



IMMERSION EXERCISE – 2

MEN'S FASHION

STRATEGY PITCH



Staying Relevant Amidst E-commerce-Led Commoditisation

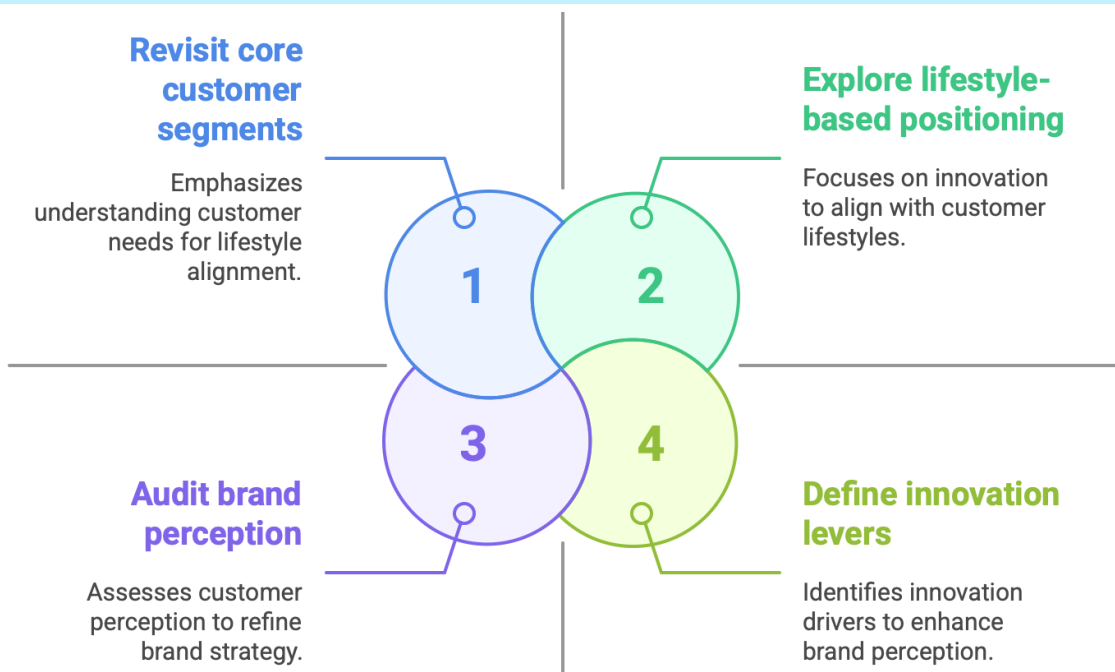
Van Heusen is an established brand in men's fashion, facing growing competition from both D2C startups and global brands. With e-commerce platforms driving discounting and easy brand discovery, the market is at risk of commoditisation. Moreover, fashion norms are changing with newer generation of customers.

Key Challenge

How can Van Heusen continue to stand out and build brand loyalty in a market where functional parity and price competition dominate?

Strategic Question

How do we sharpen our positioning and customer understanding to drive relevance and premium-ness in both digital and physical formats?



FRAMEWORK



DEFINING YOUR STRATEGY



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Who is the Target Customer?

What does the customer Value?



Who is the Competitor?

Alternatives?
Substitutes?



What is my Value Proposition?

1. Attractive to customers
2. Unique vs competitors

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WHAT IS STRATEGY?



GLOBAL GYAN
LEADERSHIP ACADEMY

WHO IS THE
CUSTOMER
(SEGMENT) THAT WE
WANT TO WIN



PRICE, COMMERCIAL
MODELS, TCO,
TERMS



THE OFFERING
(PRODUCT / SERVICE
/ FEATURES /
BENEFITS)



DISTRIBUTION AND
SALES MECHANISM;
SUPPLY CHAIN;
CHANNELS



COMMUNICATION /
AWARENESS
CREATION /
BRANDING /
MARKETING



WIN THE
CUSTOMER

ATTRACTIVE

CHOICES
WE MAKE

UNIQUE

BEAT THE
COMPETITION

