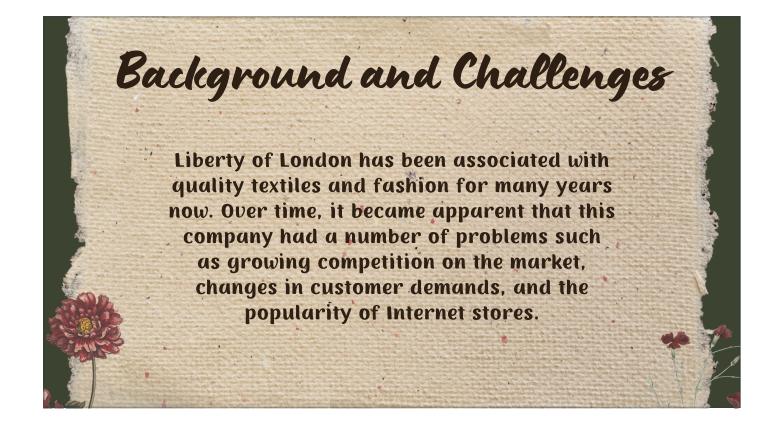


Introduction

The <u>Liberty of London</u> case focuses on the issues and choices available to one of UK's foremost exquisite fashion and luxury retail brands. The fabric retailer Liberty of London has always been famous for its historic and unique patterns appeals to a broad customer base.



Strategic Analysis

They have exposed Liberty main areas of operational weakness such as lack of operational efficiency, lack of online platform for operations and shifting customer characteristics. A major feature of the solution circle focuses on the need to adopt a multifaceted approach to sustaining the brand's differentiation advantage while concurrently improving operational flexibility. Key recommendations include:



Ensuring there is incorporation of tradition whilst at the same time embracing change is the Liberty of London case. This solution establishes that the concept of strategic agility is valuable, particularly in the current fastevolving market, to perpetuate the existence of the brand in the luxury retail industry.



This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

> Resource: Visit <u>thecasesolution.com</u> for detailed analysis and more case studies.