

A Study of International Strategies Adopted by Van Heusen

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Abstract: *This research is about Van Heusen, a global apparel brand, has adopted various international strategies to expand its market presence and compete in the highly competitive fashion industry. Its strategies include market adaptation, where the brand tailors its product lines and marketing approaches to cater to the cultural preferences and fashion trends of different regions. The company also employs strategic partnerships and collaborations with local retailers and distributors to enhance market penetration. In terms of market entry, Van Heusen uses a mix of franchising, licensing, and wholly owned subsidiaries, depending on the regulatory and economic environment of the target country. Additionally, it focuses on supply chain optimization and efficient logistics to ensure product availability across international markets. Van Heusen's global strategy is further strengthened by leveraging digital platforms and e-commerce to tap into emerging markets and reach a broader customer base. These strategies have enabled the brand to maintain a strong presence in diverse international markets while adapting to changing global consumer behaviors.*

Keywords: International strategies, global expansion ,competitive strategies,. mergers and acquisitions