

COACH

The quality way to arrive in the future. Celebrating 75 years!



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MGMT 489 MID-TERM OUTLINE

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COACH

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SWOT	
Strengths	
Broad Product Offerings (Longevity).....	
Controlled Internal Distribution (Own Stores).....	
Strong Online Presence (Website/E-Commerce).....	
Focused Growth Strategy (Revenue).....	
Organizational Culture (Global).....	
Leadership and Direction.....	
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Market Share (-12% in 2014).....	
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Travel Retail (Duty Free, Airlines, Cruises, etc.).....	
Brand Transformation/Expansion (Men's, Lifestyle, Dual Gender)	
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Product Innovation (Technology focused)	
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Acceptance of Rebranding (Higher Price Merchandise).....	
Investment to Rebrand (Expenses; showrooms, marketing, etc.).....	
Piracy/Authentication (Protection of Brand).....	

CURRENT STRATEGIES.....

- **Marketing Strategy- Campaigns, Advertising, Company Image, 75th years in Business, Implement Higher Prices, Leather Roots, Reduce Discount Events, Celebrity Endorsements, Bolster E-Commerce (Web Site, Social Media, Online Buying Experience).....
- **Management Strategy- Leadership and Direction (New CEO and Design Director) 360 Degree Eval., Training for Employees, Innovation.....
- **Expansion Strategy- Diversification; Acquisition of Stewart Weitzman (First Global Purchase), Explore Partnerships.....
- **Merchandising Strategy- Transformation Plan: Revamping Brick and Mortar Stores, Revert to All Leather Bags and Accessories, Further Develop Lifestyle Lines.....
- **International Business Strategy- Re-gain Market Share in the US, Perpetuate the Brands Quality and Longevity in all Markets. Close underperforming stores and outlets for repositioning. Increase travel retail outlets.....
- **Financial Strategy- Incur \$250-\$300 million in pre-tax expenses; to increase inventory investment, pay severance costs for store closures. (Will result in savings of \$70M in 2014 and \$150M annually thereafter transformation and will result in increased profitability for retailers)*

RECOMMENDATIONS.....

- **Marketing Strategy- Celebrities, Special Causes.....
- **Management Strategy- Unify stores to transformation specs.....
- **Expansion Strategy- New Product Lines (See Photos).....
- **Merchandising Strategy- QVC, and other virtual media, enhance online services for purchases, viral personal shoppers.....
- ** International Business Strategy-Incorporate Technology into Real-Time and Virtual Purchasing Experiences.....
- **Financial Strategy- Ratios to accomplish transformation of stores.....

IMPLEMENTATION/ COURSE OF ACTION.....

****7-10 pages written out on each ** below.**

- **Marketing Strategy-** Celebrities, Customization for personal protection, anti-theft linings, and additional in-store/online services, club membership and custom designs for technology, airline “coach” connections, placements, and advertising. (See Photos).....
- **Management Strategy-** Enhance customer service skills for all employees, cradle to cradle sustainability for material and supply chains.....
- **Expansion Strategy-** Physical locations will shift within the markets, contract with airlines to provide uniform customized uniform travel sets for pilots and attendants, also provide leather arm rest for passengers traveling “Coach.” Tie in travel retail to airports, etc.....
- **Merchandising Strategy-** (Local Interview at COACH Outlet in Santa Fe)
- ** International Business Strategy-** Traveling “Coach” for Intercontinental flights, travel oriented line of luggage, tailor stores to local customs and globally saturate travel and technology needs. (See photos)
- **Financial Strategy-** Source 4. will outline how to achieve set goals and recommendations.

EXECUTIVE SUMMARY.....

****Write Out**

APPENDIX.....

****If Needed**

REFERENCES.....

1.) www.coach.com/

2.) *https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwibjfyHka_LAhUpmoMKHRYjBecQFggcMAA&url=http%3A%2F%2Fmarketrealist.com%2F2015%2F01%2Fpurse-wars-coach-seeing-fierce-competition-market-share%2F&usg=AFQjCNEWE-EXq_BqUsmr1YMSl9Rm-BTU6Q

3.) TEXT: Harrison, Jeffrey S., and St John Caron H. *Foundations in Strategic Management*. N.p.: n.p., n.d. Print.

4.) <https://finance.yahoo.com/q/pr?s=COH>

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