

SHAHZAD 22F-3228

Waqas Khalid  
PRET BY SARA [Lahore]

Hello, Assalam o Alaikum. Wa Alaikum Assalam. Sir, thank you very much for taking out time for the interview.

So, first of all, introduce yourself so that I can tell you who I have interviewed and all that. Yes, sure. So, my name is **Waqas Khalid** and my clothing brand is in **Lahore**.

So, basically, we are promoting the leather brand. And along with that, we also work on clothing. And our clothing is exported and circulated all over the country.

Thank you very much, sir. So, I had shared some questions and outlines with you. So, I will ask some questions related to that.

**So, my first question is that when we apply SDGs in the fashion brand, to what extent do we face financial obstacles?** So, it is like this. When we want to start a brand, we have a limited budget. So, when we have a limited budget, we have to look at that limited budget and utilize our expenses and requirements.

Commented [Ma1]: Limited budget

So, the first thing that comes in this is machinery. So, in today's era, as you know, machinery is getting very expensive. So, the first thing that happens is that we have a limited budget.

We have to buy the best machines and the best manufacturing equipment. Okay, sir. So, my **second question is that when we outsource the SDGs and what kind of obstacles do we face when we lack government support?** Okay.

Outsourcing SDGs to brands or suppliers faces challenges without government support, such as regulatory gaps, high costs, limited infrastructure, and lack of enforcement, making sustainable practices harder to implement.

Commented [Ma2]: Lack of Infrastructure

**So, my third question is that if we do not keep an eye on the clean environment of the supplier and do not follow SDGs, then what kind of obstacles do we face?** Yes. So, if the suppliers do not keep an eye on the clean environment, then you can see that they have to manufacture according to their tools or devices. So, when brands utilize their machinery, it becomes very difficult for brands to maintain a clean environment.

Commented [Ma3]: Supplier Resistance

So, in this way, the overall reputation of the brand gets damaged. And then the international brands or companies or stockholders look at these things and because of this, the brand's reputation gets damaged. **And my next question is that SDGs are both a failure of the technology and the second is that how can the lack of technology affect us day by day?** Yes.

So, in this way, brands need new machines. So, they take care of the clean environment. But there is also a failure factor in this.

So, the machines get damaged. So, in the market, such brands are preferred who use new technology. But not every brand has the money to buy new technology and new machines.

So, this is also a factor. Okay. So, **the last question of our first part is that how can the lack of environmental training programs affect the sustainability of fashion brands?** Yes.

Commented [Ma4]: Technology Risks

So, in this way, if employees cannot take care of the clean environment, if they do not know the precautions of these things, then they will not be able to utilize the principles of

sustainability of these long-term things. So, in the market, such brands whose profitability is high, their reputation is good. **And our next part is B. So, the first question is that how effective are the practical measures for the sustainability of fashion brands on the intention of buying strong and profitable products?** So, in this question, I would like to say that we cannot make policies for the sustainability of brands.

Commented [Ma5]: Training Deficits

When we make policies, our buyers will see these policies and they will get engaged. They will know that this brand, along with manufacturing, should also take care of the environment. Okay.

Commented [Ma6]: Customer Perception

**So, the second question of my part is that do you think that sustainable marketing can help brands to enter new markets and increase market share?** So, there are many new areas in the market, where consumers are in search of products that take care of the clean environment. So, when there is sustainability, when these brands enter the market, then a kind of consumer promotes this thing more and in this way, the share of your brand in the market increases. Okay.

Commented [Ma7]: New market access

**My next question is that is it necessary for fashion brands to implement solutions that take care of the clean environment in order to be competitive in the international market?** Yes, it is absolutely necessary. When you enter the international market, it is important that you take care of the clean environment. Because the international companies and institutions give priority to this thing that if we are making anything or doing anything, then we should also take care of the environment around us.

Commented [Ma8]: Global Standard Compliance

It is not necessary that we are making something and then damaging the environment. Okay. **The next question is that do you think that working for fashion brands that take care of the clean environment will encourage employees and increase productivity?** Yes, yes.

Absolutely. Now, you are working in an institute that is doing a good job and at the same time, it is also taking care of its environment. So, obviously, when employees get feedback from their customers that your institute is doing a good job, then employees also get pumped up.

Their motivation level also increases in a way. When the motivation level increases, then their efforts increase and sales increase. **So, the last question of this part is that do you think that marketing that takes care of the clean environment is helpful in attracting and maintaining employees?** Yes, yes.

Commented [Ma9]: Workforce motivation

Absolutely. Now, when employees get feedback from their customers, they will know that our high command is doing a good job. In this way, employees and their higher class owners form a good bond.

Because of this, the system that keeps our environment clean comes on track and increases in everything. Okay. Thank you, sir.

Commented [Ma10]: Talent attraction

**Now, our third part. The first question is that do you think that a brand recycles its products or reuses them? Is it a useful technique in the marketing campaigns of fashion brands?** Yes, yes. It is a very useful technique.

You can see that the plastic shopping bag has affected the marine life a lot. So, if they eat it like this, it gets stuck in their gills and they die a lot. So, to avoid these things, we should run a recycling campaign for the things we use.

We should make boxes in which we keep them and reuse them to make new products. What will happen with this? Our cost will be reduced and our manufacturing will also increase. Okay, sir.

Commented [Ma11]: Eco-friendly Packaging

**So, my next question is that do you think that the research and development of fashion brands will make the increasing marketing campaigns more effective?** Yes, absolutely. Now, in everything, there is always a revolution and evaluation. Things keep evolving.

So, if any brand takes a strategy, the new strategy will be ahead of it. If brands keep using new techniques and strategies, they will be able to grab the upcoming market. And this will increase their share in everything.

Commented [Ma12]: Research

Okay, sir. **So, my next question is that do you think that all the packaging materials used in packaging help in effectively increasing the marketing campaigns?** Yes, absolutely. Now, look at this packaging.

It is eco-friendly in a way. So, the benefit of this is that it increases engagement and at the same time, it can reduce cost valuation. So, because of this, the hold of our product in the market increases.ssss

Okay, sir. **So, my last question for this part is that in your experience, can you tell us any marketing techniques?** Yes, yes. I would like to tell you this with an example.

China was an offshore company. So, what did that company do? They used to sell cars. So, they started an initiative called Environment Clean.

So, what did they do in that? They used to offer that whenever someone used to come to buy their car, they used to give a small plant as a gift. So, this initiative was basically because the more trees we plant, the cleaner our environment will be. So, our air will be less polluted.

So, by adopting these curriculum activities, we can avoid these things and reduce their effects. Okay, sir. Thank you so much, sir.

You gave us your precious time. Thank you, sir, so much once again. It's okay, Shahzad bhai.

It's okay. Thank you. Okay, sir.

Assalamu Alaikum. Walaikum Assalam.