

# COMPETITIVE ANALYSIS

CATEGORY	OUR COMPANY	COMPETING COMPANY 1	COMPETING COMPANY 2	COMPETING COMPANY 3	COMPETING COMPANY 4
COMPANY NAME	<b>Lets Shop</b>	<b>Lepe</b>	<b>Allen</b>	<b>Tommy</b>	<b>Heusen</b>
LOCATION	Mumbai	All over India	All over India	All over India	All over India
TARGET CUSTOMER	10-40 years age customers	All age customers	All age customers	All age customers	All age customers
REVENUE	\$1 M /yr	\$1.157 B /yr	\$25 M /yr	\$80 M /yr	\$27 B /yr
FOUNDED	2000	1853	1993	1985	1881
STRENGTHS	Movies and TV series printed materials and low cost	Very high quality material	Very high quality material	Very high quality material	Very high quality material
WEAKNESSES	A bit low quality material	High Cost	High Cost	High Cost	High Cost
BRAND PERSONALITY	Excitement	Competence	Competence	Competence	Competence
MISSION	Powering fashion that drives forward.	To sustain responsible commercial success as a global marketing company of branded apparel.	A pioneer for western wear for women in India and redefines work wear in India with its 'Friday Dressing' fashion concept.	To create fashion that wastes noting and welcomes all.	NA
EMPLOYEES	100 - 500	50,000 - 1,00,000	200 - 1,000	1000 - 10,000	10,000 - 50,000
PRODUCT	shirts, t-shirts, trousers, jeans, sweaters, jackets, sweat shirts	shirts, t-shirts, trousers, jeans, sweaters, jackets, sweat shirts	shirts, t-shirts, trousers, jeans, sweaters, jackets, sweat shirts	shirts, t-shirts, trousers, jeans, sweaters, jackets, sweat shirts	shirts, t-shirts, trousers, jeans, sweaters, jackets, sweat shirts
MARKETING	Social Media	Social Media, website, advertising	Social Media, website, advertising	Social Media, website, advertising	Social Media, website, advertising