Peter England

Parent company

Madura Fashion & Lifestyle	**(Aditya Birla group)**

Category

Apparel and accessories

Sector

Lifestyle and retail

Tagline/ slogan

Beginning of good things

Usp

mid-priced value for money range readymade men’s wear

STP

Segment

Young men looking for stylish apparels, be it work, party or casual wear

Target group

Urban middle class men

Positioning

'Fashion-right' styles in men’s wear

SWOT Analysis

Strengths

1. The brand offers Work appropriate clothing catering to office going men who prefer a sense of style
2. It was voted among India's Most Trusted Apparel Brands

3. Premium fashion and international fashion also available in the Middle East
4. Clothes for a verity of occasions like formals, parties and Marriages are available

5. One of the largest menswear brand in India with nearly 6 million garments sold every year

Weaknesses

1. Global penetration is limited as compared to a few other international brands

2. Presence of Indian and international brands offers more offering to customers therefore high brand s

Opportunities

1. Can diversify into Indian wear as well

2. Can diversify into higher priced apparel segment or textiles
3. Increase global reach would be beneficial for brand growth

Threats

1.New brands coming in pose major threat because of similar pricing

2. Similar patterns and verity available at lesser price with other brands or local market

3. Cheaper imitations are a cause of worry

Competition

Competitors

1.Raymond Limited

2.Arrow

3.Belmonte

4. Van Heusen