



CHANEL

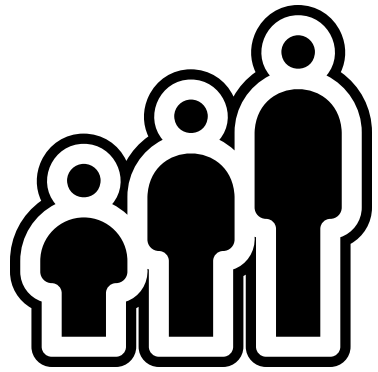


CONSUMER AUDIT

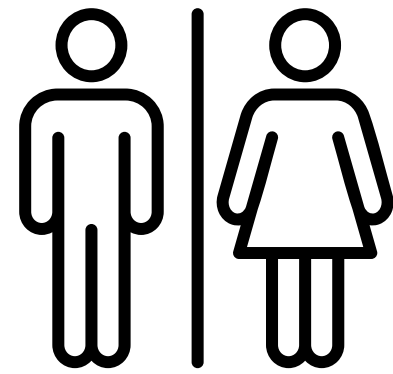
ALAYNA GRETZINGER
MELLISA BERESHEIM
KAYLA GUTIERREZI
EMMA PRIESTER
ANABELLA BENI



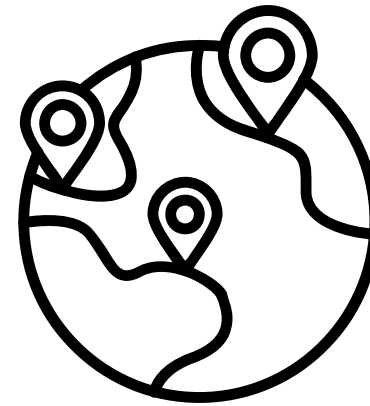
DEMOGRAPHICS



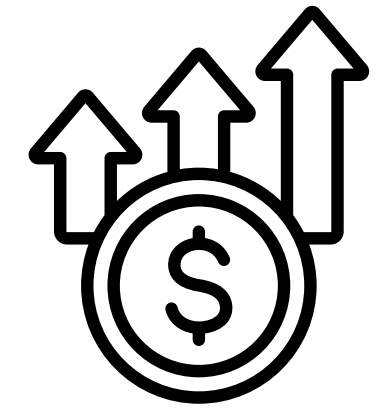
AGE



GENDER



GEOGRAPHIC SEGMENT



AVERAGE ANNUAL
INCOME



MARKET SEGMENTATION:



- Middle–Upper class and Upper Class

Values these consumers hold?

- Luxury, status, elegance, exclusivity, innovation.
- Prioritizes Parisian roots / high–quality products.

SOCIAL CLASS

MARGOT ROBBIE
need for modeling

CREDIBLE SOURCE



PRODUCT: Why do customers purchase Chanel products?

Luxury & Status

- Chanel is a symbol of high status and sophistication. Owning Chanel products is often seen as a mark of clear taste and success.

Timeless Style

- Classic designs. Neutral colors
- Appealing to those who value items that remain stylish and relevant over time.

Signature Scents

- Chanel No. 5
- Iconic, unique, recognizable scents.
- Memorable and enticing. Reinforces brand loyalty.

Self-Expression & Confidence

- Wearing Chanel expresses a polished and stylish identity
- Consumers feel confident and sophisticated.



LATENT MOTIVES



PRICING:

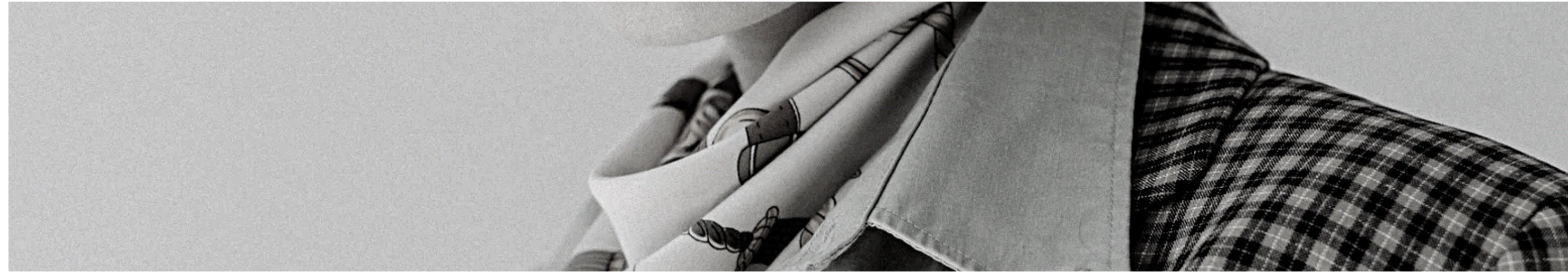
NEED FOR ESTEEM

- **Luxury Pricing:** Chanel positions itself in the high-end luxury segment, focusing on exclusivity and quality rather than affordability.
- **Perception of Value:** High prices reflect perceived value, craftsmanship, and reputation.
- **Fragrance:** Chanel fragrances are priced on the higher side with popular perfumes (like Chanel No. 5) typically priced between \$80 – \$200 for standard bottle sizes.
- **Fashion:** Classic items—jackets, dresses, & quilted handbags—range from thousands to ten thousands of dollars. Accessories like shoes, sunglasses, and small leather goods can range from hundreds to a few thousand dollars.

**PRICE
INCREASE
2024**



DISTRIBUTION STRATEGY:



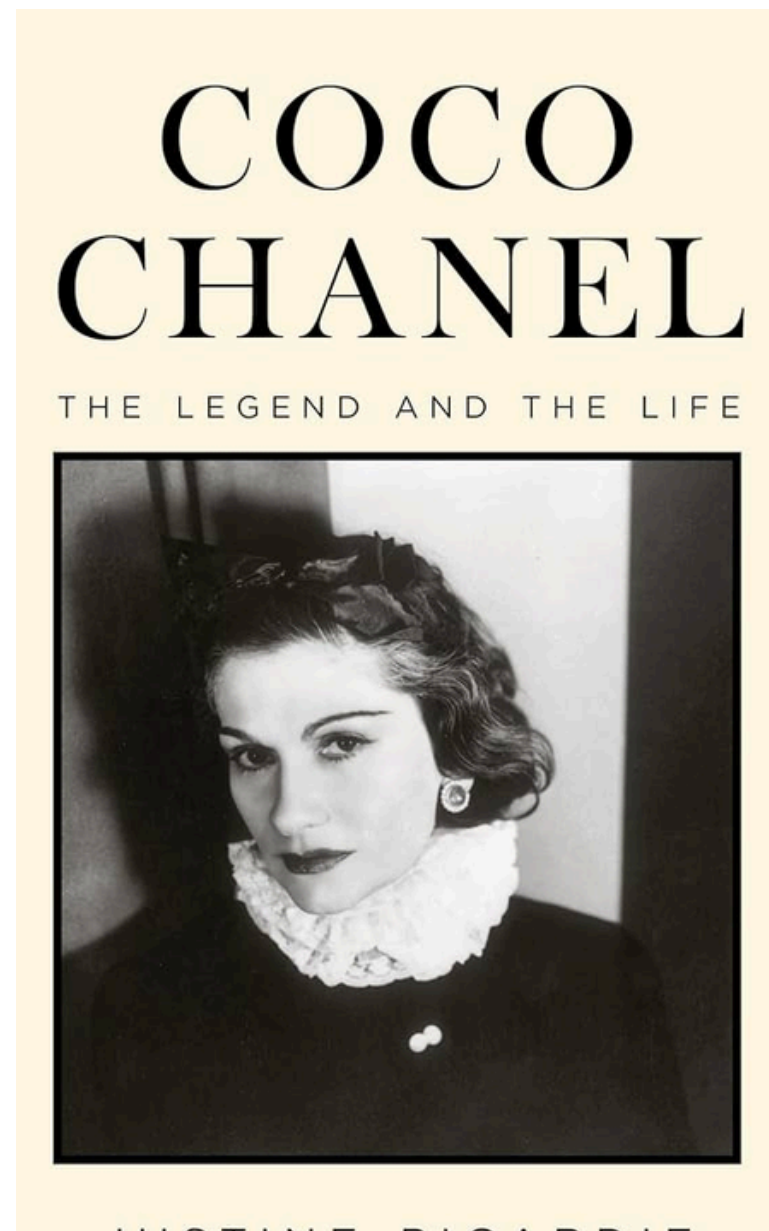
EMPHASIS ON EXCLUSIVITY

› Scarcity helps increase demand and enhances the perceived value of their products

- Selling in high-end boutiques + department stores
- Appointment necessary

MULTI-SEGMENT STRATEGY
SELLING MANY TYPES OF PRODUCTS
IN DIFFERENT MARKET SEGMENTS
FASHION, JEWELRY, EYEWEAR,
FRAGRANCE, MAKEUP, SKINCARE
THE DIFFERENT PRODUCT TYPES ARE
AVAILABLE ACROSS

PROMOTION STRATEGY:



Exclusivity:

- Emphasis on exclusivity, strengthening luxury positioning.

Limited Edition Collections:

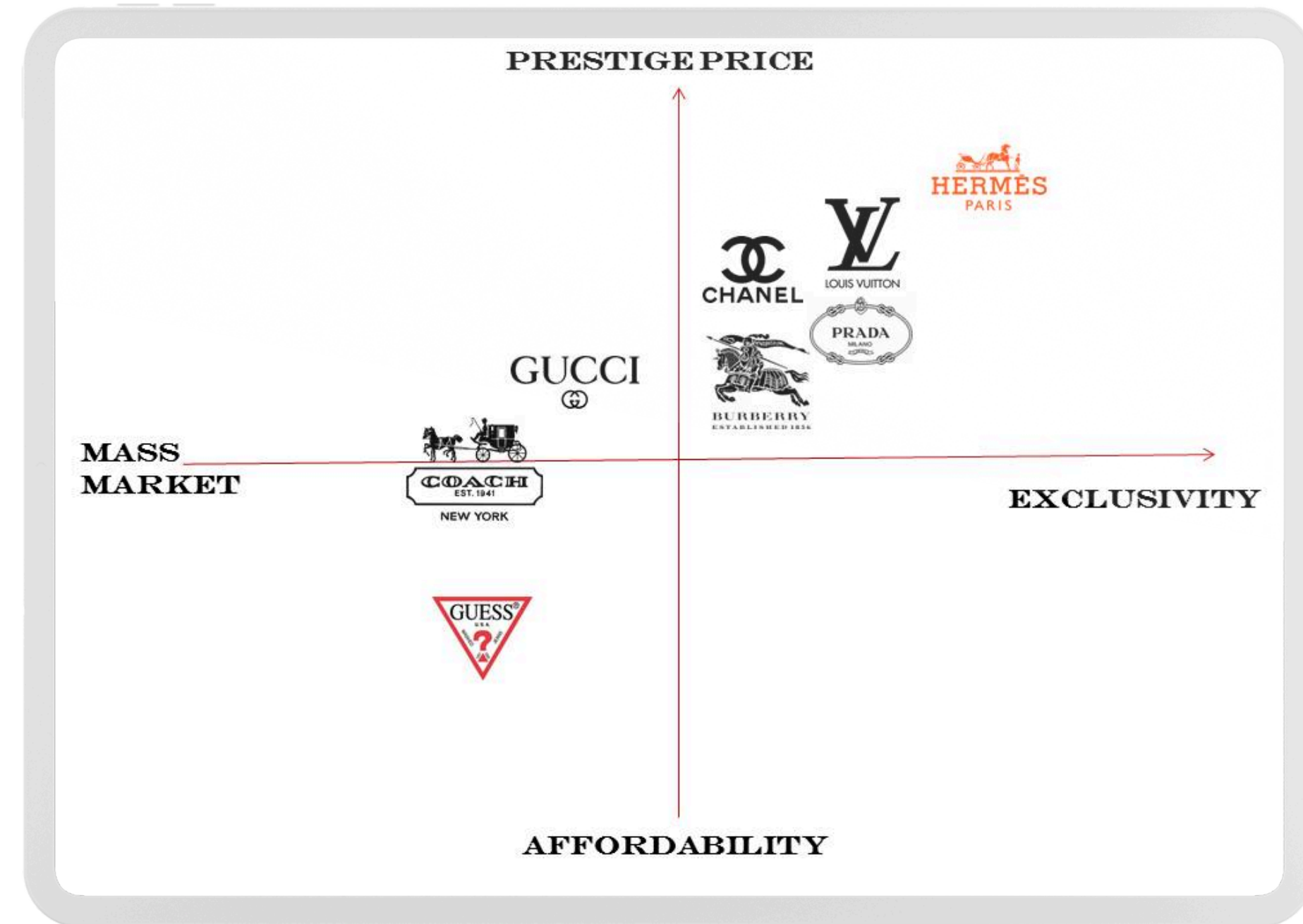
- Creates buzz in the fashion industry.
- Drives demand and strengthens exclusivity reputation.

Dress celebrities for red carpet events:

- Dresses celebrities for red carpet events to take advantage of large fan bases.

PRODUCT POSITION:

- **Luxury Brand.** Chanel uses high-quality materials to deliver elegant products.
- **Limited Access** Online people can book a time to enter the boutique. Positioning the brand as exclusive.
- **High-end fashion** Chanel is in same market as brands Burberry and Louis Vuitton.



BRAND PERSONALITY

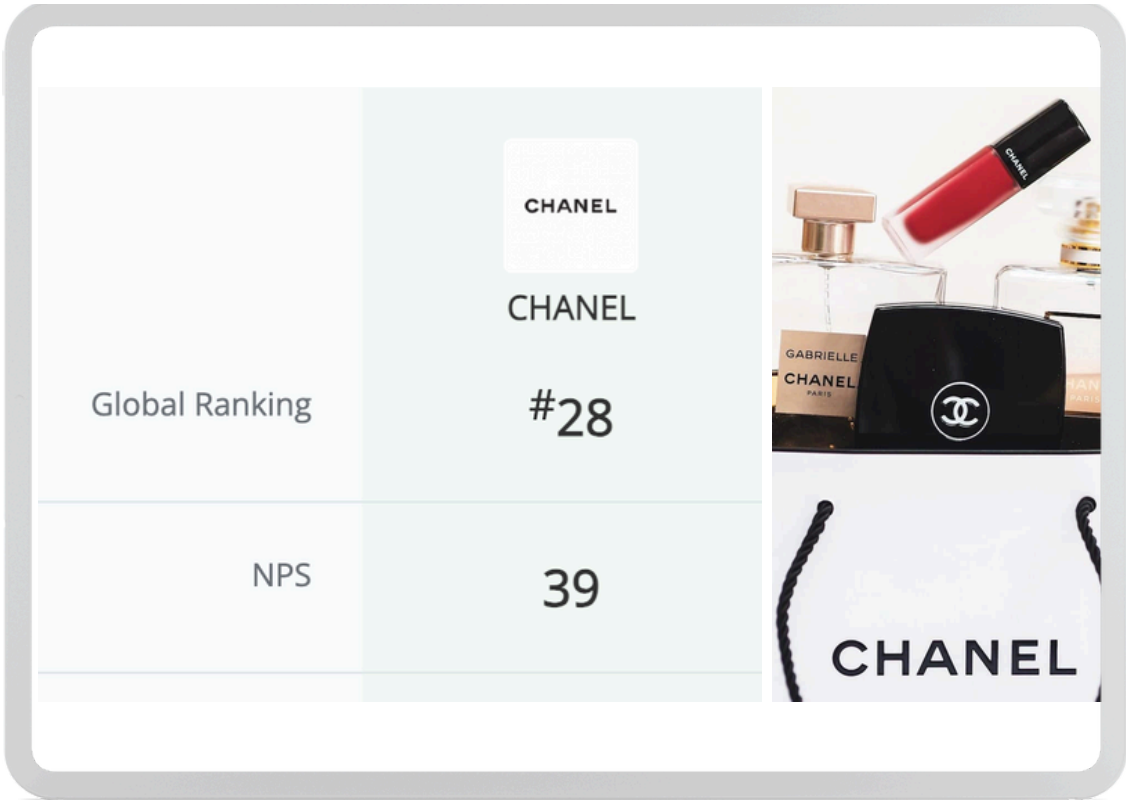
SOPHISTICATION

CUSTOMER SATISFACTION:

CHANEL

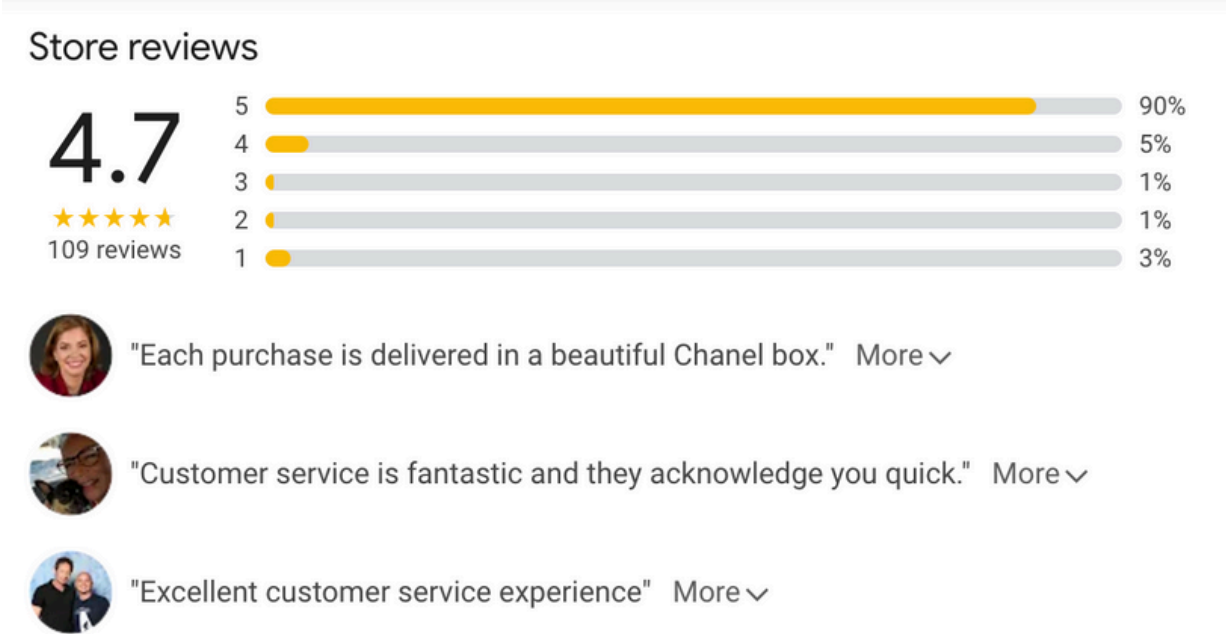
 Top Quality Store

4.7  store rating (109)



Factors Leading to Satisfaction with Chanel Products:

- Product Quality
- Exclusivity
- Chanel Customer Service Experience



- Net Promoter Score (NPS) measurement.



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