

### **Previous Seminar Paper Review**

First of all, the previous seminar paper that I selected is Hermes Birkin Luxury Handbag : Is it worth investing? This seminar paper was authored by Kasina Thiennukul and Ruethaiphath Mekvoravut in 2016. Birkin handbag is well-known as a luxury bag of Hermes brand and it has never gone out of fashion since it was produced. Also its price has gone up every year.

From the paper, the author indicates that investors who buy Birkin from the Hermes shop or primary market can gain profit immediately after purchase and can earn higher profit if they sell it to a resale store as soon as possible or around within one year. Hermes Birkin bag is one of the interesting things that investors should invest in due to higher return compared to gold, stock, and land property.

Moving on to my comment to this seminar paper, I think that the topic of this paper is interesting and it is easy to understand what they are trying to describe. I agree with this paper that stated that the Hermes Birkin Handbag is worth to invest for the customers who buy the Birkin bag from Hermes shop and resell it in the secondary market because in the Hermes shop the price of Birkin is cheaper than resale store. So, the customer would gain the benefit from the price that is different. Moreover, the investors who resell the bag as soon as possible will gain more profit than the investors who hold the bag for a longer time.

On the other hand, I'm not agree with the abstract that they indicated that "the Birkin handbag is definitely worth investing for the first case" because even though the birkin bag's price in secondary market is more expensive than the price in the shop but I think that if investors can find a good condition of Birkin bag and holding it for short time and resell it to resale store, investors may earn the profit when time pass even if wasn't as much as the investors who buy from the shop.

For table 2 : Hermes Birkin Handbag price 2011 to 2017, they didn't claim that it is the price of the first or secondary market. Also, they collected the data from several websites that may lead to inaccurate information. In my opinion, if they can't find the actual price from the shop website(first market) or secondary market, they have to collect the data from only one

website to avoid unstable prices from many websites. Furthermore, the author should add the marketing strategy of Hermes bags more to let readers know how Hermes bags attract their customers, add marketing mixes-4P in order to analyze the brand and also add what makes the price of Hermes Birkin Bag increase every year.

Last but not least, Birkin bags have many colors and leathers that cause the price of each bag to be different. Therefore, they should tell us which colors of leathers they should invest the most in. In addition, they compare the return of Birkin with those gold, stock, and land property. So, they should give us a table to describe the difference of return between Birkin bag, gold, stock, and land property.