Marketing Strategies of Pakistani Companies: A Case Study of J. (Junaid Jamshed)

1. Introduction

1.1 Background of the Study

The fashion industry in Pakistan has evolved significantly over the last two decades, driven by cultural reinvention and the rise of youth-centered branding. Amid this transformation, J. (Junaid Jamshed) emerged as a distinctive player by promoting modest fashion rooted in Islamic values. Launched in 2002 by the late Junaid Jamshed, the brand quickly gained national and international recognition.

1.2 Purpose of the Report

The primary goal is to assess the brand’s current positioning, explore gaps in its existing marketing strategy, and propose a comprehensive relaunch and rebranding strategy to regain consumer interest, particularly among youth and international markets.

2. Objectives of the Study

• To critically evaluate J.’s current brand strategy and market perception.  
• To identify key weaknesses and missed opportunities in branding and communication.  
• To propose a data-driven relaunch and rebranding strategy aligned with contemporary consumer behavior.  
• To offer implementation plans for improving digital, product, and retail experiences.

3. Research Methodology

3.1 Data Collection

• Primary Data: Interviews with frequent consumers and fashion retail staff.  
• Secondary Data: Market reports, social media analytics, competitor benchmarking, and academic literature.

3.2 Analytical Tools Used

• SWOT Analysis  
• 4Ps Marketing Mix Framework  
• Consumer Behavior Analysis  
• Brand Positioning Matrix

4. Company Overview: J. (Junaid Jamshed)

4.1 Brand Genesis

J. was established with a vision to merge cultural modesty with style, drawing from Junaid Jamshed’s personal transformation and Islamic values.

4.2 Product Portfolio

• Men’s Wear: Shalwar kameez, kurtas, waistcoats  
• Women’s Wear: Pret, unstitched, abayas  
• Kids: Traditional wear for boys and girls  
• Fragrances: One of the pioneers in branded ittar for men and women  
• Accessories & Footwear: Limited but expanding offerings  
• Cosmetics: Halal-certified products

4.3 Market Presence

• Over 100 outlets across Pakistan  
• International stores in the UAE, UK, Canada, and the USA  
• E-commerce platform with domestic and international shipping

5. Current Marketing Strategy

5.1 Product Strategy

• Focus on traditional wear with limited western fusion  
• Seasonal collections but lacking innovation  
• Heavy reliance on founder’s legacy for product design philosophy

5.2 Pricing Strategy

• Mid to premium tier pricing  
• Discounts offered during Eid and clearance sales  
• Competitive with brands like Khaadi, Alkaram, and Bonanza

5.3 Place Strategy

• Extensive physical retail presence in major cities and malls  
• Limited omni-channel retail integration  
• Underdeveloped international distribution and digital logistics

5.4 Promotion Strategy

• Traditional TV and print campaigns  
• Weak digital marketing presence  
• Occasional celebrity endorsements (less relevant to Gen Z)  
• Lack of consistent brand storytelling and emotional engagement

6. SWOT Analysis

Strengths

• Strong brand equity and consumer loyalty  
• Pioneer in modest fashion branding in Pakistan  
• Broad and inclusive product range

Weaknesses

• Outdated marketing and digital strategy  
• Overreliance on emotional appeal of founder  
• Poor mobile e-commerce experience  
• Slow product innovation cycle

Opportunities

• Growth in global modest fashion market  
• Rising Gen Z demand for identity-based fashion  
• Technological advancements in e-commerce and retail experience  
• Collaborations with local artisans and sustainable fashion

Threats

• Aggressive competition from modern brands  
• Rapid fashion cycles  
• Economic instability impacting consumer spending  
• Risk of cultural disconnect with younger consumers

7. Brand Repositioning and Relaunch Strategy

7.1 New Brand Identity

• Tagline: “Rooted in Heritage. Designed for Today.”  
• Vision: A modern modest fashion brand inspired by tradition and designed for the world.  
• Core Values: Authenticity, Innovation, Inclusivity, Sustainability

7.2 Visual Rebranding

• Redesign of the logo using modern, minimal typography  
• New brand color scheme inspired by local heritage (e.g., indigo, sand, jade)  
• Revamped packaging using recycled materials  
• Store redesign with interactive and sustainable elements

8. Strategic Pillars for Relaunch

8.1 Product Innovation

• Fusion Line: Blend of Eastern cuts with Western casual trends  
• Sustainable Collection: Organic fabrics, eco-dyes, ethical production  
• Designer Collaborations: Limited-edition lines with emerging talent  
• Gender-Neutral Capsule: Progressive styles for Gen Z inclusivity

8.2 Digital Transformation

• Website Redesign: Faster, mobile-first interface  
• AI-Powered Recommendations: Personalized shopping experience  
• Virtual Try-On Feature: AR-based fitting tools  
• Content Marketing Hub: Style guides, behind-the-scenes, cultural stories

8.3 Marketing Communication

• Influencer Partnerships: Collaborations with ethical fashion influencers  
• User-Generated Content Campaigns: #MyJStory for real customer stories  
• Seasonal Digital Films: Focus on values, family, craftsmanship  
• Interactive Social Media: Reels, lives, shopping via Instagram/TikTok

8.4 Retail Experience Reimagined

• Flagship Experience Stores: Digital touchscreens, interactive catalogs  
• In-Store Personal Styling: For premium clientele  
• Events & Pop-Ups: Fashion week showcases, cultural workshops  
• Loyalty Program Revamp: Points, exclusive previews, co-creation contests

9. International Expansion Strategy

9.1 Market Prioritization

• Focus on GCC (UAE, Saudi Arabia), UK, Canada, and Malaysia  
• Target South Asian diaspora through cultural alignment

9.2 Strategic Partnerships

• Collaborate with local fashion retailers abroad  
• Use community ambassadors and religious events for entry  
• Expand via online marketplaces (Amazon, Modanisa, Zalora)

10. Financial and Operational Plan

10.1 Budget Allocation

• 35% to digital transformation  
• 25% to store redesign and rebranding  
• 20% to marketing and influencer programs  
• 20% to product R&D and sustainable sourcing

10.2 Implementation Timeline

• Phase 1 (0-3 months): Internal training, rebranding  
• Phase 2 (3-6 months): Digital platform revamp, product launch  
• Phase 3 (6-12 months): Global marketing campaign and store rollout

11. Conclusion

Junaid Jamshed’s brand holds deep emotional and cultural value for millions. However, as consumer expectations evolve, J. must pivot from a nostalgia-driven brand to a forward-thinking modest fashion label. A carefully crafted relaunch with digital-first thinking, meaningful storytelling, and inclusive design can revive J.’s market presence both locally and globally.