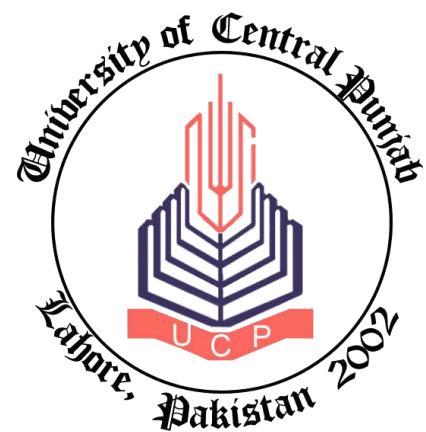


FINAL YEAR PROJECT

Absence of innovation in Sapphire processes

Term: Fall 2024



Faculty of Management Sciences

University of Central Punjab

Absence of innovation in Sapphire processes



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Session 2020 - 2024

Faculty of Management Sciences

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Session 2020 - 2024

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**A report submitted in partial fulfillment of the requirements for the degree
of**

Bachelors of Business Administration

Faculty of Management Sciences
University of Central Punjab

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DECLARATION

I hereby declare that the report "**Absence of innovation in Sapphire processes**" submitted by me in partial fulfillment of BBA degree, is my original work and has not been submitted or published earlier. I declare that I have prepared this report entirely based on my effort made under the sincere guidance of my supervisor. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any other degree from this or any other university or institution.

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SAPPHIRE

Absence of innovation in Sapphire processes



SAPPHIRE

CHAPTER 1

Introduction of Company:

Sapphire is a leading Pakistani clothing brand, known for its trendy and elegant designs, high-quality fabrics, and beautiful craftsmanship. Founded in 1995. They have 600 number of employees in their head office. CEO is Mr Nabeel Abdullah. Sapphire has grown to become a household name in Pakistan, with a loyal following of customers who appreciate their sophisticated yet affordable fashion.

Sapphire offers a wide range of clothing for women, men and children, including ready-to-wear outfits, unstitched fabrics and accessories. Their collections are always up-to-date with the latest trends and they cater to a variety of styles and occasions.

One of the things that sets Sapphire apart from other clothing brands is their commitment to quality. They use only the finest fabrics and materials in their garments, and their meticulous attention to detail is evident in every stitch. Their clothes are designed to last and they offer excellent value for money. Focusing on quality and style, Sapphire is also committed to social responsibility. They are involved in a number of charitable initiatives and they are always looking for ways to give back to the community.

Brief History of Company:

Sapphire Material Factories Restricted began in 1960 in Calcutta. In 1969 Sapphire Material Plants Restricted become a public recorded organization. In 1970 they put their most memorable turning plant in Pakistan. In any case, later in 1980's they choose to go for extension by zeroing in on Yarn Turning. Presently they have become significant yarn makers in Pakistan They in an upward direction coordinate themselves by their material unit, yarn creation process and furthermore by their pieces of clothing and textures. Sapphire Texture Restricted is their fundamental and significant organization which was enrolled on Pakistan stock trade in 1979. They have their creation plants in Lahore, Kharianwal locale Shekhupura.

In 1980 they make another stride for esteem expansion by presenting their most memorable winding around plant in Pakistan. They have 700 and more weaving machines has limit of 9 million meters greige texture each month. In June 1990 they are recorded as confidential restricted organization on Karachi and Lahore stock trade with 350000 axles which has Yarn creation limit of 65000 Kgs each month. In 1995 they move towards Sew texture and Yarn Coloring process. Their Sew and Coloring units has limit of Weaving texture as much as 500 tones and 300 tones texture coloring limit and produce 43000 bits of garments each month. In 2002 they lay out their Woven Texture Color house in which they play out their course of blanching coloring getting done and sewing of items connected with material which has limit of 6 million meters each month, Their sewing plant can allow up to 450 GSM and 71-inch heavyweight textures. Then, at that point, they began to work has Sapphire Holding Restricted in which they contribute on the portions of Related Organizations. Also, in 2003 they grow them in Home material items. Under their home material they produce Bed Sheet sets, covers, exteriors, cushions covers, quilts, drapes, table covers and covers 2008 they began their Energy Plant by this plant they produce and supply power.

The Sapphire In Electric Organization is situated in Muridke and give f134MW. In 2009 they stepped up towards various field of Journal which is Sapphire Journals restricted. They have biggest dairy ranch on 100 sections of land which is situated in Lahore and there they have 10000 draining cows which give 300000-liter milk each day.

In 2014 they made stride towards retailing and began their Sapphire Retail Restricted. Under

their apparel image, they deal clothing items for men, ladies and children, magnificence items, extras and home stylistic theme related items. Presently they have their retail outlets in Karachi, Hyderabad, Lahore, Islamabad, Rawalpindi, Faisalabad, Multan, Sialkot, Gujranwala, Bahawalpur, Mandi Bahauddin and Sheikhupura. In 2018 they take another drive towards Online business. By investigating the need of current age and giving solace to their clients they began selling their items online through their site. Presently they give their items through web-based mediums and furthermore by their retailer stores. They are likewise partaking in local area government assistance programs by running essential and auxiliary by giving training to provincial local area. They additionally have an eye camp for treating waterfall infections. They additionally give gifts to wellbeing and instructive organizations. Director of Sapphire Restricted is additionally granted Sitara-e-Imtiaz by the Pakistan government for their gifts towards advancement of country. Presently Sapphire Material Factories Restricted has become one of the significant Material maker of Pakistan.

Vision Statement:

To be one of the premier textile Companies recognized for leadership in technology, flexibility, responsiveness, and quality.

Our customers will share in our success through innovative manufacturing, certifiable quality, exceptional services, and creative alliances. Structured to maintain in-depth competence and knowledge about our business, our customer, and worldwide markets

Mission Statement:

Our mission is to be recognized as a premier supplier to the markets we serve by providing quality yarns, fabric, and other textile products to satisfy the needs of our customers. Our mission will be accomplished through excellence in customer service, sales, and manufacturing supported by the teamwork of all associates. We will continue our tradition of honesty, fairness, and integrity in our relationship with our customers, associates, shareholders, community, and stakeholders.

Business product lines and volume:

Product line:

Sapphire's different product offering in Pakistan envelops a wide exhibit of contributions. They give a broad scope of unstitched textures, including yard, cotton, khaddar, silk, and jacquard, permitting clients the adaptability to tailor their attire. The prat-to-wear assortment

takes care of ladies, men, and kids, highlighting shalwar kameez, kurta, dresses, shirts, jeans, and pants. Moreover, Sapphire stretches out its contributions to home product with items, for example, bed-sheets, towels, pads, and tosses. Their embellishment line incorporates satchels, gems, scarves, and shades, adding a stylish touch to the outfit. Moreover, Sapphire endeavors into magnificence items, introducing a determination of cosmetics, skincare, and scents to supplement their complete item portfolio in the Pakistani market.

Volume:

Sapphire is one of the biggest dress retailers in Pakistan, with north of 80 stores the nation over. The organization doesn't deliver its marketing projections, yet it is assessed that it has a piece of the pie of around 20%.

PRODUCT CATEGORIES

Sapphire offers:



Unstitched Fabric



Ready to wear



West



Sleepwear



Modest wear



Men's wear unstitched



Men's wear Stitched

[%2C%20and%20creative%20alliances.](#)



Cosmetics



Fragrances



Kids wear- Girls



Kids wear- Boys



Kids Bedding



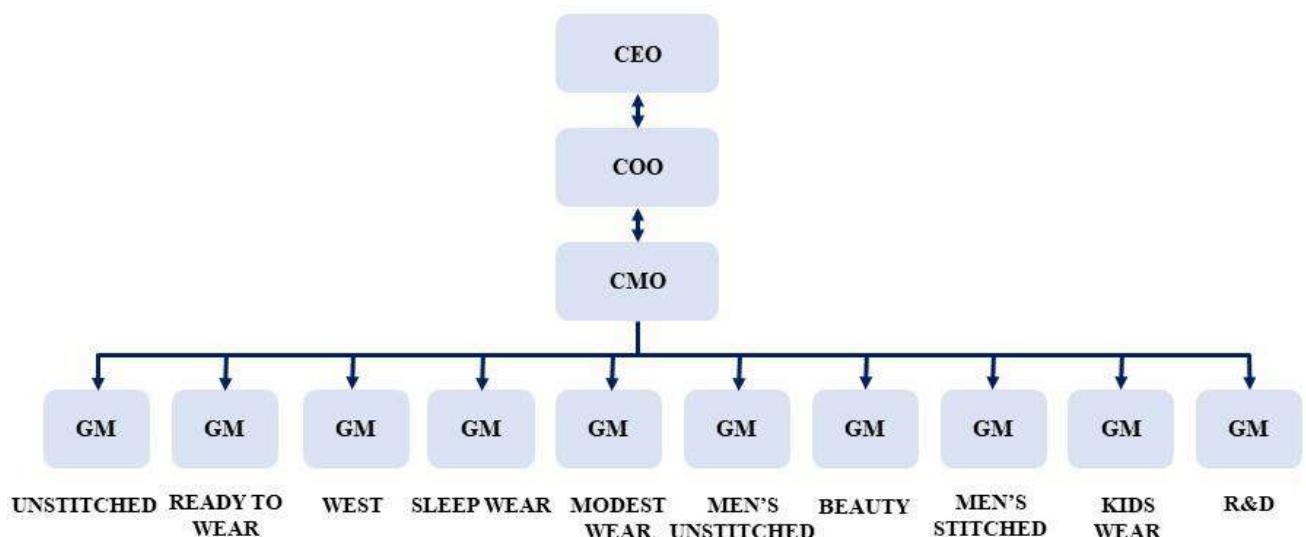
Footwear



INTERNAL FACTORS

Employees:

Sapphire maintains an extensive and diverse workforce, each member highly skilled in their specific areas of expertise. The company is devoted to ensuring a safe and healthy workplace for its employees, while also offering opportunities for ongoing training and development. Sapphire has vertical hierarchical chain of commands that goes into horizontal function based departmentalization.



Processes:

The production of a Sapphire product involves multiple processes, starting from raw materials to the finished product. These processes include:

1. Spinning:

Yarn is produced from cotton. The spinning process is crucial in determining the final yarn's characteristics, such as strength, thickness, and texture. The resulting yarn can be further processed to create fabrics through methods like weaving or knitting.

2. Weaving:

Yarn is transformed into fabric by interlacing two sets of yarns or threads at right angles, creating a fabric with different textures, patterns, and properties.

3. Processing:

The fabric undergoes processing, including dyeing in various colors and the application of creative designs through printing.

4. Garment Making:

Once the fabric is ready, it moves to the garment factory, where the garment is crafted

into a finished outfit.

Products and Services:

Sapphire offers a wide variety of assortments that align with the latest trends, utilizing cutting-edge technology for which they are renowned. This strategy aims to make their product categories highly appealing to the target market. The focus on customer satisfaction is foremost, with the goal of building long-term relationships. By instilling trust, Sapphire aspires to become the leading and sole choice for their customers' shopping needs.

Research and Development and Technology:

By experimenting with different fabrics and looking at new technological innovation through which a unique fabric finish can be achieved, Sapphire's Research and Development department is constantly striving to achieve excellence in this regard by curating new yarns to achieve a differentiation, while still being environmentally friendly.

MACRO ENVIRONMENT

The external forces and elements that significantly impact an organization's performance, strategies, and decisions make up its macro environment. Generally, these factors are beyond the organization's control, but they can have a profound impact on its operations and success. The PEST framework, encompassing Political, Economic, Social, and Technological considerations, is commonly used to analyze the macro environment.

EXTERNAL FACTORS

Political Factors: During political rallies and unrest, roads are blocked in various locations, leading stores to shut down for the day, hindering their operations. During such times, Sapphire relies solely on its website to generate sales.

Social Factors: Introducing a new product category in a market dominated by religious and social constraints poses challenges in launching a product that may fulfill a need but is not socially acceptable, such as Sapphire faced backlash when they introduced sleepwear for women, as the showcased products were purchased by men while women hesitated to shop for these pieces. To make their products more widely acceptable in the Pakistani market, Sapphire added bottoms to their sleepwear, aiming for a more modest appeal.

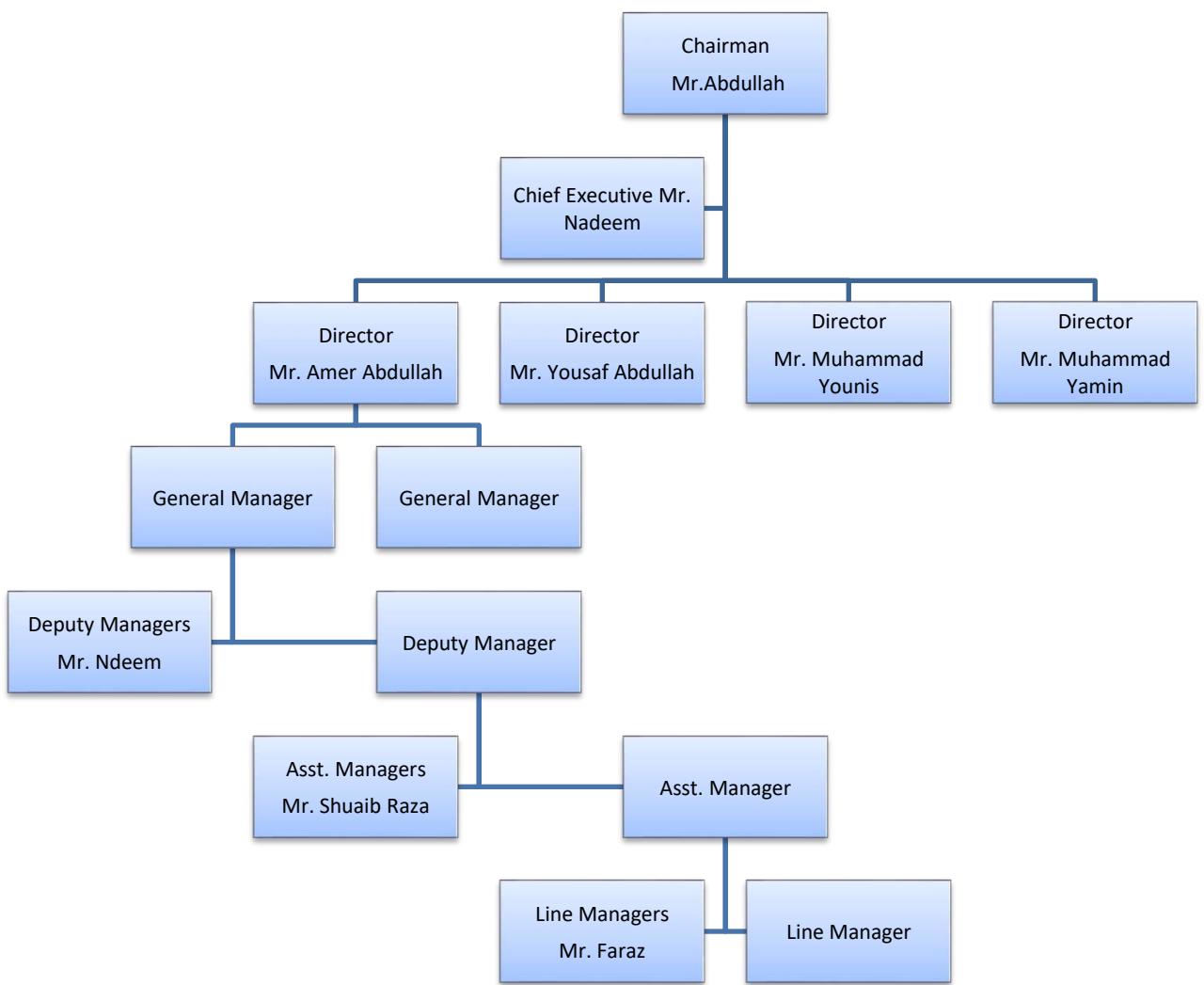
Economic Factors: The ongoing financial crisis in both international and national markets as of 2023 has affected Sapphire. Customers are more price-conscious and hesitant to shop as

eagerly as before. Despite this economic challenge, Sapphire focuses on creating value for customers by prioritizing excellence in their outfits and curating a peaceful retail shopping experience. Moreover, the COVID-19 global pandemic that happened in 2020 and in the following years also worsened the situation, forcing all retail outlets to shut down during lockdowns, and Sapphire suffered significant losses during this period and relied solely on its online website to generate sales. Even after the COVID years, the business initially remained slow but has now picked up to a good pace.

Technological Factors:

While Sapphire believes in innovating new fabrics and textures through the use of efficient modes of production, such advancements can be costly as the machines required are not locally made.

HIERARCHY OF THE COMPANY :



Chapter 2



Problem Statement

Sapphire is struggling with a lack of effective digital marketing strategies, which is limiting its ability to reach and engage with a broader audience.

Objectives

The first problem that emerged for the evaluation of Sapphire is that the firm has not adopted an active advertising campaign, and therefore it is hard for people to identify Sapphire and its products. Considering this challenge, the main objectives of this project are:

- **To establish a robust social media strategy:** This should be done through the formulation of a detailed strategy on how to use different categories of social media platforms in the promotion of Sapphire and the creation of awareness of potential consumers.
- **To enhance brand credibility and trust:** Evaluate the useful information and share it with Sapphire's audience being as clear and truthful as possible.
- **To establish creative marketing initiatives:** Identify other marketing strategies for getting Sapphire and its products known outside the regular conventional promotional instruments.
- **To monitor and evaluate marketing effectiveness:** It's equally important to regard to the continuous evaluation of the marketing effectiveness to determine impact.
- **To increase brand awareness and interaction with meaningful and relevant content:** Educate the target audience and make them interact by providing useful and appealing information.
- **To lay the groundwork for continued success by fostering a sustainable approach to brand growth:** Sapphire needs to have a long-term plan that will make the brand

grow at a steady pace in the market.

Scope of Study/Project

Sapphire, currently a big player in the fashion business, is suffering due to its non-recognition in the advertising of fashion products and non-presence on social sites. The latter has proved disadvantageous to the firm as it has limited its overall growth through a consequent reduction in the extent of its visibility in the market segments comprising its target customer demographic. Understanding the importance of brand marketing in today's business environment, this project is concentrated on the consistent and purposeful use of social networks and the examination of non-conventional types of brand promotion to reconceive and re-establish the brand's position, to achieve not only increased popularity and appeal, but also the acquisition of knowledge about the peculiarities of modern marketing and multiple approaches to effective brand promotion.

The process, if executed well, is expected to bring a dramatic change to Sapphire and boost this business to the next level of branding. Specifically, the goal is to dramatically boost the company's credibility and trust factor through a powerful social media campaign and branding it as a reliable, customer-oriented "fashion brand". It is believed that new and creative advertisements will be appealing to consumers and will create a stronger relevance and connection. There are always ways by which efficiency of marketing promotions can be achieved through the implementation of adaptive methods involving a far-reaching monitoring and evaluation program. According to the guidelines outlined for brand development, the project aims at promoting mainly a long-term approach to brand development that would be both feasible for the brand as well as appropriate and relevant with regard to the general tendencies and tendencies on the side of the customers.

CHAPTER 3

Organizational Analysis Brief Overview of Departments/Functions of the Company



Sapphire Retail Outlet, Wapda Town, Lahore



Sapphire Retail Outlet, Y Block, DHA Phase III, Lahore

- **Finance and Accounting:**

- Supervising monetary exchanges includes fastidious examination to guarantee precision and adherence to administrative norms, imparting trust in the respectability of the association's monetary tasks.
- Proficiently overseeing planning processes requires an essential way to deal with asset distribution, enhancing monetary usage to help the association's goals.
- Creating definite monetary reports encourages straightforwardness, supporting direction by giving an extensive perspective on the association's monetary execution and working with informed decisions for supported achievement.

- **HR:**

- Driving enlistment endeavors includes distinguishing and drawing in ability that lines up with the organization's objectives, guaranteeing a talented and spurred labor force.
- Creating far reaching representative preparation programs exhibits a promise to constant expertise improvement, encouraging proficient development and versatility inside the association.
- Laying out representative relations methodologies is fundamental for developing a positive work environment culture, advancing coordinated effort, correspondence, and generally speaking worker fulfillment.

- **Marketing and Sales:**

- Directing careful statistical surveying is vital in distinguishing open doors and dangers, giving an establishment to informed dynamic in the unique business scene.
- Creating and executing vital promoting plans improves brand perceivability, making a convincing presence on the lookout and drawing in ideal interest groups.
- Teaming up with the outreach group streamlines client obtaining and maintenance endeavors, cultivating a firm way to deal with driving income and supporting business development.

- **Operations and production:**

- Observing creation proficiency includes a pledge to ceaseless improvement, recognizing and carrying out measures to upgrade functional cycles and boost efficiency.
- Guaranteeing tough quality control estimates all through the assembling system is fundamental for conveying items that satisfy or surpass laid out guidelines, cultivating consumer loyalty and unwaveringness.
- Organizing with the store network to keep up with ideal stock levels smoothes out tasks, limiting disturbances and guaranteeing proficient creation processes lined up with request.

- **Research and Development:**

- Putting resources into state of the art research shows a promise to remaining in front of industry patterns, encouraging a culture of development inside the association.
- Teaming up with cross-practical groups to coordinate developments into items guarantees an all encompassing methodology, consolidating different viewpoints for balanced and ground breaking arrangements.
- Zeroing in on manageability and proficiency in item improvement mirrors a devotion to dependable strategic policies, tending to natural worries and measuring up to the assumptions of cognizant buyers.

- **Customer service:**

- Laying out a responsive client care group is crucial for tending to requests expeditiously, cultivating consumer loyalty, and building trust in the brand.
- Using criticism systems to upgrade items and administrations exhibits a promise to consistent improvement, adjusting contributions to client assumptions and inclinations.
- Carrying out client driven strategies guarantees a positive encounter, underscoring client needs and inclinations to make enduring connections and brand devotion.

- **IT and Technology:**

- Carrying out a vigorous information administration structure is significant for keeping up with information trustworthiness, guaranteeing exact and get data that shapes the foundation of key direction.
- Creating debacle recuperation plans exhibits a guarantee to business congruity, shielding tasks against expected disturbances and limiting personal time notwithstanding unexpected occasions.
- Investigating arising advances for potential execution highlights a ground breaking approach, remaining at the cutting edge of mechanical progressions to upgrade proficiency and seriousness in the quickly developing business scene.

- **Supply Chain and Logistics:**

- Executing supportability drives in the production network includes coordinating eco-accommodating practices, like utilizing sustainable assets and diminishing fossil fuel byproducts, to guarantee natural obligation.
- Using prescient examination for request determining empowers associations to use information driven bits of knowledge, expect client needs, and improve stock administration, prompting more effective and reasonable production network activities.
- Laying out alternate courses of action for production network interruptions includes making key measures to relieve gambles, guaranteeing versatility against unexpected occasions like cataclysmic events or international issues, at last cultivating a hearty and versatile store network.

- **Legal and Compliance:**

- Observing changes in regulation and refreshing organization arrangements likewise guarantees that the association stays consistent with developing lawful necessities, relieving expected gambles and keeping up with moral strategic approaches.
- Leading normal preparation on consistence for representatives develops a culture of mindfulness and adherence to administrative guidelines, advancing a labor force that is very much educated and lined up with lawful commitments.
- Teaming up with industry relationship to remain informed on lawful patterns permits the organization to proactively adjust to arising administrative scenes, cultivating a proactive way to deal with consistence and remaining in front of industry best practices.

- **Administration:**

- Executing working environment health projects and drives focuses on representative wellbeing and commitment, advancing a positive workplace and adding to in general staff prosperity.
- Streamlining office format for joint effort and efficiency includes key space arranging and configuration, encouraging cooperation, and improving work

- process productivity to establish a favorable and dynamic workplace.
- Overseeing merchant connections for effective office the executives guarantee consistent tasks, from upkeep to administrations, permitting the association to zero in on its center exercises while keeping a well-working and useful working environment.

Chapter 4

Methodology



Introduction

This chapter sets out the approach to leveraging to solve Sapphire's digital marketing issues. It has a blueprint/procedure, data involvement, and an implementation strategy to address the identified issues.

Plan/Method

1. Digital Marketing Audit

Objective: Evaluate the existing status of digital marketing in the Sapphire company.

Activities:

- Traffic, bounce rates, conversion rates; identify problems, typing test, grammar test.
- Analyze the effect of social media based on followers of the page or profile or engagement rates.
- Analyze past approaches to marketing (email marketing, PPC).

Details:

- **Website Analytics:** To collect the data on the website traffic, bounce rates, and conversion rates, you can use a tool such as Google Analytics. It is crucial to review the scenario during the last year to establish patterns and further search for adjustments.

- **Social Media Presence:** Make an assessment of Sapphire on social media platforms such as Facebook, Instagram, Twitter, and LinkedIn. Track the number of followers, engagement rate, and everything that can be measured related to the type of content that is most effective.
- **Marketing Campaigns:** Check previous email marketing and PPC campaigns, with the ones that are running in the present. Follow up with open rates, click-through rates, and return on investment.

2. Target Audience Analysis

Objective: To gain insight into the target demographic of the Sapphire brand, it is important to determine the knowledge and needs of the audience concerning each of the likes, actions, and digital consumption.

Activities:

- The following research techniques should be advised: self-completion questionnaires and interviews, observation, documentary analysis, conduct surveys and focus groups.
- A customer analysis of records from Customer Relationship Management (CRM) databases.
- With social listening tools, one is able to get all the information.

Details:

- **Surveys and Focus Groups:** Carry out online and face-to-face surveys and focus group discussions to capture the qualitative and quantitative results regarding the customers' choice, usage, and perception of the brand.
- **Customer Data Analysis:** Use information from your CRM system to process the analysis of purchases, customers' characteristics, and segmentation.
- **Social Listening:** Use social listening applications such as Hootsuite or Brandwatch to track discussions concerning Sapphire and its rivals. Gather main topics, emotions, and people.

3. Competitor Analysis

Objective: Potential risks and consequences: The aim of Sapphire's analysis is to identify the existing best practices and gaps in the industry regarding the company's digital marketing strategy.

Activities:

- This is one of the most important steps in fashion industry analysis, as knowledge of

competitors will help to establish a company's positions in the market.

- Employ research methodologies to study competitors' SEO, SMM, and content marketing initiatives.
- Measure and benchmark Sapphire against its rivals.

Details:

- **Competitor Identification:** Enumerate the top competitors in the fashion industry with an emphasis on the industry giants with a great online presence.
- **Digital Marketing Activities:** Evaluate the competitors' SEO strategy, content marketing, the utilization of social platforms, and the application of email marketing. Find out techniques that can be considered effective and fields in which competitors perform the best.

4. Strategy Development

Objective: Create a detailed plan for Sapphire's digital marketing.

Activities:

- What are the goals and the Key Performance Indicators that need to be established?
- Develop marketing plans in relation to Search Engine Optimization, content marketing, marketing within social networks, email marketing, and PPC advertising.
- Create a content plan and marketing schedule.

Details:

- **Goals and KPIs:** Develop SMART objectives for every digital marketing media. Some of the key measures may be configuring a certain rise in the website traffic by 20% over the next six months, or the enhancement of social media interaction by 15%.
- **SEO Strategy:** Utilize proper keywords for the content of a website, enhance the layout of the web page, and acquire proper link popularity.
- **Content Marketing:** Work out a plan on the type of content to post in a blog, YouTube channel, infographic, and social media posts. Ensure the content produced aligns with customer interests and the SEO strategy.
- **Social Media Strategy:** Create a schedule on how often to post, what type of content should be posted, and how the brand should engage with followers. Have specific tactics for Facebook, Instagram, Twitter, and LinkedIn, distinct from each other.
- **Email Marketing:** Develop email promotions for the selected customer segments. Ensure that any offers or information shared align with audience preferences.
- **PPC Advertising:** Create a PPC plan for Google AdWords and social networking sites.

Apply detailed analysis and A/B testing when choosing ad creatives, as well as landing pages.

Content Calendar Example:

Month	Blog Posts	Videos	Social Media Posts	Email Campaigns	PPC Campaigns
July	4	2	20	Welcome Series	New Product Launch
August	4	2	20	Summer Sale	Back-to-School Promotion
September	4	2	20	New Arrivals	Fall Collection

5. Implementation Plan

Objective: Develop an outline of what steps will be taken to make the concepts of the digital marketing strategy occur.

Activities:

- State the actors involved and deadlines for each activity.
- Establish a plan of finance and fund.
- Provide equipment and websites for operation (for instance social networks accounts, email lists).

Details:

- **Task Assignment:** For effective project management, set up the use of tools like Trello or Asana and create sub-tasks and allocate the various tasks to various members and assign due dates.
- **Budget and Resources:** Creation of a detailed budget which involves the cost of the software tool, cost of advertising, cost of content, and personnel cost. Finally, it means that one should grant resources according to their need and the potential of the activity to generate profit.
- **Tools and Platforms:** Make sure to create ready-for-use tools such as social media management software like Hootsuite, marketing automation tools like Mailchimp, and web analytics like Google Analytics.

Implementation Timeline Example:

Task	Start Date	End Date	Responsible Team Member
Digital Marketing Audit	2024-07-01	2024-07-14	Marketing Analyst
Target Audience Analysis	2024-07-15	2024-07-31	Market Researcher
Competitor Analysis	2024-08-01	2024-08-14	Competitive Intelligence Team
Strategy Development	2024-08-15	2024-08-31	Digital Marketing Strategist
Implementation Phase 1	2024-09-01	2024-10-14	Project Manager
Implementation Phase 2	2024-10-15	2024-12-31	Digital Marketing Team

6. Data Involvement

Objective: Ensure the evaluation of the impact of the employed digital marketing strategies through the use of analysis.

Activities:

- Install processes such as Google Analytics for tracking systems.
- Internet metrics (number of visits, response rates, conversion rates, profitability coefficients).
- Since most of the contemporary managerial processes are undergoing digitalization, actively and frequently perform data analysis and prepare reports.

Details:

- *Google Analytics:* Get the website up and running and set up Google Analytics to

monitor it. Possess plans and methods of how to analyze the conversion rates.

- **Key Metrics:** Identify the goals or objectives of each form of digital marketing. Some of the specific example measurements are the amount of traffic on the site, the bounce rate, the average time spent on the site per visit, activity on social media, open rates of email campaigns, and the return on pay-per-click ads.
- **Data Analysis:** For performance data analysis, it is recommended to use tools such as Tableau, Power BI, etc. Prepare the weekly and monthly reports to see the results and work on the problematic issues.

Performance Metrics Table:

Metric	Description	Target Value
Website Traffic	Number of visitors	50,000/month
Bounce Rate	Percentage of single-page visits	<40%
Average Session Duration	Time spent on site per visit	>3 minutes
Social Media Engagement	Likes, shares, comments, interactions	10% increase/month
Email Open Rate	Percentage of emails opened	25%
PPC Conversion Rate	Percentage of clicks leading to sales	5%

7. Execution Plan

Objective: Execute the digital marketing strategy in phases.

Activities:

- **Phase 1: Audit and Analysis**
 - **Timeline:** 2 weeks
 - **Activities:** Digital marketing audit, target audience analysis, competitor analysis.
- **Phase 2: Strategy Development**
 - **Timeline:** 3 weeks
 - **Activities:** Formulation of a comprehensive digital marketing strategy.
- **Phase 3: Implementation**
 - **Timeline:** 6 weeks

- **Activities:** Execution of the strategy, including content creation, social media campaigns, and SEO.
- **Phase 4: Monitoring and Optimization**
 - **Timeline:** Ongoing
 - **Activities:** Continuous tracking of performance metrics and optimization of marketing efforts.

Execution Plan Timeline:

Phase	Start Date	End Date	Tasks
Phase 1: Audit and Analysis	2024-07-01	2024-07-14	Digital marketing audit, target audience analysis, competitor analysis
Phase 2: Strategy Development	2024-07-15	2024-07-31	Formulation of digital marketing strategy
Phase 3: Implementation Phase 1	2024-08-01	2024-09-14	Content creation, social media campaigns, SEO
Phase 4: Implementation Phase 2	2024-09-15	2024-10-31	Email marketing, PPC advertising
Phase 5: Monitoring and Optimization	2024-11-01	Ongoing	Performance tracking, optimization

Chapter 5: Analysis/Findings/Suggested Plan/Recommendations

Analysis

1. Current State of Digital Marketing

Findings:

- **Website Performance:** Although Sapphire inspires trust and has a good-looking website, it has significantly fewer visits and very high bounce rates compared to others in the IT sector. This further suggests that although people are visiting the site, they are not properly interacting or spending ample time there.
- **Social Media Presence:** Sapphire's social media presence is limited, with posts being made at random dates and times, and very few customers' engagements. In the current business world, being active on social media is an essential element of promoting the brand and its interaction with the consumers.
- **SEO and Content Marketing:** SEO and content marketing, which are vital in increasing organic traffic and gaining credibility in the fashion niche, are underutilized.

Graph: Website Traffic and Bounce Rates

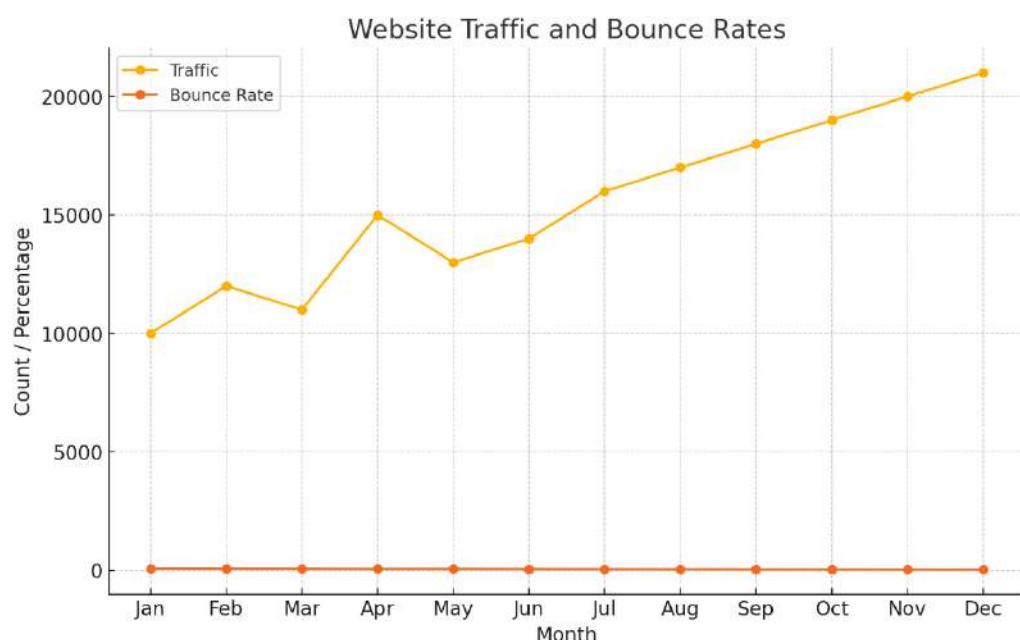


Table: Current Digital Marketing Metrics

Metric	Sapphire's Value	Industry Benchmark
Monthly Website Traffic	10,000	50,000

Metric	Sapphire's Value	Industry Benchmark
Bounce Rate	70%	40%
Average Session Duration	1 minute	3 minutes
Social Media Followers	5,000	20,000
Engagement Rate	2%	10%

2. Audience Insights

Findings:

- **Social Media Activity:** The viewers of the channels are trendsetters and active users of applications like Instagram, Facebook, and YouTube, which are key in reaching people and generating sales leads.
- **Content Preference:** This opinion seems quite reasonable given the fact that the primary focus of such websites is on a community-based approach, creating a bias for videos and visual material that reflect recent market trends and are generally more popular to share than extensive texts.

Chart: Social Media Usage Among Target Audience

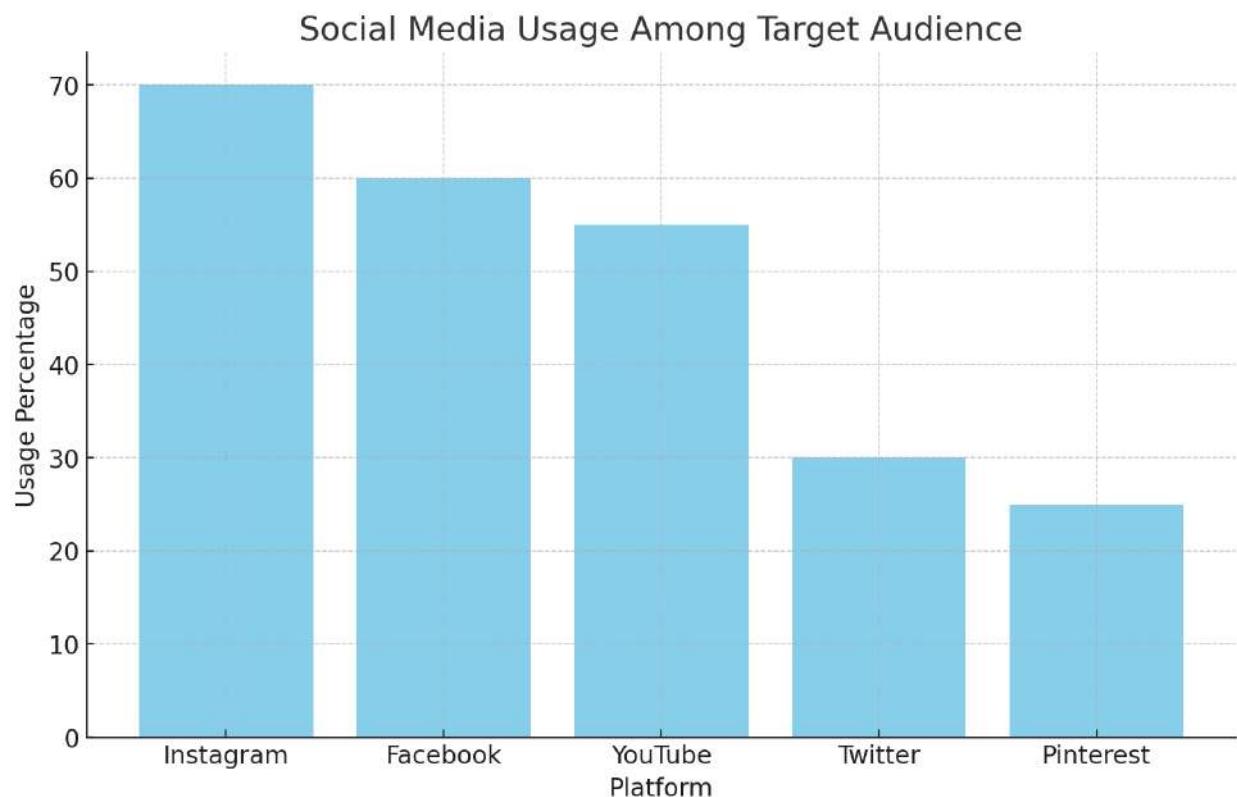


Table: Audience Preferences

Platform	Percentage of Users	Preferred Content Type
Instagram	70%	Visuals, Stories
Facebook	60%	Articles, Videos
YouTube	55%	Videos, Tutorials
Twitter	30%	Short Updates, Links
Pinterest	25%	Images, Infographics

3. Competitor Strategies

Findings:

- **SEO and Content Marketing:** Audiences are actively involved through the competition, and best practices include a combination of SEO, content marketing, and social media. Higher engagement rates are attained through the use of UGC (User-Generated Content) and Influencer collaborations.
- **Market Positioning:** Companies with good SEO and content marketing practices have more engagement, meaning that these components are decisive in the market.

Table: Competitor Analysis

Competitor	SEO Efforts	Social Media Activity	Content Marketing	Engagement Rate
Competitor A	High	Consistent	Strong	8%
Competitor B	Medium	Moderate	Medium	6%
Competitor C	Low	Inconsistent	Weak	4%

Suggested Plan

1. Enhancing Social Media Presence

Activities:

- **Content Calendar:** Identify marketing channels and create a schedule for postings on the accounts or pages in the examined social networks to maintain regular interaction with the viewers.
- **High-Quality Content:** Use high-quality videos, images, infographics, and other engaging formats to grab the viewers' attention and compel them to act.
- **Influencer Partnerships:** Collaborate with influencers to increase reach and trust, and use the influencers' audience to promote the brand.

Table: Content Calendar

Date	Platform	Content Type	Description	Responsible Team Member
July 1	Instagram	Photo Post	New summer collection launch	Marketing Team
July 3	Facebook	Article	Styling tips for summer	Content Team
July 5	YouTube	Video Tutorial	How to style summer outfits	Video Team
July 7	Twitter	Short Update	Upcoming sale announcement	Social Media Manager
July 9	Pinterest	Infographic	Summer fashion trends	Design Team

2. SEO and Content Marketing

Activities:

- **Website Optimization:** Use keywords, meta descriptions, and alt tags to increase the site's visibility for visitors who use search engines for their browsing.
- **Content Development:** Create a blog to post content that people will be interested in, such as fashion news, ways to style, and products from Sapphire, to generate natural traffic and be considered as the go-to blog.

=

Graph: Projected SEO Impact on Organic Traffic

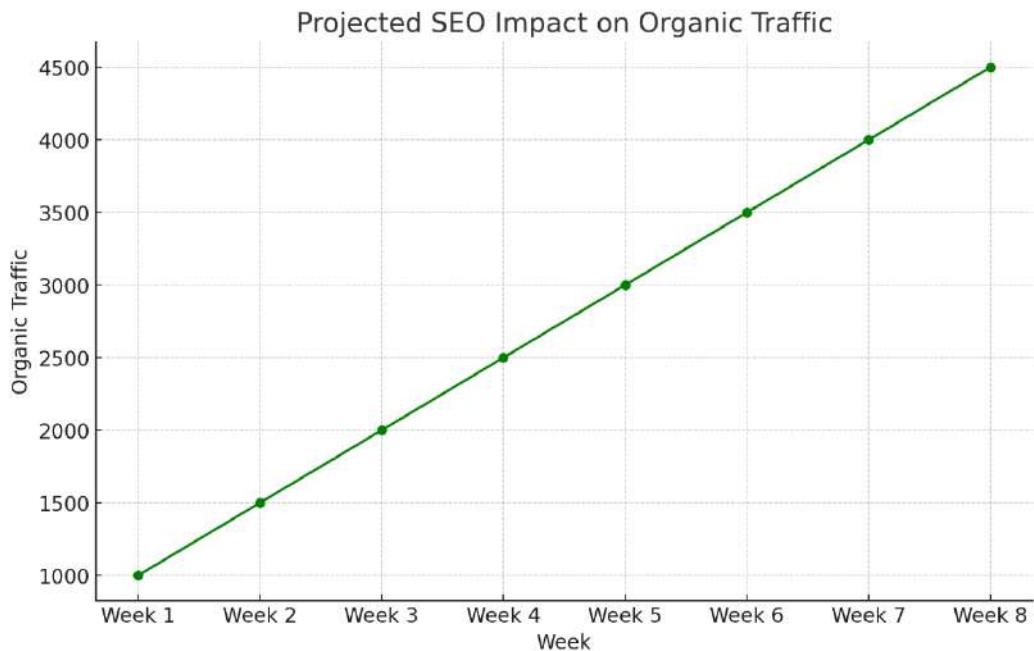


Table: SEO Plan

Task	Details	Deadline	Responsible Team Member
Keyword Research	Identify relevant keywords	July 10	SEO Specialist
On-Page Optimization	Update meta tags and alt texts	July 15	Web Developer
Content Creation	Write and publish blog posts	Ongoing	Content Team
Backlink Building	Reach out for backlinks	August 1	Outreach Specialist

3. Email Marketing Campaigns

Activities:

- **Lead Nurturing:** Integrate the use of email marketing to help in sales follow-up and customer management by sending emails with product information relative to the customer's choice and order.

Table: Email Marketing Campaign Plan

Campaign Type	Frequency	Target Audience	Key Content	Responsible Team Member
Welcome Series	Once	New Subscribers	Introduction to Sapphire, discounts	Email Marketing Manager
Product Launch	Monthly	All Subscribers	New product announcements	Product Team
Loyalty Rewards	Quarterly	Repeat Customers	Exclusive offers, rewards	Customer Loyalty Team

4. Pay-Per-Click Advertising

Activities:

- **PPC Campaigns:** Implement Pay Per Click advertising on Google and social media to increase website traffic, using the most effective ad creatives and landing pages through split testing.

Graph: PPC Campaign Performance Metrics

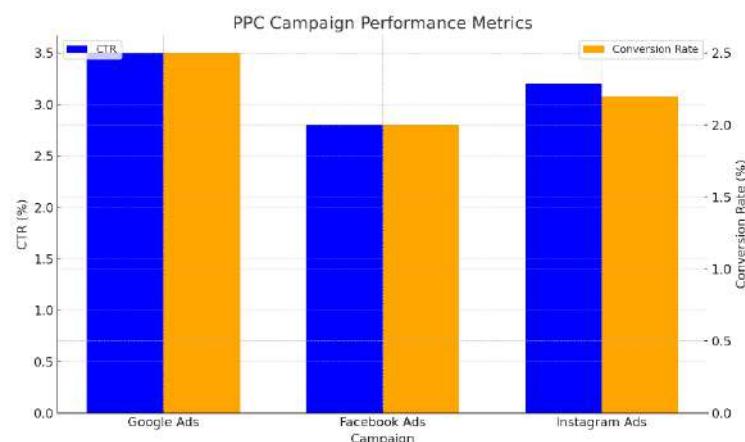


Table: PPC Campaign Plan

Platform	Budget	Target Audience	Ad Type	Key Metrics	Responsible Team Member
Google Ads	760,000 PKR	Search Intent Users	Search Ads	CTR, Conversion	PPC Specialist
Facebook Ads	456,000 PKR	Social Media Users	Display Ads	Engagement, Leads	Social Media Manager
Instagram Ads	304,000 PKR	Visual Content Lovers	Story Ads	Views, Clicks	Visual Content Team

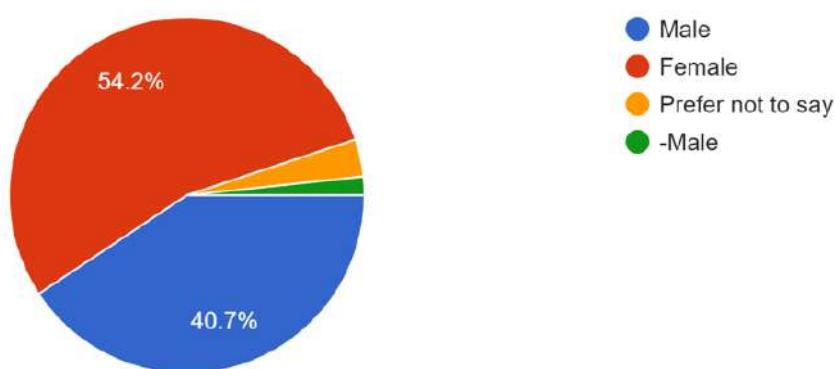
Questionnaire Interpretation

Demographics:

- Gender:** The percentage of females is 54.2% while males account for 40.7%.
- Age Group:** The majority of the respondents are within the 18-24 years age group (64.4%) followed by the 25-34 years age group (22%).
- Location:** The majority of the respondents are from Lahore (50.8%) and the rest (12%) are from Islamabad and other.

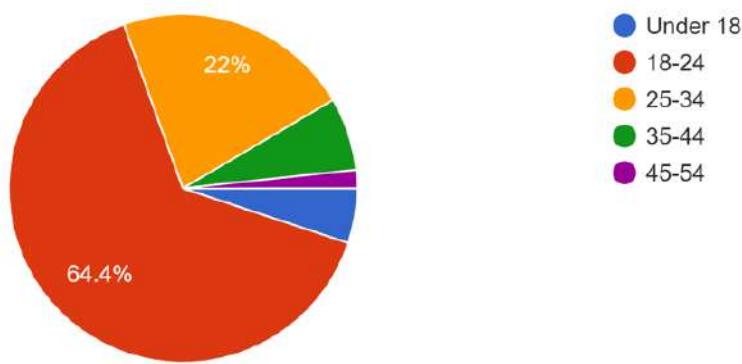
Graph: Gender Distribution

59 responses



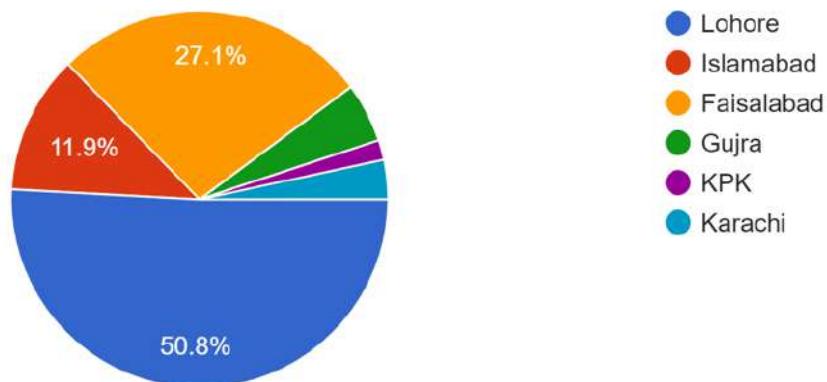
Graph: Age Group Distribution

59 responses



Graph: Location Distribution

59 responses

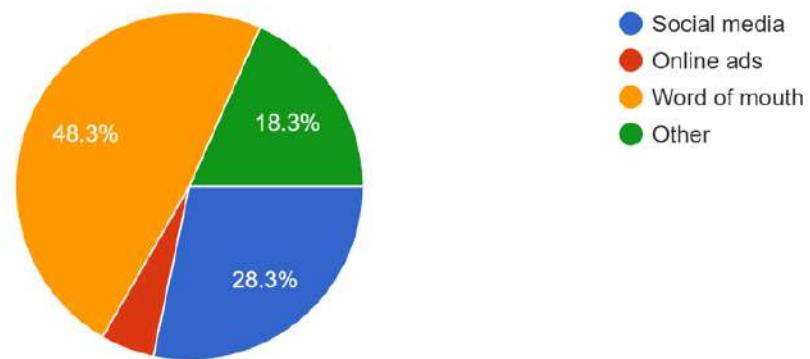


Awareness and Advertising:

- First Hearing About Sapphire:** 48.3% of the population make purchases of such products through word of mouth, while 28.3% learn about them through social media.
- Frequency of Seeing Advertisements:** 36.7% reported infrequently seeing ads and 25% reported never seeing ads online.

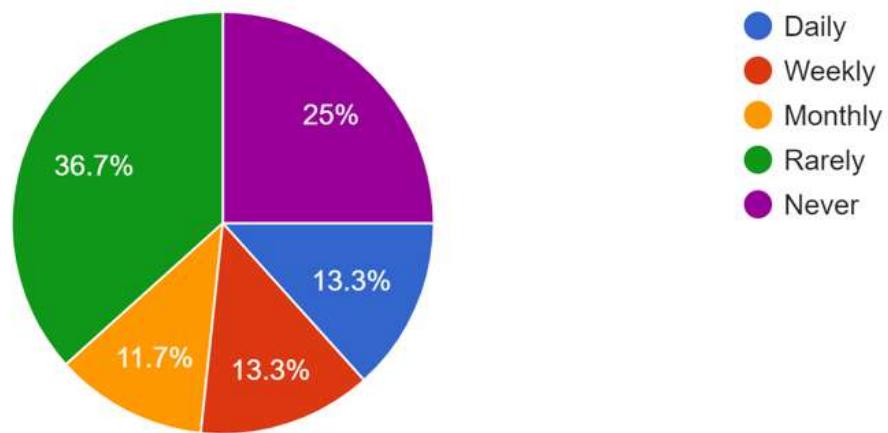
Graph: First Hearing About Sapphire

60 responses



Graph: Frequency of Seeing Advertisements

60 responses

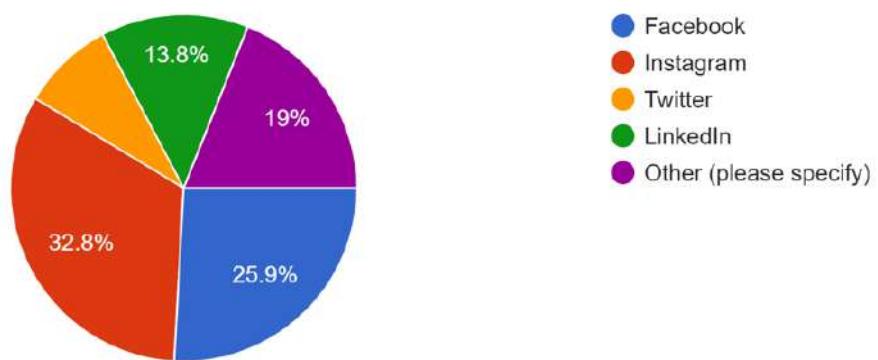


Social Media Usage:

- Most Used Platforms:** Instagram is used most frequently (29%), followed by Facebook (25%).
- Content Preference:** Videos (33%) are the most popular content type among users.

Graph: Most Used Social Media Platforms

58 responses

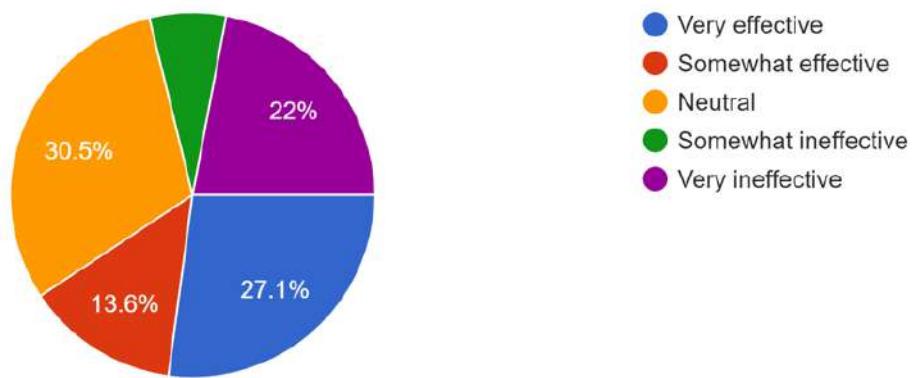


Marketing Effectiveness:

- Effectiveness of Current Efforts:** About 30% of the respondents found current efforts very effective while 21% found them very ineffective.
- Engagement Likelihood:** 25% are very unlikely to interact with Sapphire on social media.

Graph: Effectiveness of Current Digital Marketing Efforts

59 responses



Promotions and Purchasing:

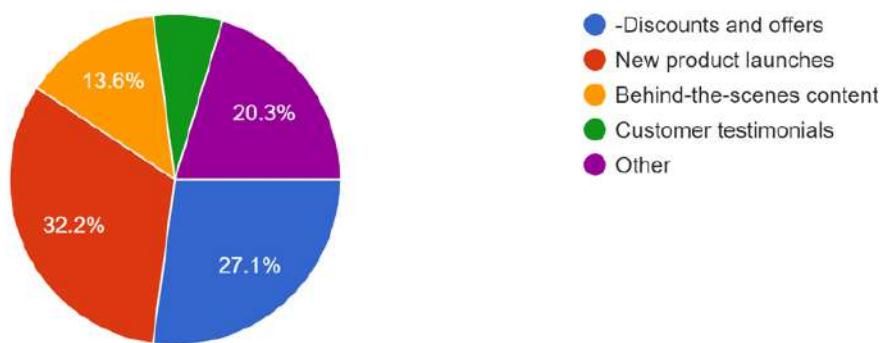
- Attention-Catching Promotions:** New products (32%) followed by discounts/offers (25%).
- Customer Reviews:** 56% of the respondents view customer reviews as either important or very important.
- Preferred Update Methods:** SMS notifications (16%) and updates on the company's website (16%).
- Satisfaction with Online Purchasing:** 15% are moderately dissatisfied and 23% are

very dissatisfied.

- **Social Media Content Engagement:** Videos (32.2%) are the most engaging type of content on social media, followed by images (25.4%), articles/blogs (20.3%), infographics (13.6%), and other types (8.5%).

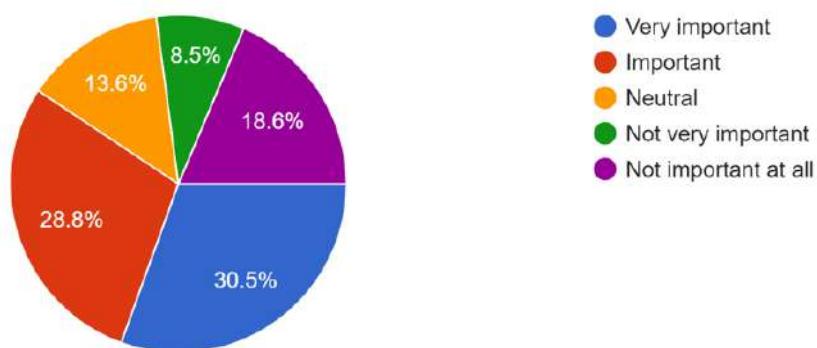
Graph: Attention-Catching Promotions

59 responses



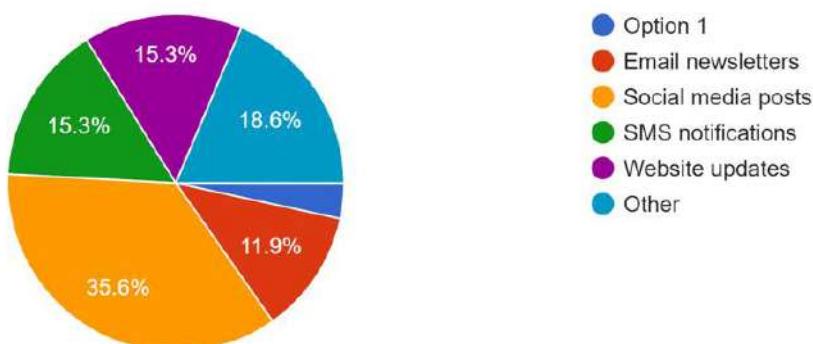
Graph: Importance of Customer Reviews and Testimonials

59 responses



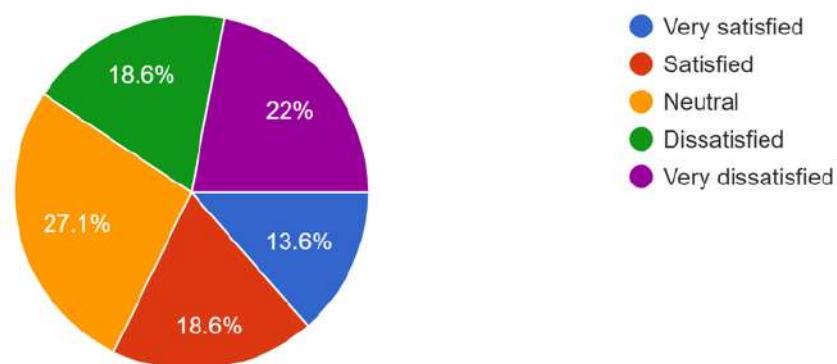
Graph: Preferred Methods for Receiving Updates and Promotions

59 responses

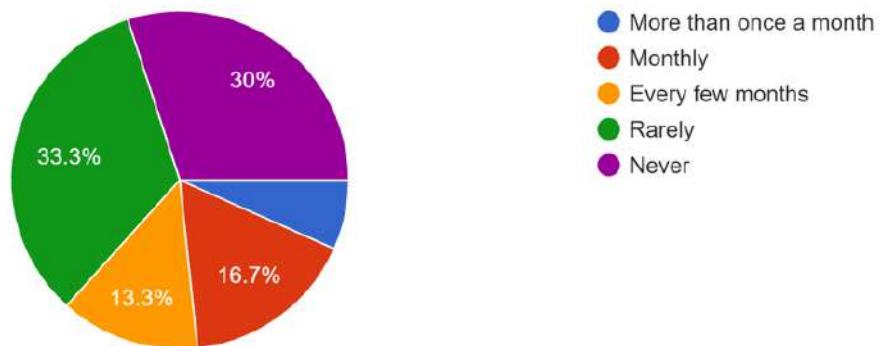


Graph: Satisfaction with Online Purchasing Experience

59 responses

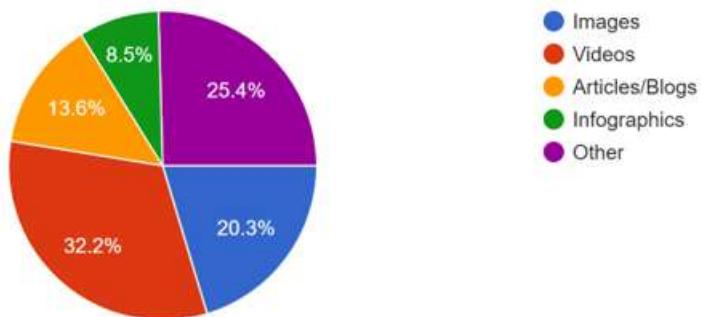


Graph: Frequency of Purchasing Sapphire Products Online



Graph: Social Media Content Engagement

59 responses



Overall Result

The feedback indicates a significant room for improvement in digital marketing strategies.

- The majority of respondents are from Lahore and are in the 18-24 age group.
- Many respondents discovered the sapphire products through word of mouth, and a substantial number rarely or never see online advertisements for sapphire products.
- Most users find videos as the most engaging content and prefer updates via SMS notifications and website updates.

Recommendations

Short-Term Recommendations

- **Enhance Social Media Presence:**
 - Exclude any social media that has low user engagement but include Instagram and Facebook because they have many users.
 - Shoot additional video content because it is more appealing to the readers than the written ones.
 - Increase the number of posts and ads to make them more visible.
- **Improve Online Advertising:**
 - Use web advertisements to cover a wider audience, especially targeting young adults in the 18-24 age group.
 - Engage influencers for word-of-mouth marketing in the new ‘digital’ world.
- **Boost Engagement with Promotions:**
 - Use coupon offers and special offers on new product introductions to capture customers' attention and encourage purchases.
 - Include special and unique symbols in ads and promotions that pertain to customers' experiences or feedback.
- **Refine Communication Channels:**
 - Only use promotional SMS/blast and website pop-ups/blast as these are preferred by the respondents.
 - Make email newsletters worth the readers' attention.
- **Enhance Online Purchasing Experience:**
 - Improve the accessibility of the online purchase system.
 - Address all problems that may cause customer dissatisfaction to enhance the

level of satisfaction among clients.

Long-Term Recommendations

- **Develop a Content Marketing Strategy:**
 - Establish Sapphire as the go-to brand for fashionable women.
 - Incorporate timely posting of relevant articles such as fashion trends, how to dress appropriately, and features of the products being sold.
- **Invest in Data Analytics Tools:**
 - Conduct regular overhauls of marketing initiatives on the digital platform.
 - Review and fine-tune the strategies to improve return on investments through the analysis of data obtained during the implementation of a particular strategy.

Conclusion

The summarized data points to a need to escalate efforts in presenting digital marketing in a more appealing way. Thus, Sapphire can extend its reach and connections on social media, especially Instagram and Facebook, increase the use of video production, create valuable promotions, and improve the online buying experience.

Chapter 6

Conclusion/Proposed Timeline for Plan Execution

Conclusion

The key issue that Sapphire is experiencing is the need to increase its effectiveness in digital promotion; thus, it is necessary to address the current difficulties and improve the overall digital marketing plan. Through effectively utilizing social media, SEO, content marketing, email marketing, and PPC advertising, Sapphire can improve its brand exposure online. The general ideas of digital marketing mixed into a well-organized plan will not only provide a boost in the amount of traffic and interaction but also in the engagement of customers and their loyalty to the brand as well.

Implementation Schedule of the Plan

Week 1-2: Based on the digital marketing audit and analysis, the following recommendations can be made.

Activities:

1. **Conduct a Comprehensive Audit of Current Digital Marketing Efforts:**

- Ascertain the current state of Sapphire's web presence by critically analyzing the current website layout and design, recommendations regarding the layout and design of Sapphire's website, and company's social media presence, email marketing, PPC ad campaign.
- Collect quantitative information by using sources like Google Analytics where information concerning the number of visitors, the number of times they leave the site, and the number of those who made purchases after visiting the site among other factors can be obtained.
- Evaluate the usage of the existing social media accounts and analyze their number of followers, level of engagement, and usefulness of the existing posts.
- Audit the past email marketing campaigns and the PPC advertising techniques previously used.

2. Analyze Target Audience and Competitors:

- Administer questionnaires and interviews in order to collect primary information about customers' likes, purchases, and attitudes towards the particular brand.
- Analyze the CRM data to develop the demographic pattern and segmentation position of customers.
- Convene a SWOT analysis to discover the strengths and weaknesses of Sapphire's strategies and compare them to competitors.

Week 3-5: Strategy Development

Activities:

1. Develop a Robust Digital Marketing Strategy:

- Make sure that there are SMART strategies and associated targets for each digital marketing method.
- Develop plans on search engine optimization, content marketing, social media marketing, email marketing, and pay-per-click advertising.
- Assure appropriateness of the strategies in terms of Sapphire's general business goals.

2. Formulate a Detailed Implementation Plan:

- Develop the detailed procedure of implementing the digital marketing strategies.
- Define who should do what and by when.

- Focus on the problems and needs of the organization, fashion out a budget plan, and assign resources accordingly.
- Prepare all the requirements that will come into play when implementing the strategies.

Week 6-11: Phase Implementation 1

Activities:

1. Execute High-Impact Activities:

- To particularly use accounts on different social platforms in promoting the company's brands and products.
- Increase the ranking of the website through search engine optimization with a view of enhancing organic search results.
- The content creation for the social media platforms and the blog should start to supply the audience with useful and interesting content.

2. Content Creation:

- Provide high-quality and engaging graphic images, videos, and other content on social media.
- Develop content for the blog and the articles to be published online in compliance with the content marketing plan.

Week 12-16: Implementation Phase 2

Activities:

1. Launch Email Marketing Campaigns:

- Utilize email in conveying product sales that should create qualified leads and customer loyalty strategies.
- Individually target and adapt the emails according to the customers' preferences and their previous purchasing behavior.

2. Initiate PPC Advertising Campaigns:

- Establish and implement paid social advertisement and Google paid ad-words to increase unique visits to the website.
- Conduct an A/B test to determine better performers in advertising creatives, as well as website landing pages.

Week 17 Onwards: Targets, Arrangements and Metrics

Activities:

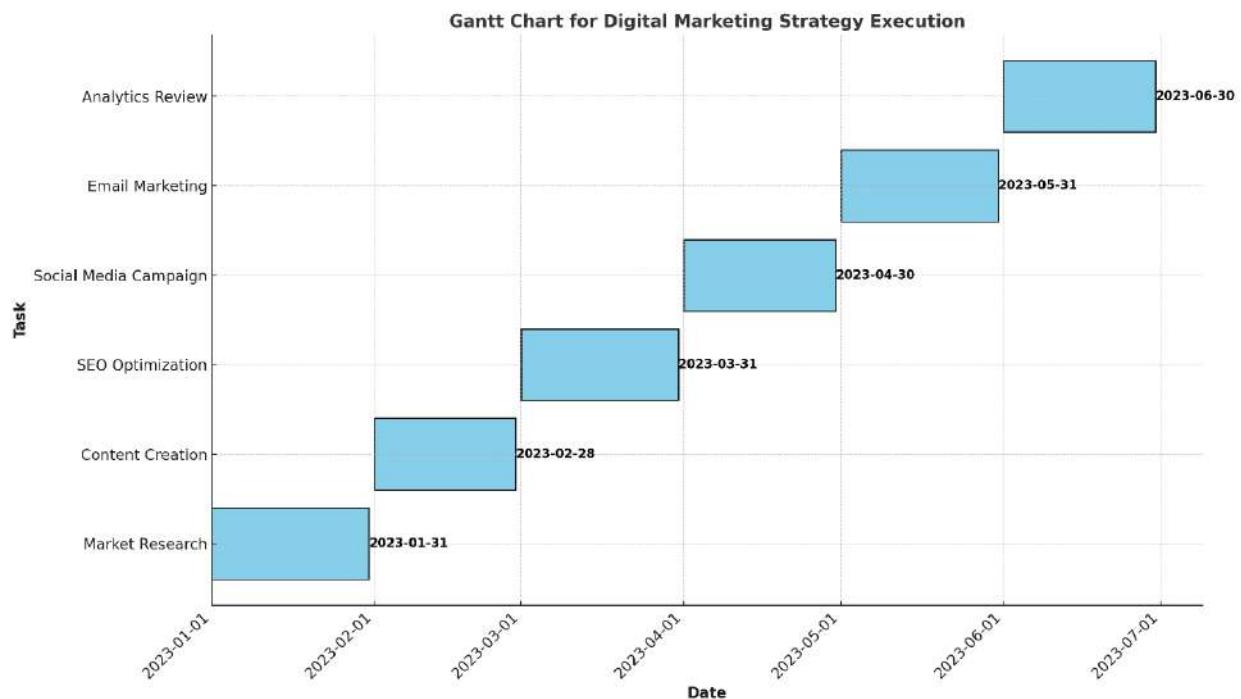
1. Continuously Track Performance Metrics:

- Track the effectiveness of the activities undertaken through digital marketing with Google Analytics, Hootsuite, and Mailchimp.
- Set indicators, for example, the quantity of visits to the website, interaction rates, conversion rates, and ROI.

2. Optimize Digital Marketing Tactics Based on Data Insights:

- Analyze performance data in order to seek ways to enhance it.
- Supervise constant alterations to the approaches and techniques of digital marketing for best outcomes.
- Frequently evaluate and prepare the communications plans in order to measure and enhance the marketing interventions.

Gantt Chart:



References:

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SAPPHIRE

INDUSTRY VISIT

30/05/2024

To Whom It May Concern

Subject: Meeting with marketing manager / subordinate

I hope this letter finds you well. My name is Asma Rafique, and I am a faculty member at University of Central Punjab. At our institution, we prioritize providing our students with practical exposure and real-world experiences integral to their academic curriculum.

I am writing to request your assistance in enabling an educational opportunity for our students. As part of their final year project, students are required to complete a final year project of 6 credit hours related to industry / company. Your organization's expertise in field of marketing is highly esteemed, presenting an excellent learning opportunity for our students to gather valuable insights from your team.

The following student is currently enrolled in the Final project with specialization of marketing and is looking to engage with your organization:

- Muhammad Usman Asghar L1F20BBAM0345
- Jahanzaib Abid L1F20BBAM0331
- Usama Tahir L1F20BBAM0816
- Faizan Ahmad L1F20BBAM0336

I kindly request your support in allowing our students to visit your premises and, if possible, engage in discussions or interviews with professionals within your organization.

I assure you that this visit is purely for educational purposes, and our students will abide by any regulations or guidelines set forth by your organization. Please let them know any specific task you require to do with respect to your digital marketing.

Should you require any additional information or have specific preferences regarding the visit, please do not hesitate to contact me at email id mentioned below.

Regards,

Asma Rafique

Sr. Lecturer

Project Head

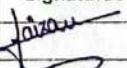
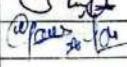
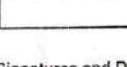
Department of Management Sciences

03244311948 / asma.rafique@ucp.edu.pk

PROGRESS REPORT FORM

	University of Central Punjab <small>(Incorporated by Ordinance No. XXIV of 2002 promulgated by Government of the Punjab)</small> Faculty of Management Sciences		
PROJECT OFFICE	PROGRESS REPORT FORM		
Meeting Number :	1	DATE Day Month Year 29 11 2023	
Group ID:	1	Meeting Date:	29- NOV -23
Meeting Time:	11:30 Am	Place of Meeting:	Cabin
Project Title:		Absence of innovation in sapphire processes.	
Topics Discussed: <ul style="list-style-type: none"> ◦ Identify the company & choose the problem in it. ◦ Identify the the problem statement. 			

Particulars of the students present:

Sr. #	Registration # e.g. L1F00BBAM0000	Name in Full Use Block Letters	Signatures
1	LIF20BBAM0336	FAIZAN AHMED	
2	LIF20BBAM0345	USMAN AS GHAR	
3	LIF20BBAM0331	JAHAN ZAIB ABID	
4	LIF20BBAM0816	USAMA TAHIR	
5			

Signatures and Date
 29-11-23

Advisor

For Project Office use only

Remarks: <div style="border: 1px solid black; height: 40px;"></div>	Signatures and Date <div style="border: 1px solid black; height: 40px;"></div> Project Manager 1
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University of Central Punjab

(Incorporated by Ordinance No. XXIV of 2002 promulgated by Government of the Punjab)

Faculty of Management Sciences

PROJECT OFFICE

PROGRESS REPORT FORM

Meeting Number :

2

DATE Day Month Year
06 - 12 - 2023

Group ID:		Meeting Date:	6-Dec-23
Meeting Time:	11 am	Place of Meeting:	C-106
Project Title:	Absence of innovation in Sapphir processes		
Topics Discussed:	<p>Discussion of Introduction. Problem statement Objectives.</p>		

Particulars of the students present:

Sr. #	Registration # e.g. L1F00BBAM0000	Name in Full Use Block Letters	Signatures
1	L1F20BBAM0336	FAIZAN AHMED	
2	L1F20BBAM0345	USMAN ASGHAR	
3	L1F20BBAM0331	JAHANZAIB ABID	
4	L1F20BBAM0816	USAMA TAHIR	
5			

Signatures and Date

06-12-23

Advisor

For Project Office use only

Remarks:

Signatures and Date

Project Manager



University of Central Punjab

(Incorporated by Ordinance No. XXIV of 2002 promulgated by Government of the Punjab)

Faculty of Management Sciences

PROJECT OFFICE

PROGRESS REPORT FORM

Meeting Number :

3

DATE Day Month Year
27 - 12 - 2023

Group ID:		Meeting Date:	27 - Dec - 23
Meeting Time:	1:00 pm	Place of Meeting:	C-106
Project Title:	Absence of innovation in Sapphire processes		

Topics Discussed:

Submission of first draft.

Discussion of ch 2 & 3

Particulars of the students present:

Sr. #	Registration # e.g. L1F00BBAM0000	Name in Full Use Block Letters	Signatures
1	L1F20BBAM0336	FAIZAN AHMED	<i>Faizan</i>
2	L1F20BBAM0345	USMAN ASGHAR	<i>U.A.</i>
3	L1F20BBAM0331	JAHAN ZAIB ABID	<i>J.Z.A.</i>
4	L1F20BBAM0816	USAMA TAHIR	<i>U.Tahir</i>
5			

Signatures and Date

[Signature]
27-12-23

Advisor

For Project Office use only

Remarks:

Signatures and Date

Project Manager



University of Central Punjab

(Incorporated by Ordinance No. XXIV of 2002 promulgated by Government of the Punjab)

Faculty of Management Sciences

PROJECT OFFICE

PROGRESS REPORT FORM

Meeting Number :

4

DATE Day Month Year
20 - 04 - 2024

Group ID:		Meeting Date:	20 - Apr - 24
Meeting Time:	4:00 PM	Place of Meeting:	Cabin
Project Title:	Absence of innovation in Sapphire processes.		
Topics Discussed:	Discussion of Phase 2 & ch 4 Methodology		

Particulars of the students present:

Sr. #	Registration # e.g. L1F00BBAM0000	Name in Full Use Block Letters	Signatures
1	L1F20BBAM0336	FAIZAN AHMED	<i>[Signature]</i>
2	L1F20BBAM0345	USMAN ASGHAR	<i>[Signature]</i>
3	L1F20BBAM0331	JAHANZAIB ABID	<i>[Signature]</i>
4	L1F20BBAM0816	USAMA TAHIR	<i>[Signature]</i>
5			

Signatures and Date

[Signature]
20-04-24

Advisor

For Project Office use only

Remarks:	Signatures and Date
	<i>[Signature]</i> Project Manager



University of Central Punjab

(Incorporated by Ordinance No. XXIV of 2002 promulgated by Government of the Punjab)

Faculty of Management Sciences

PROJECT OFFICE

PROGRESS REPORT FORM

Meeting Number :

5

DATE Day Month Year
17 - 05 - 2024

Group ID:		Meeting Date:	17-May-24
Meeting Time:	11:00 pm	Place of Meeting:	Cabin 9
Project Title:	Absence of innovation in Supply process		
Topics Discussed:	<ul style="list-style-type: none">• Competitive Analysis• Conduct Surveys		

Particulars of the students present:

Sr. #	Registration # e.g. L1F00BBAM0000	Name in Full Use Block Letters	Signatures
1	L1F20BBAM086	USAMA TAHIR	
2	L1F20BBAM0345	MUHAMMAD USMAN ASGHAR	
3	L1F20BBAM0333	JAHANZAIR ABID	
4	L1F20BBAM0336	FAIZAN ASGHAR AHMAD	
5			

Signatures and Date

Advisor

For Project Office use only

Remarks:	Signatures and Date
	Project Manager



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Faculty of Management Sciences

PROJECT OFFICE

PROGRESS REPORT FORM

Meeting Number :

6

Day Month Year
DATE 04 - 06 - 2024

Group ID:

Meeting Date:

6 - June - 24

Meeting Time:

3: pm

Place of Meeting:

Cabin 9

Project Title:

Absence of innovation in supply processes

Topics Discussed:

Chapter No: 5

- .) Theoretical framework
- .) Hypothesis
- .) Model

Particulars of the students present:

Sr. #	Registration # e.g. L1F00BBAM0000	Name In Full Use Block Letters	Signatures
1	L1F20BBAM0347	M. Usman Asghar	
2	L1F20BBAM0348	Usama Tahir	
3	L1F20BBAM0349	Jahenzaih Abid	
4	L1F20BBAM0350	Faizan Ahmad	
5			

Signatures and Date

Advisor

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Remarks:

Signatures and Date

Project Manager



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Faculty of Management Sciences

PROJECT OFFICE

PROGRESS REPORT FORM

Meeting Number :

7

Day Month Year
DATE 26 - 06 - 2024

Group ID:		Meeting Date:	26-June-24
Meeting Time:	11:00 am	Place of Meeting:	Cabin 9
Project Title:	Absence of innovation in Sapphire processes		

Topics Discussed:

- Data Analysis
- Key finding
- Graph results.

Particulars of the students present:

Sr. #	Registration # e.g. L1F00BBAM0000	Name in Full Use Block Letters	Signatures
1	L1F00BBAM0004	M. Usman Asghar	
2	L1F00BBAM0016	Usama Tahir	
3	L1F00BBAM0033	Jahanzaib Abid	
4	L1F00BBAM0036	Fairzam Ahmad	
5			

Signatures and Date

Advisor

For Project Office use only

Remarks:

Signatures and Date

Project Manager



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Faculty of Management Sciences

PROJECT OFFICE

PROGRESS REPORT FORM

Meeting Number :

8

Day Month Year
DATE 01-07-2024

Group ID:		Meeting Date:	1 - July - 24
Meeting Time:	11:00 am	Place of Meeting:	C-004
Project Title:	Absence of innovation in supply chain processes		
Topics Discussed:	<ul style="list-style-type: none">.) Chapter No: 6.) Recommendations.) References		

Particulars of the students present:

Sr. #	Registration # e.g. L1F00BBAM0000	Name in Full Use Block Letters	Signatures
1	L1F10BBAM0345	M. Usman Asghar	
2	L1F10BBAM0316	Usama Tahir	
3	L1F10BBAM0331	Jahenzaid Abid	
4	L1F10BBAM0336	Faizan Ahmad.	
5			

Signatures and Date

Advisor

For Project Office use only

Remarks:

Signatures and Date

Project Manager