

# A Brand Case Study: Part I

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For this assignment, you are asked to select a fashion product brand (clothing, accessories, beauty products) and develop a report on a brand profile including the brand's general business background and the brand's activities focusing on brand benefits to consumers. Many companies offer multiple brands within their organizations, which is known as a 'brand portfolio.' In such cases, you would need to select one specific brand out of their brand portfolios. A brand can operate business through multiple channels (e.g., physical retail stores, e-commerce) or could exclusively distribute their products online. This is not an issue for this assignment. However, you will need to select a publicly traded company (brand) to research information on financial values.

Use the following guidelines and use them as subheadings in your report to organize content.

Brand history (founder, heritage)

Deliverables being offered (products & services offered via retail formats)

A market segment being targeted (i.e., core customers)

Financial values such as the latest revenue, total sales volume, or profits

Delivering brand benefits (expectations) to consumers through touchpoints (this fall under the topic of Customer Brand Experiences)

Brand evolution over time (e.g., logo, slogan, retail formats)

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Requirements:

Min. 6 pages of report in double-spaced (no more than 8 pages), excluding references (min. 5 references are required). Your reports should be written in essay format and cite all information you take from references. References should start in a new page.

Important Note:

- Use "subheadings" for content organization in your reports
- APA style for in-text citations as well as for the reference list
- Insert page numbers