**A2 Business Studies
High End Fashion Market Analysis**

Look at the following pieces of Market Analysis information, and draw points and conclusions from what is occurring in the market. Provide reasons for any trends you notice. E.g. Why has market share fallen for a firm who has opened more outlets between 2000-2010.

**Market Share in High End Fashion Market 2010:**

**Sales (£bn) in UK high end fashion market 2005-2009:**

**Market Share in High End Fashion Market 2000:**

**Distribution Figures in UK high end fashion market 2000-2010:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Firm** | **No. of UK Outlets 2000** | **Firm** | **No. of UK outlets 2010** |
| Burberry | 4 | Burberry | 16 |
| Gucci Group | 9 | Gucci Group | 20 |
| Louis Vuitton | 5 | Louis Vuitton | 7 |
| Aquascutum | 11 | Aquascutum | 22 |
| Marc Jacobs | 3 | Marc Jacobs | 9 |

