Warby Parker:
Vision of a "Good" Fashion Brand

CaseISM.com
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CaseISM.com
THE 4 P's OF MARKETING

PRODUCT
- Affordable, high-quality, fashionable prescription eyewear
- Cellulose acetate
- Lenses made from polycarbonate
- 100% UV protection
- Anti-reflective and anti-scratch coatings
- 1-yr-no-scratch guarantee

PRICE
- $95 for prescription glasses includes frame and anti-glare, polycarbonate lenses.
- Free 5-day trials with 5 different frames.
- Free shipping, both ways.
- Compared to the average three hundred-plus price of other companies
- WP's limited operating costs; most of their transactions occur online.

PLACE
- Follows an online-business model; branching out to retail stores.
- 13 showrooms in eight States in the U.S.
- Home Try-On Program

PROMOTION
- Fashion Blogs, Coverage on Fashion Magazines, Celebrities.
- Buy a pair, Give a pair
- Mainly word of mouth
- Social networking: Facebook, Twitter, Instagram
- Social events
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**STRENGTHS**

- Full vertical integration from manufacturing processes to online retailing
- Cost competitive advantage
- Unique fashionable design with high quality materials
- Fosters positive company culture - high retention rate, creative minds
- Service differentiation
- Socially and environmentally conscious image
- Innovative environment for employees
- Avoids traditional industry costs
- First in optical industry to introduce one-for-one donation model

**WEAKNESSES**

- Small company in comparison to competition
- Online business model may be unfamiliar to people
- New company, low experience
- Narrow target market due to style
- Informal office environment
- Extracurricular activity fund
- Shopping option is only online

**OPPORTUNITIES**

- Overseas expansion into foreign countries
- Social mission becoming more appealing to customers
- Social value of green and environmentally conscious products
- Technological change: online shopping is becoming more popular
- The development of new styles

**THREATS**

- Lower price, cheaper quality alternatives
- Warby Parker name unfamiliar abroad
- Small sector of a largely dominated market
- continued Economic Downturn