

BRAIN STORM

PRODUCTS

Clothing (casual, formal, seasonal)
Accessories (Watches, caps, sunglasses)
Footwear (shoes, flip-flops)
Specialized items (joggers, hats, vintage and premium collections)

TARGET AUDIENCE

Women's fashion Men's fashion
Children's clothing Specific age group (teens, young adults, middle-aged)

CUSTOMER ENGAGEMENT

Loyalty programs and discounts
Fashion events and workshops
Social media promotions and contests
Customer feedback surveys and follow-up emails

UNIQUE SELLING PROPORTION

Eco - friendly and sustainable fashion
Hand made or locally sourced products
Exclusive and limited - edition items
Personal shopping experience and styling service.

MARKETING AND PROMOTION

Social media platforms (Instagram, facebook, Pinterest)
Collaborations with local influencers and bloggers
Seasonal sales and promotions
Email newsletters and online advertisements.

CUSTOMER SERVICE

Knowledgeable and friendly staff
Personal shoppers for individualized experiences
Easy return and exchange policies
Efficient order processing and delivery services