**IST 612 – Business Analysis Assignment 2**

Dhruvil Panchal

Fall 2022

Cleveland State University

Dr. Ahmed Hassan

1. **The Acquisition.**

Assuming company A as “L brand Inc.”, a specialty retailer specializing in intimate apparel as well as other clothing, personal care, and beauty categories. Assuming company B as “Victoria’s Secret” which is known as intimate specialty retailer brand. As consulting the L brand, the decisional recommendations are listed below:

* L brand should assign new CFO who must have the necessary knowledge, assets, and ownership to further integration. Identifying the acquisition goals and desired future state that will help the firm understand the main factors that contributed to the acquisition's value and make sure they are considered during the integration.
* Since both brands currently have their intended audience, L brand will continue to go by the same name as Victoria's Secret for its portfolio and retained as the separate division of the business.
* Whole new marketing team will be set for Victoria’s Secret products.
* To compete the whole new product line and price will be set for Victoria’s Secrets products. As the new product that will look more luxurious and expensive but will be more affordable which will generate more profit compared to the previous years.
* Provide more IT support to the new e-commerce website of the Victoria’s Secret which delivers and provide more buying opportunities for the consumers.
* Assuming the L brand's stock price will grow after acquiring Victoria's Secret, which might boost total profitability.

1. **Integration Strategy**

Since the Victoria's Secret in this instance as part of its high-visibility marketing and branding strategy, American lingerie, apparel, and beauty shop Victoria's Secret will continue to market the combined firm under its current name and will not incorporate the new company's product range into its parent.

**Product Marketing**: Since the brand will put more of an emphasis on women's wear, a new marketing strategy will be developed to draw in new customers. More stores will open both in the United States and Globally, which will enable the corporation to make 35% more money than earlier Victoria's Secret iterations which will hold more capitalization over Victoria’s Secret.

**Brand Subsidiary**: L Brands will improve its product offerings in addition to broadening its geographic reach since a new sub-brand under Victoria's Secret will debut and sell fragrances, body care products, and have an athletic line. PINK, a collection of apparel, sleepwear, and lingerie sold under the Victoria's Secret umbrella, targets college-age customers.

1. **Gannt Chart**

A picture containing timeline

Description automatically generated

Table

Description automatically generated