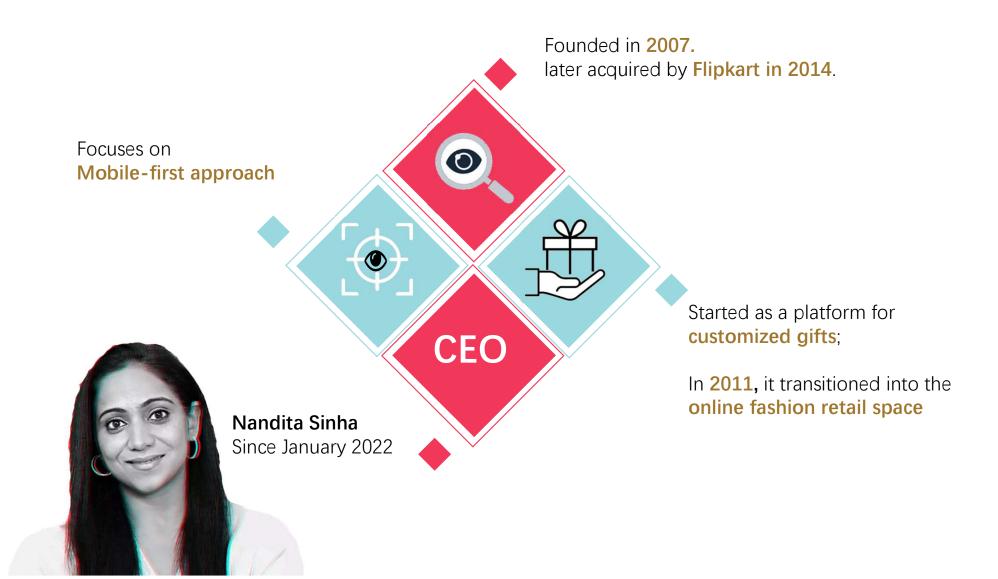




 Myntra is one of India's leading online shopping site sells fashion, and accessories, lifestyle stores selling clothing, footwear, accessories, and home decor.

- One of the largest e-commerce sites for fashion and lifestyle products.
- Myntra features well-known brands alongside its private labels like HRX, Roadster and All About You
 - The platform is known for its
 - trendy collections,
 - exclusive brand collaborations and
 - exciting sales and promotions like the "End of Reason Sale" (EORS).





SWOT Analysis

- Intense Competition
- High Discounts Reliance
- Delivery Delays
- Limited Presence in Rural Areas

- Strong Brand Presence
- Wide Product Range
- Private Brand Labels
- Tech-Driven Experience



- Sustainable Fashion
- Regional Expansion
- Influencer Marketing
- New Categories



- E-commerce Competition
- Customer Retention
- Logistics Issues
- Economic Changes







Positive Perception

Trendy:

Myntra is seen as trendy, fashionable and offering a wide variety of clothing options.

User-friendly experience:

Many customers praise Myntra for its **easy navigation** on the website and the app which is **intuitive and easy to navigate**. Features like personalized recommendations and advanced filters enhance the shopping experience.

Discounts:

Frequent sales and attractive discounts are well-received, with many customers mentioning how they find good deals on popular brands.

Celebrity Collaborations:

Myntra's collaborations with celebrities and fashion influencers **boost its image**. Customers enjoy **exclusive collections and feel a connection** with the brand through these partnerships.



Negative Perception



Customer Service Issues:

Customers express dissatisfaction with response times and issue resolution. They give away negative reviews often for these delays in refunds and poor complaint handling.

Delivery Problems:

Few reports of **delayed shipments** and **incorrect items**, leading to frustration.

Product Quality Concerns:

Contradiction between product images and actual quality is noted. Thus customers feel that products do not meet expectations, resulting in disappointment and returns.

Return Process:

Some customers feel that the return policy process is **complex**. Complaints focus on lengthy refund times and difficulties in arranging returns for larger items.







Market Trends can be identified by



Social Media Analysis: Platforms like Instagram, Twitter, TikTok are goldmines for spotting fashion trends.

Example: Tracking hashtags like **#SustainableFashion** or **#EthnicWear** reveals popular themes.

Why it matters: Social media trends drive customer preferences and influence shopping behaviour.

How can it be done: Social media listening - Influencer content and hashtags like #OOTD (Outfit of the Day) often provide the insights.

Customer Reviews & Feedback: Analyzing reviews on Myntra's website or Google Reviews highlights product-specific trends.

Example: Customers requesting sustainable or size-inclusive options signal emerging needs.

Why it matters: Feedback directly reflects consumer demand and expectations.

How can it be done: Conduct surveys and reviews on social media to understand customer preferences.

Influencer Content Monitoring: Fashion influencers shape what's trending by showcasing specific styles or brands.

Example: Collaboration posts or popular reels can point to rising categories.

Why it matters: Influencers ignite trends, creating immediate demand among followers.

How can it be done: Look at historical sales data to identify which categories or product lines (e.g., activewear, formal wear) are seeing consistent growth.

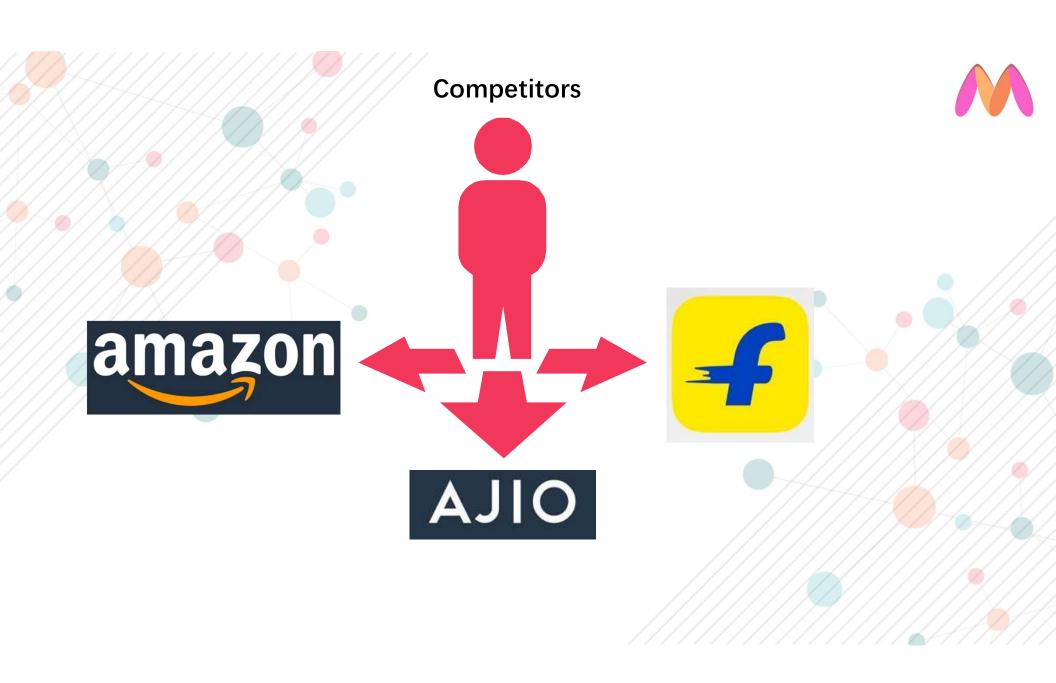
Competitors Insights: Observing AJIO, Flipkart, and Amazon Fashion for emerging styles or popular collections.

Example: If competitors are promoting activewear, Myntra can innovate in this segment.

Why it matters: Staying ahead of competitors secures market share.

How can it be done: Study what competitors like Amazon Fashion or AJIO are promoting and how customers are reacting to their campaigns or new launches.







- Price: Prices vary, generally higher for branded items but competitive during sales.
- Customer Satisfaction: Satisfaction varies; fast delivery but issues with returns.
- Social Media Presence: Broad reach but less personal engagement, focused on promotions.



- Price: Aggressive pricing with frequent discounts for budget shoppers.
- Customer Satisfaction: Mixed reviews; praised for deals but noted for delivery delays.
- Social Media Presence: Sales-driven content, less focus on fashion trends.



- Price: Slightly higher prices for unique items, but good discounts during sales.
- Customer Satisfaction: Positive feedback for product uniqueness but some concerns about returns.
- Social Media Presence: Visually appealing content that engages with trends effectively.







Disadvantages

- Wide Variety of Products: Offers a vast range of clothing, footwear, and accessories for all age groups.
- Trendy and Fashionable: Known for keeping up with the latest fashion trends and offering stylish collections.
- Exclusive Brands: Features private labels like HRX and Roadster, along with well-known brands.
- Great Deals: Frequent sales and discounts, such as the "End of Reason Sale," attract budget-conscious shoppers.
- User-Friendly App: Easy-to-navigate app and website make shopping convenient.

- ❖ Price Perception: Some customers feel the pricing is higher compared to competitors.
- Delivery Challenges: Delays in delivery to remote areas can impact trust.
- Limited Non-Fashion Items: Unlike Amazon or Flipkart, Myntra focuses mostly on fashion, which limits variety.
- Returns and Exchanges: Complicated or delayed return processes can frustrate customers.
- Competitor Pressure: Aggressive pricing and promotions from competitors like Ajio and Flipkart pose challenges.





Improve Delivery & Logistics Enhancing Customer

Customer Support Optimization

Personalized **Shopping Experience**

Engage With Customers Through Content Marketing

Social Media & **Digital** Marketing Strategy

Experience

Leverage Short-Form Video Content

AI-Driven Social Listening

Address negative sentiment around late deliveries by strengthening supply chain efficiency and offering real-time tracking.

Implement Al-driven chatbots and faster resolution processes to handle complaints effectively.

Utilize AI and machine learning to offer customized recommendations based on user preferences and browsing history.

Strengthen blogs, reels, and styling guides to create an engaging fashion community.

Use platforms like Instagram Reels and YouTube Shorts to capture younger audiences.

Monitor social media sentiment in real time to quickly address negative feedback and improve engagement.



Pricing & Discounts Strategy

AI-Powered Fashion Assistance

Offer strategic discounts without hampering profitability—flash sales, loyalty programs, and early access for premium members.

Introduce virtual try-ons and Al stylists to improve the digital shopping experience.



Customer
Testimonials & UserGenerated Content

Sustainable Fashion Initiatives

Showcase positive reviews and customer experiences to build credibility.

Promote eco-friendly collections and highlight sustainable fashion trends to attract conscious consumers.



Myntra is perfectly positioned to rule the online fashion game!

It can stay ahead of the curve by,

- listening to customers,
- spotting trends early and
- · outsmarting competitors.

With these Myntra is set to become India's ultimate go-to destination for fashion lovers.

The future belongs to brands that listen to customers, adapt fast and innovate!

The analysis of Myntra was conducted by collecting data from multiple sources, including social media platforms such as Twitter, Facebook and Instagram as well as customer review sections on the Google Play Store. User comments, feedback, and reviews were gathered to analyze customer sentiment and identify services about their product quality, delivery experience, and customer service. Additionally, insights were taken from various websites to support the findings, to give this perspective on Myntra's market positioning, strengths and areas for improvement. This multi-source approach ensured that the analysis was both comprehensive and data-driven.

