

## Problem Statement

**Context:** The custom cloth design brand, Uche Nnamdi, seeks to promote cultural representation and accessibility through clothing that reflects the inner cultural spirits of individuals. Despite the rich cultural heritage of the Igbo people and the growing demand for culturally significant attire, there exists a notable gap in the market for clothing designs that are both culturally appropriate and accessible to a diverse audience.

**Issue Definition:** The central challenge is the lack of a comprehensive marketing strategy that effectively targets the initial demographic—individuals from the Igbo homeland—while also allowing for expansion into neighboring nations. Current market offerings often fail to resonate with the unique cultural narratives and identities of consumers, leading to a disconnect between the products available and the cultural significance they are intended to convey.

Moreover, there is a need for a systematic approach to research and design that ensures products are not only visually appealing but also culturally relevant. This includes understanding the diverse cultural expressions within the region and translating them into accessible clothing designs that speak to the identity and experiences of potential customers.

**Objective:** The objective of this initiative is to establish a sustainable and culturally reflective clothing brand that emphasizes inclusivity and accessibility. By developing a robust marketing strategy and design process, Uche Nnamdi aims to connect with consumers on a deeper level, ensuring that each piece of clothing not only embodies cultural heritage but also meets the practical needs of its wearers.