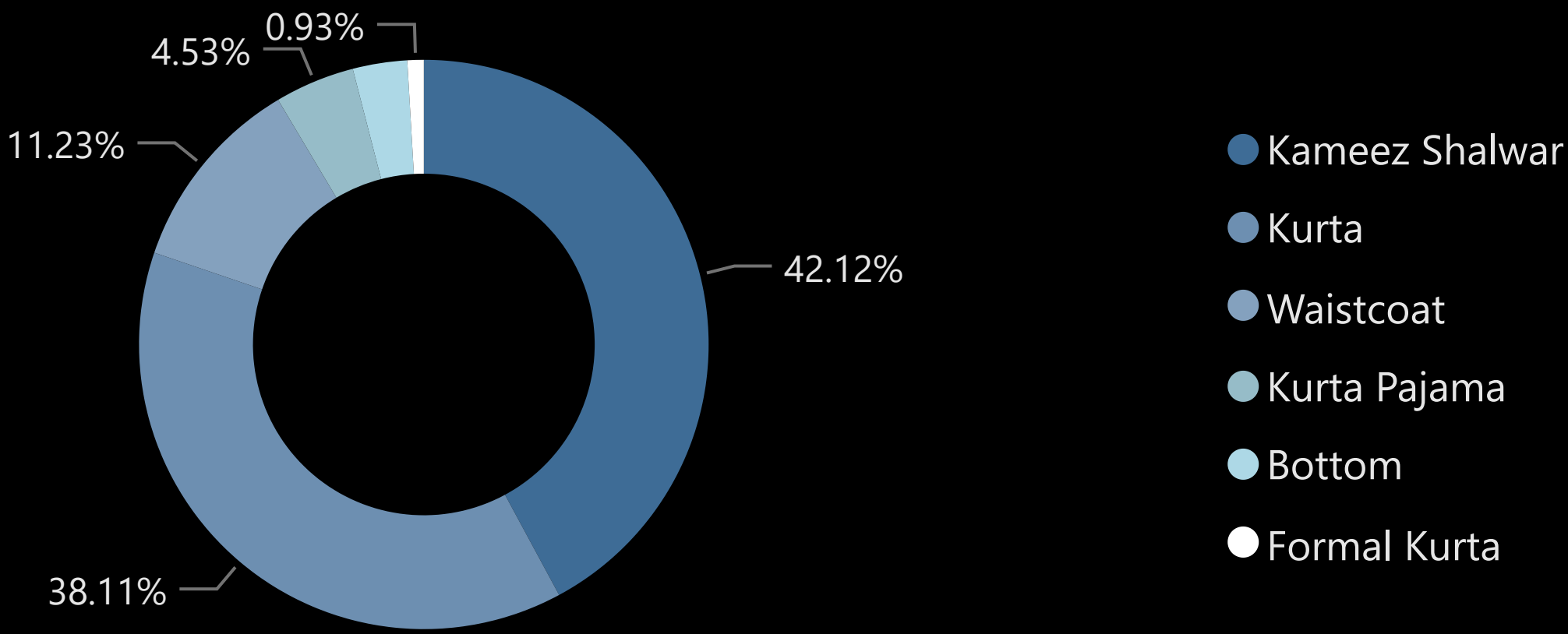


Competition Analysis ( Gents Apparel Dashboard )

Alkaram 232	Almirah 206	Bonanza 34	Ideas 271	J. 228
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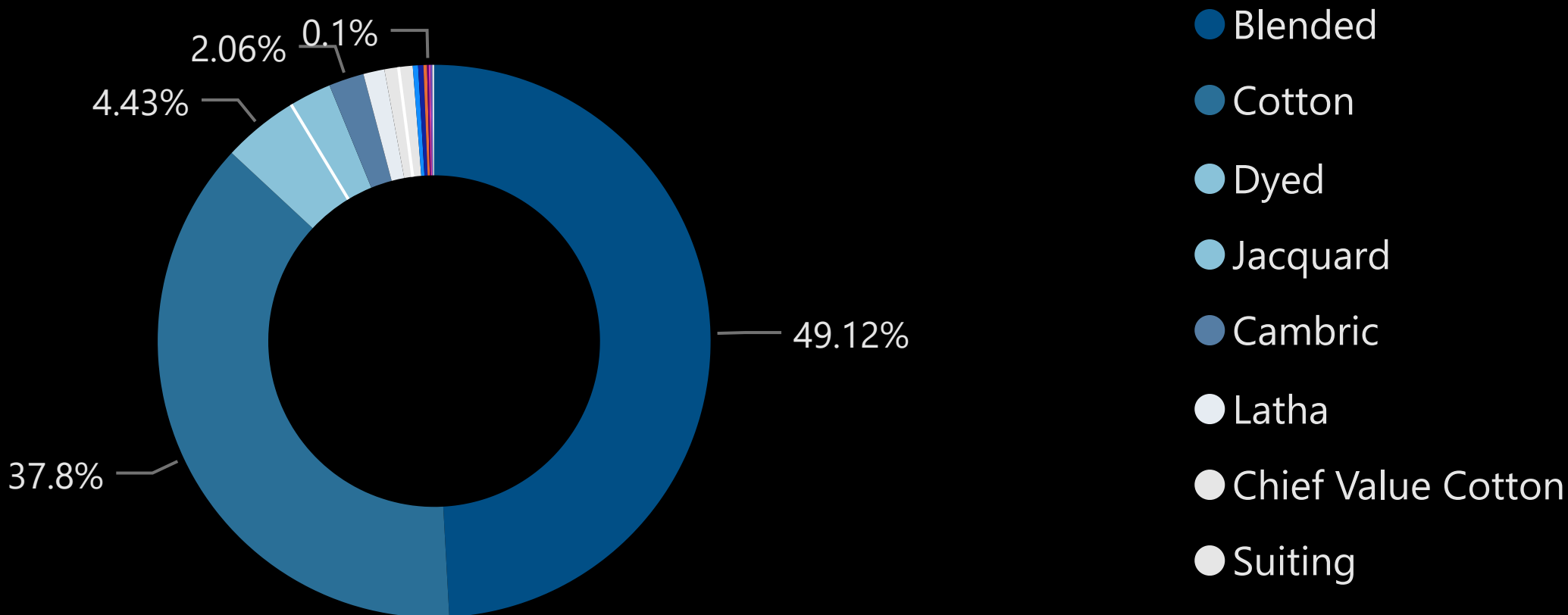
Brand	Alkaram		Almirah		Bonanza		Ideas		J.	
Price (groups)	No of design	%CT No of design	No of design	%CT No of design	No of design	%CT No of design	No of design	%CT No of design	No of design	%CT No of design
1000-2000	17	7.33%	4	1.94%			6	2.21%		
2000-3000	18	7.76%	1	0.49%			4	1.48%		
3000-4000	52	22.41%	37	17.96%			94	34.69%	19	8.33%
4000-5000	38	16.38%	35	16.99%			30	11.07%	43	18.86%
5000-6000	102	43.97%	5	2.43%	1	2.94%	29	10.70%	17	7.46%
6000-7000	5	2.16%	12	5.83%	19	55.88%	29	10.70%	27	11.84%
7000-8000			30	14.56%	14	41.18%	39	14.39%	45	19.74%
8000-above			82	39.81%			40	14.76%	77	33.77%
Total	232	100.00%	206	100.00%	34	100.00%	271	100.00%	228	100.00%

Sub Category Analysis



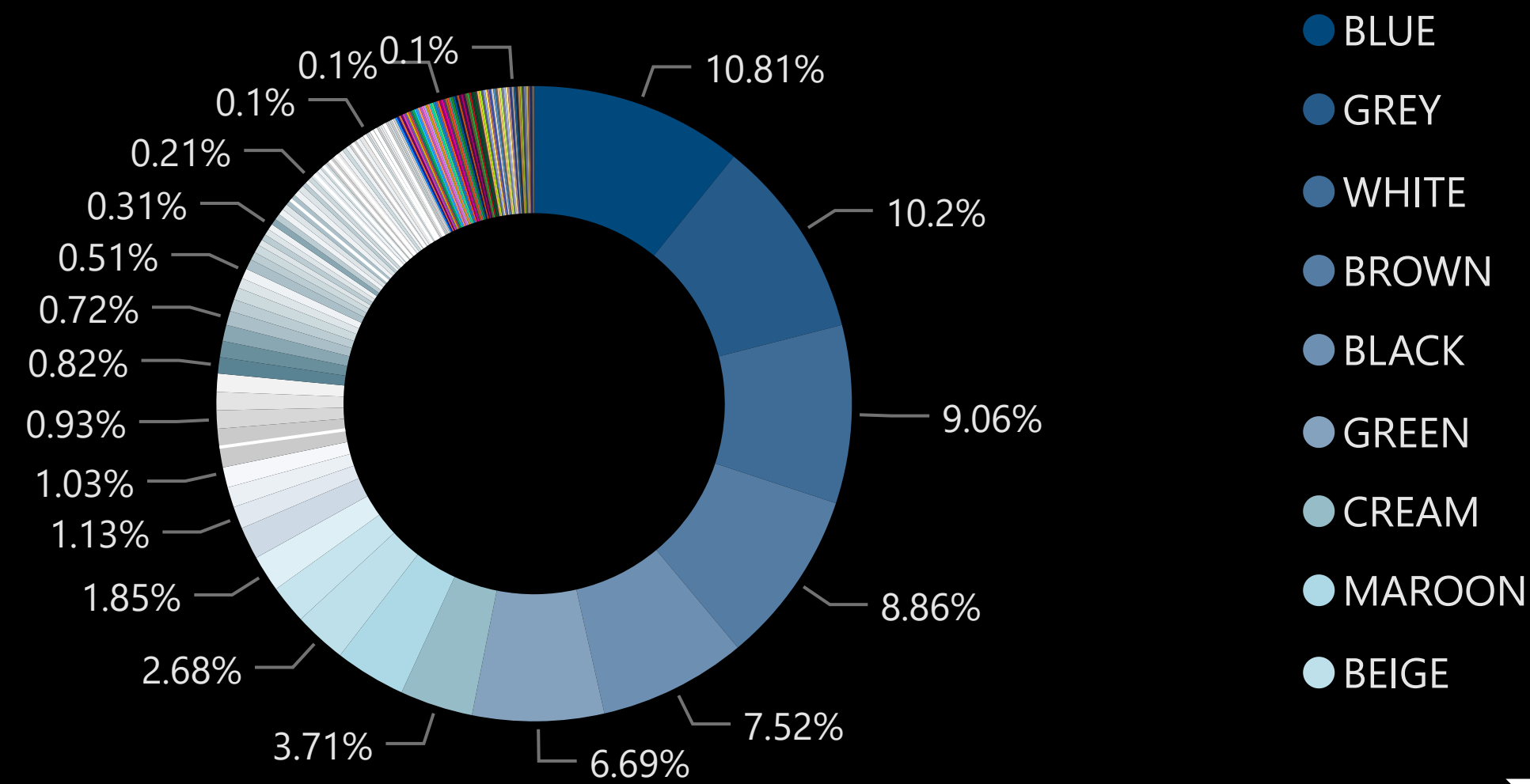
Brand	Sub-Category	Count of id	%GT No of design
Alkaram	Bottom	17	1.75%
Alkaram	Kameez Shalwar	133	13.70%
Alkaram	Kurta	70	7.21%
Alkaram	Waistcoat	12	1.24%
Almirah	Bottom	4	0.41%
Almirah	Formal Kurta	9	0.93%
Almirah	Kameez Shalwar	44	4.53%
Almirah	Kurta	88	9.06%
Total		971	100.00%

Type Wise Analysis



Brand	Type	Count of id	%GT No of design
Alkaram	Blended	116	11.95%
Alkaram	Cambric	19	1.96%
Alkaram	Cotton	17	1.75%
Alkaram	Dyed	42	4.33%
Alkaram	Jacquard	23	2.37%
Alkaram	Khaddar	3	0.31%
Alkaram	Latha	12	1.24%
Almirah	Blended	151	15.55%
Total		971	100.00%

Color Wise Analysis



Brand	Color	No of design	%GT No of design
Alkaram	GREY	45	4.63%
J.	BLUE	33	3.40%
Alkaram	BLUE	32	3.30%
Ideas	WHITE	32	3.30%
J.	BROWN	31	3.19%
Alkaram	WHITE	29	2.99%
Alkaram	GREEN	28	2.88%
Alkaram	BLACK	27	2.78%
Alkaram	BROWN	27	2.78%
Total		971	100.00%



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Overview

Brand	Title	Sub-Category	Image
J.	VIENNA - CHARCOAL BLENDED KAMEEZ SHALWAR	Kameez Shalwar	
J.	VIENNA - CARBON GREY BLENDED KAMEEZ SHALWAR	Kameez Shalwar	
J.	SPAIN - GREY BLENDED KAMEEZ SHALWAR	Kameez Shalwar	
J.	SERBIA - LIGHT BROWN COTTON KURTA TROUSER	Kurta Pajama	
J.	SALAMANCA - GREY COTTON KURTA TROUSER	Kurta Pajama	
J.	DIKARI - BLUE KAMEEZ SHALWAR	Kameez Shalwar	