

Polo Ralph Lauren Corp in Luxury Goods (World)

<https://marketpublishers.com/r/PBDC46B3904EN.html>

Date: May 2013

Pages: 36

Price: US\$ 572.00 (Single User License)

ID: PBDC46B3904EN

Abstracts

Ralph Lauren is a leader in US luxury but remains a modest player in international markets. The company plans to tackle this challenge with aggressive retail expansion in China where it took direct control over its operations in 2009. In the US market, despite its strength in designer apparel (ready-to-wear), it remains weak in key growth categories including luxury accessories and luxury jewellery and timepieces.

Euromonitor International's Polo Ralph Lauren Corp in Luxury Goods (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Luxury Goods industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Designer Apparel (Ready-to-Wear), Fine Wines/Champagne and Spirits, Luxury Accessories, Luxury Cigars, Luxury Electronic Gadgets, Luxury Jewellery and Timepieces, Luxury Travel Goods, Luxury Writing Instruments and Stationery, Super Premium Beauty and Personal Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Luxury Goods market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Scope of the Report
Strategic Evaluation
Competitive Positioning
Market Assessment
Designer Apparel (Ready-to-wear)
Luxury Accessories
Luxury Access
Luxury Jewellery and Timepieces
Super Premium Beauty and Personal Care
Brand Strategy
Operations
Recommendations

I would like to order

Product name: Polo Ralph Lauren Corp in Luxury Goods (World)

Product link: <https://marketpublishers.com/r/PBDC46B3904EN.html>

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PBDC46B3904EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970