

The Study about the Monogram SLG's Marketing Status of the Louis Vuitton

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I. Introduction

Now LV becomes fashion trend worldwide with keeping 150 years' tradition and receiving Mark Jacobs' young sense. Let me study the past and the present of the LV that was constructed as the highest grade brand by supervising meaningful events for vivifying to the society, an out and out artisans and strict marketing system. And researched marketing status Monogram SLG, the oldest products in LV, in Korea will be researched and analyzed.

The history of the LV's Monogram SLG is like this Monogram SLG which was made from Morocco leather was produced at first in 1910. In 1976, it was made from canvas and leather's combination and in 1992. Monogram SLG was sold at markets and keep until now.

II. Results and Discussion

In materials, PVC coating is done on polyester and cotton combination fabric and printing on the outside surface and then stamp grains. It can be fold because it is very strong and flexible and it is very strong characteristic to water so it gets scratches less than leather. In the inside, cross grained calf leather from denim gives gloss with two-tone effects. And both external and internal are all firm and strong against scratches with grain. It is veridical for Monogram SLG's materials. Snap button and zipper are stitched and accessories like they are carved LV logo and very firm. All material accessories are plated with 23K gold.

If we examine the sales percentages of the Monogram SLG by analyzing sales tendency, the sales of the Monogram SLG take 18% of the total sales for the last 3 months. Seeing the total items are 41, it is very high numerical value. In opposition, when Monogram SLG's stock is short(actually they have these one or two months a year), we can lose the percentage. Also, 3 months' sales amount of the Monogram SLG top 10 items take 76% in the Monogram SLG total sales amount. So we can see that the dependence of the specific items is very high. In preference, a wallet is sold overwhelming than a trifling article. Top 10 items are constructed for women. And in wallets, portefeuille is more popular than pochette porte. The design with porte

monnaie rond is preferred than the one without except M61663.

LV' marketing strategy is like this. First, small variety - small production's brand marketing. LV do through small variety - small production. They don't sell one more thing at once.

Second, high positioning strategy.(Consumers become fussy and picky. No matter how they have capability, they are very particular in purchasing. They purchase products not because it is simply cheap but because they really want to buy. This means that if the products have charm, the price of it is no matter. The representative example is the LV. Recently some enterprises are seeking for cutting down expenses. Of course, reducing expenses is very important to get a benefit. But these negative competition has problems. Bleeding is more serious than benefits.) Now they have to endeavor develop new technological new products. So in this point, it is worth of learning LV's high position strategy.

Third, an out and out quality control. LV's quality is guaranteed throughly from manufacture process. Their artisans always select the highest grade leathers and cut them by hand. They make a frame, drive nails and sew leathers with two needles by themselves. And 8 times quality test must be in force after completion one wallet. Like these products are welcomed to the customers know the true value of the quality in the worldwide shops.

Fourth, traditional brand image- LV sells not only product but also brand's image. LV that is 150 years old from 1854 have high-priced products' quality, design, supreme and traditional image.

III. Conclusion

If we see the LV's process direction, Monogram SLG has the most various design and items in LV's total lines. It could be said that Monogram SLG represents LV.

Like this, Monogram SLG is very important line in LV but new products are rarely appeared except M63028. It is not just my opinion that the focus moves to Epi or Tigar. Though Monogram SLG is still popular, if they stay like the frog in the well without new change, they can't keep the pace with customers' fondness.

So, with managing Monogram SLG that takes 18% in total sales volumes, they have to develop new designs that satisfy customers' requests.

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