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Synopsis on “ Clothing ” (TrendyTrunk)

Submitted To

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INTRODUCTION

Clothing is one of the most fundamental necessities of human life, along with food and shelter. Since ancient times, clothing has served the basic purpose of protecting the human body from environmental conditions. However, with the passage of time, clothing has evolved far beyond its functional role and has become a major medium of self-expression, fashion, culture, and lifestyle. In the modern world, clothing reflects personality, confidence, social identity, and personal taste.

The clothing industry is one of the largest and most influential industries globally. It plays a vital role in economic development by generating employment, supporting allied industries, and contributing to national income. In India, the clothing and apparel industry holds a significant position due to the availability of raw materials, skilled manpower, traditional craftsmanship, and a rapidly expanding domestic market. The industry has shown consistent growth due to urbanization, rising disposable incomes, changing lifestyles, and increased fashion awareness among consumers.

Trendy Trunk Clothing is a contemporary clothing brand concept designed to meet the fashion needs of modern consumers, especially the youth. The brand focuses on delivering trendy, stylish, and comfortable clothing at affordable prices. Trendy Trunk Clothing aims to build a strong brand identity by offering high-quality products that align with current fashion trends while ensuring customer satisfaction.

This synopsis presents a detailed study of Trendy Trunk Clothing, focusing on its brand concept, product offerings, marketing strategies, pricing policies, distribution channels, and consumer behaviours. The study also examines the challenges faced by the brand and explores opportunities for future growth in the competitive clothing market.

BACKGROUND OF THE STUDY

The clothing industry has witnessed rapid growth in recent years due to changes in consumer preferences and lifestyle patterns. Fashion is no longer limited to a particular class of society; it has become accessible to people from all income groups. The influence of celebrities, fashion influencers, and social media platforms has further increased interest in trendy clothing.

India has emerged as a major hub for clothing production and consumption. The availability of diverse fabrics, traditional designs, and modern manufacturing techniques has encouraged the growth of both established and new clothing brands. Trendy Trunk Clothing represents a new-generation brand that aims to capitalize on these market opportunities by focusing on contemporary fashion and customer-centric strategies.

NEED FOR THE STUDY

The need for this study arises due to the following reasons:

- Increasing competition in the clothing industry
- Rapid changes in fashion trends
- Growing importance of branding and marketing
- Rising expectations of customers regarding quality and price
- Need to understand consumer buying behaviour

This study helps in identifying effective strategies that Trendy Trunk Clothing can adopt to establish itself as a successful brand in the market.

STATEMENT OF THE PROBLEM

Despite the growing demand for fashionable clothing, new brands like Trendy Trunk Clothing face several challenges such as:

- Low brand awareness in the initial stages
- High marketing and promotional costs
- Intense competition from established brands
- Changing consumer preferences
- Inventory and supply chain management issues

The study attempts to analyze these problems and suggest suitable solutions for sustainable growth.

OBJECTIVES OF THE STUDY

Primary Objective

- To study the brand development and marketing strategies of Trendy Trunk Clothing.

Secondary Objectives

1. To understand the concept and vision of Trendy Trunk Clothing
2. To analyze consumer preferences towards trendy clothing
3. To examine the product range and quality standards
4. To study pricing and distribution strategies
5. To identify challenges faced by the brand
6. To suggest strategies for brand improvement and growth

scope Objectives

The scope of the study includes:

- Overview of the clothing industry
- Brand profile of Trendy Trunk Clothing
- Marketing and promotional strategies
- Consumer buying behaviours and satisfaction
- SWOT analysis of the brand

The study is limited to selected customer groups and geographical regions.

RESEARCH METHODOLOGY

8.1 Research Design

The study follows a descriptive research design to understand the current market position of Trendy Trunk Clothing.

8.2 Sources of Data

Primary Data

- Structured questionnaires
- Customer interviews
- Retailer feedback

Secondary Data

- Books and academic journals
- Industry reports
- Websites and online articles

8.3 Sample Size

The study is based on responses collected from 100 consumers belonging to different age groups and income levels.

PROFILE OF TRENDY TRUNK CLOTHING

Trendy Trunk Clothing is a fashion-oriented brand that focuses on delivering trendy and affordable clothing to modern consumers.

Vision

To become a well-recognized clothing brand known for quality, trendiness, and customer satisfaction.

Mission

To provide fashionable clothing that meets customer expectations while maintaining ethical business practices

Product range

The product range of Trendy Trunk Clothing includes:

- T-shirts
- Casual shirts
- Jeans and trousers
- Hoodies and jackets
- Seasonal and limited-edition collections

Product development is based on market research and trend analysis.

DESIGN AND QUALITY MANAGEMENT

Design and quality are key factors in the success of Trendy Trunk Clothing. The brand emphasizes:

- Trend-based designs
- High-quality fabrics
- Comfort and durability
- Proper fitting and finishing

Quality control measures are implemented to ensure customer satisfaction.

branding strategy

Branding plays a crucial role in creating a strong identity. Trendy Trunk Clothing focuses on:

- Attractive logo and brand name
- Consistent colour themes
- Packaging and labelling
- Brand communication through digital platforms

MARKETING STRATEGIES

Online Marketing

- Social media promotion
- Influencer marketing
- Online advertisements
- E-commerce platforms
- Email marketing and newsletters
- Search Engine Optimization (SEO) for brand visibility
- Content marketing through blogs and videos
- Mobile app promotions and push notifications

Offline Marketing

- Retail store promotions
- Discounts and offers
- Fashion exhibitions
- Print media advertisements (newspapers, magazines)
- Hoardings and billboard advertising
- Brand collaborations with local stores
- Free samples and product demonstrations
- Customer loyalty programs

PRICING STRATEGY

Trendy Trunk Clothing follows a competitive pricing strategy to attract young and middle-income consumers. Pricing decisions are based on production cost, market demand, and competitor pricing.

DISTRIBUTION CHANNELS

The brand uses multiple distribution channels such as:

- Retail outlets
- Online marketplaces
- Direct-to-consumer platforms

Efficient distribution ensures product availability and timely delivery. The brand uses multiple distribution channels to reach a wider customer base. Products are sold through retail outlets in urban and semi-urban areas. Online marketplaces help reach customers across different regions. Direct-to-consumer platforms allow customers to shop conveniently from home. Social media platforms are also used for direct sales. Efficient supply chain management ensures timely delivery of products. Warehousing facilities help maintain stock availability. Proper logistics support reduces delivery time and improves customer satisfaction.

CONSUMER BUYING BEHAVIOR

Consumer buying behaviour towards Trendy Trunk Clothing is influenced by:

- Fashion trends
- Brand image
- Price and quality
- Online reviews and recommendations

Consumer buying behavior towards Trendy Trunk clothing is influenced by several internal and external factors. Customers are highly attracted to the latest fashion trends and modern designs. Brand image plays an important role in building trust and loyalty among consumers. Affordable pricing and good fabric quality strongly impact purchase decisions. Online reviews, ratings, and recommendations influence customers before buying. Social media promotions and influencer endorsements increase brand awareness. Seasonal offers and discounts motivate consumers to make quick purchases. Convenience of online shopping and easy return policies also affect buying behavior. Customer satisfaction leads to repeat purchases and positive word-of-mouth publicity. Easy payment options and cash-on-delivery facilities positively influence buying behavior. After-sales services such as easy returns and customer support strengthen customer trust. Ethical practices and sustainable fashion are also gaining importance among modern consumers.

SWOT ANALYSIS

Strengths

- Trendy designs
- Affordable pricing

Weaknesses

- Limited brand awareness

Opportunities

- Growing online fashion market
- Increasing youth population

Threats

- Intense competition
- Rapidly changing trends

FINDINGS OF THE STUDY

- Consumers prefer fashionable clothing at affordable prices The study reveals that consumers show a strong preference for fashionable and trendy clothing offered at affordable prices. Price sensitivity plays an important role, especially among young and middle-income consumers, who seek value for money without compromising on quality. Branding has a significant influence on consumer perception, as well-known and trusted brands are more likely to attract customers. Social media platforms such as Instagram and Facebook greatly impact purchasing decisions by showcasing new fashion trends and promotional offers.
- Branding and social media play a key role in purchasing decisions The findings also indicate that online shopping has gained wide popularity due to its convenience, variety of choices, and ease of access. Consumers prefer online platforms because they save time and allow price comparison across multiple brands. Online reviews, ratings, and customer feedback help buyers make informed decisions and increase trust in the brand. Discount offers, seasonal sales, and promotional schemes further encourage customers to purchase products.
- Online shopping is increasingly popular Additionally, product quality, fabric durability, and comfort are major factors that affect customer satisfaction. Consumers are more likely to repeat purchases when they are satisfied with product quality and after-sales services. Easy return policies, multiple payment options, and timely delivery enhance the overall shopping experience. The study also highlights that young consumers are highly influenced by fashion trends, peer opinions, and influencer recommendations.

SUGGESTIONS

- Strengthen digital marketing efforts
- Expand product range
- Improve customer service
- Focus on sustainable fashion
- Offer more size and color options to meet customer needs.
- Maintain consistent product quality and fabric standards.
- Introduce loyalty programs for regular customers.
- Provide attractive discounts and seasonal offers.
- Improve customer service and support systems.
- Ensure easy return and refund policies.
- Enhance website and mobile app usability.
- Focus on fast and reliable product delivery.
- Adopt eco-friendly and sustainable fashion practices.
- Collect regular customer feedback for improvement.
- Use data analysis to understand customer preferences.
- Build long-term relationships with customers through trust and transparency.

CONCLUSION

The study concludes that Trendy Trunk Clothing has strong growth potential in the competitive clothing industry. By focusing on quality, trendy designs, effective marketing, and customer satisfaction, the brand can achieve long-term success. Continuous innovation and adaptability are essential for sustaining growth in the dynamic fashion market. Furthermore, embracing digital platforms and social media engagement can help the brand reach a wider audience and strengthen customer relationships. Sustainable practices and ethical sourcing will not only enhance brand reputation but also align with evolving consumer preferences. By staying responsive to market trends and consumer feedback, Trendy Trunk Clothing can maintain its competitive edge. Overall, strategic planning, innovation, and a customer-centric approach will play a crucial role in ensuring long-term profitability and brand loyalty in the fashion industry.