



# Raymond A. Mason School of Business

WILLIAM & MARY

## **THE BUSINESS OF LUXURY**

**February 4<sup>th</sup> – 6<sup>th</sup> , 2022**

### **Course description**

- An interactive workshop to develop a business case in the Fashion Industry.
- The course will give you an overview of the Luxury business with a specific focus in the Fashion Industry.

### **The course will cover:**

- Lines of business in the Luxury Area
- Definition of Fashion Industry as one of the main Luxury Sectors
- Players in the Fashion Industry and Geographical presence
- KPIs of the Fashion Industry
- How to build a business plan to calculate the investment NPV

### **How the Workshop will work**

- All the participants will be divided in groups of 3 to 4 people
- First day
  - Course discussion on Fashion Industry & Luxury Business
- Second day
  - each Group will need to develop a Business case to be delivered at the end of the day.
- Third day:
  - each Group will have 20 minutes to present the business case. At the end of the day Grading will be given to each Group

## **Course Objectives**

1. To develop teamwork holistic way with different people from different backgrounds and interests.
2. Building out a long term business plan will give participants a structured experience to develop skills applicable in professional settings
3. To develop/enhance public speaking skills preparing a presentation for a Board of Directors meeting, that will approve or reject the opening of a brick and mortar Fashion store presented

## **Requirements of the course**

- Interest in exploring the main elements of the Fashion Industry from a business perspective
- **The knowledge of the following topics:**
  - Profit and loss and its main components
  - Business plan and its main components
  - Discounted Cash Flow and NPV
  - Marketing plan
  - Good knowledge of Excel
  - Good knowledge of Power Point
  - Good public speaking skills
- **Pre-reading the following material**

Bain Company 2020 report

Podcast about Retail stores

## Financial Annual Reports of LVMH, Kering, Prada

### What this course will NOT tell you

- How to become a Fashion stylist
- How to manufacture a product

### Deliverables

- A comprehensive Power Point presentation of no more than 20 slides with a marketing plan, 7 years business plan, NPV calculation, to support the case of opening a brick and mortar Fashion store in a USA market.

Main elements to be addressed in the Business case:

- Identification of the location based on economic and demographic parameters
- Defining the merchandise mix and reasoning
- Describe, from a qualitative point of view, the main elements of the architectonic project of the store interior
- Development of a 7 year business plan calculating the NPV of the investment

### Group Grading

- **10% Class participation**
- **10 % Marketing plan**
- **10% Excel business plan model flexibility**
- **30% Power point presentation**
- **40% Case presentation**

**DAY 1: FRIDAY**

**4:00 pm – 7:00 pm** Overview of Luxury Business with the description of the Industry, main players, main product lines, main business KPIs

**DAY 2: SATURDAY**

**9:00 am - 9:30 am** Teams composition

**9:30 am – 12:00 pm** Group work

**12:00 PM – 1:00 PM** Lunch break

**1:00 PM – 5:00 PM** Group work

**5:00 PM** DELIVERY OF THE PRESENTATIONS

**DAY 3: SUNDAY**

**8:30 AM – 12:00 PM** PRESENTATION OF THE BUSINESS CASE (20 MINUTES EACH GROUP)

**12:00 PM – 1:00 PM** LUNCH BREAK

**1:00 PM – 2:00 PM** GRADING OF THE WORK PRESENTED BASED ON THE POWER POINT SLIDES AND THE PUBLIC PRESENTATION

**2:00 PM – 3:00 PM** : GROUP RESULTS