



lucienne.

International Marketing Integration Plan

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About us.

Starting off as a small fashion brand based in Jakarta, Lucienne has grown to become one of Indonesia's biggest local fashion retailer. With an integrated online and offline stores across Indonesia, Lucienne has introduced a new concept regarding sustainable and ethical retailing.

We're constantly evolving to become a better part of the society, and you can become a part of our journey.

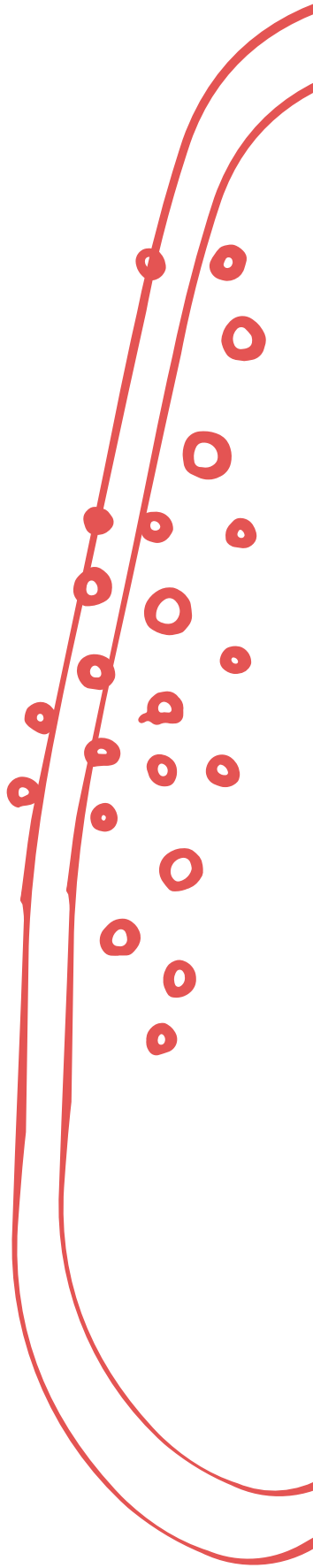
With love,
Lucienne





☆ Our target market.

We cater to females, 18 to 25 years old, who wants to incorporate more sustainable and ethical pieces into their daily wardrobe-- looking like their best, unique selves.



Knits

IDR 650k - 1.100k



Tops

IDR 400k - 850k



Dresses

IDR 500k - 950k



Bottoms

IDR 400k - 750k



Our products.

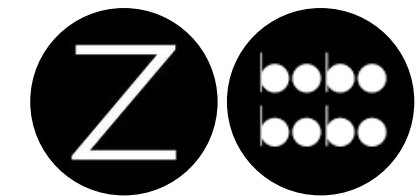
Our Promotion.

Online Promotions:

- E-newsletter
- Instagram
- Google Ads



CREATE A MODERN LOOK WITH OUR
FAVORITE OF THE MOMENT STYLES.



Offline Stores:

- Jakarta
- Bandung
- Surabaya
- Bali

Online Store:

www.lucienne.co.id

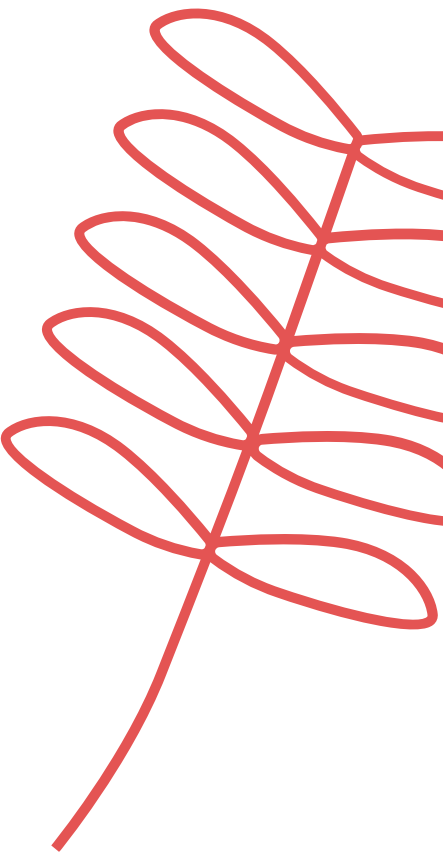
Our Place.

What's Next?



Global Expansion:

- Increasing global demand
- Offers from e-commerce sites abroad
- Market potential overseas
- Broader consumer base
- Increasing competitive advantage



Destination: New Zealand

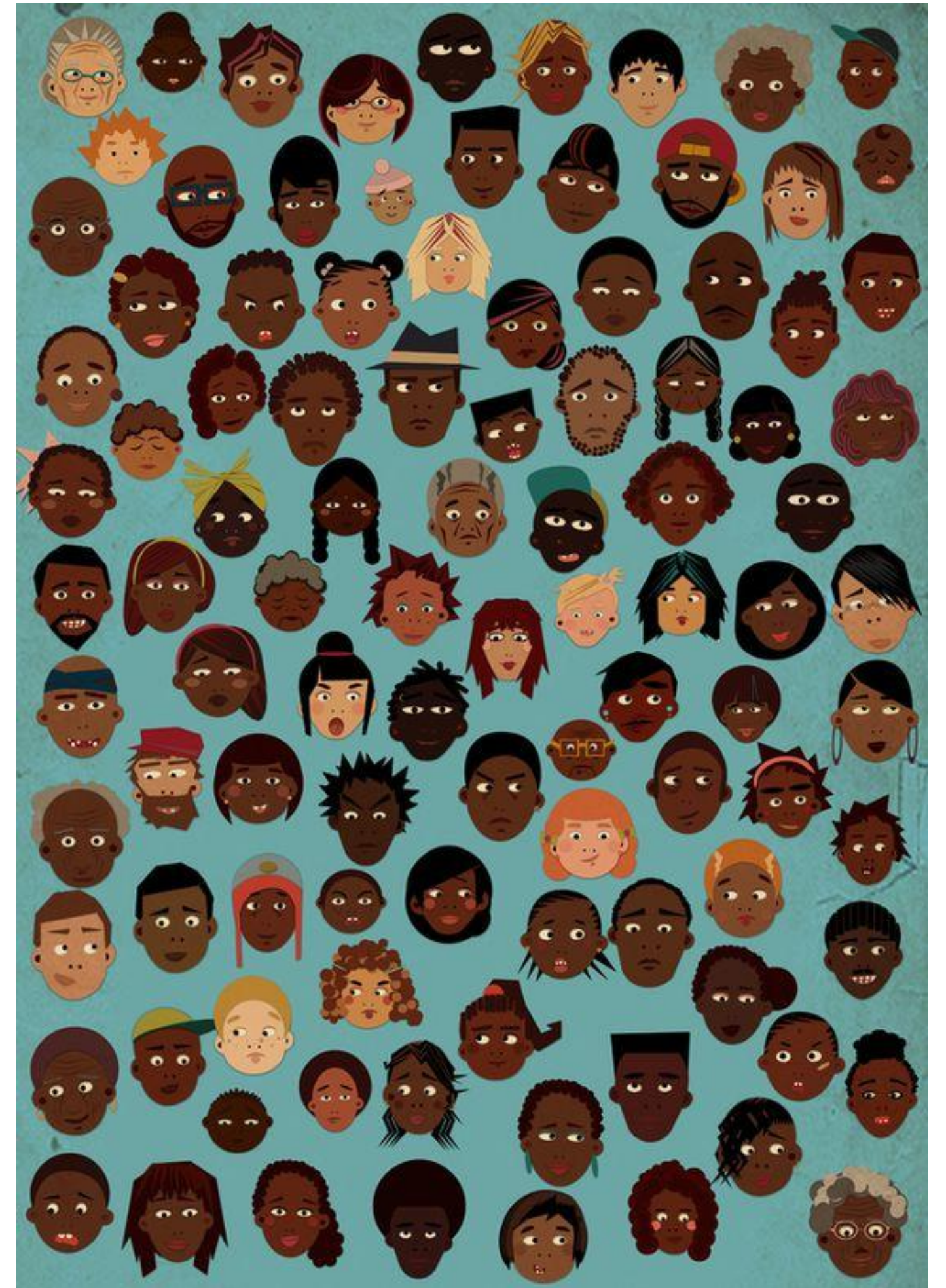




Why New Zealand? 

Demographic

- New Zealand's population is within 4.8 million with Auckland as its most populated city
- The age group with highest number of population fell towards 15-24 years old and 55-64 years old
- Urban population accounts for 86.6% of New Zealand's total population





- The quality of life in New Zealand really is very good compared to many other countries and the pace is relatively relaxed.
- New Zealanders have a strong work ethic but also believe in having a good work life balance
- Some key social issues faced by the New Zealander government include dealing with an ageing population and increasing health care costs, boosting employment and household incomes, reducing teen pregnancy and child poverty, and increasing housing affordability

Socio-Cultural

Economic

- New Zealand's GDP is expected to pick up to 4.4% this year and 2.6% in 2022 according to the updated IMF forecasts from January 2021
- New Zealand's economy is based on agriculture and services such as tourism, retail, and wholesale trade
- New Zealand relies heavily on consumption to bolster its GDP





- New Zealand's prime minister, Jacinda Ardern, has reprimanded rule-breakers over the recent cluster of coronavirus cases, leading to further restrictions for Auckland
- Prime Minister Jacinda Ardern and Covid-19 Response Minister Chris Hipkins made the announcement to make Pfizer New Zealand's primary vaccine provider

Politic

Natural

- New Zealand has mild temperatures, moderately high rainfall, and many hours of sunshine throughout most of the country
- New Zealand does not have a large temperature range, lacking the extremes one finds in most continental climates. However, the weather can change unexpectedly – as cold fronts or tropical cyclones quickly blow in





- Robotic process automation (RPA) is on the horizon for New Zealand business, where the technology is expected to assist businesses in every industry to find more efficient ways of completing tasks through machines, reduce human error and increase productivity
- The tech industry is a major and growing business for New Zealand, being a very outwardly focused industry that competes successfully around the world

Technological



How do we enter
the market?





Joint Venture

Lucienne believes that it is necessary to test market's response before opting for higher entry modes, considering the following aspects:

- *Asset Specificity*

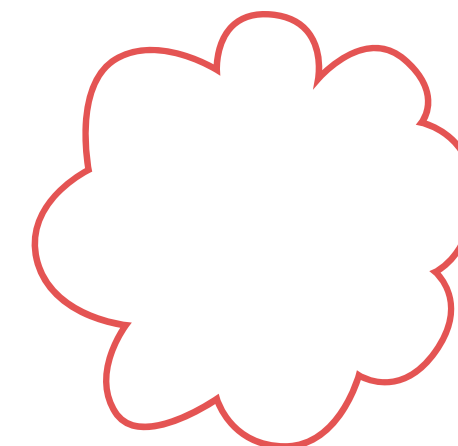
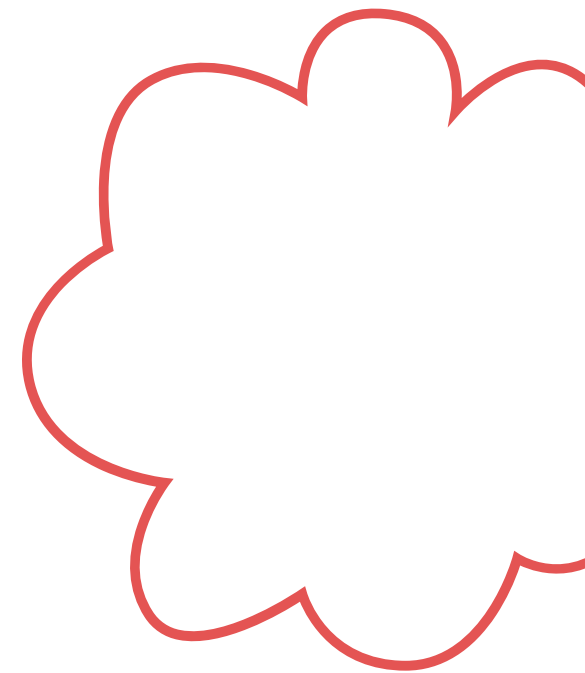
Although styles offered are relatively different, sustainable brands are quite common in New Zealand, which requires Lucienne to have a more thorough and hands-on experience with market

- *Brand Equity*

Lucienne is influenced by a Korean-Japanese style, giving the brand a fun and refreshing twist in the market compared to the rather soft and toned down style of New Zealand market



HALLENSTEIN
GLASSON HOLDINGS
LIMITED



- *Financial Capability*

Financially, Lucienne is capable to use other entry modes with higher levels of control, however more experience with the market is required

- *International Experience*

As Lucienne is just starting with our international market journey, we have no experience yet

- *Country Risk*

Despite the critics addressed to PM Jacinda Ardern, the country's environment is relatively safe

- *Cultural Distance*

Culturally, the people of New Zealand have their own tradition which roots from their Māori predecessors--a culture Indonesians are not quite familiar with



- *Government Restriction*

The government of New Zealand has been supportive of businesses who want to expand to New Zealand, providing easier access to related information through their official website

- *Market Potential*

Demographically, New Zealand has a big market of teenagers and young adults compared to other age groups, which provides a wider pool of consumers

- *Market Competition*

Despite the common appearance of New Zealand's sustainable brands, the market competition is not yet saturated considering the different style approach taken by Lucienne





How we adapt?

Considering the differences in cultural and economical aspects between Indonesia and New Zealand, as well as the way Lucienne decided to start our international expansion journey, Lucienne will need to adjust the following aspects in New Zealand:





Our Products.

For Lucienne's New Zealand branch, our collection will now include a wider length variety, as well as a tighter fit to cater the general market demand despite the colder weather of New Zealand.



Our Price.

To adjust with New Zealand's GDP, calculations of minimum wage, as well as competitor's price, Lucienne has calculated a different price range, specifically suited for the New Zealand market.

Knits

NZD 230.00 - 300.00

Tops

NZD 150.00 - 220.00

Dresses

NZD 170.00 - 250.00

Bottoms

NZD 150.00 - 240.00

Our Place.

Lucienne's first New Zealand store will be opened at Westfield Newmarket, Auckland, which is one of the biggest shopping malls in New Zealand. In the future, Lucienne also plans to open another store in Glenfield Mall, Auckland.

Lucienne's New Zealand website would also be available on www.lucienne.co.nz, shipping all across the country.



Westfield
Newmarket



Our Promotion.

Following the promotional strategies of Lucienne Indonesia, similar plans such as e-newsletter, Instagram Ads, and Google Ads will also be the core of Lucienne New Zealand's main promotional tools.

However, Lucienne would also attempt to connect with Kiwi Influencers on Instagram for a wider audience reach.



@appoc

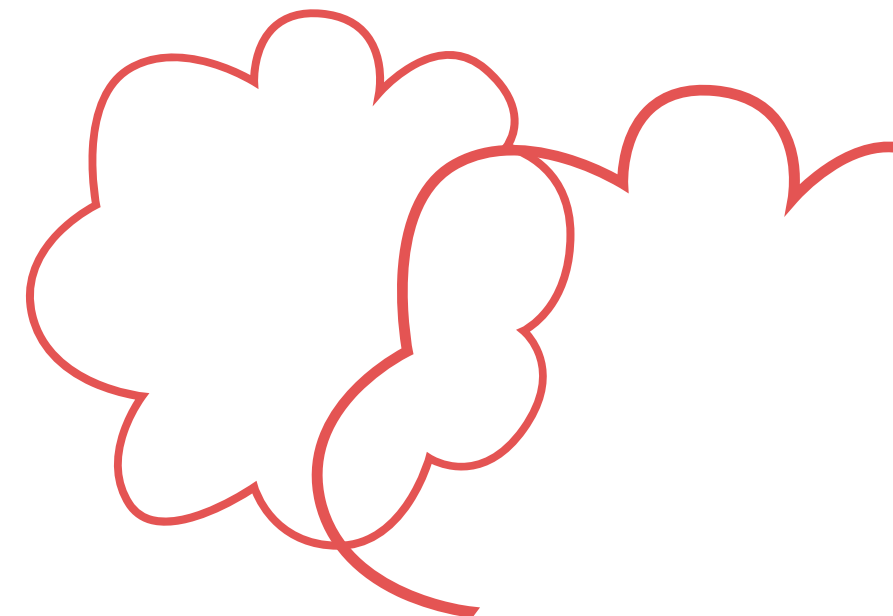


@stephanmelai



Final Take.

Lucienne's international expansion to New Zealand will be the first step towards a further global expansion. In the future, Lucienne plans on expanding to Australia considering the geographic and social condition with New Zealand.





Thank You

