



Amouage : Strategic Expansion Report in Indian Market (Group project paper)

Brand analysis :

- Founded 1983, Muscat, Oman; positioned as a France–Oman craft fusion (perfumery savoir-faire + Omani incense tradition)
- STP: affluent, mature, culturally-literate niche-fragrance buyers as primary target; younger aspirational buyers as secondary
- Positioned against Creed, Clive Christian, Maison Francis Kurkdjian on heritage/storytelling rather than price or ubiquity
- Named challenges: staying exclusive while scaling, reaching Gen Z, sustainability/transparency gaps

Market opportunity (three regions) :

- India: framed around cultural/spiritual ties to fragrance (attars, ittar tradition); recommends city-specific retail (Mumbai, Delhi, Bangalore) and India-specific notes (sandalwood, saffron, cardamom)
- Europe: pitch is heritage + craftsmanship + lighter scent profiles + sustainability messaging
- East Asia: framed as an emerging-demand market (China, Japan) needing softer formulations plus heavy digital/influencer push
- Weak point: three very different regional strategies are proposed with roughly equal confidence, but only India gets a real entry plan

Entry strategy (India, the report's centerpiece) :

- Hybrid model: direct-invested flagships in Tier-1 metros (Delhi, Mumbai, Bangalore) + selective franchising in Tier-2 (Hyderabad, Kolkata, Chennai) via partners like The Collective, Areej
- Timed launch: Diwali + wedding season (Oct–Dec), leaning on gifting culture
- Pricing: 20,000–45,000 INR, festive editions priced higher
- Regulatory flags raised (BIS registration, trademark, cosmetic labelling, 60–80% import tariffs)
- Promotion: "Scent of Time" personalized campaign, pop-ups, influencer collabs

Future-proofing strategy :

- Four pillars: cultural relevance (regional scent variants), sustainability (traceable sourcing, refillables), digital transformation (AI scent profiling, VR), controlled exclusivity (atelier-only drops)
- Reasonable framework, but generic to luxury-sector playbooks broadly — nothing here is Amouage-specific enough to differentiate from what any heritage fragrance house would be told to do

Contribution :

- Entry strategy for Amouage in Indian market through Tier 1 and Tier 2 cities including competitors analysis, launch plan and execution of the 4 Ps of marketing.