

# Charles & Keith

Business analysis

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# Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none"><li>Global tie-ups with L Capital Asia, Louis Vuitton Moet Hennessy (LVMH) ("Charles &amp; Keith Goes Global With LVMH Tie-Up   Jakarta Globe", 2018)</li><li>Collaborations with Breast Cancer Foundation, United Nations Entity for Gender Equality (UNWOMEN) and Earth Hour ("Brand Profile", 2018)</li></ul>	<ul style="list-style-type: none"><li>Designing and producing trendy products at affordable market prices</li><li>B2C distribution/ Shipping &amp; tracking</li></ul>	<ul style="list-style-type: none"><li>specialises in women’s footwear and accessories (National Library Board, 2018)</li><li>target customers who favour elegance and simplicity in fashion sense (Keith, 2018)</li><li>catering fashionable footwear for all women sizes ("Brand Profile", 2018)</li></ul>	<ul style="list-style-type: none"><li>Privilege membership</li><li>Email/ newsletters</li><li>Social media platforms</li><li>Discount campaigns/ promotions</li></ul>	<ul style="list-style-type: none"><li>Female working adults (Mama,2015)</li><li>Metro-sexual males (Mama,2015)</li><li>18-45 years old, mid to high level of disposable income (Mama,2015)</li><li>“women consumers who “buy shoes every month-recession or not” ("Forbes Welcome", 2009)</li></ul>
	Key Resources		Channels	
	<ul style="list-style-type: none"><li>Social media platforms</li><li>Email marketing</li><li>E-commerce website</li><li>Distribution/ production facilities</li><li>Mobile application</li></ul>		<ul style="list-style-type: none"><li>International shipping/ Delivery</li><li>Retail shops</li><li>E-commerce sites/ mobile application</li></ul>	
Cost Structure			Revenue Streams	
<ul style="list-style-type: none"><li>B2C Distribution/ Delivery of goods/ International shipping</li><li>Production/ Manufacturing/ Exportation</li><li>Marketing of products</li><li>Employees wages</li></ul>			<ul style="list-style-type: none"><li>Products such as bags, wallets, accessories, shoes, costume jewellery</li><li>Collaborations with other companies</li></ul>	

# SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Customer loyalty</li><li>• Good branding/ marketing strategies</li><li>• Good value proposition in terms of affordability and product design</li><li>• International e-commerce/ retail marketing</li><li>• Strong management/ design team</li></ul>	<ul style="list-style-type: none"><li>• Adaptability in shoe sizes to cater different regions</li><li>• Foreign about seasonal weather conditions for the products to cater to</li><li>• Inability to improve product quality to sustain affordability</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Trend of e-commerce</li><li>• New markets unexplored</li><li>• To work directly with factories since design are all done in-house</li><li>• International expansion of business outside of Asia-Pacific region</li></ul>	<ul style="list-style-type: none"><li>• Complex &amp; fast-changing markets in fashion industry may hinder innovation</li><li>• Other local/ international competitors entering the same market</li></ul>

# What would I do to strengthen the company?

## Continue maintaining and fostering customer loyalty/ relationships

Holding memberships, having discounts, promotions, warehouse sales, newsletters and runway shows/ events contribute a lot to fostering a better relationship with customers.

Maintaining services such as customer service, returns and exchanges and inviting affiliates builds trust for customers and keep them satisfied with the products.

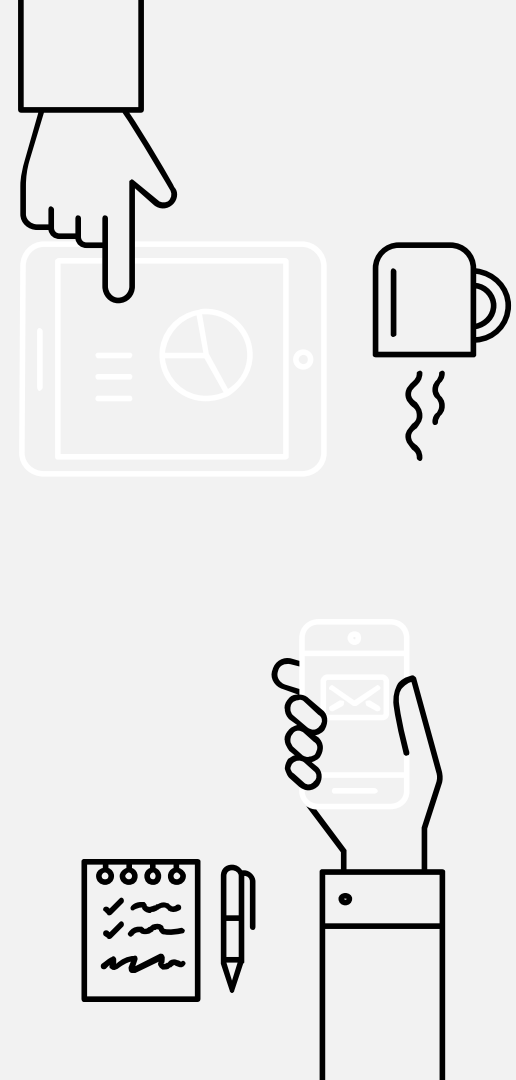
Doing such would strengthen the company because customers are happy and satisfied with the products and services; thus, being loyal patronisers of Charles and Keith.

## Continue collaborations with other companies

Creating franchising and collaborations would create more opportunity for Charles and Keith to be well promoted and could potentially learn a lot, in strengthening the company, from other successful businesses.

Collaborations with other businesses would make the products more unique as well.

124 words



# What would I do to strengthen the company?

## Continue strong relationships with manufacturers

Maintaining strong ties with manufacturers would be beneficial to the business so as to achieve and strengthen its value proposition to keep the product prices affordable while proposing top-notch works done and maintained by in-house designers.

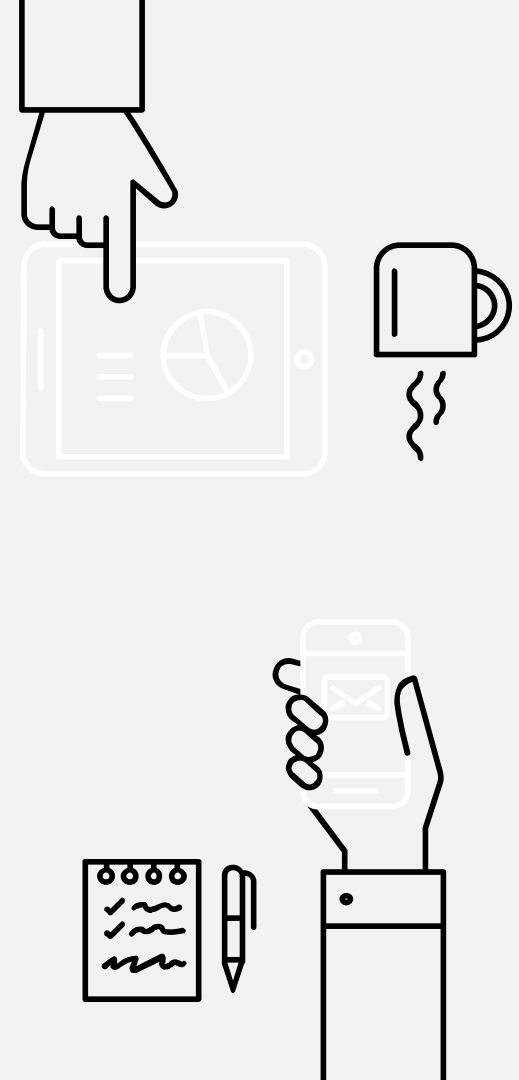
## Continue innovating and be adaptable to change

Keeping up and being malleable to innovate new creations in an ever-changing fashion industry is crucial to strengthen the company. This would provide opportunities to remain as one of the top businesses in the marketplace, or even oversee other competitors.

## Continue expanding internationally solely on social media platforms

Expanding, promoting and marketing on social media platforms such as Facebook, YouTube and Instagram would strengthen the company on a bigger scale as majority of the population are enticed by the word of mouth from influencers.

132 words



# What would I do to strengthen the company?

## Expanding primary target market

Based on demographic, behavioural and concentrated niche segmentation, Charles and Keith should explore other target audiences; thus, catering to a wider range of target customers to strengthen the company, rather than limiting its target to young women.

## Penetrate higher end-market

Penetrating a higher-end market would shake up the marketplace and out run any competitors, locally and internationally.

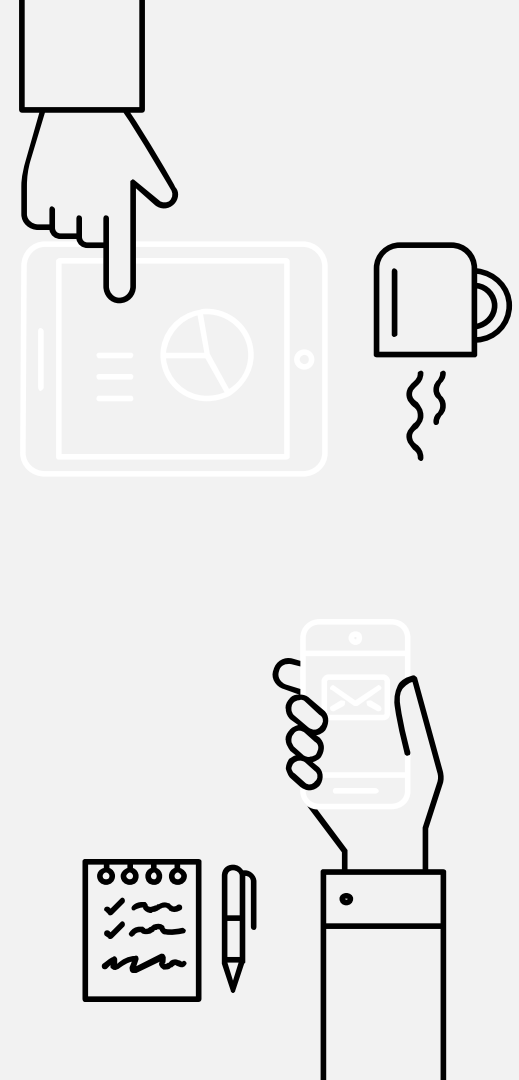
It is not a market/ business model that any competitor can mimic, which makes Charles and Keith unique; thus, strengthening the company.

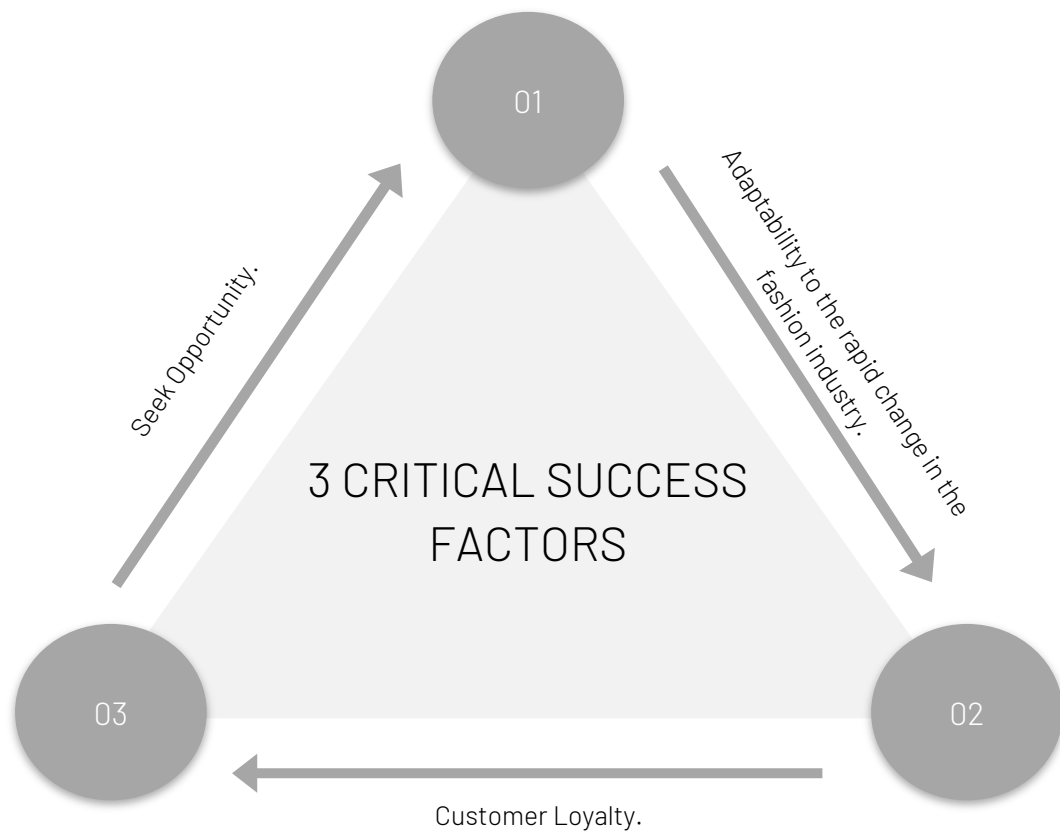
## Expanding range of products/ services

Expanding the range of products would provide opportunity for Charles and Keith to experiment and shake up the market with a new unexplored target market.

This strengthens the company as it out ranks other competitors who offers a similar range of products/ services.

131 words





# 3 Critical Success Factors

## Adaptability to the rapid change in the fashion industry.

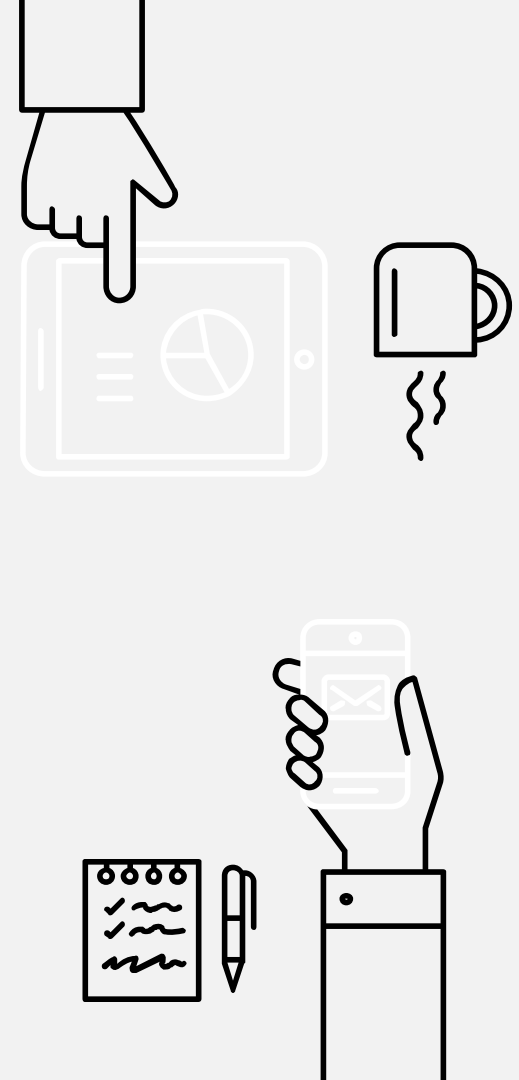
Being adaptable and ready to create sophisticated products that appeal to trend-conscious consumers would be crucial to being successful in the market because the fashion industry is truly complex and constantly changing.

## Customer loyalty.

The membership opportunities, newsletters, discount promotions and strong social media presence promotes engagement through the word-of-mouth, which is critical because the good aspects of the business would foster loyal customers to come back for more.

## Seek opportunity.

Being one of the first few businesses to launch an e-commerce sites, Charles and Keith seek the opportunity to expand to its success because of exploring and entering an untouched, new marketplace, which potentially yields great returns in sales globally from international online marketing.



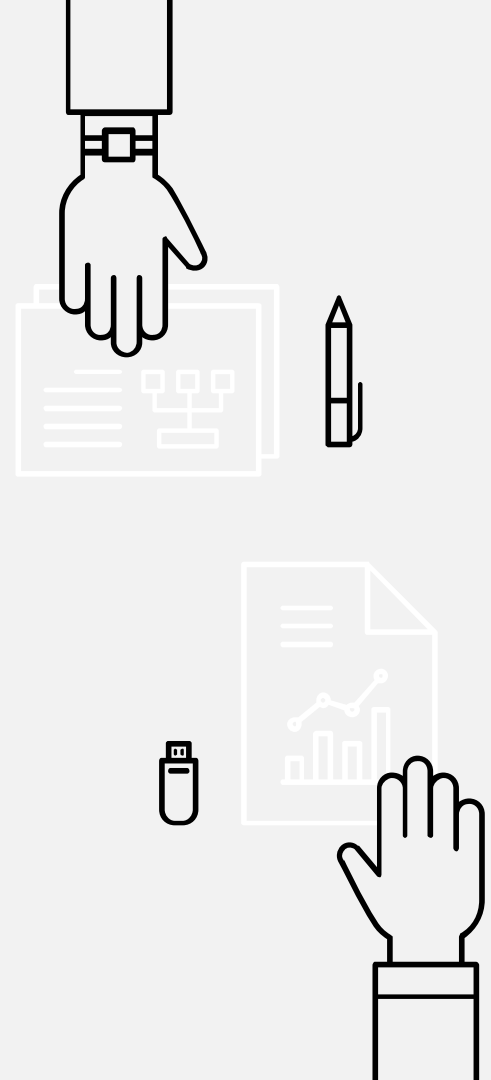


# Primary Constituents

- ▶ Trend conscious consumers who favour simplicity and sophistication in fashion sense

# Secondary Constituents

- ▶ Value-added key partners, shareholders and collaborators
- ▶ Closely tied suppliers

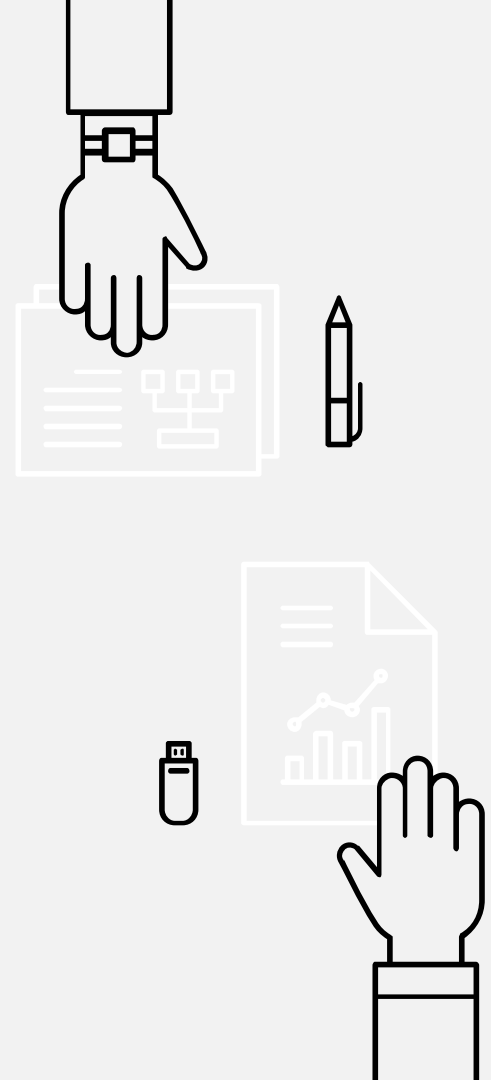


# Burning Problem

- ▶ Purchasing of luxury goods that are overpriced and are not catered for all women sizes

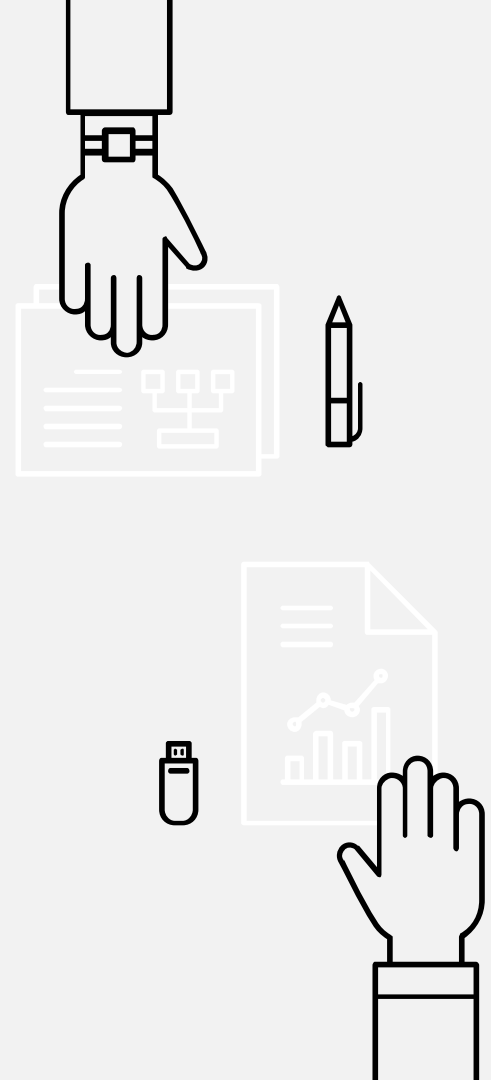
## Secondary Problems

- ▶ Without closely tied suppliers, production costs will be high: dissatisfaction of high costs. Limited designs and lack of expertise on global market without collaborations and partnerships: dissatisfaction in design and quality.



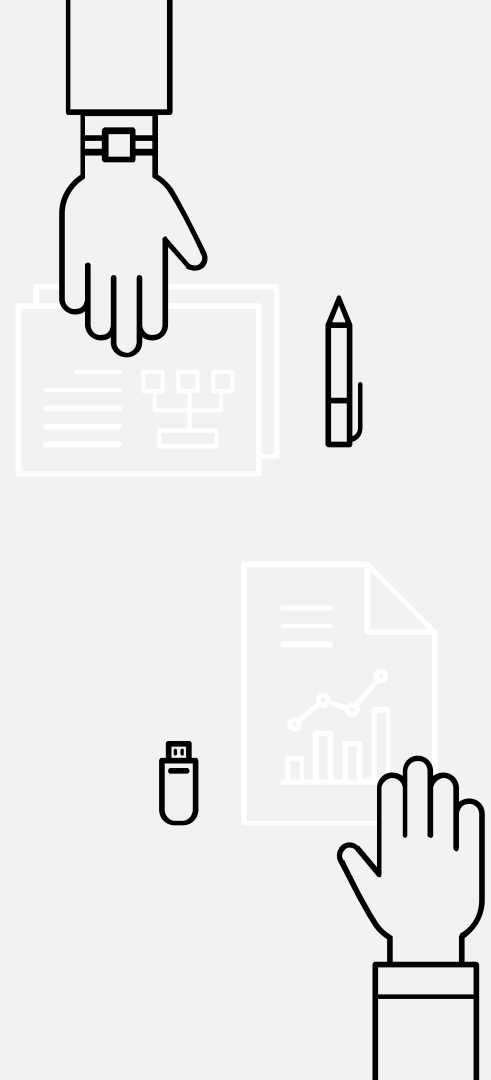
# Evoked emotions

- ▶ Dissatisfied
  - With the expensive cost
  - With the quality of product
  - With the bad sizing of the products



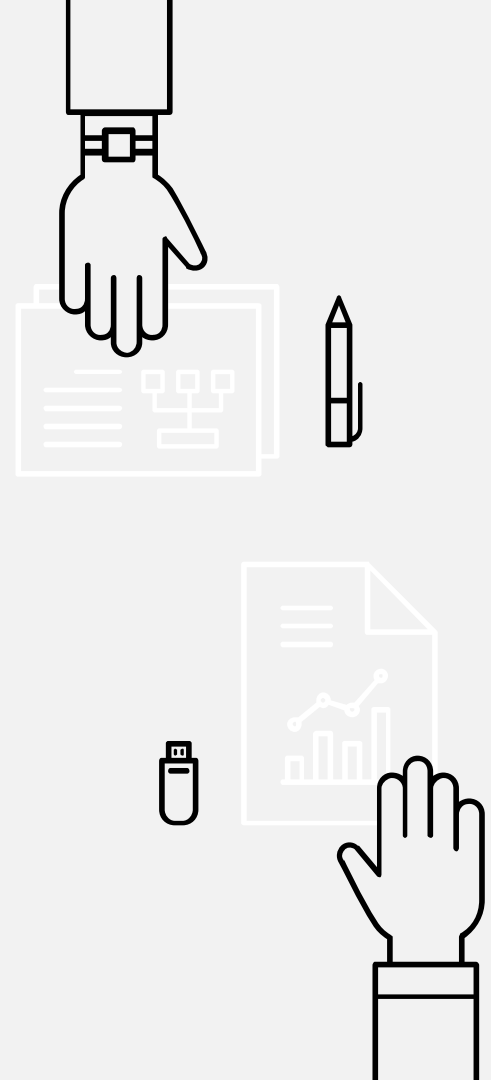
# Market Definition

- ▶ **Charles and Keith** is a fast-paced fashion brand, with a key focus on footwear, bags and accessories **for** trend conscious consumers that favours simplicity and sophistication in fashion sense, seeking value-added partnerships, **who** are dissatisfied due to expensive costs of luxury goods and bad sizing of products.



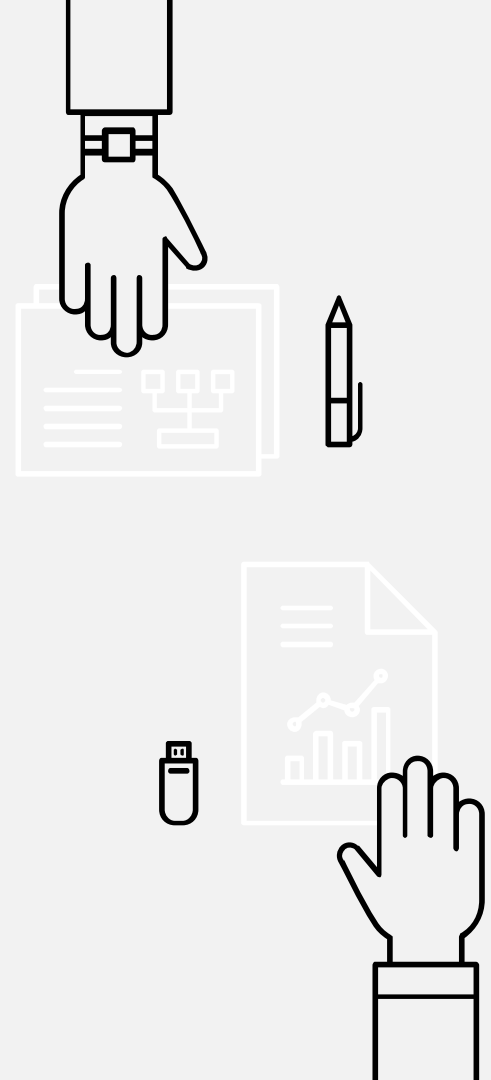
# Services Done for Customer

- ▶ Marketing efforts
- ▶ Partnerships/ Collaborations
- ▶ Designing and producing trendy products at affordable market prices
- ▶ B2C Distribution/ Delivery of goods/ International shipping & tracking
- ▶ Production/ Manufacturing/ Exportation
- ▶ Email/ newsletter blasting
- ▶ Challenge the fast-paced ever-changing demands in the fashion industry



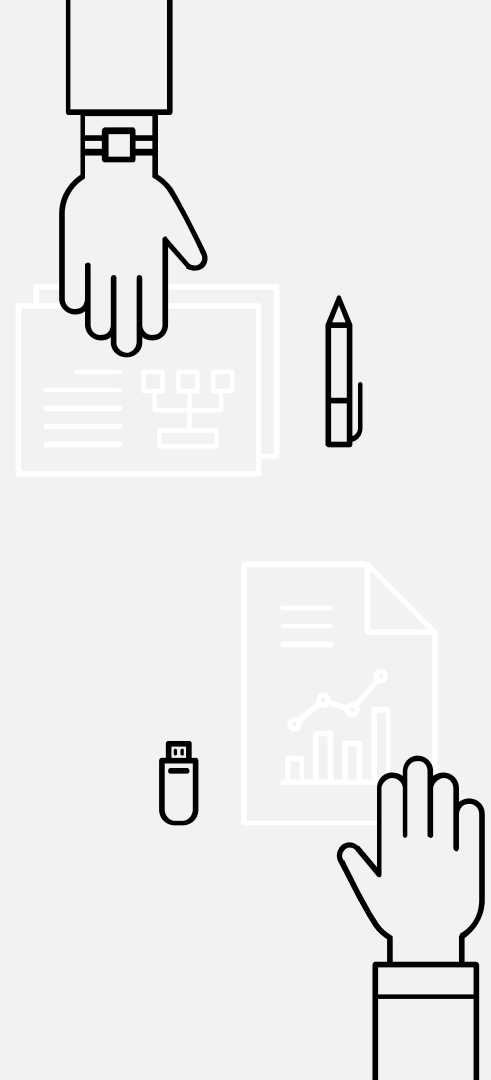
# Identify the Core Essence

- ▶ Designing and producing trendy products that fits all women sizes, sold at affordable market prices in the midst of a fast-moving fashion industry



# Value Proposition

- ▶ Charles and Keith delivers trendy products designed and produced **that** provides satisfaction in the quality and affordability of the products **which** are sold at affordable market prices and designed to cater for all women sizes in the midst of a fast-moving fashion industry



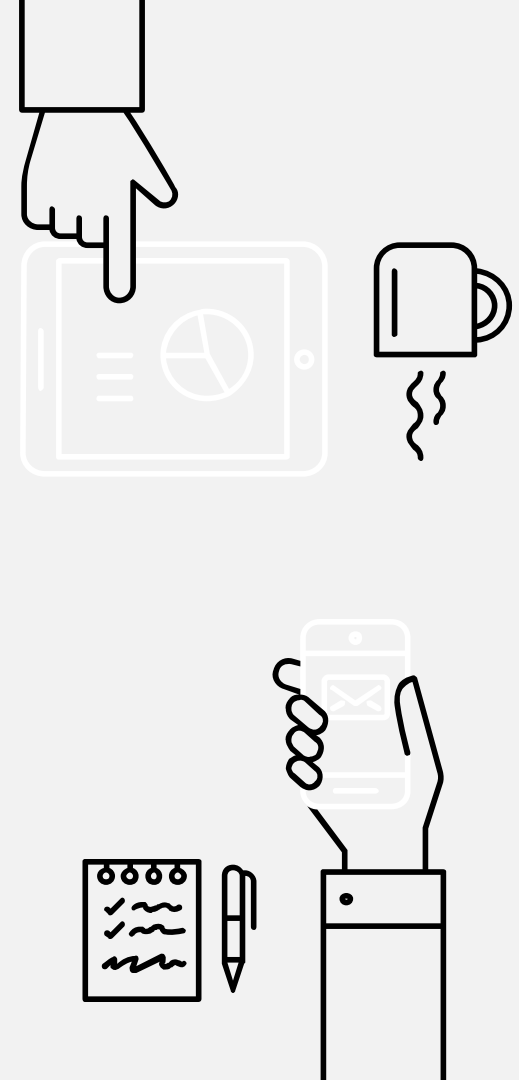
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## Value Proposition

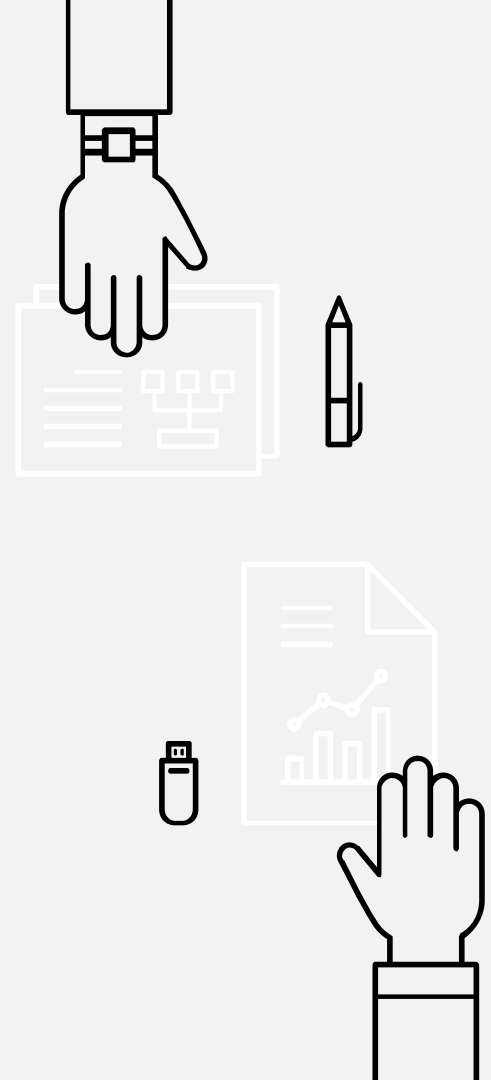
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# Competitors

- ▶ Who are your major competitors?
  - Other competitors who have the same focus area, e.g. Aldo
- ▶ How do you differ?
  - Partnerships and collaborations with international known brands
  - Influencers marketing on social media platforms
  - Designing classy products at affordable prices
  - Cater products to all women sizes
  - Came up with a similar shop version of 'Charles and Keith' but catered to men, named Pedro



# Competitors

- ▶ **Unlike** the other competitors who sells overpriced luxury goods that are not catered for all women sizes **which** dissatisfies customers, Charles and Keith offers classy, sophisticated products at affordable prices that are designed, to cater to all women sizes, and the designs are collaborated with internationally known designers globally.



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