

# Tory Burch Expansion Project - India



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# Executive Summary

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Tory Burch was established in 2004 by visionary, designer, and entrepreneur Tory Burch. This American brand is a true reflection of her passion for unique fashion products like ready to wear, shoes, handbags, accessories, and fragrance. It has gained world-wide popularity with more than 300 stores with 2,700 employees. Tory Burch has flagship stores in various parts of the world like Paris, London, New York, Los Angeles, etc. After successfully consolidating its market in North America, Europe, The Middle East, and Latin America, Tory Burch is Venturing into a new and exciting market that has been a hot spot for various Fashion or Luxury brands, that is India.

Tory Burch's love of color and travel through its distinct print and detail is not unknown. It's a win-win for both the brand and Indian consumers. Tory Burch aims to cater to diverse Indian young consumers, increase positive cash flow, expand geographically in India with Flagship store in Delhi as a stepping stone, and uphold brand identity, objectives with its strong distribution network. As part of its strategic plan for global expansion, Tory Burch will open its first flagship store in DLF Emporio, New Delhi, India. The launch would be on 30 October 2021, which is five days before Diwali and Indian New Year. Diwali is a festival where Indians shop the most and this is followed by Christmas in December which gives Tory Burch a great opportunity to increase their sales.

A woman with long, curly brown hair is seen from behind, wearing a white lace dress with floral embroidery. In the foreground, a woman with blonde hair is sitting, wearing a black blazer over a black and white striped turtleneck and white pants. She is smiling and looking to the right. The background is a store filled with various handbags on metal shelving units. The text "Product Assortment" is overlaid in a large, black, serif font, with a thin gold horizontal line underneath it.

# Product Assortment

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## Ready-to-Wear

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- Types of apparel offered (\$100 to \$1,300) :
  - Dresses
  - Tops and blouses
  - Sweaters
  - Skirts
  - Pants
  - Jackets and outerwear
  - Swimwear



## Handbags

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- Types of handbags offered (\$150 to \$1,500) :
  - Totes
  - Shoulder bags
  - Crossbody bags
  - Bucket bags
  - Satchels
  - Mini bags
  - Clutches
  - Wallets
  - Backpacks



## Shoes

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- Types of shoes offered (range of \$58 to \$698) :
  - Sneakers
  - Sandals
  - Loafers
  - Ballet flats
  - Boots
  - Heels
  - Flip-flops



## Accessories

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- Types of products offered (\$75 to \$400) :
  - Cardholders
  - Belts
  - Sunglasses
  - Scarves
  - Hats
  - Face masks
  - Key charms



## Home Items

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- Types of products offered (average price of \$75) :
  - Drinkware
  - Table decor
  - Linens
  - Candles
  - Beach Towels



## Tory Sport

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- Types of apparel items offered (\$5 to \$700) :
  - Dresses
  - Skirts, shorts, leggings
  - Tops, sweaters
  - Sports bras
  - Jackets
  - Shoes

# Strategic Planning Process

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# SWOT ANALYSIS

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## Strengths

- Luxury lifestyle brand with distinctive, but also well-made and accessibly priced products.
- Consumer-centric retail approach and offers products for women of all ages.
- Consistent aesthetic throughout all their stores.
- Educating their consumers about their offerings.
- Mentoring opportunities to support the economic empowerment of women and families.

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## Weaknesses

- Only confined to womenswear.
- Less distinctive features except their logo.
- Less innovation in product style.
- Lacks high digital engagement with their customers.
- No customization or personalization service.
- Do not have high global presence and few international stores.

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## Opportunities

- Expand globally to reach wider audience and generate more revenue.
- Have high digital and omnichannel integration in their services.
- Offer more personalized services catering to consumer's needs.
- Rewards and loyalty programs to hold potential customers.
- Expanding active e-commerce and social media engagement globally.

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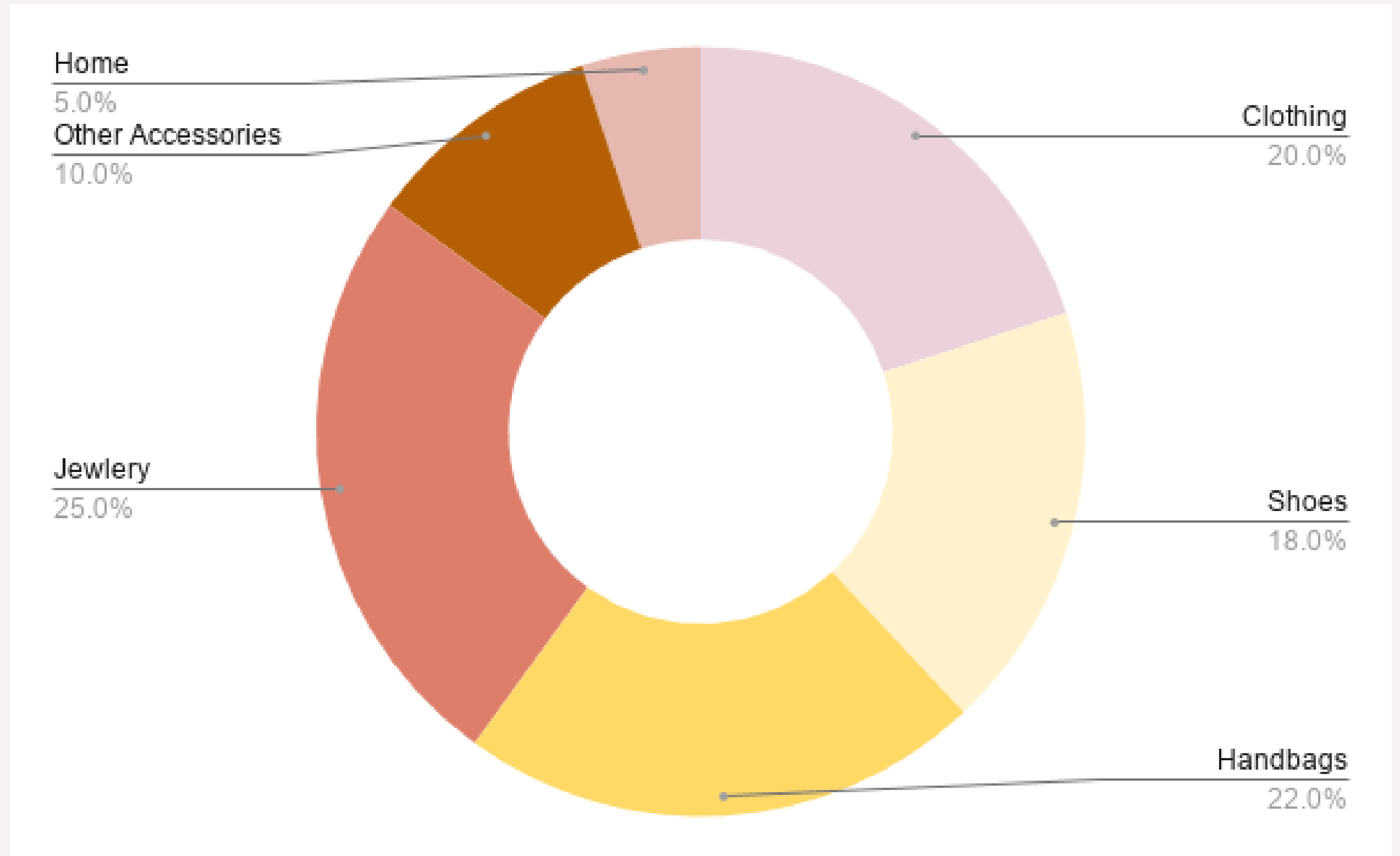
## Threats

- Affordable luxury market is highly fragmented hence, a very competitive landscape.
- If entering a new market, it's challenging to compete with established brands of that market.
- To expand globally, economic and social factors can affect the brand's success.
- Highly volatile market dynamics and rapid changes in consumer behavior.

# Product Plan

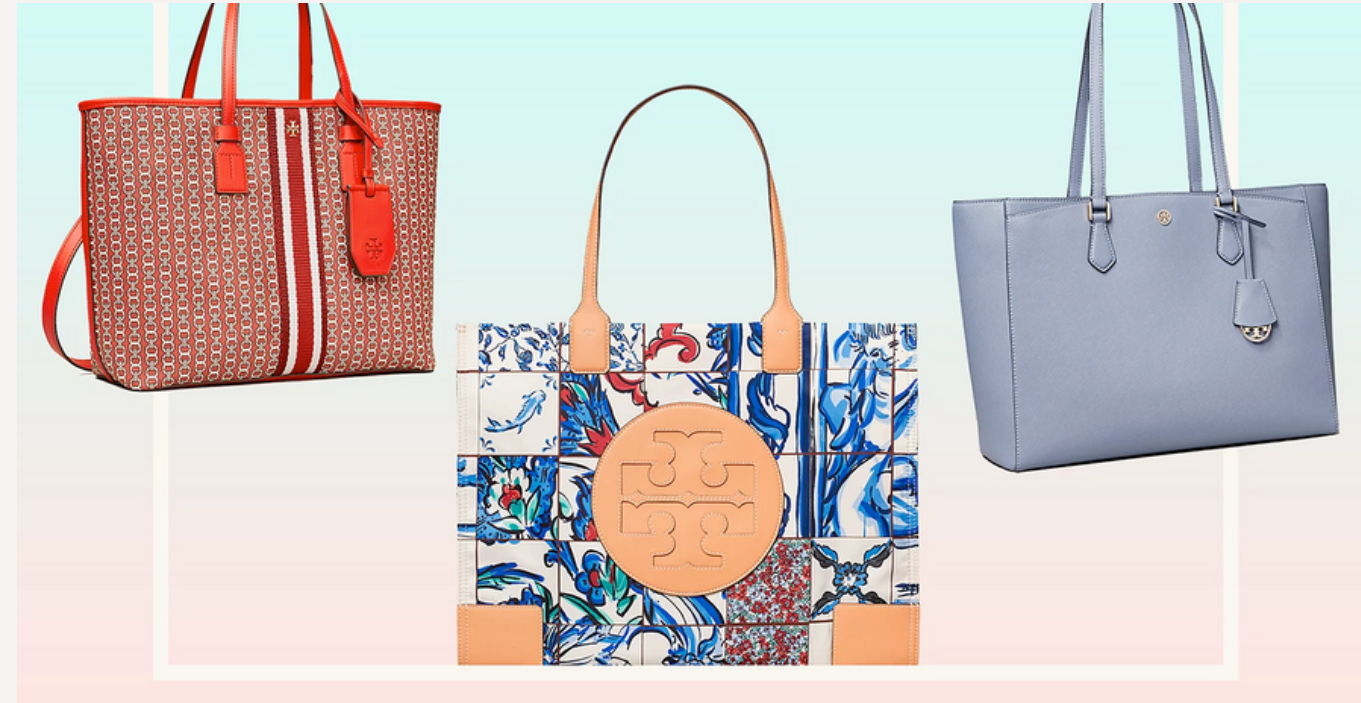
- Feature a variety of products in flagship store to establish a brand reputation and image.
- Choose items that have a classic, luxury feel.
- Strong focus on the jewelry segment, which is one of the largest sectors.
- Create a diverse offering for all target consumers to find an item that fits their lifestyle and needs.
- Focus on the Tory Burch logo, gold hardware, bright colors, and functional items.

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# Key Merchandise Items



TORY BURCH

# Details of Physical Structure

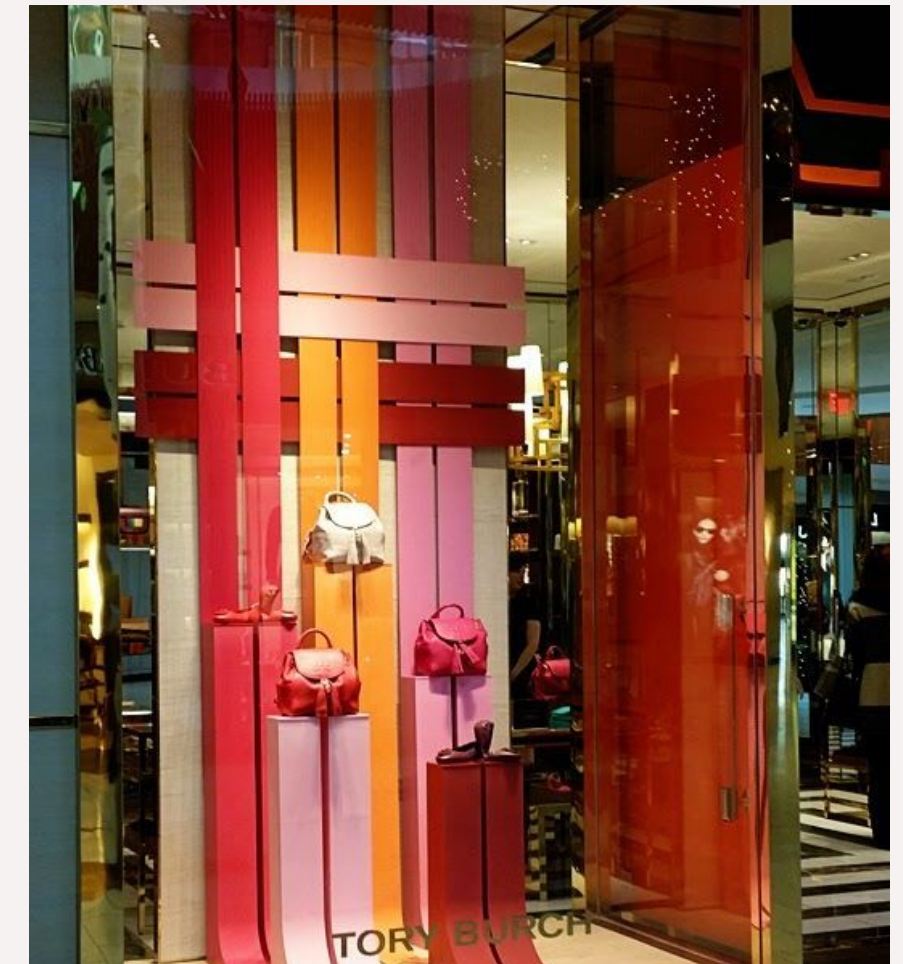
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# Exterior

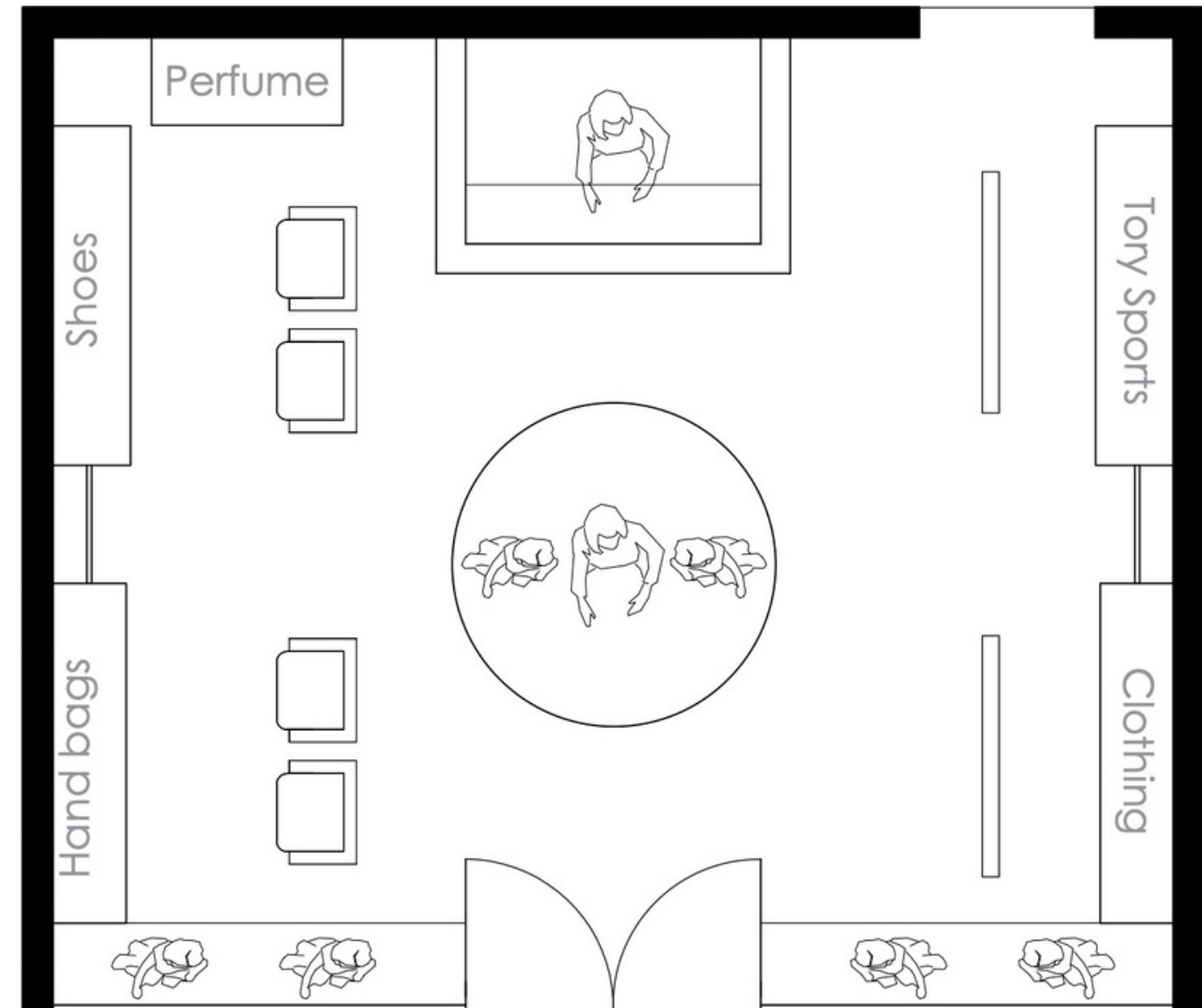
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- Tory Burch will have “classic” aesthetic with an emphasis on the brand logo.
- Central walk-through with close back window display.
- Elevated display for their accessories display.
- Orange lacquer doors, mirrored walls and Lucite fixtures.



# Floor Plan

- The store design has a free flow.
- The entrance will lead to a seasonal/bestseller display.
- Left side of the store will display handbags, shoes, and perfume.
  - Sofa chairs to sit and try the merchandise.
- The right side of the store will display Tory Sports and clothing.
  - Straight racks to display clothing.



# Space Allocation and Productivity



# Fixture

- Track lights.
- Chandelier.
- Mannequins and their elevated display box.
- Sofa.



# Tangibles and Intangibles

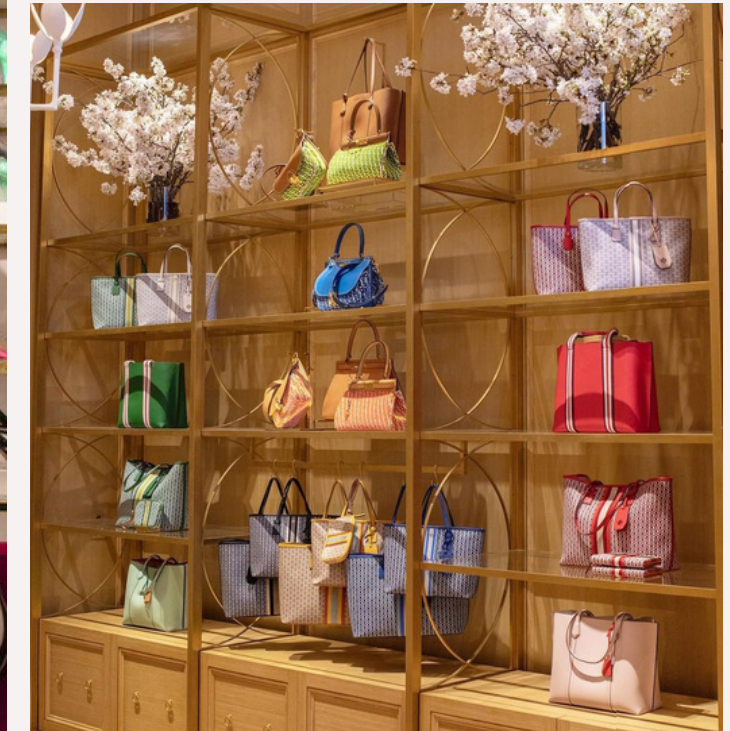
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- Taste - Southside cocktail.
- Smell - Floral fruity fragrance.
- Sight -
  - Mirrored walls.
  - Orange and golden aesthetic.
  - Classy and natural look taking inspiration from Tory's Home.
  - Infusion of Indian aesthetic through patterned walls.
- Hear - Calm and subtle music.
- Touch - Fabric, leather, Touch screen.



# Product Presentation

- Apparel will be displayed through wall fixtures, straight racks, and mannequins.
- Shoes and bags will be displayed through shelves.





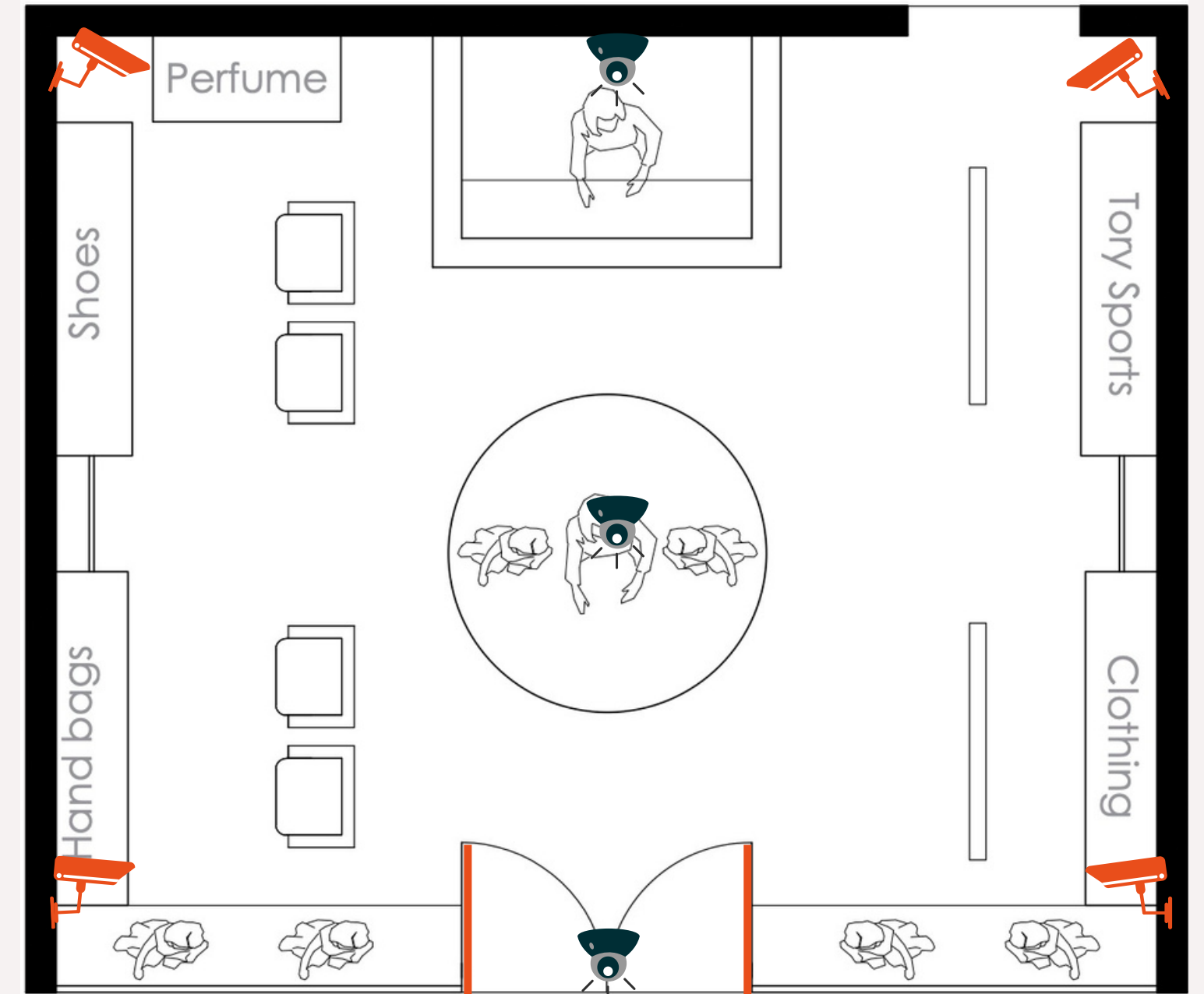
# Window and Instore display

- India-inspired print for close back window display and floor.
- Elevated display for bags and shoes.
- Full glass display with golden rim.
- Mannequins and racks to display products.
- The merchandise will be display according to their categories.



# Safety and Security

- Security Camera - the sight of cameras can work as a deterrent for shoplifters.
- Monitored Alarms - detect an open door, broken window or motion.
- Access control technology - allows retailers to limit who has admittance to areas of your store. By assigning employees unique codes, you'll know when members of your staff arrive to work and what areas they access at any time.
- Electronic article surveillance (EAS) - an anti-shoplifting system that involves attaching tags to clothing and merchandise.



The store front will have COVID guidelines to ensure customer's safety.



## LET'S COME TOGETHER, SAFELY

### PERSONAL PROTECTIVE EQUIPMENT

So we can all take care of each other, everyone is required to wear masks or face coverings at all times.

### ASSOCIATE WELLNESS CHECKS

Our team takes their temperature before coming to the boutique and again once they arrive.  
We also encourage anyone who does not feel well to stay home.

### HYGIENE

We frequently disinfect all high-touch surfaces —  
and have hand-sanitation stations throughout each boutique.

### CLEANING

We have increased routine cleanings and each boutique is more frequently deep-cleaned.

### SOCIAL DISTANCING

We manage the number of people inside to maintain social distancing guidelines  
and ensure that everyone stays at least six feet apart. Floors are marked where necessary.

### CONTACTLESS PAYMENT

We encourage the use of contactless payment options whenever possible —  
ApplePay, Samsung Pay, and, in select boutiques, WeChat and Alipay.

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