



TORY BURCH

Technological Assessment and Strategy Proposal

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TORY BURCH

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A woman with dark hair pulled back is sitting on a light-colored stone ledge. She is wearing a dark, structured coat over a light-colored skirt. Her right hand is raised to her forehead, and her eyes are closed. The background shows a calm ocean under a clear sky, with a curved stone wall on the right side of the frame.

- State of Tory Burch
- Assessment
- Strategy Proposal
- Virtual Fashion
- Conclusion



STATE OF TORY BURCH



BRAND OVERVIEW

Tory Burch is a luxury fashion brand known for its vibrant styles, blending classic American and Bohemian elements, with a focus on empowering women and sustainability.

BRAND IDENTITY

- Known for bold and vibrant color combinations
- Combines classic American style with Bohemian elements
- Women's empowerment



TORY BURCH





BRAND'S MISSION & VALUE

“Empowering Women”

- Funding and resources support for female entrepreneurs
- Anti-racism resources
- Gender equality in global supply chains
- Using renewable materials and innovative, low-impact alternatives.
- Meeting safety, quality, and labor standards.

MARKET RESEARCH

- **Financial Status:** Revenue reached nearly \$2 billion by 2023.
- **Workforce:** Approximately 7,000 employees worldwide.
- **Growth Strategy:** Focus on product innovation and market expansion (Asian markets).



“TORYSSAINCE”

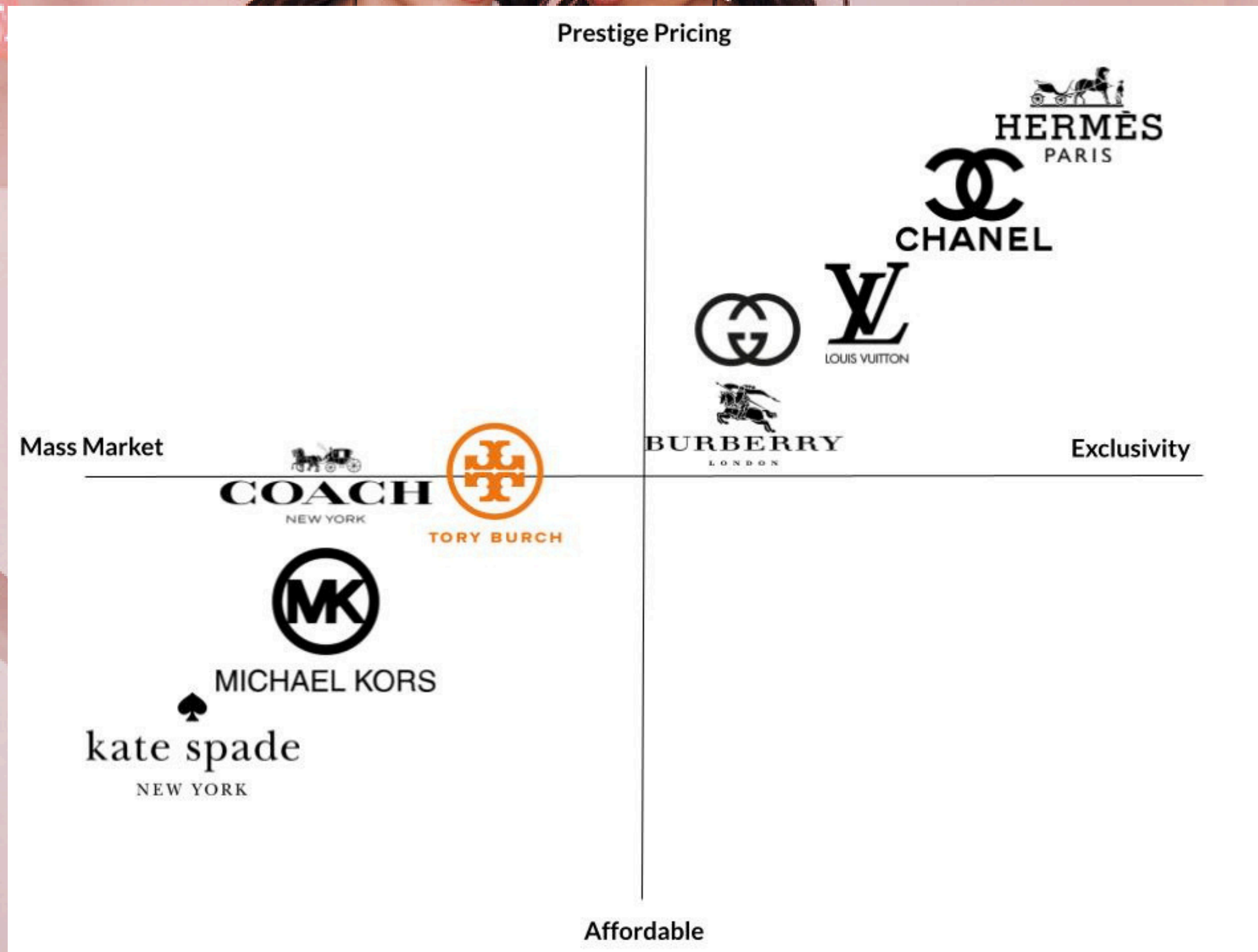
- Recent collections are edgier but still elevated
- Moving away from mature, modest, and preppy luxury image
- Still wants to retain loyalist

AUDIENCE & POSITION

- **Target Market:** 25-45 professional and fashion-conscious women
- **Position:** Accessible luxury brand in competition with brands like Michael Kors, Coach, and Kate Spade
- Growing awareness for younger consumer base thanks to influencer promotions



POSITIONING MAP



SWOT ANALYSIS

Strengths

- Strong brand recognition and reputation → well-known and recognized by many consumers
- Diverse product portfolio → large variety of products from fragrance and jewelry to ready-to-wear and accessories
- Omnichannel → operates through multiple channels including wholesale, physical stores, and ecommerce allowing for broad market access

Weaknesses

- Limited Global Presence → While recognized, it heavily relies on the US market making it vulnerable
- Digital transformation → TB does not fully harness potential of personalized marketing, data analytics, or new technologies
- Customer Experience → inconsistency in product quality, inventory management, and services highlighting logistical challenges

Opportunities

- Sustainability and ethical practices → increasing consumer interest in sustainable practices could offer new value
- Technological advancements → leveraging new marketing technologies and digital strategies can help TB understand and approach consumers
- Digital platforms → investing in e-commerce, improving online shopping experience can reach untapped consumers
- Global expansion → increasing presence of luxury market in Asian countries, specifically China

Threats

- BIG competition → many other accessible luxury brands battle for market share
- Economic uncertainty → forecasts about economic slowdowns leading to reduced disposable income
- Change in consumer preferences → younger consumers, millennials and Gen Z, value brands who embody sustainability and social responsibility



STRENGTHS

- ***Strong brand recognition and reputation*** → well-known and recognized by many consumers
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WEAKNESSES

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THREATS

- **BIG competition** → many other accessible luxury brands battle for market share
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ASSESSMENT

CURRENT CUSTOMER-FACING TECHNOLOGY

Clientele software: Tete-a-Tete

- Facilitates direct communication between store associates and clients enhancing personalized customer experience
- Omnichannel extension where associates can send payment links

SUPPLY CHAIN AND OPERATIONAL TECHNOLOGY

MicroStrategy

- Enables managers to access real-time data on product sales and observations
- Supports better business decisions through advanced reporting on KPIs such as sales trends and inventory status

SAP

- AI driven platform that provides insights into supply chain solutions
- Manage customer interactions, inventory tracking, and relationship management

A woman is shown from the chest up, looking at a laptop. The laptop screen and keyboard area are overlaid with a futuristic, semi-transparent digital interface featuring various charts, graphs, and data points. The background is a blurred indoor setting with a window showing a blue sky. The overall aesthetic is high-tech and professional.

CURRENT TECHNOLOGICAL ANALYSIS

- Optimize customer communication and experience
- Efficiency in inventory management and shipping
- Enhance luxury image



STRATEGY PROPOSAL



#1 AI-DRIVEN SALES OUTREACH AND CUSTOMER SERVICE

Objective: implement AI technologies into sales and customer service approach at Tory Burch to enhance customer experience and enable sales associates to focus on in-store sales

- **AI Customer Management System:** integrating AI assistance in Tory Burch's Tete platform will transform customer management practices
- **Automated Customer Response System:** streamline customer service and boost customer satisfaction
- **AI Styling Recommendations:** utilize AI for personalized styling recommendations to improve customer experience by providing targeted suggestions that resonate with individual preferences

A woman with long dark hair and glasses is standing in a hallway, holding a small orange object in her right hand. She is wearing a dark top and yellow sandals. The hallway has light-colored walls with framed pictures and a fluorescent light fixture on the ceiling. An orange semi-transparent rectangle is overlaid on the image, containing the word 'WHY?' and a list of three bullet points.

WHY?

- Help improve customer experience in person and online
- Provide consistent communication with clients
- Deepen customer relationship with Tory, increasing brand loyalty and customer retention

#2 BLOCKCHAIN TECHNOLOGY: ENHANCING SUPPLY CHAIN TRANSPARENCY

Objective: increase transparency and traceability of supply chain through blockchain technology

- **Supply chain management and data analysis:** provide real-time data that enhances supply chain management, reinforcing quality assurance of Tory Burch products
- **Customer transparency and interactive experience:** adding a “Track Product Journey” feature to the Tory Burch app will allow customers to gain insights into various stages of product life cycle



WHY?

- Strengthen Tory's commitment to more sustainable practices, differentiating from competitors and tapping into current consumer interest
- Improve supply chain and omnichannel efficiency
- Increase direct client engagement with brand



#3 RFID TECHNOLOGY: OPTIMIZING INVENTORY MANAGEMENT

Objective: utilize RFID technology in tandem with AI to enhance inventory management processes, ensuring Tory Burch meets regional demands effectively

- **Regional AI data analysis:** analyze customer preferences across different regions to optimize inventory, minimize stock outs, and offer dynamic monitoring of inventory levels
- **Regional Marketing Campaigns:** leverage insights from customer data analysis enabling TB to launch effective marketing campaigns tailored to specific regions



WHY?

- Help leverage global expansion
- Create strong brand resonance with international clients
- Increase global market share, weeding out competition and fortifying presence in accessible luxury market



KIRA SMART BRACELET

Virtual Fashion Proposal: inspired by the iconic Kira Bracelet, this touchscreen piece combines fashion and functionality

- **Features:** ergonomic design, lightweight material, and high-resolution display
- **Customization:** seasonal colors, image playlists, and themes
- **Connectivity:** Bluetooth and Wi-Fi

Objective: strengthen Tory's brand identity and reflect company's commitment to innovation



A large, stylized white logo is centered on a solid orange background. The logo consists of a thick white circle. Inside this circle is a white cross-like shape with rounded ends. The word "CONCLUSION" is written in a white, serif, all-caps font across the center of the logo, positioned between the horizontal bars of the cross.

CONCLUSION

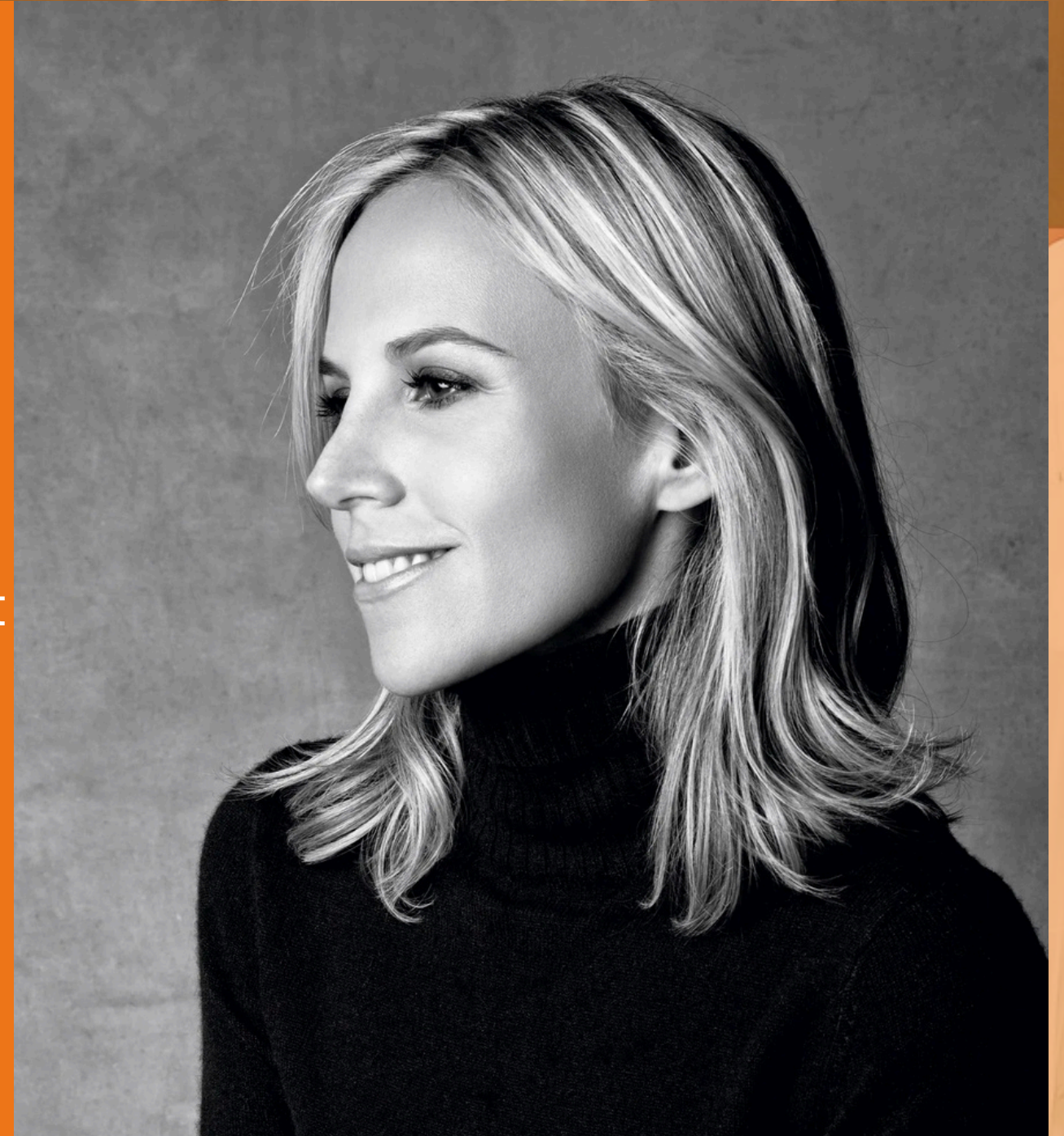
STRATEGY BRAND ALIGNMENT



Our proposed strategies will help Tory Burch address the weaknesses and opportunities within the brand. They will help digitally transform the brand, assisting with quality control and inventory communication across channels, and leverage Tory's current strategies of global expansion, and technological and digital advancements. These strategies align with Tory's mission and values to empower her consumers, and promote sustainability.

TECHNOLOGY INTEGRATION

Integrating AI, blockchain, and RFID technology throughout Tory's supply chain and retail operations will help streamline communication, improve inventory management, and enhance customer experience. Applications like the Kira Smart Bracelet will complement these strategies and boost Tory's presence within the fashion industry and amongst a younger audience.



THANK YOU!



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