

Raymond

“FOR THE COMPLETE MAN”



INTRODUCTION

The Raymond logo is displayed within a red rectangular box. The word "Raymond" is written in a white, stylized serif font, with the 'R' being particularly large and prominent.

- Raymond's is one of the India's leading fabric and garment manufacturers and fashion retailers.
- The Raymond group was incorporated in 1925 .
- The company is led by CEO Gautam Hari Singhania.

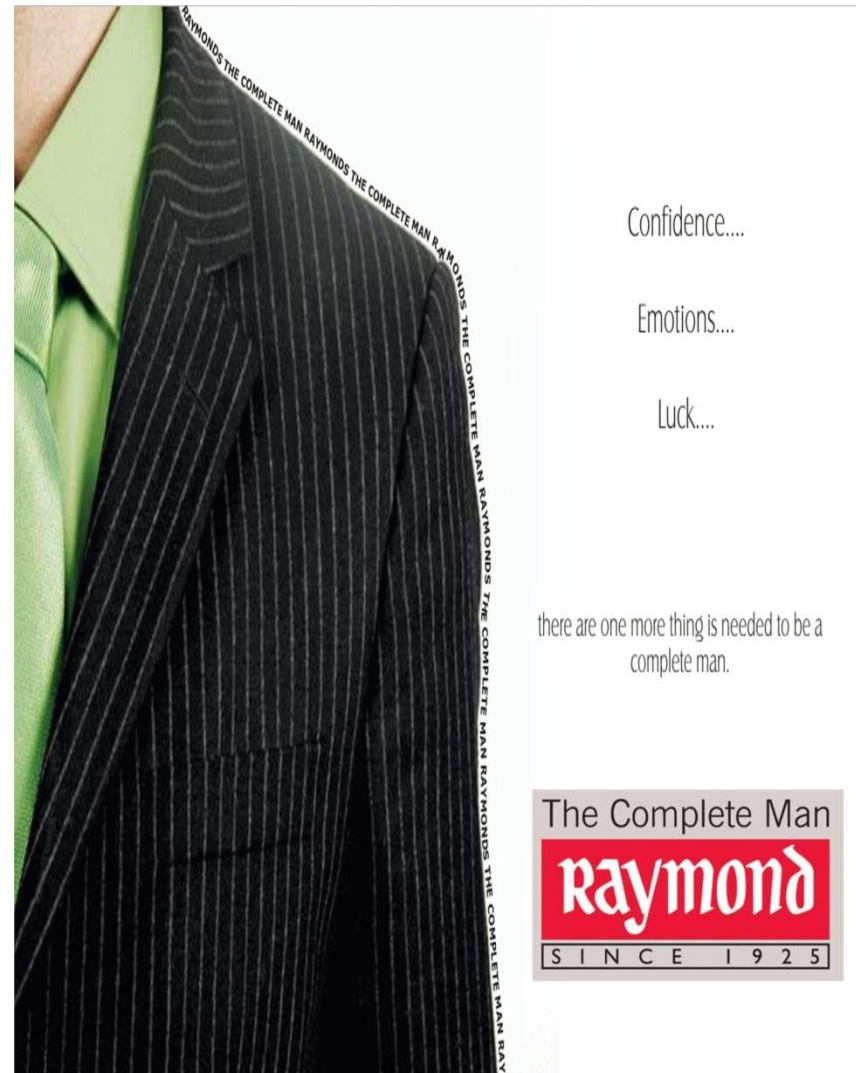


COMPANY PROFILE

| Name | Raymond |
|-------------|--|
| Industry | Textiles |
| Founded | 1925; 89 years ago |
| Headquarter | Mumbai India |
| Key people | Gautam Singhania |
| Products | fabrics, garments, designer wear, denim etc. |
| Revenue | 14.06 billion (US\$240 million) (2013) |

RAYMOND : THE COMPLETE MAN

- The tag line of Raymond's “**The Complete Man**” was invented in 1990s and has been on air for almost a decade and half.
- Incorporated in 1925, Raymond has so far been known for its positioning.



SEGMENTATION TARGETING & POSITIONING



IN HOUSE BRANDS



CP
ColorPlus



STP



| | |
|---------------------|---|
| Segment | Premium business and fashion clothing |
| Target Group | Urban upper-middle and higher class males |
| Positioning | An inspirational brand for achievement |



| | |
|---------------------|-------------------------------------|
| Segment | Formal wear for men and women |
| Target Group | Young urban corporate men and women |
| Positioning | Premium Stylish and innovative |



| | |
|---------------------|-------------------------------------|
| Segment | Youngsters looking for casual wear |
| Target Group | Urban youth from upper-middle class |
| Positioning | Fresh and premium casual wear |



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fashion for us

FABRICS FOR SHIRTS AND TROUSERS



- ❖ Tier 3 to 5 town consumers
- ❖ Indian middle class
- ❖ Aspiration
- ❖ Common man

Notting Hill



- ❖ For fashion-conscious
- ❖ Young professional
- ❖ Affordable price

PRODUCT MIX

RAYMOND TOTAL TEXTILE SOLUTION

DRESS SHIRTS

- Manufacturer of formal shirts.
- Capacity of 1.8 million shirts per year.



SHIRTINGS

- Manufacturer of fine cotton and linen shirting fabric.
- Capacity of 21.6 million meters.



JEANSWEAR

- Manufacturer of high fashion Jeanswear.
- Capacity of 1.5 million pairs of jeans per year.



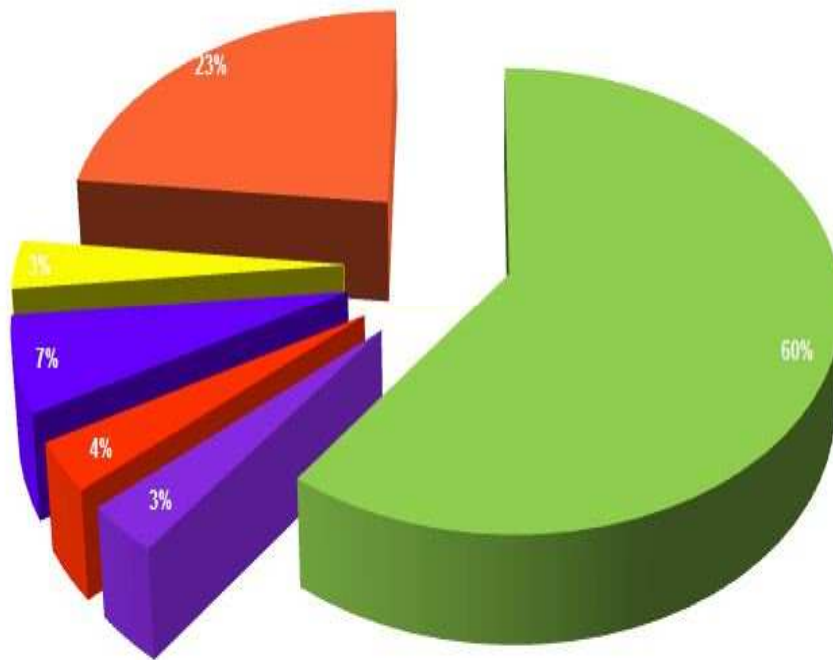
TAILORED CLOTHING

- Manufacturer of fine tailored formal suits, jackets and trousers.
- Capacity of 1.0 million suits, jackets and 2.0 million trousers annually.



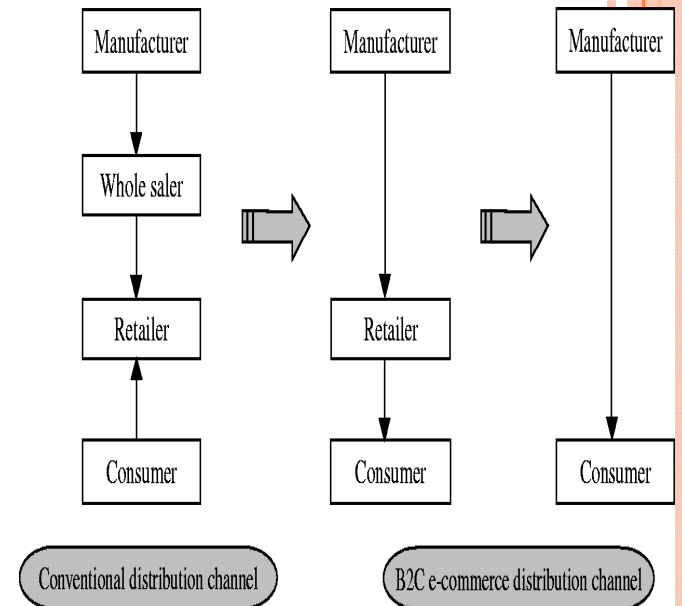


MARKET SHARE



DISTRIBUTION CHAIN

- The price of the product is different at each level of distribution.
- The distributors sells goods to different wholesalers at the price at which he gets minimum 15% to 20% profit.
- Similarly wholesaler earns 10% to 15% profit by selling goods to retailer.
- And retailer earns 5% to 10% profit on each product.



CONT...

-The consumers does not get any profit on product, but the consumers are being offered with various offers such as discounts, various festivals offer, buy one and get one free offers, gift on monthly purchases etc.



MARKETING STRATEGY

- Detect changes in the business environment and opportunities with an external environment that includes a supply and demand analysis.
- Evaluate business performance and marketing maturity by analysis of the sales structure, marketing management, customer segmentation and current positioning.
- Develop a concrete action plan, including performance indicators intended to measure efficiency.



MARKETING MIX

Product

- Worsted suitings
- Tailored clothing
- Shirtings
- Woolen outerwear

Price

- They are focused to medium to high class.

Place

- Operated in 55 countries.

Promotion

- By advertisements.

raymond



CONCLUSION

- Raymond is a big fashion brand name in India, it has become a synonym for men's wear.
- Raymond showrooms are well managed and offers the good service.
- Raymond's emerged as a undisputed market leader in the garment industry.
- The brand Raymond has the unique perception over its customers psyche.
- All the plants used are ISO certified, leveraging on cutting-edge technology that adheres to the highest quality parameters while also being environment friendly.



*Thank
You*

