

The threat for substitution for Bras and brief is low. Although there are concept lingerie designs such as the c-string they are yet to be introduced to the Sri Lankan market

### **Threat of new entry**

The threat of new entry to the low priced lingerie segment is high. There are many alternative which have been imported from China and India at very low prices. Yet there are considerably high barriers to entry in the luxury lingerie market. This is mainly due to the time taken for brand exposure in the luxury lingerie market segment is long (given the fact of cultural implications in brand promotion, positioning and communication for intimate wear in Sri Lanka. Thus the threat of a new entrant is at medium level.

### **Internal**

## **2.3 The Current marketing Mix for Amante**

### **Product**

The current product range of amante revolves on the luxury lingerie segment. The key products which are featured in the range are;

#### **Bras**

- High quality padded bras
- Non padded bras made with fine fabrics
- Sports bra

#### **Briefs**

- The Gift Pack (Three non-printed panties)
- The Gift Pack ( Three Printed panties)
- Single Panty (Luxury Range)

### **Price**

The price is set to communicate the luxury status of the brand. The pricing bench mark for amante is Triumphs. A market skimming pricing strategy is used to position the product.

The average prices of amante lingerie are mentioned below;

| Product         | Amante | Triumphs International | Other Brands |
|-----------------|--------|------------------------|--------------|
| Bras non-padded | 1000*  | 1200*                  | 300*         |
| Bras-padded     | 1995*  | 2100*                  | 400*         |
| Briefs          | 750    | 800*                   | 300*         |

within a short period of time

- With rising cost of materials and manufacturing overheads it is difficult to meet the ever more demanding reduction of prices.
- Country cost manufacturing does not promote the retention of the industry in the country
- The threat from low cost manufacturing bases are high (i.e- China and Bangladesh)
- Technical knowhow will be limited within a small group

## **Where we want to be**

### **4.0 The Vision of MAS holdings**

The Vision of MAS is to be the world's number one apparel manufacturer, by identifying customer needs and wants and delivering a product with acceptable quality levels within the shortest lead time through continuous improvement.

#### **4.1 Mission**

To become a Two Billion USD company by the end of 2020

#### **4.2 Marketing objectives for Value Sri Lanka**

##### **Long Term**

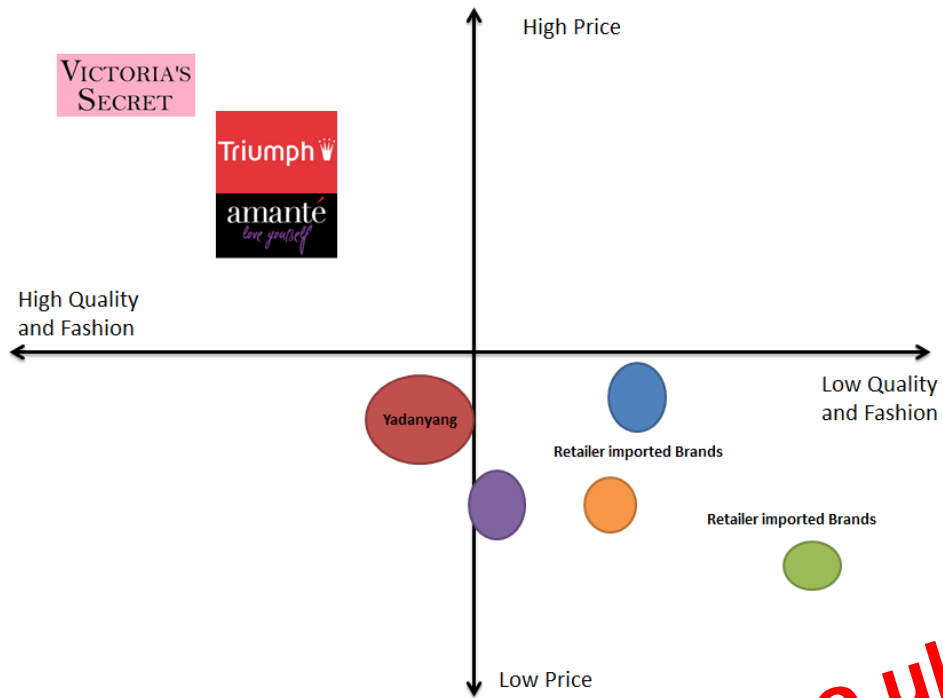
- Increase revenues by two folds (100% growth) by the end 2015.
- Capture market share of 30% from our potential target market in the respective geography
- Position the brand as the most preferred value premium lingerie brand in Sri Lanka

##### **Short Term**

- Expand the distribution network to 60 stores by February 2014
- Launch the brand in two major cities Kurunegala and Galle
- Generate awareness on the new positioning (The value + luxury) image through an expanded media mix.

#### **GAP Analysis**

| Area          | Product | Current State per annum | Future State per annum | Gap         |
|---------------|---------|-------------------------|------------------------|-------------|
| Sales Revenue | Bras    | 300 Million LKR         | 600 Million LKR        | 300 Million |
|               | Briefs  | 170 Million LKR         | 340 Million LKR        | 170 Million |
| Units         | Bras    | 150,000                 | 400,000                | 250,000     |
|               | Briefs  | 200,000                 | 500,000                | 300,000     |



Perceptual Map 01- Brand position current state- Source; Author



Map 02- Brand position future state- Source; Author

Perceptual

| Area                            | Responsi. | 2015 |     |     |     |     |     |     |     |     |     |     |     |
|---------------------------------|-----------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                                 |           | Jan  | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| Acquire logistics partners      | Marketing |      |     |     |     |     |     |     |     |     |     |     |     |
| Survey on customer satisfaction | marketing |      |     |     |     |     |     |     |     |     |     |     |     |

### Communications plan and media mix

| Area                                            | Time line 2013 Oct – 2014 Dec |     |     |     |     |     |     |     |     |     |     |     |     |
|-------------------------------------------------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                                                 | Oct                           | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct |
| Press release and Press conference              |                               |     |     |     |     |     |     |     |     |     |     |     |     |
| Print advertising GO, Hi and Lankan Women       |                               |     |     |     |     |     |     |     |     |     |     |     |     |
| Print advertising- Sunday Times                 |                               |     |     |     |     |     |     |     |     |     |     |     |     |
| Radio YES FM, Sun FM, Y FM                      |                               |     |     |     |     |     |     |     |     |     |     |     |     |
| Sponsorships to fashion shows                   |                               |     |     |     |     |     |     |     |     |     |     |     |     |
| Trade Promotions                                |                               |     |     |     |     |     |     |     |     |     |     |     |     |
| POS materials and merchandise                   |                               |     |     |     |     |     |     |     |     |     |     |     |     |
| Stock promotion 10% off for additional stocking |                               |     |     |     |     |     |     |     |     |     |     |     |     |

| Area                                            | 2015 |     |     |     |     |     |     |     |     |     |     |     |
|-------------------------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                                                 | Jan  | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| Print advertising GO, Hi and Lankan Women       |      |     |     |     |     |     |     |     |     |     |     |     |
| Print advertising- Sunday Times                 |      |     |     |     |     |     |     |     |     |     |     |     |
| Radio YES FM, Sun FM, Y FM                      |      |     |     |     |     |     |     |     |     |     |     |     |
| Sponsorships to fashion shows                   |      |     |     |     |     |     |     |     |     |     |     |     |
| Trade Promotions                                |      |     |     |     |     |     |     |     |     |     |     |     |
| POS materials and merchandise                   |      |     |     |     |     |     |     |     |     |     |     |     |
| Stock promotion 10% off for additional stocking |      |     |     |     |     |     |     |     |     |     |     |     |