PRODUCTS

- Clothing (casual, formal, seasonal)
- Accessories (jewelry, handbags, scarves)
- Footwear (shoes, boots, sandals)
- Specialized items (wedding dresses, activewear, vintage pieces)

CUSTOMER ENGAGEMENT

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

TARGET AUDIENCE

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

UNIQUE SELLING PROPORTION

- Eco-friendly and sustainable fashion
- Handmade or locally sourced products
- Exclusive and limitededition items
- Personalized shopping experience and styling services

MING MAP

BRAINSTOR

MARKETING & 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