### **MUGO FASHION**

The future of fashion

## **ABOUT US**

THE FASHION caters to thoughtful shoppers who appreciate unique designs and top quality pieces you just can't find anywhere else. We are constantly curating fresh new collections and looking for the next big thing our customers will love. We are proud to be your Online Clothing Shop that you can rely on for our expert service and care.

# **MISSION**

Our Mission is to make a difference through our branding by staying ahead of the fashion trends, defining style and giving customers what they want.

### **VISSION**

Our Vision is to change the way our society connects with the fashion industry by providing our customers with products that are ethically and responsibly sourced.

### **OUR VALUE**

THE FASHION STORE is here to serve you and make sure you find the Perfect Look for every occasion. Our passion for fashion is the reason why we are here. We absolutely love what we do, and our goal is to help our customers by providing them with unique outfit and accessories that make them stand-out from the crowd.

#### **TARGET AUDIENCE**

A target audience is a share of consumers that a business directs is trying to reach with their advertising efforts. The target audience is who you target with your marketing efforts. The intention here is to target a group of people with the education, goals.

We ask our friends about our company and the target of our company is to achieve a one of the India top fashion company.

#### **PROJECT DETAILS**

**BRAND NAME: MUGO FASHION** 

BRAND MAIL : mugofashio2017@gmail.com

PHONE NUMBER: 9551xxxxxx

LOCATION : DINDIGUL

#### **Project members:**

**TEAM LEADER: SANTHOSH KUMAR.P** 

LOGO CREATER: MUGHIL AZHAGAN.E

WORKING MEMBERS: 1) POWN RAJ.K

2) YOVAM.V