

Comparative Analysis of LVMH Group in Luxury Goods Industry

THESIS

Presented as Partial Fulfilment of the Requirements

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in International Business Management Program

Faculty of Business and Economics Universitas Atma Jaya Yogyakarta



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FACULTY OF BUSINESS AND ECONOMICS

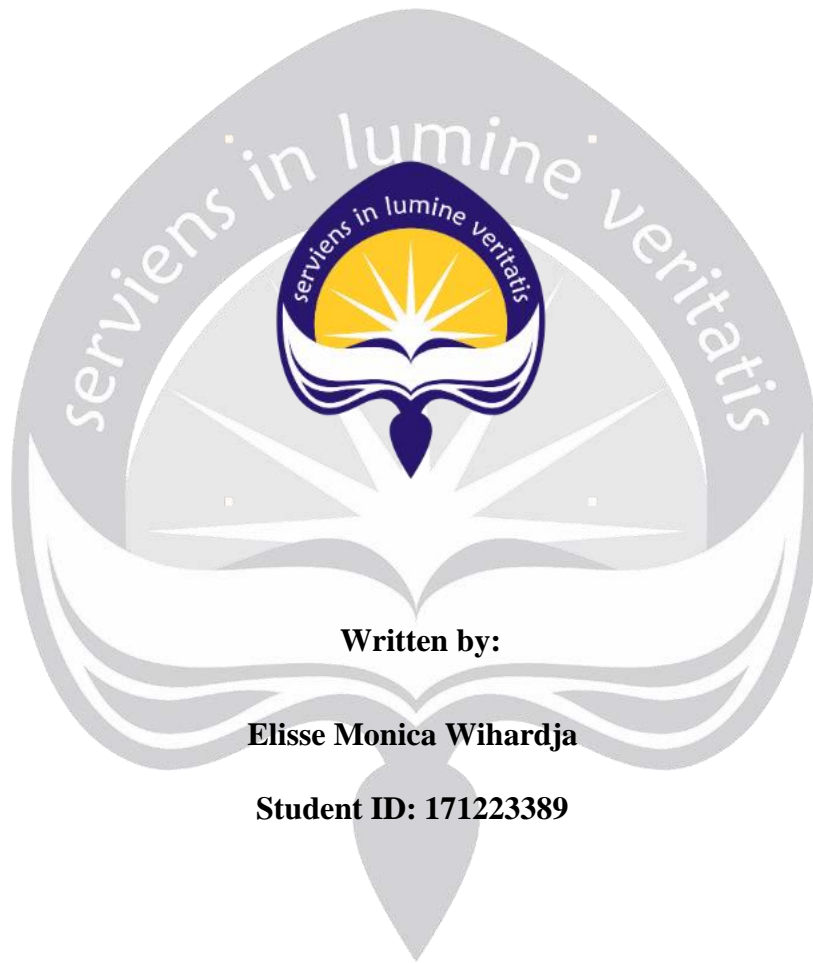
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2021

APPROVAL PAGE

Thesis

**Comparative Analysis of LVMH Group in
Luxury Goods Industry**



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Supervisor

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Tiju Kodiyaat

Northampton, 20th May 2021



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Letter of Statement

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Based on the Thesis Defense results that has been held on Thursday, 20 May 2021 with the following examiners:

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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.

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STATEMENT OF THESIS AUTHENTICITY

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THESIS TITLE : COMPARATIVE ANALYSIS OF LVMH
GROUP IN LUXURY GOODS INDUSTRY

I, the author of this thesis, hereby declare that this research is my own writing. The part of my writing does consist others writing that I have cited and mentioned in references with proper procedure of referencing for academic writing.

Northampton, 22 April 2021

Writer,



Elisse Monica Wihardja

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First and above all, I wholeheartedly praise and thank God for His blessings and inclusion from the beginning of my lectures to this day, for guiding and giving me strength so that I can complete this thesis entitled “Comparative Analysis of LVMH Group in Luxury Goods Industry” as part of process to accomplish my study and achieve a Bachelor Degree in Business & Management (Top-up) in University of Northampton and in International Business and Management Program in Universitas Atma Jaya Yogyakarta.

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Finally, I hope that this thesis can be useful for all parties who require it. May God bless us all.

Northampton, 22 April 2021



Elisse Monica Wihardja



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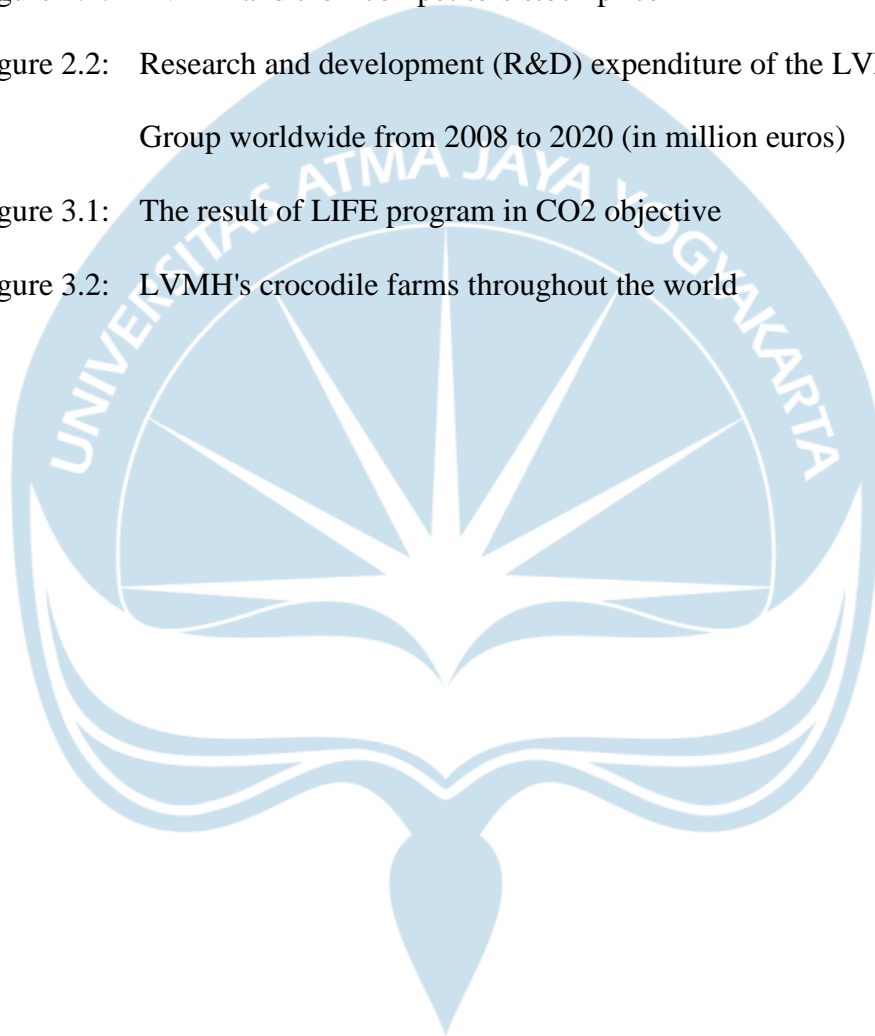
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COMPARATIVE ANALYSIS OF LVMH GROUP IN LUXURY GOODS INDUSTRY

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Abstract

LVMH Group is one of the world's leading luxury conglomerates performing in various sectors, such as wine, perfume, cosmetics, fashion, etc. Especially, the most famous luxury brands like Christian Dior, Bulgari, Givenchy, Fendi and many more. is their subsidiary. Therefore, LVMH Group has several ways to gain their competitive advantage which will be analysed using comparative analysis based on external analysis using Porter's Five Forces and their strategic plan using Porter Generic Strategies. Meanwhile, LVMH Group will also create positive social impacts through CSR program activities and company products and will be analysed using several methods related to social responsibility such as the Triple Bottom Line (TBL), Carroll's Pyramid, and through potential challenges. This project will also provide advice for LVMH Group to improve their business by implementing the TOWS Matrix into their strategy.

Keywords: LVMH Group, Porter's Five Forces, Porter Generic Strategies, Triple Bottom Line (TBL), Carroll's Pyramid, TOWS Matrix.