LOUIS VUITTON, MARKETING MIX

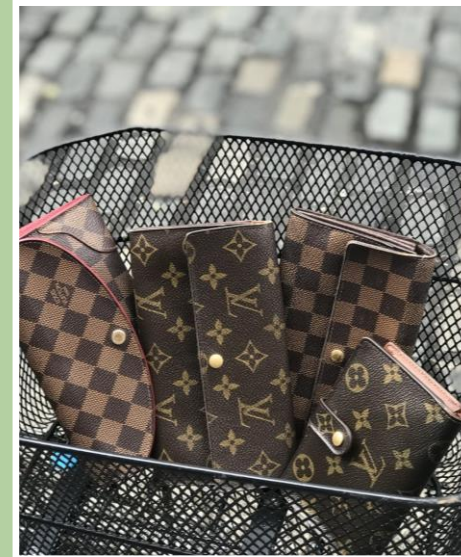By

LOUIS VUITTON

PRODUCT

- Louis Vuitton is a luxury brand that sells finest products. It makes 100% pure leather products and pays a lot of care to the designs and makes sure their products look unique and rare.

- Louis Vuitton has consciously decided to only make handmade products and not make machine made. The company hires finest craftsmen and makes sure that the products are completely unique. The company registers all its designs and products to avoid copying. Louis Vuitton makes finest bags, unique dresses, designer shoes, and exquisite watches.

- They also have other products such as wallets, eyewear, jewelry, scarves, briefcases, belts, etc. For this project I will be focusing on the Louis Vuitton Bags.

LOUIS VUITTON BAGS (PRODUCT)

- Louis Vuitton bags are durable. And by that I mean extremely durable. The canvas is so easy to maintain that an LV bag can be worn for decades.

- They are made out of costly materials such as top-quality leather, boa, crocodile, lambskin and camel skin. Fakes are made from pleather (plastic leather) and vinyl; they may feel rough and stiff.

- According to the company, an authentic Louis Vuitton bag or wallet goes through more than 100 stages of production before it is ready to hit the retail shelf.

- The top 10 competitors in Louis Vuitton's competitive set are Hermes, Gucci, Prada, Chanel, Coach, Burberry, Fendi, Versace, Michael Kors and Celine. Together they have raised over 1.3B between their estimated 110.7K employees.

- The Louis Vuitton packaging will feature this imperial saffron shade highlighted with blue, a colour already used in early 1854, The box is the then tied with a ribbon. The combination of the two colours gives a very modern yet eternal look that is reminiscent of the golden age of travel.

LOUIS VUITTON COLORS FOR BAGS →

Beige	Baby Blue	Baby Pink	Red
Lime	Purple	Silver	Bronze
Mango	Fuchsia	Lavender	Marshmallow
Peppermint	Perle	Framboise	Indigo
Noisette	Amarante	Pomme D'Amour	Orange Sunset
Vert Tonic	Violette	Vert Bronze	Rose Pop
Blue Galactic	Rouge Fauviste	Vert Impression	Gris Art Deco
Givre	Blanc Corail	Bleu Infini	Blue Nuit
Bleu Lagon	Rouge Grenadine	Jaune Passion	Terre D'Ombre
Rose Velours	Indian Rose	Rose Angelique	Beige Poudre
Vert Olive	Grand Bleu	Citrine	Black Magnetique
Amethyste			

LOUIS VUITTON (PRICE)

- After some research, I saw limited edition Louis Vuitton bags go for up to €10,000, but the more common range bags such as the Neverfull and Pochette Metis go for around €1–2000, while smaller things such as purses, wallets and leather accessories go for €1–700. The rarity of the bag also effects the price.

- The average price for a Gucci bag range at €2,377, the average price for a Prada bag is €1,450 and the average price for a Fendi bag is €2,200

- Louis Vuitton could have discounts, where it lowers prices for a short period of time in order to attract customers. It can do this by reducing a percentage off the price of its products, like Gucci, Prada, Fendi, Jimmy Choo, Chanel etc.

- It is said that you can get Louis Vuitton bags cheaper in France, Canada, Japan, Singapore, Australia, China and United Kingdom.
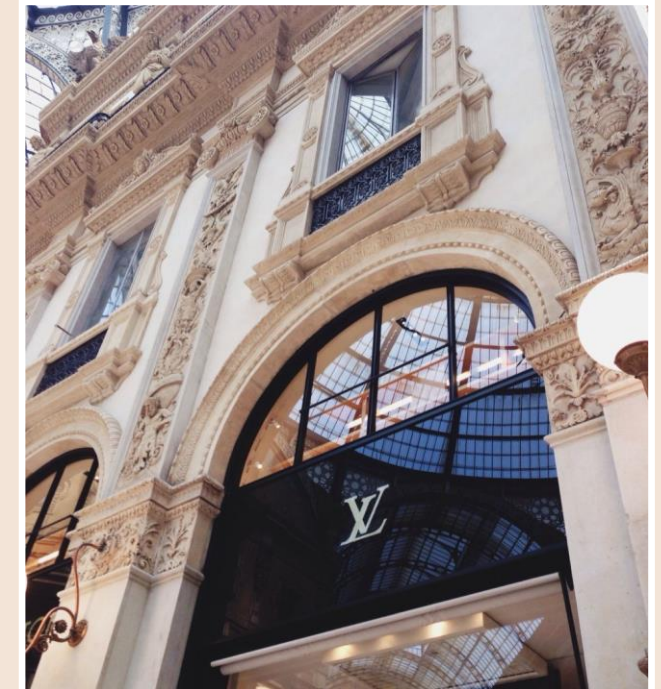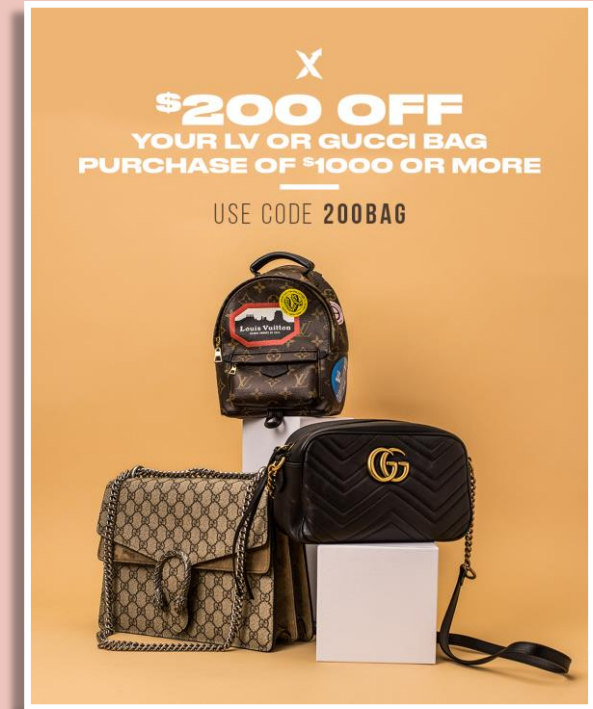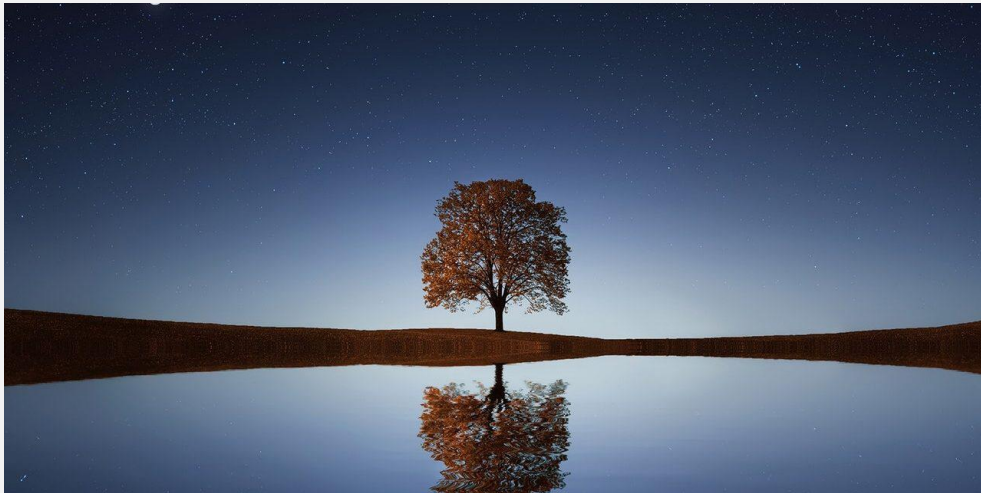
LOUIS VUITTON (PLACE)

- Louis Vuitton products are rarely sold in departmental stores. The company believes in having their own stores.

- Louis Vuitton have their highly specialized sales persons trained to treat their customers with utmost care. They treat their customers with high warmth and provide personalised attention.

- They have limited stores and hence the customer walks up to the store. The limited Louis Vuitton stores reduce costs for the company because the distribution channel is shorter.

- Louis Vuitton sells its products through two marketing channels. The first is where it sells directly to its customer or through its online website.

- The second is where it sells to wholesalers who then sell to different retailers located all over the country. These then sell to its customers.

- Louis Vuitton has its products present on over 500 retailers throughout the country. It follows an intensive marketing strategy where it tries to include its products on as many retailers as possible. This ensures that its products are available to customers easily in different parts of the country.

Louis Vuitton (Promotion)

- Louis Vuitton uses multiple media channels to promote its products. It uses traditional media, which includes an advertisement on television and radio.

- This is beneficial due to its large reach and ability to attract a large number of people. It uses online and social media advertising, which is cheaper and beneficial due to the increasing usage of the internet.

- It advertises on various social media platforms with a focus on YouTube, Facebook and Twitter due to the high monthly usage of these. It has over one hundred thousand likes and customer following on these pages, which are exposed to frequent content uploaded by Louis Vuitton.

- Louis Vuitton experiences various sales promotion taking part in various trade exhibitions and events around the year. Louis Vuitton uses personal selling, with a large sales force. Louis Vuitton uses a percentage of sales method to determine the promotions budget for the year.

$200 OFF
YOUR LV OR GUCCI BAG
PURCHASE OF $1000 OR MORE

USE CODE 200BAG

REFLECTION

Making this project I learned so many new things, for one I got better at making PowerPoints

I found out that Louis Vuitton was born on August 4, 1821 in France where his mother died when he was still young.

I had no idea that LV bags are waterproof and fireproof. No wonder LV bags are so expensive .

Apparently, Louis Vuitton bags are made out of crocodile skin, lamb skin AND camel skin. (I thought they only used leather)

You will NEVER find Louis Vuitton on discount.

Louis Vuitton Bags are not as delicate as I thought, I found out that, each bag goes through several durability tests. APPARENTLY it is dropped from a height of half a meter for 4 days straight with a weight of 3.5 kgs inside, followed by other endurance tests.

I didn't know that there was SO many more colors than just brown and yellow on the LV bags (you can see this on slide 4)

I found out that at the end of the year, if any LV products are not sold, they are sent back to the LV factory in France where they are shredded or burnt.
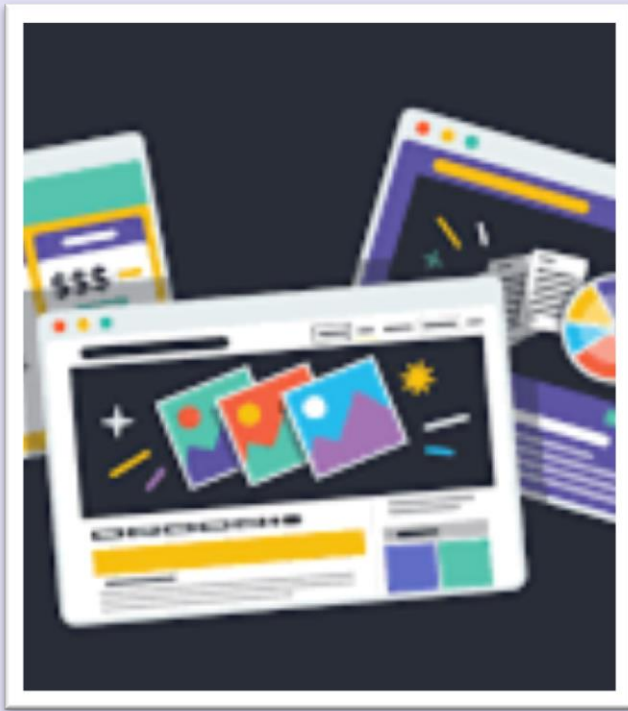
LIST OF WEBSITES (RESOURCES USED)

- www.mbaskool.com

- www.owler.com

- Http://blogs.ubc.ca/demidychua

- www.rioni.com/blog/designer-purses-101/just-what-exactly-is-louis-vuittons-canvas-made-of/

- www.louisvuitton.com

THANK YOU SO MUCH FOR WATCHING