



MARKETING PLAN

A SAREE RETAIL STORE

GROUP 5



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THREADS OF TRADITION



TIMELESS ELEGANCE, MODERN GRACE





OUR VISION:

Threads of Tradition is more than a saree retail shop; a cultural hub that curates a collection of sarees embodying the essence of timeless elegance blended seamlessly with modern grace.



MISSION STATEMENT:

We commit to provide a diverse range of sarees, accommodating various tastes and preferences. Inclusive styles cater to diverse body types, ensuring every customer finds a saree that complements their unique features



INTRODUCTION



Brand Mantra: "Timeless Elegance, Modern Grace":

Tradition meets contemporary fashion.

Diverse Saree Collection:

Curated for diverse tastes and bodies.

Customer-Centric Approach:

Confidence with comprehensive warranty

Strategic Market Segmentation:

Targets college-goers, office employees, diverse consumers.

Distinctive Market Presence:

Unparalleled shopping experience, each saree tells a story.



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Growing market, diverse demographics, strong competition

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Varied saree options, diverse styles offered

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SWOT Analysis, 4p's of marketing, service blueprint

04 MARKETING Strategy

Enhanced in-store, tailored campaigns, unique mantra



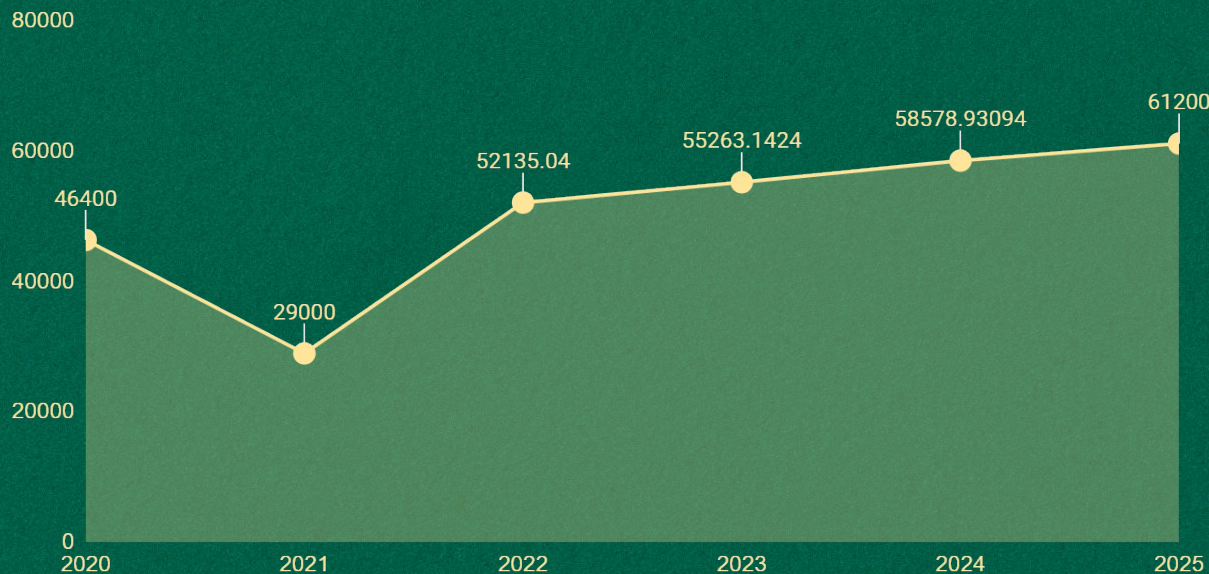
CURRENT MARKET ANALYSIS



1.1 MARKET SIZE



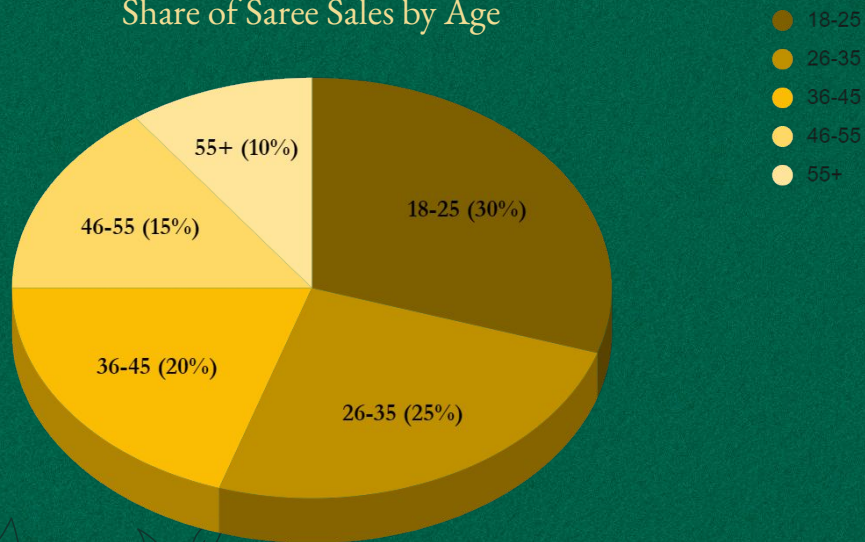
Indian saree Market Growth



- Market Size of Sarees
- Compound Annual Growth Rate
- Market Size of Designer Sarees in India

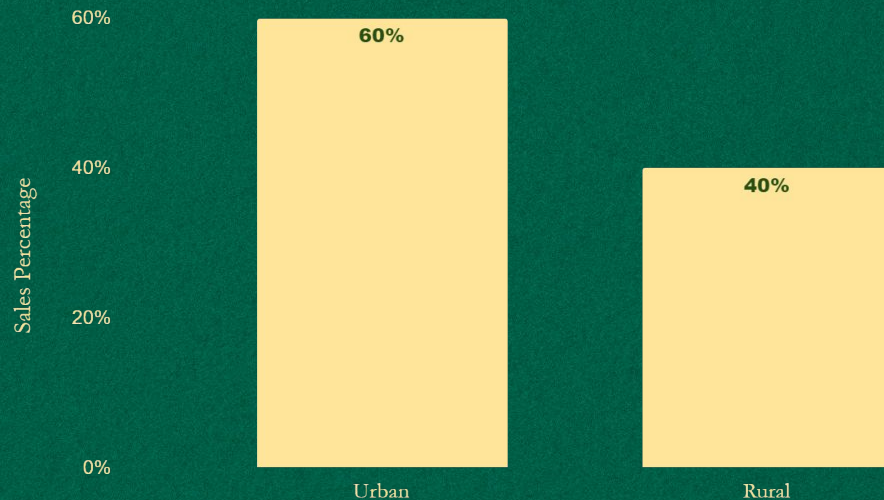
1.2 MARKET SEGMENTATION

Share of Saree Sales by Age



AGE

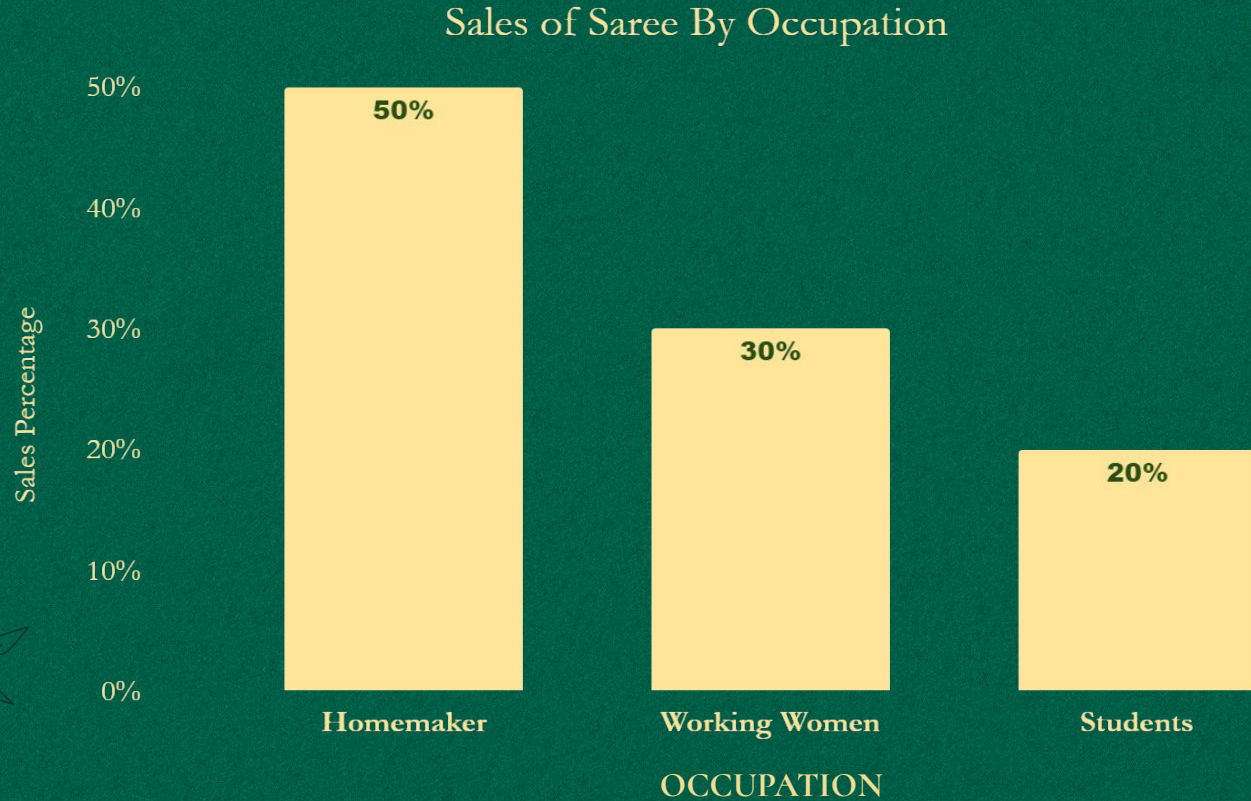
Sales Of Saree In Urban And Rural Area



LOCATION



1.2 MARKET SEGMENTATION





02

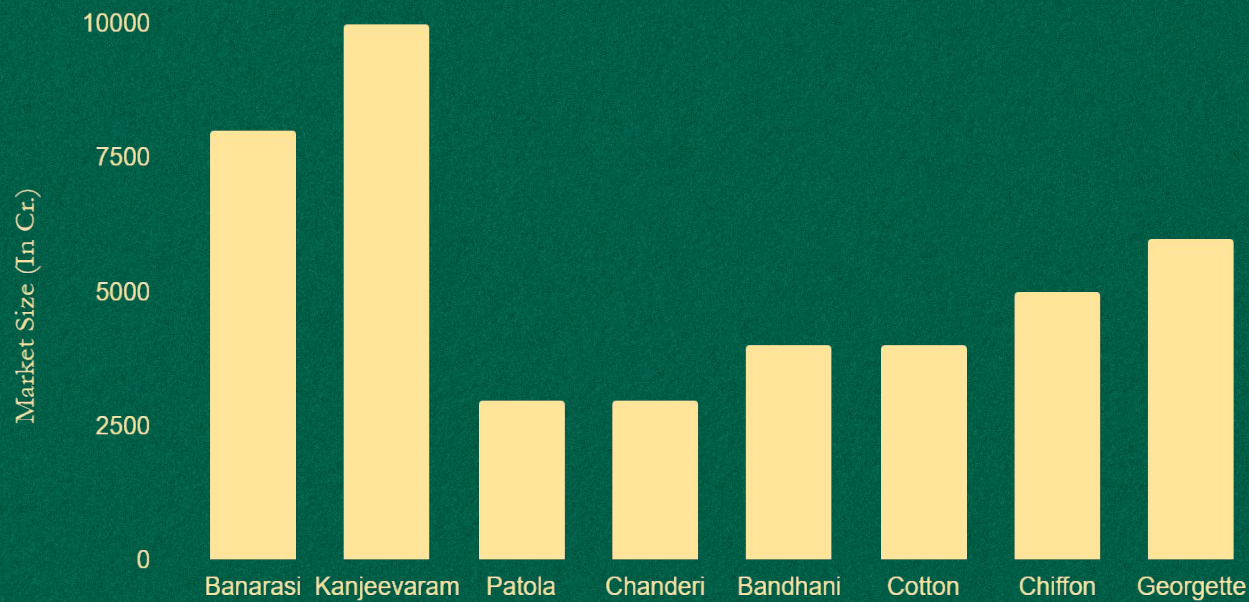
PRODUCT PROFILE





2.1 TYPES OF SAREE

Product Portfolio



- Banarasi
- Kanjeevaram
- Patola
- Chanderi
- Bandhani
- Cotton
- Chiffon
- Georgette





2.2 DIVERSE ETHNIC WEAR COLLECTION



Heritage Weaves

Exquisite pure Silk Sarees

Occasion Aura

Affordable art silk occasion wear saree

Crafted Elegance

Fine Handcrafted saree

Work Ease

Office wear casual sarees

Elegant Vibe

Fashionable contemporary Silk sarees

Blend Vogue

Blended value silk saree

Party Pulse

Party wear sarees



BUSINESS PLAN



3.3 SWOT ANALYSIS



STRENGTHS

- **Customization Expertize:** Tailor sarees to customer's preference
- **Technological Integration:** Tablets to provide information about sarees
- **Inclusive Styles:** Catering to diverse body types and style preferences

WEAKNESS

- **Limited Online Presence:** Need to optimize online presence
- **Limited Geographical Presence:** Expansion required for broader market
- **Age Demographic Focus:** Diversifying the target demographic might be beneficial.

THREATS

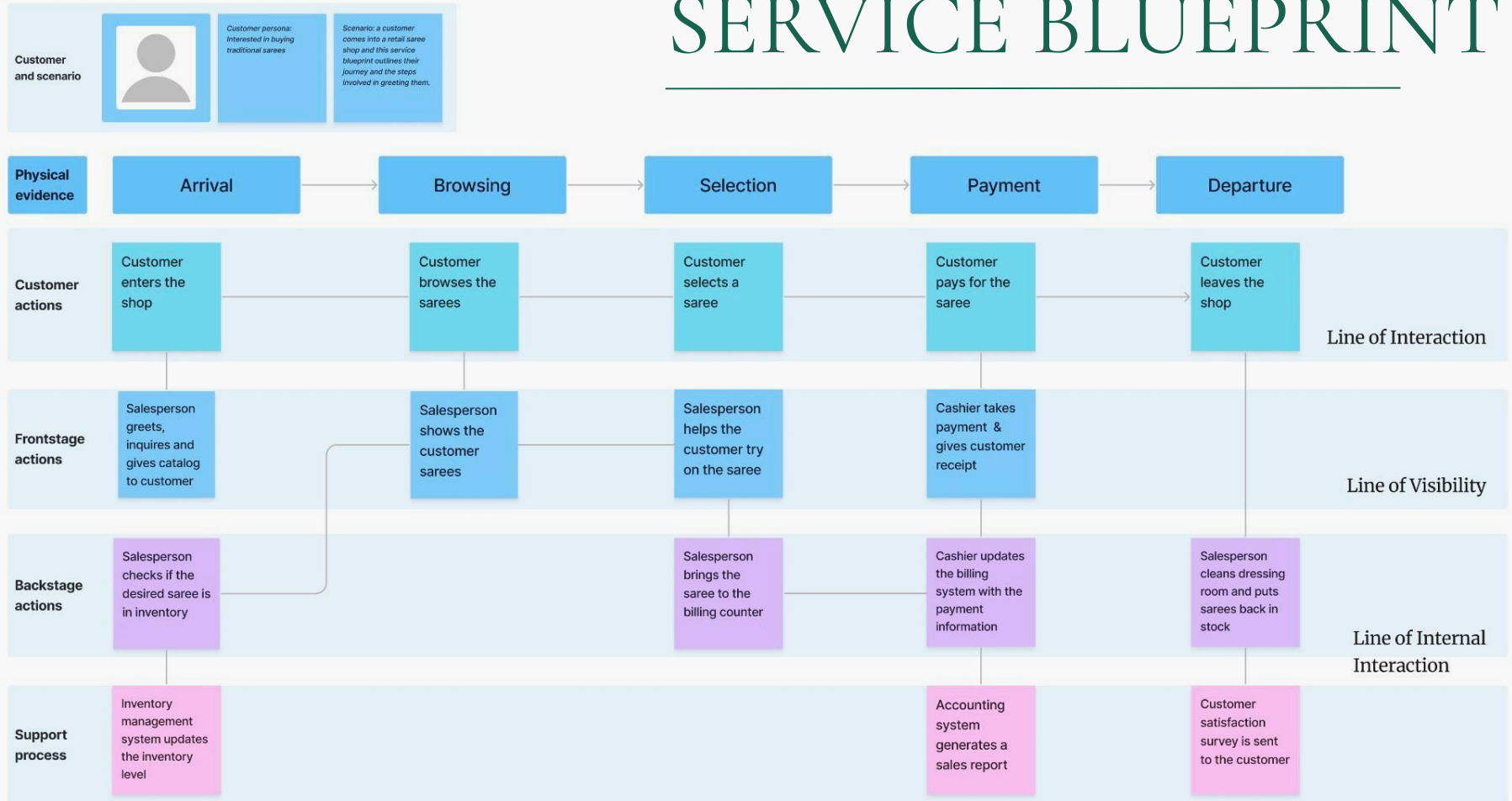
- **Supply Chain Challenges:** Ensure reliable supply for customer demand stability
- **Economic Downturn:** Economic uncertainties affecting consumer spending.
- **Changing Fashion Trends:** Adapt to rapid fashion changes

OPPORTUNITIES

- **Growing E-commerce Market:** Enhance Online Saree Shopping.
- **Collaboration with more Famous Fashion Influencers:** Boosting the brand with Influencers.
- **Product Variety:** Launch more regional types of sarees.



SERVICE BLUEPRINT





3.3 MARKET MIX



PRODUCT	PRICE	PLACE	PROMOTION
<ul style="list-style-type: none">• Diverse offerings of saree• Different category of saree for every occasion• High-quality fabrics with unique cultural designs• Customization options for sarees• Personalized services	<ul style="list-style-type: none">• Pricing ranges for sarees are:<ul style="list-style-type: none">• Heritage Weaves- (₹15000-₹100000+)• Elegant Vibe - (₹5000-₹20000)• Occasion Aura- (₹2000-₹5000)• Crafted Elegance- (₹2500-₹10000)• Party Pulse- (₹6000-₹18000)• Work Ease- (₹1000-₹2500)	<ul style="list-style-type: none">• Located in the vibrant market of Lajpat Nagar, New Delhi• Spacious 2000 sq. ft. layout of the store• Aims to attract shoppers from India and overseas.	<ul style="list-style-type: none">• Through Brand Mantra: "Timeless Elegance, Modern Grace"• Digital Promotion: Social media & influencers• Direct promotion: Trade fairs, newspapers, pamphlets, banners





04 MARKETING STRATEGY



4.1 VALUE PROPOSITION



1 IN STORE EXPERIENCE

Welcoming & visually appealing environment, an extension of brand's identity & enhanced shopping experience.

2 CUSTOMER ENGAGEMENT

Loyalty programs, promotions, and events serving for lasting bond between the brand and its customers.

3 BRAND COMMUNICATION

Communicating the values and offerings through various channels. Positioning the brand as reliable & desirable choice in the market.





4.2 TARGETING



(a) BASED ON INCOME

HIGH-Income Segment

High end luxury sarees
and bridal saree
collection

MIDDLE-Income Segment

Occasional wear sarees
for weddings, festivals
and special occasions



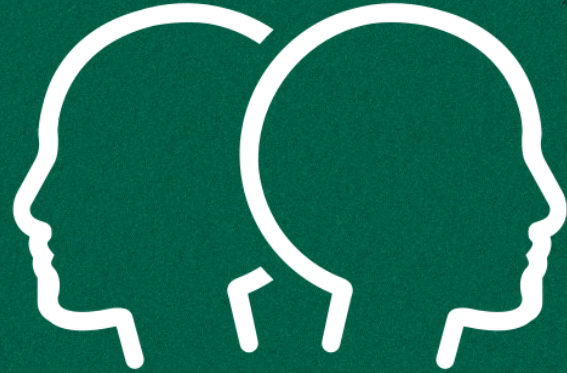


4.2 TARGETING

(b) BASED ON AGE

- Women between the age group of 18-50 years

(c) BASED ON PSYCHOLOGY



LIFESTYLE

Traditionalist and
modern trendy
women

OCCASION

Wedding and casual
wear seekers

URBAN VS RURAL PREFERENCES

Focus on urban
customers



4.3 FRAME OF REFERENCE



P

POINTS OF PARITY :

- Meeting expectations of customers looking for diverse choices at one place
- High-quality fabrics and craftsmanship
- Aim to turn competitors' strengths into its own point of parity.
- Emphasizing distinctiveness in the market.

POINTS OF DIFFERENCE :

- Ensuring a unique and personalized fashion statement
- Amalgamation of Technology
- Personalized and memorable saree shopping experience
- Customer feedback is actively sought ensuring continuous improvement



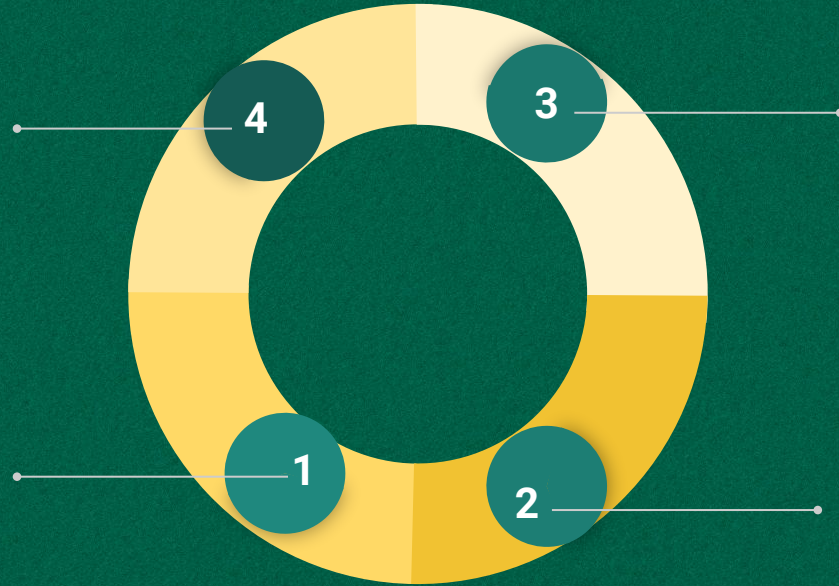


4.4 BRANDS ROLE FOR CONSUMERS



Embedding in
customer lifestyle
and
self-expression

Set and Fulfill
Expectations



Simplified shop
layout, service for
decision.

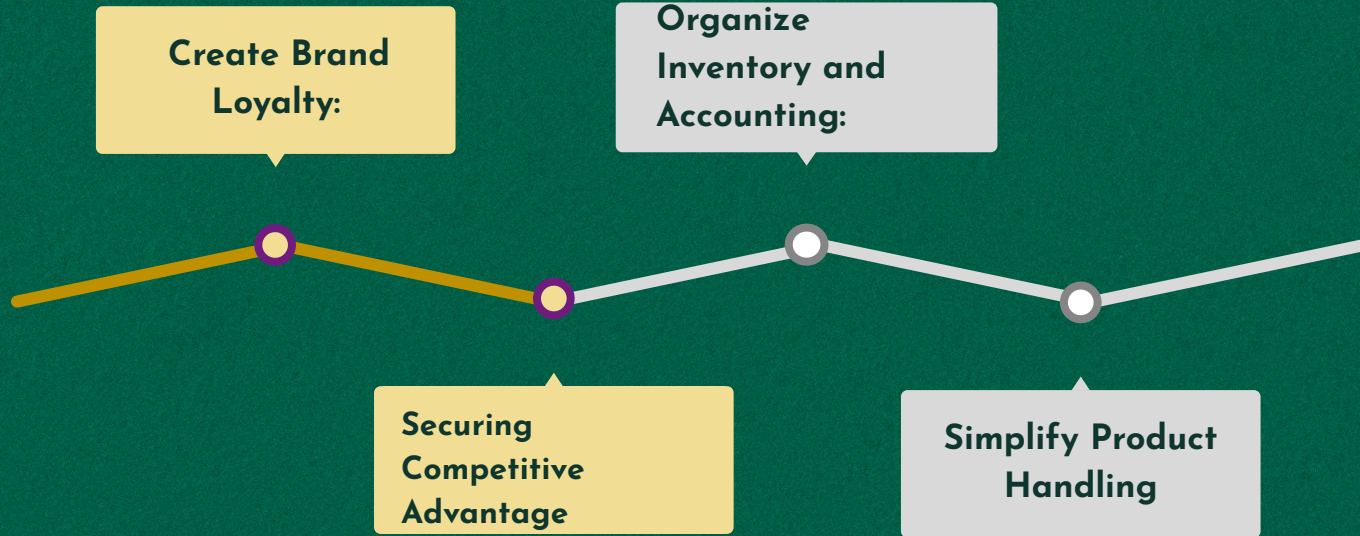
Transparent
details and fair
pricing

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4.5 BRANDS ROLE FOR SAREE RETAIL STORE





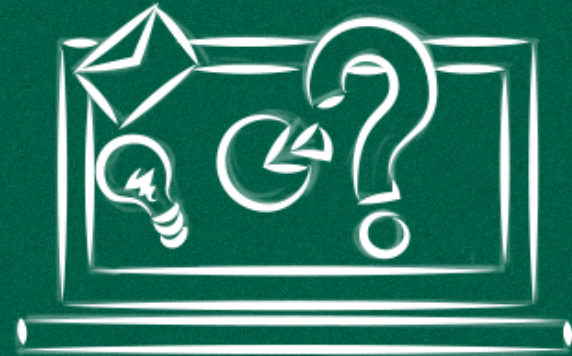
4.6 BUDGET

Total Marketing Expense (Yearly) -

Rs. 40,430,124

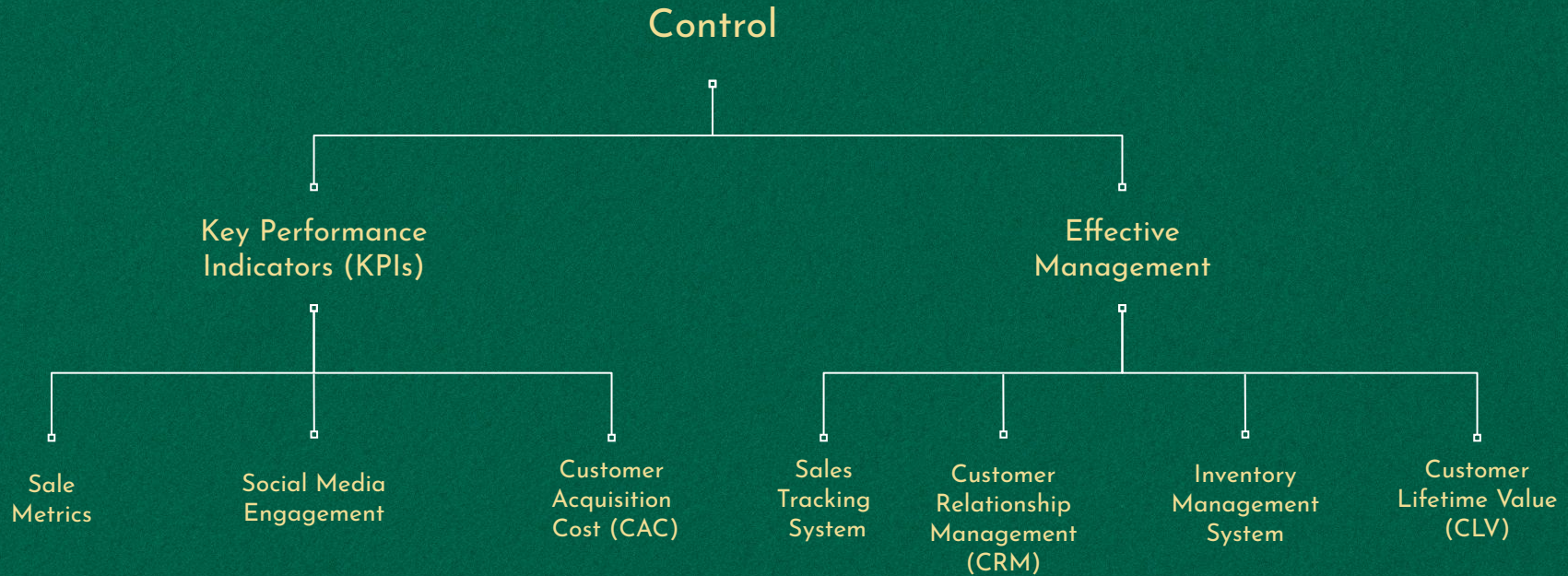
Net Profit (Yearly)-

Rs. 4,271,157



<https://docs.google.com/spreadsheets/d/1ZWnfm1Kdv6fzgRAGjT8RHyleaPcvRYla/edit#gid=1919545375>

4.7 CONTROL



THANK



YOU

