ANALYSIS OF HERMÈS' COMPETITIVE ADVANTAGE IN THE LUXURY INDUSTRY

THESIS

Submitted as partial fulfillment of the requirements for Degree of *Sarjana Manajemen (S1)* in International Business Management Program of Faculty of Business and Economics Universitas Atma Jaya Yogyakarta



Arranged By:

NI LUH MADE WIDYA SARI ADNYANA PUTRI

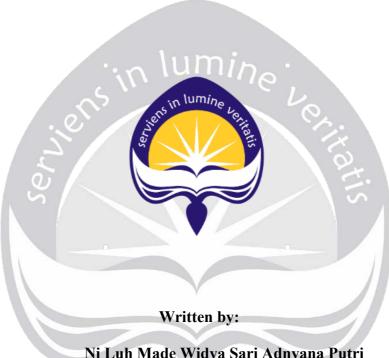
Student ID Number: 17 12 23744

Faculty of Business and Economics

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Thesis

Analysis of Hermès' Competitive **Advantage in the Luxury Industry**

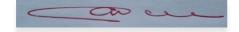


Ni Luh Made Widya Sari Adnyana Putri

Student ID: 171223744

Has been read and approved by:

Supervisor



Theo Anderson

Northampton, 20th May 2021

This to Certify that the Thesis Entitled Analysis of Hermès' Competitive Advantage in the Luxury Industry

Written by: Ni Luh Made Widya Sari Adnyana Putri

Student ID Number: 171223744

has been examined and approved on 20 May 2021 towards fulfilment of the requirements for the degree of Sarjana Manajemen (S1) in International Business Management Program Faculty of Business and Economics

Universitas Atma Jaya Yogyakarta

Supervisor



Theo Anderson

Yogyakarta, 20 May 2021

Dean of Faculty of Business and Economics

Universitas Atma Jaya Yogyakarta

Budi Suprapto, Drs., MBA., Ph.D.

STATEMENT OF THESIS AUTHENTICITY

I, the author of this thesis, entitled:

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Writer,

Ni Luh Made Widya Sari Adnyana Putri



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Fakultas Bisnis dan Ekonomika

Letter of Statement No. 933/J/I

Based on the Thesis Defense results that has been held on Thursday, 22 April 2021 with the following examiners:

1. Theo Anderson

The examiners team has decided that:

Name : Ni Luh Made Widya Sari Adnyana Putri

Student Number : 171223744

: International Business Management Program

as a Dual Degree student in University of Northampton

Has passed

Thesis Defense

The thesis revision has been reviewed and confirmed by all examiners.

This letter of statement is made for yudisium/Graduation of Bachelor of Management in Faculty of Business and Economics Universitas Atma Jaya Yogyakarta.

Drs. Budi Suprapto, MBA., Ph.D

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Table of Contents

| ABSTRACT | viii |
|------------------------------------|-----------------------------------|
| CHAPTER I | 1 |
| INTRODUCTION | 1 |
| CHAPTER II | 3 |
| | 3 |
| 2.1 Competitive Rivalry | 4 |
| 2.2 Threat of new entrants | 5 |
| | 6 |
| | 7 |
| 2.5 Bargaining power of suppliers | 7 |
| CHAPTER III | 9 |
| SOCIAL IMPACTS | 9 |
| 3.1 Hermès Considerations When Pla | nnning to Create Social Impacts11 |
| | rts to Create Social Impact13 |
| | |
| HERMÈS' CONSIDERATIONS TO | ENHANCE THEIR BUSINESS16 |
| 4.1 Stars | 17 |
| | 17 |
| | 18 |
| | 18 |
| CHAPTER V | 20 |
| | 20 |
| | 22 |

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Ni Luh Made Widya Sari Adnyana Putri Lecturer Theo Anderson

International Business Management Program
Faculty of Business and Economics
Jl. Babarsari No 43 Yogyakarta 55281

ABSTRACT

Hermès is a French luxury goods manufacturer founded in 1837 by Thiery Hermès. It is known for its craftsmanship and exclusivity. It concentrates in leather goods, lifestyle accessories, home furnishings, perfumery, jewellery, watches and ready to wear. The firm is very attached to its traditional business model and rejects mass production, assembly lines, and mechanisation. This essay will discuss Hermès' competitive position in the market by using Porter's 5 forces. It will also examine the considerations that Hermès must look carefully at in presenting beneficial social impacts through its CSR program by using Carroll's Pyramid. The last one will be discussing how Hermès can enhance their business by using the BCG Matrix.

Keywords: Hermès, Porter's 5 Forces, Carroll's Pyramid of CSR, BCG Matrix