

Value Retail

Introduction

Value Retail operating several premium outlet shopping villages has changed the face of outlet shopping by making luxury affordable. It concentrates on explaining the unique business model of the company, its strategic marketing approaches and the problems to grow and remain as a niche market player.

Brand Perception

A balance to reach when providing loyalty cards discounts and at the same time preserving the elitism of aspiring luxury brands.

Brand Partnerships

In that way Value Retail develops stronger partnerships with luxury brands which helps in establishing product authenticity or unique selling proposition.

Conclusion

In this case of Value Retail, the need for strategic and effective innovations in order to operate competitively in the retail trade field has been established. If the leading issues threatening Value Retail will be solved strategically, it is still capable of excelling as it promotes luxury outlet shopping.

Recommendation

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

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