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Long-champ

Introduction

The Long-Champ entails an exploration of the strategic management of the brand, the difficulties faced in the running of this firm, as well as the opportunities that the firm might tap in future. The firm is continuing to push Heritage as its key collection despite the fact that this does not fit the current Zeitgeist as well as its more accessible Long-Champ line.

background

Long-Champ is widely known world wide luxurious accessories company for designer handbags, luggage and leather accessories. The brand has its loyal customers while the threat remains high due to the increasing competition, specifically new brands and concepts that provide new designs and use digital tools as their primary instrument.

Brand Modernization

Long-Champ needs to tread down a middle ground between tradition and progression. They are in danger of being left behind by more fashionable types of jewelry.

Conclusion

Long-Champ has learnt that there is a need to strike a balance between the past and the future so as to be competitive in the current market. Therefore, it is crucial for Long-Champ to adapt to the constantly changing features of the market and transform its overall product portfolio, act in an environmentally responsible manner, and apply advanced technologies.

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