



Fablestreet

Case Study

The Strategic Business Solution

Adwait Thete

Kumar Kanishk

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Executive summary

- FableStreet is an Indian online fashion brand that designs and sells premium workwear for women. It was founded in 2015 by Ayushi Gudwani, who was inspired to start the company after struggling to find stylish and comfortable workwear that fit her body type.
- FableStreet's clothes are made from high-quality fabrics and are designed to flatter Indian women's figures. The brand offers a wide range of styles, from classic suits to trendy separates, and it also has a dedicated plus-size line

Problem Statement

- Low add to cart (ATC) rate: This means that only a small percentage(6-7%) of people who visit the FableStreet website actually add items to their cart. This could be due to a number of factors, such as the website design, the quality of the products, or the way that the products are presented.
- Low contribution from dresses: This means that dresses only account for a small percentage(15%) of FableStreet's revenue. This could be due to a number of factors, such as the price of dresses, the competition from other brands, or the way that dresses are promoted on the website.

BCG Matrix

The BCG matrix is a portfolio planning model that helps businesses to categorize their products or services based on their market growth and relative market share.

Product or Service	Market Growth	Relative Market Share	Category
Custom-made dresses	Fast-growing	High	Star
Ready-to-wear dresses	Slow-growing	High	Cash cow
Maternity dresses	Fast-growing	Low	Question mark
Plus-size dresses	Slow-growing	Low	Dog

- **Custom-made dresses:** This is FableStreet's star product. It has a high market share in a fast-growing market. This product is profitable and has the potential to generate a lot of cash. FableStreet should focus on investing in this product in order to grow its market share even further.
- **Ready-to-wear dresses:** This is FableStreet's cash cow. It has a high market share in a slow-growing market. This product is profitable and generates a lot of cash. However, it is not growing as quickly as FableStreet would like. FableStreet should focus on maintaining this product's market share and generating cash from it.
- **Maternity dresses:** This is FableStreet's question mark. It has a low market share in a fast-growing market. This product is not yet profitable, but it has the potential to become a star. FableStreet should focus on investing in this product in order to grow its market share and become profitable.
- **Plus-size dresses:** This is FableStreet's dog. It has a low market share in a slow-growing market. This product is not profitable and requires a lot of investment to maintain its market share. FableStreet should consider discontinuing this product or selling it to another company.

Star (Invest for Growth):

FableStreet should ramp up marketing and advertising efforts to expand their market presence. This involves increasing ad spend, launching more campaigns, and leveraging social media. They can also expand into new markets by opening stores in different cities.

Cash Cow (Maximize Cash Generation):

FableStreet's core business, catering to working women in tier 1 cities, is a cash cow. The focus should be on generating maximum revenue from this segment. They can use the cash generated to introduce new products and services.

Question Mark (Innovate and Differentiate):

FableStreet should experiment with innovative products and sales strategies to stay competitive and attract new customers. Collaborating with other businesses can bring fresh customers and resources.

Dog (Reconsider or Discontinue):

If a product or business unit isn't profitable or contributing to overall growth, FableStreet should assess its worth and consider discontinuing it for better company focus and profitability.

McKinsey 7S framework

The McKinsey 7S framework is a strategic planning tool that helps businesses to align their structure, strategy, systems, staff, skills, style, and shared values.

Element	Current State	Desired State
Strategy	Focus on custom-made dresses and maternity dresses.	Expand into new product categories and markets.
Structure	Centralized decision-making.	Decentralized decision-making with more autonomy for local teams.

Systems	Manual processes with a lot of paperwork.	Automated processes with less paperwork.
Staff	Mostly experienced professionals.	More diversity in terms of experience and skills.
Skills	Strong technical skills.	Stronger marketing and sales skills.
Style	Formal and hierarchical.	More informal and collaborative.
Shared values	Customer service, quality, and innovation.	Sustainability, diversity, and inclusion.

- **Strategy**- Define a clear and unique value proposition. What makes FableStreet different from other clothing brands? What value does it offer to its customers with good marketing strategy will help FableStreet reach its target market and generate awareness of its brand
- **Structure**- Reorganising around customer segments means grouping employees together based on the customers they serve. This can help to improve customer focus and responsiveness. FableStreet could reorganise around customer segments by creating teams that are responsible for specific customer groups, such as city wise, delivery type or with loyal customers
- **Systems**- FableStreet can use data analytics to improve its decision-making by tracking sales data, customer behaviour, and supply chain metrics. This information can help the company to identify areas where it can improve its efficiency and profitability

- **Staff-** FableStreet should focus on hiring people who are passionate about fashion and sustainability, and who have the skills and experience to help the company achieve its goals. They can do this by advertising in the right channels, offering competitive salaries and benefits, and creating a positive and supportive work environment.
- **Skills-** FableStreet could offer training on new technologies, such as 3D printing or laser cutting, which are becoming increasingly important in the fashion industry. They could also offer training on product knowledge, so that employees can better understand the fabrics, styles, and trends that their customers are interested in.
- **Style-** FableStreet can partner with influencers to promote its products and brand. This can be a great way to reach a new audience and build credibility and can attend industry events to network with other businesses and learn about new trends. This can help the company stay ahead of the curve and improve its Style.
- **Shared Value-** With the current value, they can also add these values like- To create sustainable clothing that is good for the planet and the people who make it. To provide fair wages and working conditions for all employees, To give back to the communities where we operate



Snitch Success Model

Snitch offers a wide range of products, from casual wear to formal wear. This allows them to appeal to a wider range of customers.

Snitch uses social media to connect with their customers and promote their brand. They also use social media to gather feedback from their customers.

FableStreet can do the same by expanding their product range to include more styles and sizes.

FableStreet can do the same by creating engaging social media content and by actively engaging with their followers.

Snitch partners with influencers to promote their brand and products. This is a great way to reach a wider audience and to build trust with potential customers.

FableStreet can do the same by partnering with influencers who are relevant to their target market

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Bewakoof Success Model

Bewakoof offers high-quality products at affordable prices. This has helped them to attract a large customer base.

FableStreet can adopt a similar strategy to appeal to budget-conscious customers.

Bewakoof keeps their products fresh by regularly introducing new designs and styles. This helps to keep customers interested and coming back for more.

FableStreet can adopt a similar strategy by launching new collections on a regular basis.

Conclusion

FableStreet currently focuses on professional clothing for working women. They can expand their product range to include other types of clothing, such as casual wear, party wear, and accessories. This will help them to appeal to a wider range of customers.

FableStreet is currently only available in India. They can enter new markets, such as the US and Europe, to grow their business.

FableStreet can invest in technology to improve their customer experience. This could include things like a chatbot that can answer customer questions, or a mobile app that makes it easier to shop online.

Consumers are increasingly concerned about sustainability. FableStreet can focus on using sustainable materials and practices in their production process. This will help them to appeal to environmentally conscious customers.

Suggestions

By Researcher

The Fablestreet consider Zara ,HNM , and UCB as competition , we would suggest that before rivaling the well established western giants, Fablestreet should improve on some important aspect such as brand Recognition , brand Awareness , Aspirational value , Reconsideration of product pricing , Product placement.

Even though Snitch and Bewakoof cater different market to that of Fablestreet they have been quite successful in their approach and methods , So we think that their startegy can help Fable street to achieve their 2 problem statements.

Expanding of product offering and should look forward to cater remaining 50% of market whihc consist of men , Product such as business suite and Business garments can considered for beginning

Fablestreet can visit profession events and conferences to understand the current trends of the market

Thank you

By Adwait Thete

And

Kumar Kanishk

