



# *Uniqlo* **EXPANSION PLAN**

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01

# INTRODUCTION



## The Heart of Life Wear



Creation

1980



Worldwide

2400 Stores

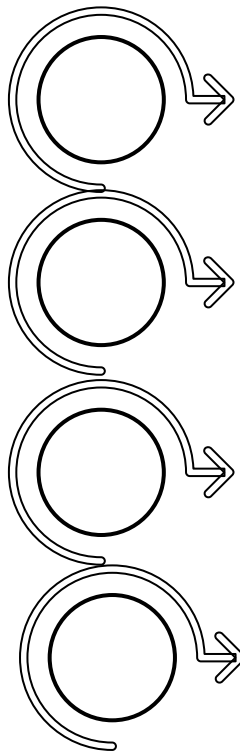


French Market

2007  
270 Stores



## STRENGTHS



Brand reputation

Affordable pricing

Efficient supply chain

Sustainability

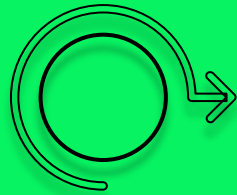


*AlRism*  
comfort conditioning technology

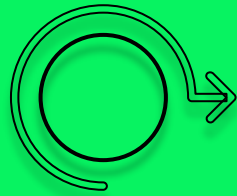


THE POWER  
OF CLOTHING

## WEAKENESSES



Limited store presence

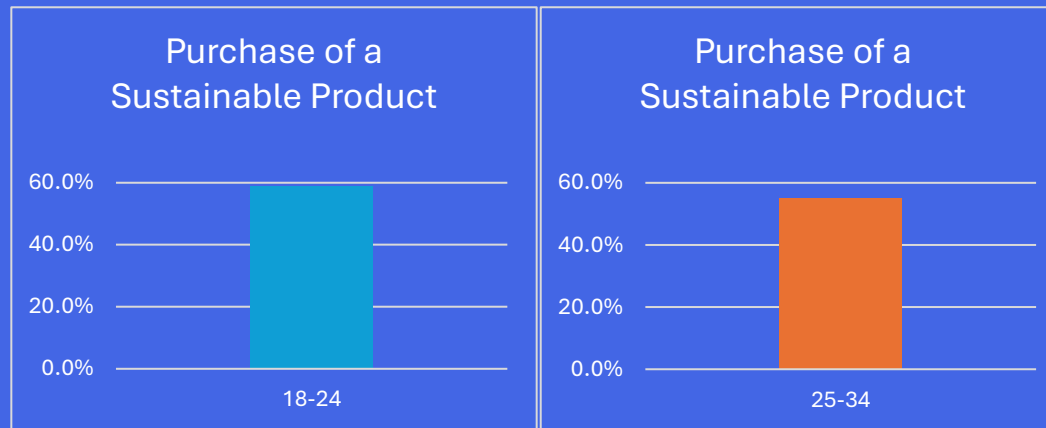


Lack of trend driven products

## OPPORTUNITIES



Growing demand for sustainability



Collaborations with French designers

## 02 INTERNAL ANALYSIS

### THREATS



Intense competition



Economic downturns



# 03 EXTERNAL ANALYSIS



Turnover  
195M €

Market Share  
22%



Turnover  
329M €

Market Share  
28%



Turnover  
336M €

Market Share  
29%



Turnover  
330M €

Market Share  
28%

Competitive  
Rivalry

High

Threat of new  
entrants

Bargaining power  
of buyers

Bargaining power  
of suppliers

Threat of  
Substitutes

### **High entry barriers**

- High establishment cost
- Well established Brand



### **Brand loyalty**

- Quality
- Functionality



Competitive  
Rivalry

Threat of new  
entrants

Low

Bargaining power  
of buyers

Bargaining power  
of suppliers

Threat of  
Substitutes

\$ Price sensitive

💡 Demand for Innovation and Sustainability



Competitive Rivalry

Threat of new entrants

Bargaining power of buyers

High

Bargaining power of suppliers

Threat of Substitutes

# 03 EXTERNAL ANALYSIS

## Supplier relations

- Leverage over suppliers
- Limited suppliers

## Standardization

Standard range of products



Competitive  
Rivalry

Threat of new  
entrants

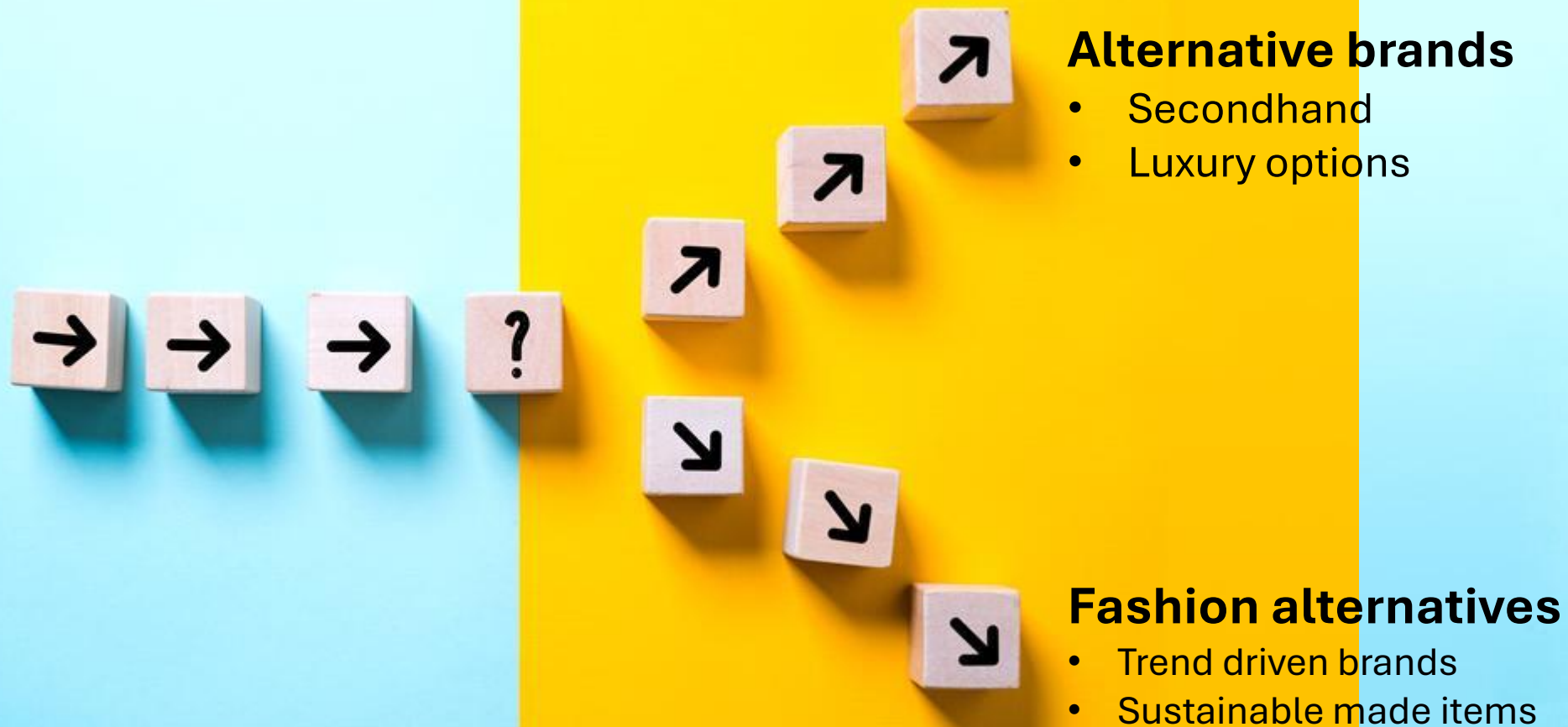
Bargaining power  
of buyers

Bargaining power  
of suppliers

Low

Threat of  
Substitutes

# 03 EXTERNAL ANALYSIS



Competitive  
Rivalry

Threat of new  
entrants

Bargaining power  
of buyers

Bargaining power  
of suppliers

**Threat of  
Substitutes**

Moderate





04

# ANALYSES & DECISION





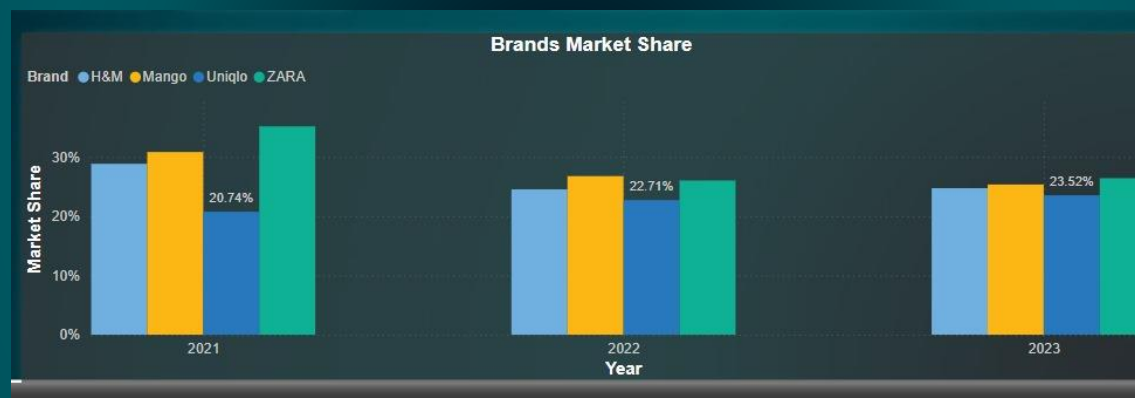
04

# ANALYSES & DECISION

Bretagne



Grand-Est



Hauts-De-France





04

# ANALYSES & DECISION

Île-de-France



Provence-Alpes-Côte d'Azur



Nouvelle-Aquitaine







04

## ANALYSES & DECISION

