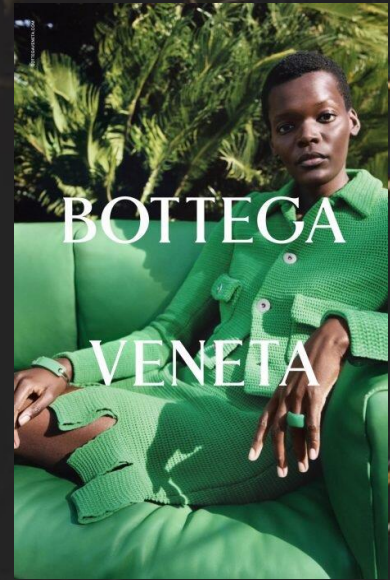


Bottega Veneta Takes On Dublin Ireland



By Molly De Gennaro, Faith Vero,
Nuala Rafferty, Laura Walter, Kayla
Weisburd



Market Opportunity

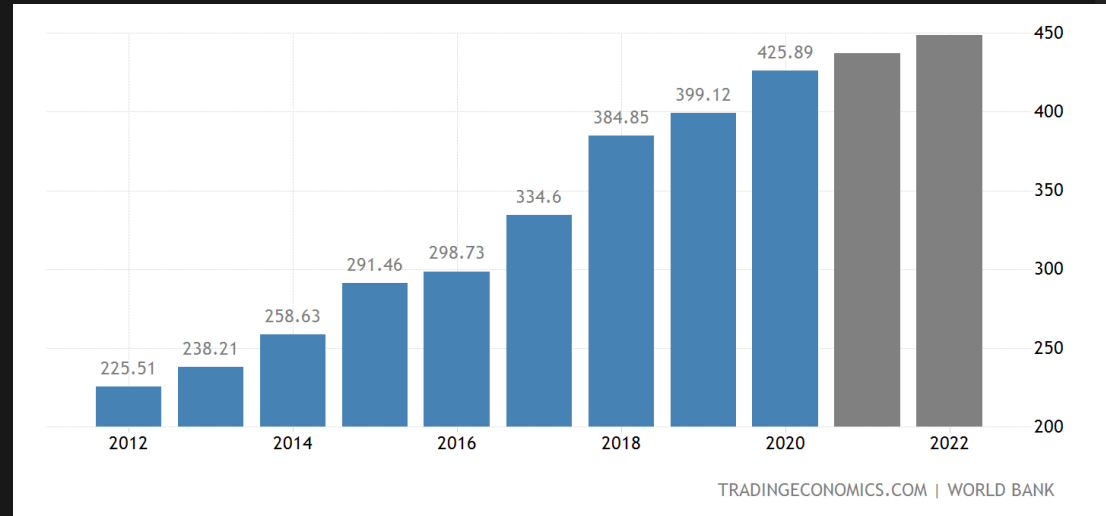
- Bottega Veneta has stores located in the following countries; Australia, Austria, Canada, China, France, Germany, United States

- The following are examples of countries that do not have a Bottega Veneta brick and mortar store; Ecuador, Greece, Guatemala, Ireland

- We are expanding this brand to Dublin, Ireland

- Ireland has a growing economy and strong GDP

- Ireland is lifting mask mandates.



(Ireland's rising
GDP 2012-2022)



Characteristics of Countries: By Level of Development

Overall Stability

- ❖ All household types experienced an *increase* in their disposable income in 2017-2021. ("Social Justice Ireland: Poverty Focus," 2021.)
- ❖ Crime index of 45.51 out of 100 in 2021 (Horgan, 2021.)
- ❖ 2nd place in 2020 for food security (Taylor, 2021.)

Education:

- ❖ 51% of working age adults having completed higher education by 2020 (Mark, 2011.)
- ❖ 4th highest third level educational attainment level in the EU-27 at 58% (Wilson, 2021.)

Labor Cost:

- ❖ Average hourly labour costs = €29.1

Security

- ❖ The Guardians of Peace of Ireland

The World's Top Countries For Food Security

Index scores for the affordability, availability, natural resources, safety and quality of food in 2020*



Bureaucratic Efficiency:

- ❖ Effective

Infrastructure:

- ❖ Want to create export-focused growth businesses (Enterprise Ireland, 2022)
- ❖ Advanced IT and communications networks (Enterprise Ireland, 2022)
- ❖ High-volume air and sea connectivity and efficient logistics (Enterprise Ireland, 2022)
- ❖ Ideal location for expanding businesses (Enterprise Ireland, 2022)

Human Rights

- ❖ Irish Constitution and European provisions
- ❖ Irish Human Rights and Equality Commission
- ❖ Access to Asylum
- ❖ Access to healthcare

Characteristics of Countries: By Geographic Location

Risk of Natural Disasters

- ❖ Not directly affected by natural disasters, no threat.
(How Safe is Ireland for Travel?, 2022)

Cultural Values and Norms

- ❖ Great cultural values and people living in the country
- ❖ Many attractions located in the city
- ❖ Wide range of events celebrated by many cultures
(The People And Culture Of Dublin, 2022)

Shipping Time

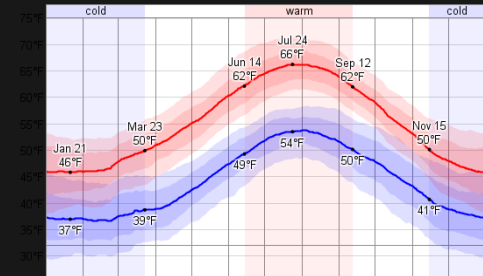
- ❖ The textile factory is 95 miles from our manufacturer.
- ❖ One hour and thirty-minute drive by truck.
- ❖ Our manufacturer is 1,271 miles from our brick-and-mortar store.
- ❖ Twenty-two hour and twenty-minute difference.
4 business days.

Shipping Cost

- ❖ 102.86 Euros (Textile Factory-> Manufacturer)
- ❖ 490.28 Euros (Manufacturer -> Brick and Mortar store)

Import Duties

- ❖ 12%
(Customs chargers from UK to Ireland, 2022)



Demographics



- ❖ Age: 30-45 years old
- ❖ Gender: Woman
- ❖ Race: White
- ❖ Religion: Roman Catholic
- ❖ Education: College degree
- ❖ Income level: \$500,000
- ❖ Marital status: Married
- ❖ Location: Dublin, Ireland
- ❖ Population: 1,241,953
- ❖ Population density: 4,588 people per square kilometer (Dublin Population, 2022)



Psychographics

- ❖ Personality: Sophisticated & self-assured
- ❖ Lifestyle: Luxurious
- ❖ Interests: Shopping and traveling
- ❖ Activities: Attending social events



Competitor Analysis

Brand	Fashion Level	Price Level	Cities with Stores Present
 <p>BOTTEGA VENETA</p>	Luxury Goods	Superior Goods	Dublin (projected)
 <p>PRADA MILANO</p>	Luxury Goods	Superior Goods	Dublin , Kildare
 <p>VERSACE</p>	Luxury Goods	Superior Goods	Dublin
 <p>HERMÈS PARIS</p>	Luxury Goods	Superior Goods	Dublin

Line Plan

<https://www.bottégaveneta.com/en-us>

BOTTEGA VENETA

Coat Style #: 684915V1LD09071	Dress Style#: 687027V1N001056	Skirt Style #: 689358V1N809071	Jacket Style #: 690508V1N809071	Sweater Style#: 690577V1N001056
Fiber Content: 97% Linen, 3% Elastane	Fiber Content: 85% Linen, 15% Polyamide	Fiber Content: 73% Polyamide, 25% Cotton, 2% Elastane	Fiber Content: 73% Polyamide, 25% Cotton, 2% Elastane	Fiber Content: 85% Linen, 15% Polyamide
Country of Origin: Italy	Country of Origin: Italy	Country of Origin: Italy	Country of Origin: Italy	Country of Origin: Italy
Retail Price: \$ 2,700	Retail Price: \$ 1,850	Retail Price: \$ 1,200	Retail Price: \$ 2,000	Retail Price: \$ 1,700










Textile Sourcing Plan

<https://www.albinigroup.com/sostenibilita/trasparenza/>

1-Day
Shipping
by Truck

No
Tariffs

BOTTEGA VENETA

Product	Fiber Content	Swatches	Factory
Coat Style #: 684915V1LD09071	97% Linen, 3% Elastane		Cotonificio Albini, Bergamo Italy
Dress Style#: 687027V1N001056	85% Linen, 15% Polyamide	 	Cotonificio Albini, Bergamo Italy
Skirt Style #: 689358V1N809071	73% Polyamide, 25% Cotton, 2% Elastane		Cotonificio Albini, Bergamo Italy
Jacket Style #: 690508V1N809071	73% Polyamide, 25% Cotton, 2% Elastane		Cotonificio Albini, Bergamo Italy
Sweater Style#: 690577V1N001056	85% Linen, 15% Polyamide	 	Cotonificio Albini, Bergamo Italy

Garment Manufacturer Sourcing Plan



- ❖ **Manufacturer:** BOTTEGA VENETA SRL
- ❖ **Location:** Montebello Vicentino, Vicenza, Italy
- ❖ **Manufacturing Level:** This industry group comprises establishments primarily engaged in manufacturing leather products (except footwear and apparel) from purchased leather or leather substitutes (e.g., fabric, plastics).
- ❖ **Tariff:** 23%
- ❖ **Delivery:** 4-day shipping by boat
- ❖ **Website:** www.bottegaveneta.com/en-us

Supply Chain Overview

**Contonificio
Albini**

Bergamo, Italy



Average cost =
\$221.60
Tariffs =None



**Bottega
Veneta SRL**

Vicenza, Italy



**Bottega
Veneta SRL**

Vicenza, Italy



Port of La Spezia

Italian Customs Agency



Liguria, Italy



Dublin Customs

Port



New Custom HSE,
Promenade Road,
Dublin, Ireland



Dublin, Ireland

Sourcing Calendar

February	March	April	May	June	July
Trend and Color					
	Design and Sampling				
	Buy				
		Production			
			Logistics		
					Set Floors

Seasonal Sales Goals

Annual Revenue: \$1.71 Billion

(Kering ,2022)

Number of Stores: 268

(Sabanoglu, 2021)

Avg. \$ per store: \$6,380,597

6-Month Sales Goal: \$3,190,298

Month	Percent %	Seasonal Sales \$	Monthly Sales \$
1 July	13%	\$3,190,298	\$414,738
2 August	15%	\$3,190,298	\$478,544
3 September	17%	\$3,190,298	\$542,350
4 October	18%	\$3,190,298	\$574,253
5 November	21%	\$3,190,298	\$669,962
6 December	16%	\$3,190,298	\$510,447

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none">❖ Good distributions channel❖ Sourcing of raw materials including leather and textiles❖ Wide product portfolio, staying on trend, Intrecciato Design❖ Has a high product quality (brand loyalty)❖ Steps to evaluate the risks of forced labor in our supply chain (other types of goods and services to support the day-to-day running of our operations)	<ul style="list-style-type: none">❖ Poor waste management practices❖ Semi sustainable❖ Low international presence❖ No presence on social media (brand ambassadors)❖ Low brand revenue – in 2021 24.2% increase in revenue (Luisa Zargani, Women's Wear Daily)
Opportunities	Threats
<ul style="list-style-type: none">❖ The market could grow intensely - Revenue in the Luxury Goods market amounts to US\$1,106m in 2022❖ Start of new brand partnerships❖ Low corporate taxation rates❖ Known for their young, educated workforce	<ul style="list-style-type: none">❖ Ireland will be hit with energy price hikes and food issues due to the war❖ Competition with stores like Prada, Hermes, Versace❖ Because of COVID – made it difficult to import goods❖ Increasing demand – staff shortages, rising prices in raw materials

Conclusion

- Dublin has a strong GDP and a growing economy
- This is a perfect location that fits our target market
- Bottega Veneta's annual income continues to grow
- Our 6-month sales goal is \$3,190,298
- Our group could improve on our research approach and our citation skills

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