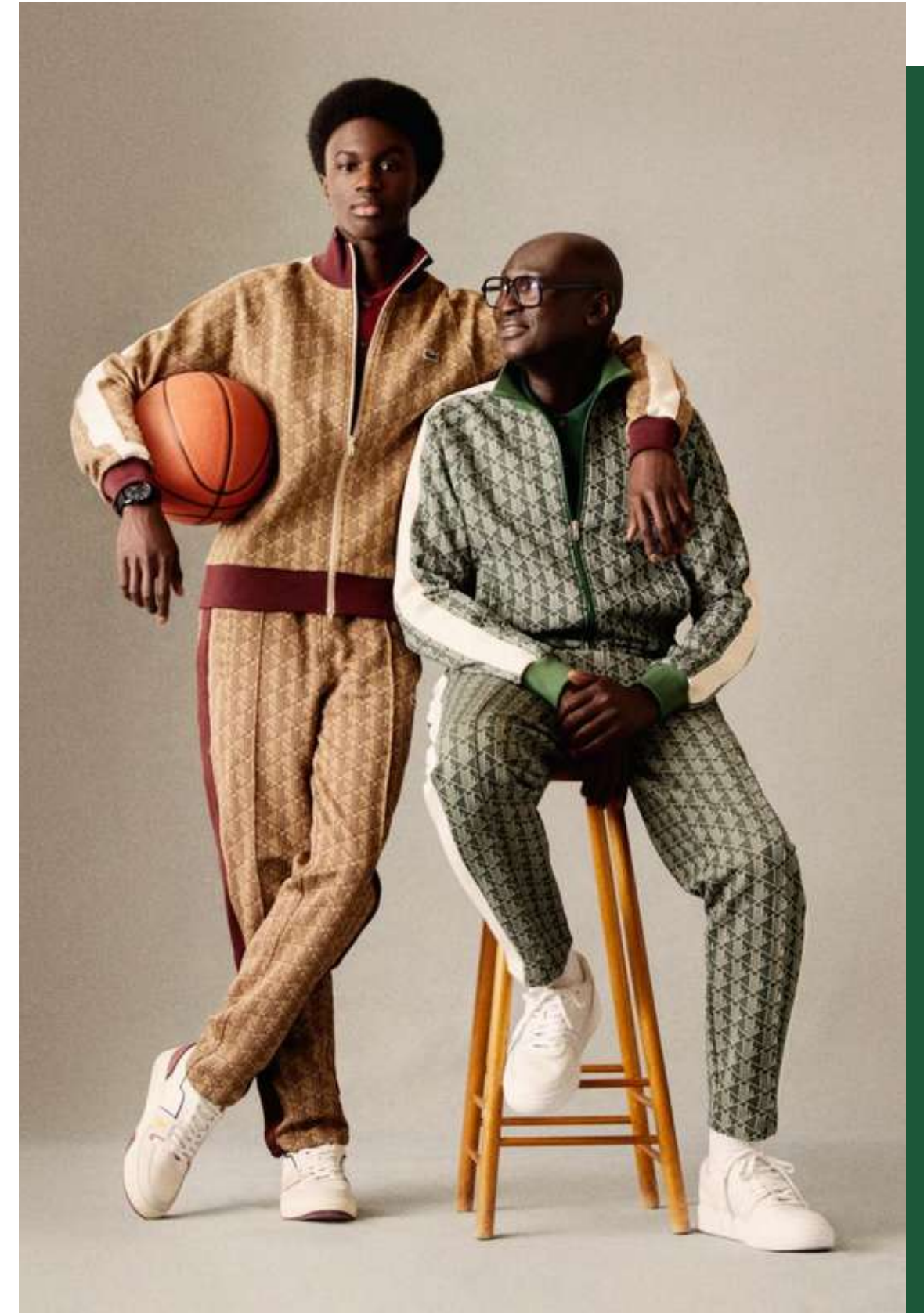
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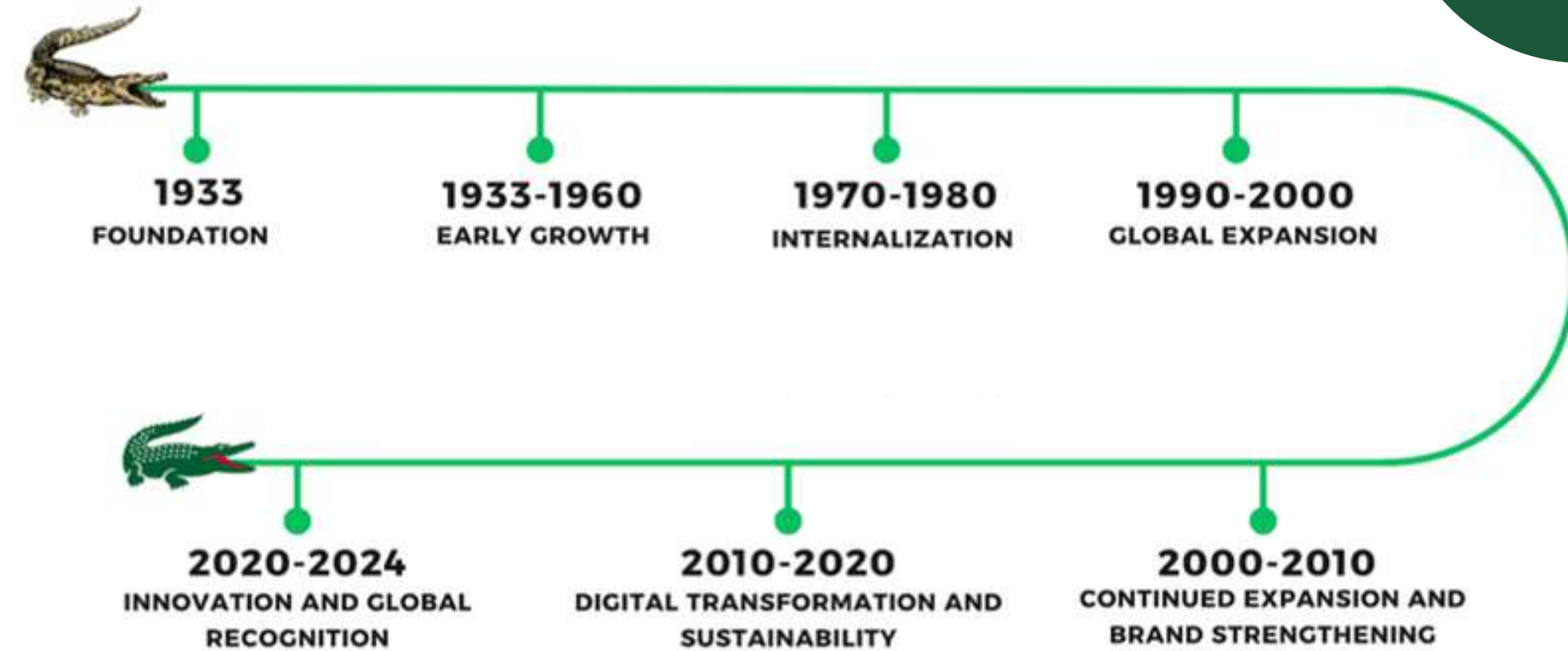
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Marketing Mix



# Internal Analysis

- **Sports-Luxury Niche**
- **Skilled Labor** in France → high-quality
- **Robust Textile Industry** → supports production
- **Leverages** eco-friendly & sustainable practices
- **Growing Domestic & Global Demand**
- **Moderate** threat of new entrants
- **Moderate** bargaining power of suppliers
- Supplier risk **mitigation** → Lacoste's ability to switch between suppliers
- **High** bargaining power of buyers
- **Brand loyalty** mitigates buyer power
- **High** threat of substitutes
- **High** rivalry among competitors (Ralph Lauren, Tommy Hilfiger + fastfashion brands)
- **Strong customer retention**



*Based on Porter Diamond Model, Porter 5 forces, and Value Chain analyses.*

## **COMPETITIVE ADVANTAGES**

- **Unique Positioning** = luxury & casual sportswear (strong brand equity)
- **Strong Customer Loyalty** = classic style
- **Strong Heritage & Legacy** = tennis
- **High-Quality Materials & Craftsmanship**

# ETIC APPROACH

Based on the benefits (preferences & needs) consumers seek, we identified 3 ETIC profiles representing the behavioral segmentation and thus Lacoste consumers.

## WELLNESS & HEALTH ENTHUSIASTS

Prioritize health + mental well-being emphasizing products helping with active routines.

## QUALITY & DURABILITY SEEKERS

Value durable, well-crafted products.  
Quality assurance = important

## ECO-FRIENDLY CONSUMERS

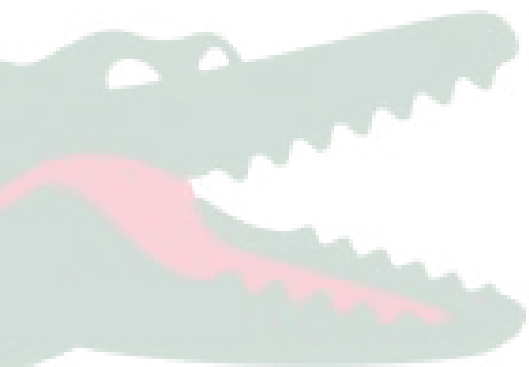
Favor eco-friendly brands with renewable energy, minimal chemicals, and recycling options.



# ETIC APPROACH

## MARKET SCREENING

- Asia-Pacific region is expected to hold a prominent share of the global apparel market
- **Preliminary screening** → Focus on 4 main Asia-Pacific countries with strong potential for Lacoste's development: **China, South Korea, Japan, and India.**



Based on MACS matrix: Selective strategies quadrant

- India offers strong growth potential → future key market despite being smaller than China or Japan.
- Growing middle class → key opportunity for premium brands.
- Moderate competition allows Lacoste to establish a foothold early.
- Market access & pricing support Lacoste's premium positioning.
- Moderate political & economic risks make India an attractive investment.
- Focus on high-potential metropolitan areas for targeted expansion..

# LADDERING INTERVIEWS

- **Research Goal:** To position Lacoste based on Indian consumer needs.
- **Diverse Sample:** 6 participants from varied demographics and professions.
- **Geographic Range:** Participants from cities like Mumbai, Delhi, Pune, Indore, and Rajasthan.
- **Age:** 22 to 45, different generational views.
- **Gender:** Both representation of men & women.
- **Occupational Variety:** Diverse professional backgrounds to explore how career influences preferences.

| Name           | Anviksha      | Aoj           | Vidyen      | Eklavya      | Swarnika         | Lalit        |
|----------------|---------------|---------------|-------------|--------------|------------------|--------------|
| Gender         | Female        | Male          | Male        | Male         | Female           | Male         |
| Age            | 27            | 22            | 26          | 26           | 24               | 45           |
| Country        | Mumbai, India | Indore, India | Pune, India | Delhi, India | Rajasthan, India | Delhi, India |
| Working Status | Architect     | Office worker | Student     | Student      | Student          | Army         |

## SECTIONS of the Interview Guide:

- 1.Brand Perception & Awareness
- 2.Customer Preferences & Behavior
- 3.Brand Loyalty & Engagement
- 4.Customer Satisfaction & Product Experience
- 5.Lifestyle & Brand Alignment

# EMIC APPROACH

Based on the interviews conducted, we identified 3 EMIC profiles representing Lacoste consumers

## STATUS-ORIENTED CLASSIC CUSTOMERS

Attracted to brand heritage, appreciating the accessible luxury and the elegance of Lacoste.

## ECO-CONSCIOUS OCCASIONAL BUYERS

Value the quality of materials and the brand's minimalist image, but they purchase rarely.

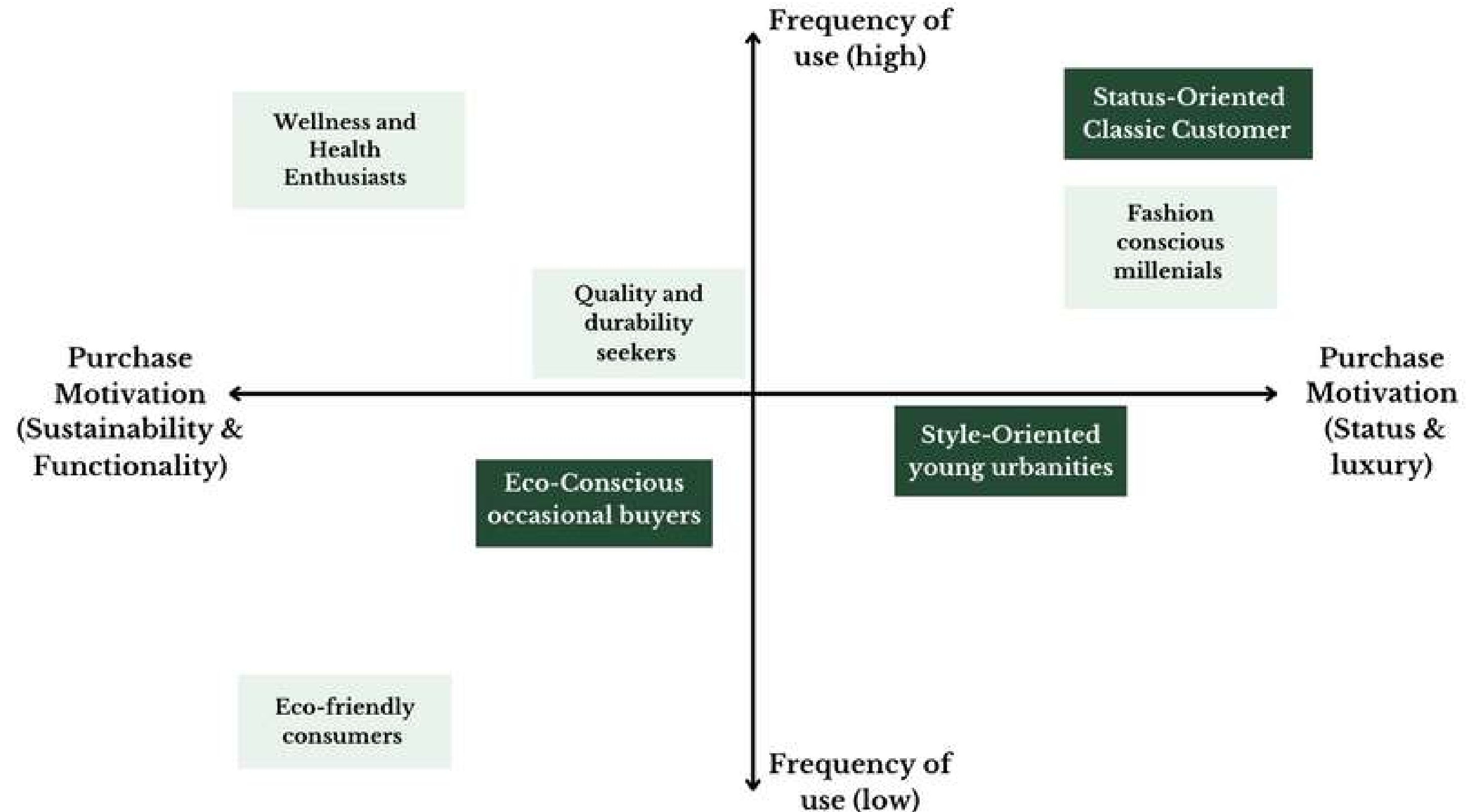
## STYLE ORIENTED YOUNG URBANITIES

Younger, fashion oriented consumers who seek stylish but not formal clothing.



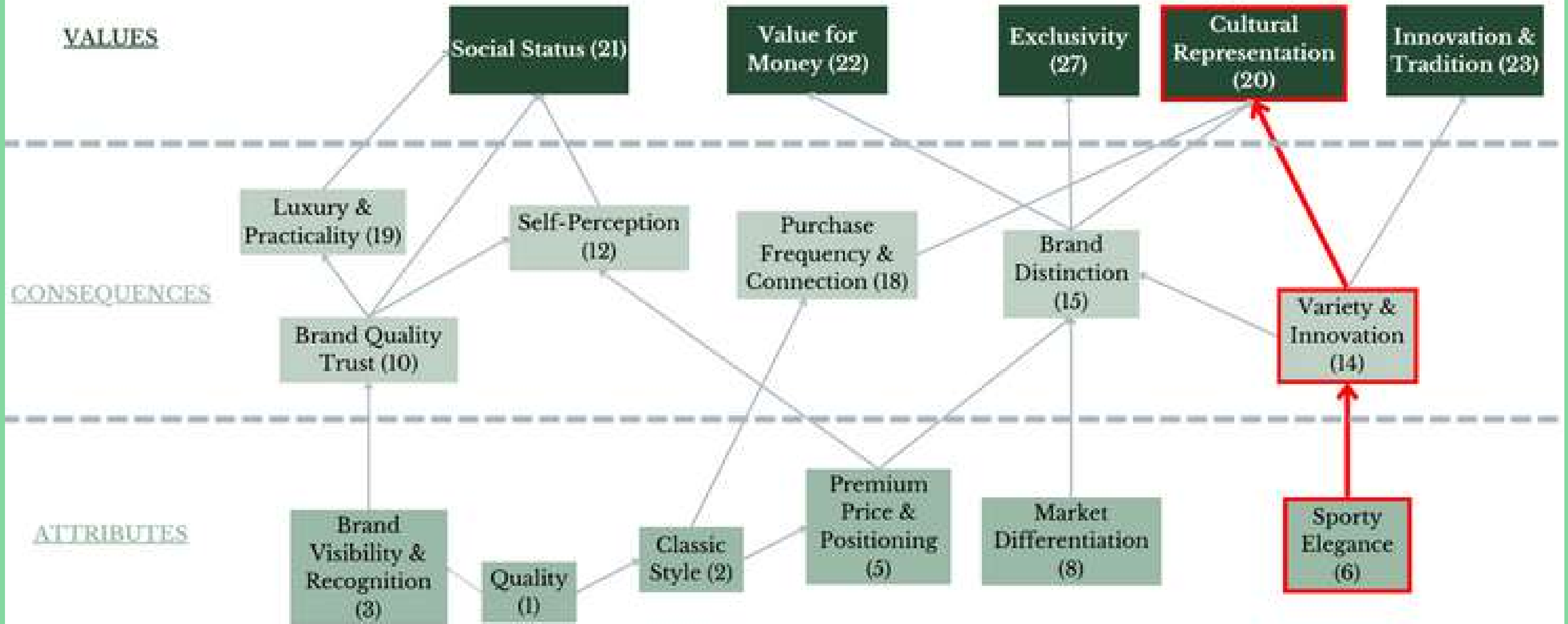
# EMIC VS ETIC APPROACHES

- EMIC profiles (in dark green)
- ETIC profiles (in light green)



# CONTENT ANALYSIS - HVM

**Cultural Representation**  
= Linked to the value  
“**Sense of Belonging**” from  
the LOV (List of Values)



# TARGETING & POSITIONING

## Main Target Segment: Cultural Trendsetters

- Seek fashion reflecting personal identity & cultural roots.
- Preference for global appeal with local cultural elements.
- Value authenticity & cultural diversity in design.
- Blend of culture & sporty elegance appeals to them.

## Secondary Target Segment: Fashion Conscious Millennials

- Value stylish, sporty, and sustainable clothing.

Target Market = India

“To *active, fashion-conscious individuals* who *seek a stylish yet functional wardrobe*, **Lacoste** is a *premium sportswear brand* that *embodies sporty elegance, variety, and innovation* because of its *timeless designs and commitment to broader cultural representation*.”



### FRAME OF REFERENCE

Sport-inspired, elegant, & sustainable fashion.



### POINT OF DIFFERENCE

Unique blend of sporty elegance, cultural diversity, & sustainable innovation.



### REASON TO BELIEVE

Commitment to personal expression and cultural respect, fostering consumer trust & loyalty.

## CULTURAL TRENDSETTER, Anushka Sharma



- **Demographics:** 29 years old, Delhi, India. Marketing manager at a global agency, earning ₹14-16 lakhs annually.
- **Lifestyle:** Embraces modern sophistication with traditional touches
- **Buyer Motivation:** Prefers versatile, premium brands that reflect her cultural identity.
- **Psychological Drivers:** Cultural connection for self-expression and self-esteem, seeking exclusivity in social and professional contexts.
- **Goals:** To express cultural pride through fashion choices that blend heritage with modernity.

## FASHION CONSCIOUS MILLENNIALS, Aditya Reddy



- **Demographics:** 24 years old, Hyderabad, India. Digital creator (fashion and lifestyle), earning ₹6-8 lakhs annually.
- **Lifestyle:** Merges traditional values with an urban style, with a sporty-chic aesthetic suitable for various settings.
- **Buyer Motivation:** Loves Lacoste's sporty elegance and high-fashion comfort.
- **Psychological Drivers:** Social validation and status, aspiring to align with global fashion icons.
- **Goals:** Aims a brand that blends premium fashion with cultural authenticity.

# MARKET ENTRY STRATEGY

- **Licensing Benefits:** Partnering with Sports & Leisure Apparel offers local market insights for better adaptation.
- **Risk Reduction:** Licensing minimizes operational and financial risks compared to independent entry.
- **Brand Control:** Lacoste retains control over brand identity while leveraging local expertise.
- **Growth Opportunities:** Collaborate with Indian designers and partner with e-commerce platforms like Myntra & Flipkart to expand reach.



# MARKETING MIX

## PRODUCT

**Perceived brand image:** High-end, masculine-leaning, limited appeal for women (noted by Anviksha).

-  Expand women's offerings: Fashionable, feminine designs with lightweight, breathable fabrics and vibrant colors.
-  Launch a cricket-inspired sports-casual line combining Lacoste's luxury with the elegance of the gentleman's sport for on and off-field style.
-  Seasonal collections: Introduce India-inspired designs with traditional patterns, marketed as exclusive, limited editions

## PRICE

**Price perception:** Justified by quality & brand image (Lalit & Anviksha), but some suggest slight reduction (Eklavya & Aoj)

-  Tiered pricing strategy: Premium pricing for iconic items, with more accessible options (e.g., t-shirts, accessories) for aspirational buyers.
-  Introduce exclusive, limited-time bundles or value-added offerings during festive periods (e.g., Diwali), emphasizing premium gifting options instead of discounts.
-  Introduce personalization (e.g., monogramming initials, cricket academy logos) for an additional fee

# MARKETING MIX

## PLACE

**Limited availability:** Currently restricted to select high-end stores and malls.

 Retail expansion: Expand selectively into high-end multi-brand stores like Shoppers Stop and standalone boutiques in high-end locations (DLF Emporio), ensuring curated collections to maintain exclusivity.

 E-commerce focus: Strengthen presence on top platforms to cater to tech-savvy shoppers.

 Innovative retail: Explore pop-up stores in tier-2 cities and collaborate with upscale boutiques for younger audiences.

## PROMOTION

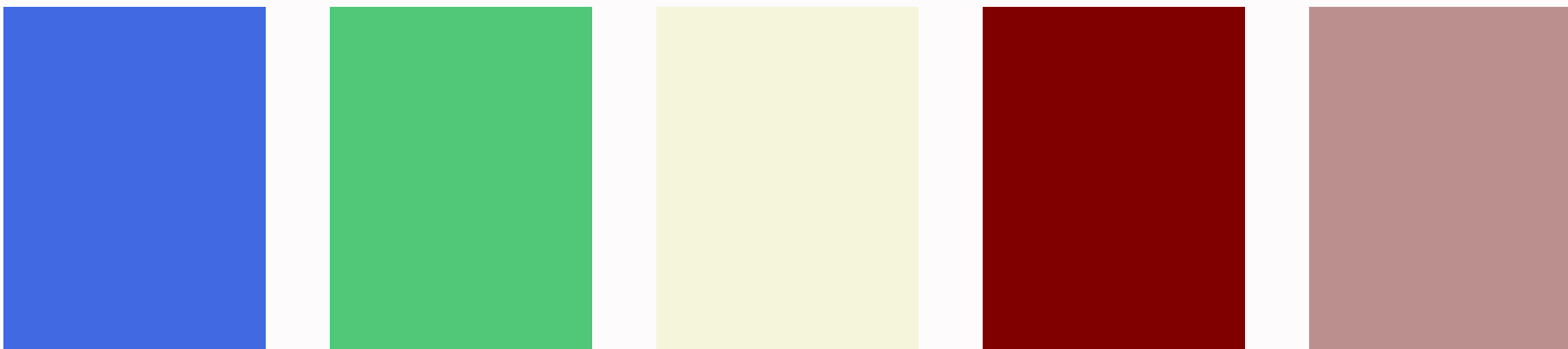
 Iconic collaborations: Partner with Indian sports personalities, Bollywood stars, and cultural influencers for authenticity and appeal.

 Sustainability focus: Highlight sustainable product lines in ads across cities, public spaces, and social media.

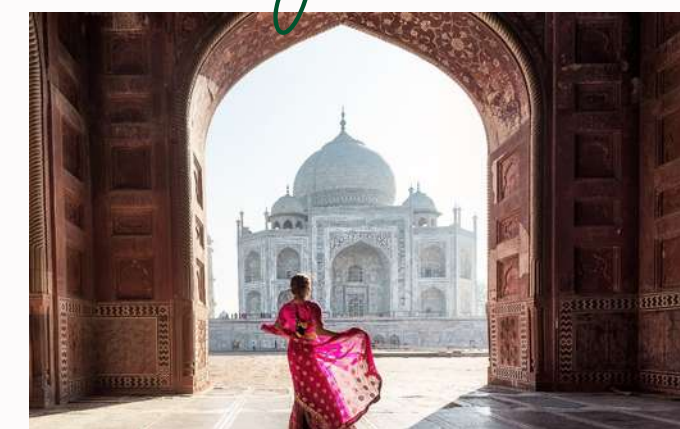
 Narrative-driven campaigns: Feature short videos showcasing icons' personal journeys, tying their values to Lacoste's sporty and timeless identity.



# GLOBAL ICON WITH A LOCAL SOUL



*Timeless  
Elegance*





**THANK YOU**