TOMMY HILFIGER

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INTRODUCTION

Tommy Hilfiger, an iconic American fashion brand, was founded in 1985 by Tommy Hilfiger, a designer renowned for his signature red, white, and blue tag. Over the decades, the brand has evolved from its roots in classic American cool style, characterized by preppy aesthetics, to a global powerhouse in the fashion industry. Known for its timeless designs that blend tradition with modernity, Tommy Hilfiger offers a wide range of apparel, footwear, accessories, and home furnishings. The brand has successfully expanded its presence across numerous countries, appealing to a diverse clientele through innovative marketing strategies, celebrity endorsements, and a consistent commitment to quality and style. Tommy Hilfiger has maintained its relevance in a fast-changing industry by embracing digital transformation and sustainability initiatives, thereby ensuring its continued appeal to contemporary consumers.
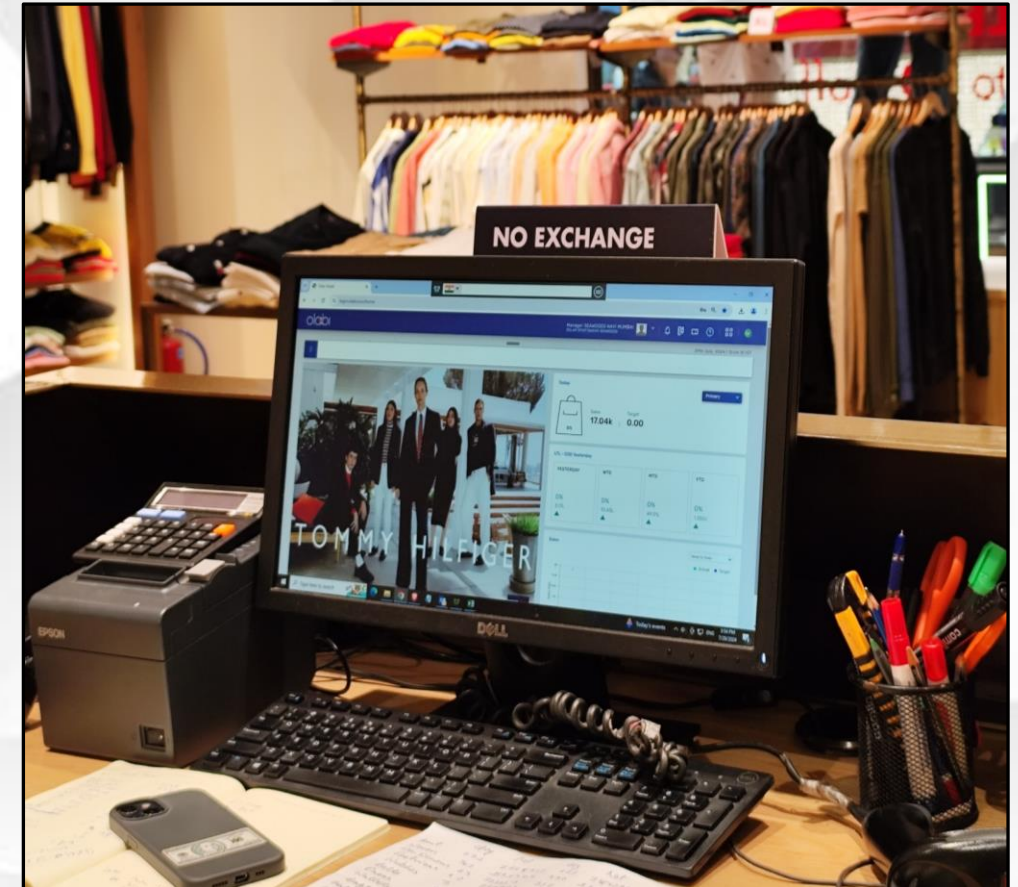
INFORMATION ABOUT TOMMY HILFIGER ERP SYSTEM

❑ **Type of Information System used:**

  o Tommy Hilfiger used **"OLABI"** information System.

  o "OLABI Implementation - covering ERP, B2B trade processes and Brick & Mortar stores with POS system on its unified & seamless platform - has helped us to solve our technology challenges. With its advanced & futuristic Cloud enabled tech stack, we could digitally transform our business successfully and move on to a new phase of technology-fueled growth. "

❑ **Price of software:**

  o OLABI software pricing decided as per retailer requirement .

  o Mostly they charges 8,000-9,000 Rs. per Month.

INFORMATION ABOUT TOMMY HILFIGER ERP SYSTEM

❑ **Challenges Faced by Employee:**

- o Resistance to Change

- o Training and Skill Gaps

- o Data Migration Issues

- o System Integration

- o Customization and Flexibility

- o User Adoption and Utilization

- o System Downtime and Reliability

- o Cost Overruns and Budget Constraints

- o Change Management

- o Maintaining Customer Service Levels

INFORMTION ABOUT COMPETITOR BRAND HUGO BOSS

❑ **Type of Information System used:**

- o SAP ERP

- o Oracle Retail

- o Salesforce

- o IBM Watson

❑ **Price of software:**

- o Mostly they charges 10,000-15,000 Rs. per Month.

INFORMTION ABOUT COMPETITOR BRAND HUGO BOSS

❑ **Challenges Faced by Employee:**

- o Balancing luxury brand image with cost-efficiency

- o Digital transformation

- o Data Migration Issues

- o Sustainability and ethical sourcing

- o Talent retention

- o Change Management

- o Maintaining Customer Service Levels

TESTIMONIALS

ENTERPRISE SERVICE MANAGEMENT

THANK YOU