

## **A/ Assignment Recap**

- Choose a global brand
- Identify brand equity performance
- Analyze internationalization strategies

Here are suggested structure

### I/ Introduction

### II/ Brand equity performance

1. Brand equity performance 1
2. Brand equity performance 2
3. Brand equity performance 3

### III/ Brand internationalization

1. Standardization strategy
  - a. Target Segment
  - b. Positioning
2. Adaptation strategy

### IV/ Conclusion

TIPS: You should choose a well-known brand, as this kind of brand has higher possibilities to expand into many countries, which is easier to write.

## **B/ Key term definition**

Brand equity has 4 aspects: Brand loyalty, Brand awareness, Brand associations and Perceived value:

- Brand loyalty:
  - Occurs when consumers make repeat purchases of a brand
  - Can enable reduced marketing costs since consumers are already loyal.
  - Loyal customers demand their preferred brands, regardless of convenience or price.
- Brand awareness:
  - The first stage of brand experience
  - Strength of brand in consumer's memory
  - The degree to which consumers precisely associate a brand with a specific product

- Strong brand awareness leads to high sales and high market share
- Brand associations
  - Brand associations are images and symbols associated with a brand or a brand benefit.
  - Brand associations are key factors that drive the development of brand relationships because brand associations produce brand loyalty.
- Perceived value
  - Customers' perceptions of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives.
  - Perceived quality is an overall feeling about a brand, though typically based on underlying dimensions including product characteristics, such as reliability and performance.
- Standardization: Global standardization is the ability to use standard marketing internationally – from one country to the next, and across various cultures.
- Adaptation means tailoring marketing to appeal to the cultural or demographic particulars of customers in the new market

## C/ Detailed guideline

### I/ Introduction

You have to satisfy 2 points:

- **Introduce the background of the brand: UNIQLO**
  - History of the brand & some key features about their brand's story/mission:

**Example:** The first UNIQLO store was launched in June 1984. With 40 years in this industry, UNIQLO always follows a mission of unlocking the power of clothing, since they believe that they can turn clothing into a force for good: By designing, making and selling good pieces, they could make the world a better place ([Sustainability at UNIQLO](#))

- Its revenue/performance so far, which is backed up by evidence and data

### **Example:**

Successfully overcoming Covid-19 and recovering its revenue, UNIQLO has demonstrated its success with over 20% increase in revenue

## Consolidated Business Performance

(Billions of Yen)

	Year to Aug. 2022	Year to Aug 2023						Year to Aug. 2024	
	Full Year Actual (21/9~22/8)	1H Actual		2H Actual		Full Year Actual		Full Year Estimate	
		(22/9~23/2)	(y/y)	(23/3~23/8)	(y/y)	(22/9~23/8)	(y/y)	(23/9~24/8)	(y/y)
<b>Revenue</b>	2,301.1	1,467.3	+20.4%	1,299.2	+20.1%	2,766.5	+20.2%	3,050.0	+10.2%
	100.0%	100.0%	-	100.0%	-	100.0%	-	100.0%	-
<b>Gross Profit</b>	1,206.8	741.5	+17.9%	694.8	+20.3%	1,436.3	+19.0%	-	-
(to revenue)	52.4%	50.5%	-1.1p	53.5%	+0.1p	51.9%	-0.5p	-	-
<b>SG&amp;A Expenses</b>	900.1	524.2	+19.3%	530.1	+15.0%	1,054.3	+17.1%	-	-
(to revenue)	39.1%	35.7%	-0.3p	40.8%	-1.8p	38.1%	-1.0p	-	-
<b>Business profit</b>	306.7	217.3	+14.5%	164.6	+40.9%	381.9	+24.5%	450.0	+17.8%
(to revenue)	13.3%	14.8%	-0.8p	12.7%	+1.9p	13.8%	+0.5p	14.8%	+1.0p

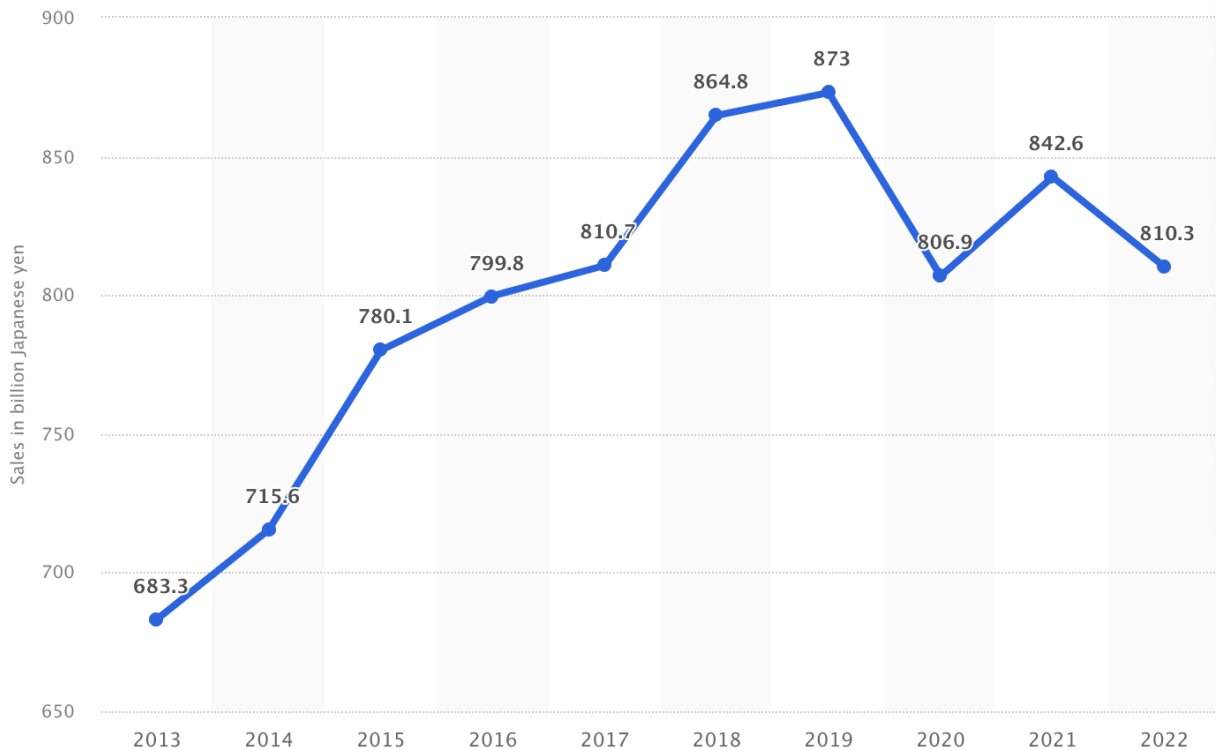


Figure 1: [Results Summary | FAST RETAILING CO., LTD.](#)

Figure 2: [Uniqlo: sales revenue 2022 | Statista](#)

→ For each aspect, you should have 1-2 sentence

- Introduce the main content, objective of the report, and why you choose the brand (1-2 sentences).

Example:

Objective: To evaluate the overall brand equity in the fashion market based on the Aaker Brand Equity model

The reason to choose UNIQLO: a person supporting & following sustainable lifestyle