

Registro de la Propuesta del Trabajo Fin de Grado (TFG)

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Apellidos

Nombre

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STRATEGIC INTERNATIONALIZATION PLAN OF MAURIE + EVE

ADJUNTAR PROPUESTA (máximo 2 páginas: objetivo, bibliografía, metodología e índice preliminares)

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STRATEGIC INTERNATIONALIZATION PLAN OF MAURIE + EVE

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OBJECTIVE

The main objective of this study is to develop the strategic internationalization plan for the Australian Designer label Maurie + Eve, designed by Kelly Davies-Green, Maya Clemmensen, and Scott Davies. Founded in 2004, the Australian company is a sustainable fashion label based in Sydney, Australia. Maurie + Eve operates in over 80 boutiques nationwide and internationally in countries such as USA, Canada, Japan, and New Zealand. However, its value proposition makes it a very attractive brand to implement in new markets.

METHODOLOGY

In order to develop the strategic internationalization plan of the Australian label, we will begin with the description of the business model of the company. Furthermore, we will study the trends of its industry and the competitive environment in which it operates. Therefore, a SWOT analysis will be carried out, in order to determine the strengths and weaknesses of the label, along with the possible opportunities and threats the company can face when moving abroad by international markets.

Moreover, the second part of the study will be oriented towards the design and implementation of the most appropriate internationalization plan for the company. Once these guidelines have been defined, a marketing mix plan and implementation plan will be considered, in order to be able to adjust the product, price, place, and promotion, to ensure the effective integration of the business in the selected market.

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