

Majors: MKT

“REVITALIZATION OF COUNTY SHOES”



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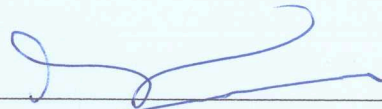
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Certificate by County Shoes

 **COUNTY SHOES** SOLE PROPRIETOR
SHAHID MEHMOOD

Every Step with County

All Kinds of Leather Gents, Ladies, Children, Shoes Jogars & Socks

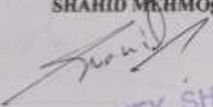
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Certificate by County Shoes

To Whom it may concern

It is stated that the group of Sumaid Amjad, and Faseeh Ahmad have been authorized by County Shoes to make a marketing plan for the 'revitalization of County Shoes' in Islamabad. It is mention that the company gives the full assurance that the marketing plan made by this group will be implemented with immediate effect.

Regards,
SHAHID MEHMOOD | CEO


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Abstract

Business operations of County shoes were started back in 1989 and first outlet was started in G-9 Islamabad. The company is in business operations of shoes sales in last 30 years. Initially, single owner was handling all operation of business and later hired a team for increased operations. They faced lot of issues in terms of marketing a promotion of their shoes and customer trust in the market. The company is dealing in variety of shoes for men, ladies and kids of all ages. With their ever-ending efforts they company is able to create customer loyalty and due to that customers of different ages like to wear footwears of the company. The company is sourcing its shoes from local venders and manufacturers with its customized brand name.

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1. Company's Introduction

In the Markaz of G-9 Islamabad there is outlet of well know brand known as County Shoes, it belongs to footwear category of outlets. In terms of size the outlet is fit neither too big no too small as compare to market and it is divided into three important portions. There is showroom of the outlet in basement of the building, in ground floor there is display center for shoes where most of buying and selling occurs and the outlet also has own office that is located on first floor of building. If we talk about Country shoes business journey, then it has started business operation in the year 1989 from a rental shop and after successful operations they have purchased that outlet in 1995.

County shoes has been in business operations for not less than 30 years. When they started their operation, they were unknow to Pakistani customers, therefore they have faced a lot of difficulties in different operations such as selling, marketing, promotion, attracting new customers, good will making, warranties and customer trust along with strong completion from competitors. Initially, the County shoes was owned by single owner and he was responsible for overall operations of business including buying, marketing and selling of shoes. After some time, he has tired a team of 6 salesman along with a manager who was managing sales operation in the store.

As the outlet owner believed in quality of shoes, variety in shoes and better customer services so he earned lot of customer loyalty in local market. The shoe product's variety in store was divided into three major categories such as men's wear, women's wear and kind's wear. In order to create attraction in customers they have designed outlet in a aye catching style and décor. Their supplies mostly come from local vendors and manufactures who frequently visit store and make order based on availability of stock in store and display center. They are normally offering high quality local made shoes and for some customer they also have some variety of imported shoes. However, whether local or imported their shoes are customized with their brand name "County shoes". In terms of customer base, their customer is from old men to kids of all ages.

Company's Mission

“County shoes believe in state of art and exceptional footwear fashion experience for all customer regardless of age and gender by ensuring high quality, brough variety and customer service at reasonable price”

Company’s Vision

To be the best and reasonable shoe brand for the people.

1.1.Brand portfolio or Categories

They have large varieties for different genders of their brand and other brands as well of good quality and available at reasonable prices.

- Ladies
- Gents
- Other brands

1.1.1. Women’s Variety at store

In this category of shoes there are shoes for women and girls and these includes women joggers, boots, sandals, slippers and fancy shoes, they are mostly local made.

1.1.2. Men’s Variety at store

In this category there are shoes for man and boys and they variety includes, men’s boot, scandals, slippers, joggers and school shoes for boys.

1.1.3. Brands

There is a variety of shoes brands that on can witness at their store such as Reox, Reef-land, Fayya and customized shoes with own brand name.



1.2. Unique Selling Proposition

County Shoes offers affordable fixed prices with consistent quality and helps build a good customer relationship. They believe that the discounted products have quality defects. They replace faulty shoes when customers return them, due to their affordability, quality, and return policy, customers keep coming back, which is the company's unique selling point.

2. SECTION A

2.1. Project Rationale

Based in our degree requirement, our final project is named "County Footwear Revitalization" is done by us. The company only sells shoes and it offers a wide variety of shoes and the quality is good. They also have men's shoes, women's shoes and children's clothing. The point of sale has an attractive showcase and outlet design that creates some appeal. They are local sellers and have contacts with many manufacturers who supply shoes. The company focuses mainly on local footwear but also has imported brands; you personalize your brand with the name 'county shoes'. Customers are also children, men, women and the elderly. However, there is a need to promote your brand with "county" shoes that are less popular with customers and reinforce your strong social media presence, which has not been good so far and is hurting sales and profits.

2.2. Project purpose

The purpose of the project was to solve the branding, and advertising issues of County Shoes and to find those areas where changes and improvement were required through new

marketing strategies and for the revitalization of the County shoe business. The current situation of the business was not good due to Covid-19 and inflation.

County Shoes has not only one own brand, but have several other brands at outlet, mostly local and some also imported. The company has its brand called 'County Shoes', which was not very well known or very popular with customers when business operations were started. The current situation for the company and the brands is not good as the new government is imposing taxes and inflation has also increased in this sector. Due to inflation, the cost of production becomes high. For example, a few years ago, they bought the shoe for 2000 rupees and now one day they bought the same shoes from the same vendor for 2200 rupees, so they have also raised the prices for customers.

Initially, the company was struggling with advertising and marketing problems due to its tight budget. It only advertised on the cable network channel and on a Facebook page that it assigned to someone, but after a few months he couldn't manage it and removed it. The cable network channels they advertised on were not available in all cities in Pakistan, not even Islamabad and Rawalpindi. They didn't have high-end marketing, a strong social media presence, a good Facebook page, and an Instagram page because that's the need for any business to survive in today's world. They made a name for themselves with the G-9 in Islamabad, so they were afraid to move the company elsewhere. They thought that leaving the G-9 would hurt the brand, the company and the people. Profits. Therefore, the objective of the project was to solve these problems for them.

2.3.Project Goals

Without setting goals it is difficult to achieve small steps, setting goals provides a direction. The goals of the project were the following.

- First important goal is to give a completely new marketing strategy for online platforms to County shoes.
- Second, the company products should be made well-known brand across Pakistan.
- Third, overall sales of the company should increase.
- Suggestions for more profits should be offered.
- The project is also targeted at increasing market share of the company.
- New strategy for attracting new customers and retaining old customers.

- Strategies for building high awareness of brand.
- Customers long term loyalty should be achieved through this project.
- Finally, making positive image in the minds of customers.

2.4. Broad Statement of Scope

To complete the project successfully and, to revitalize the County Brand we have focused on creating brand awareness through digital marketing skills, making a proper website with on-page and off-page SEO, Facebook Page Likes, and Instagram page followers, and generating more sales. We have used questionnaires to take feedback on the County brand and to improve the brand.

2.5. Project Objectives

The objectives are very important to achieve the goals, without setting the objective it looks difficult to achieve goals, it's a path and small steps which guide to reach goals. Our objectives were the following.

- To research brand awareness through questionnaires.
- To implement SEO tools and techniques on their new website.
- To make sure availability of the brand on all social media platforms.
- To generate an audience for business on social media platforms.
- To create a website and ranked it on Google with SEO tools.
- To create a good and attractive Facebook and Instagram page and gain followers.

2.6. Anticipated Benefits

The project has been successfully done now the current position of the brand is much better than the previous position because the trend was changing; most of the businesses are operating online as well with offline operations. People don't have enough time to visit outlets and check out; People search online more, the strong presence of this brand on the internet is helping to generate more sales for them. The attractive website and content are good the website is ranking on Google and it is leading to generate a big audience and it is increasing the customers as well. The Facebook book page with regular posting varieties of pictures is generating revenues and also creating brand awareness of County Shoes. A page on Instagram with a huge following is also a turning point for the business. They are generating more sales

because we have improved the online presence and we have set the audience for them. With these improvements now they can beat all their competitors in the market.

2.7.Key Success Factors

The success of the project has been measured by comparing the previous marketing strategy with now after successful digital marketing strategy, the previous advertising techniques were promotion only through Cable network channels, but now the business has properly ranked Website, an attractive Facebook page, and a good Instagram page with a huge following. The ranking of the website in Google and reviews of the people is showing the success of the project. The audience in these platforms after the completion of the project is showing all the results and Brand awareness too.

2.8.Quality Definition

The Revitalization of County Shoes has been judged based on its implementation with proofs and comparison with the plan before the project.

2.9.Major Deliverables

The major deliverables were the modern marketing plans which were necessary to compete with competitors and to beat them in the marketplace.

2.10. Estimated Time Frame

The estimated time was 3 months. As it was a final year project so we had to finished the project by the end of the semester.

2.11. Estimated Budget

We have spent according to the needs for the successful completion of the project; our main focus was to do the successful marketing with the minimum budget. Our estimation was Rs 20000 to 30000 approximately.

2.12. Constraints

Due to Covid-19 and lockdown in Pakistan, there were some difficulties and also due to the short time to complete the project, it was the major concern for our project.

2.13. Assumptions

We have accessed all resources to complete the project; the overall cost has not increased compared to our estimation for the project. The Project will benefit the County Shoe business for a long-term period.

2.14. Potential Risk

The potential risk could be the hurdles due to lockdown and pandemic situation because of Covid-19 which could be the barrier for proper implementation of the marketing plan.

3. SECTION B

3.1. Project Structure

We have been discussed the marketing plan with the County shoe business and also with our supervisor of the project. With their help and guidance, we have implemented our marketing strategies for them. Our project team was consisting of two members, we both have managed the whole project with the help of our supervisor, our Marketing department, and the County shoe business team.

3.2. Information Requirement

Due to Covid-19, it was difficult to visit every day for face-to-face meetings with our supervisor and County Shoe outlet. But we have still done face-to-face meetings by taking suitable time from our supervisor and County Shoe business managers. Our reporting mechanism was face-to-face only.

4. SECTION C

4.1.Current Analysis of County Shoes

County shoes have not just one brand, but several brands, mostly local and some also imported. The current situation of the company and the brands was not very good since the new government was affecting this sector through taxes and inflation. Due to inflation, production costs were high. A few years ago, they bought the shoe for 2000 rupees and now one day they buy the same shoe for 2200 rupees, so the prices are also going up as far as customers are concerned.

They ask for fixed prices that are affordable while maintaining quality, and this also helps build a good relationship with customers. They believe that the discounted products have quality defects. They replace defective parts when customers return them. Due to the affordability, quality and return policy, customers keep coming back. The company has sales problems due to price increases since it has to change prices due to inflation when production rates increase, advertising problems due to reduced budgets that are advertised not only through the cable network channel and a Facebook page, no high-end marketing and theirs. The brand exists under the name County Footwear, but it is not well known and is not very popular with customers.

4.2.Problem Definition and Requirement Analysis

County Shoes have worked hard to build their name for many years, they have customers loyal to them, their selling's of other brands like Reef-land, Epcot, Fayva, Starlet, Reox, Kaptaan, was much better but the selling of their brand with name County Shoe was less because of lack of brand awareness.

We find many problems in business; They face sales problems due to rising prices as they have to change prices in line with inflation when production rates increase. Men's shoe sales have been lower than women's, women's shoe sales continue throughout the year, but men's sales only on occasions like Eid in normal times, women's shoe sales are lower. They have advertising problems due to tight budgets that only post to the cable channel and a Facebook page. The cable network channels they are advertised on were not available in all cities in Pakistan, not even Islamabad and Rawalpindi. Without discounts, the price was fixed so it was difficult to deal with customers with low demand.

They wanted to open another store in Jinnah Super Islamabad, but the owner was one and the loss is borne by that owner, so they thought it might be a risk and they don't have an expansion strategy. They wanted to increase product categories and also sell bags, but that required additional space that they didn't have space for. In the absence of high-level strategies and management, there was no sales promotion, no strong presence in e-commerce, and also a lack of CSR activities.

The company's brand exists as County Footwear but it is not very well known and it is not very popular with customers. This was the main problem that we found in our survey and research, and it was due to the lack of an online marketing strategy, that they do not use Instagram and Facebook pages and that they do not promote their brand on large platforms with a large audience. So, he had to change his marketing strategy. Advertising through cable channels was not enough. It is an age of digital marketing and the audience for social media is huge as most people spend their free time using social media rather than television. That is why we decided to promote their brand "County Shoes" through digital platforms.

4.3.Design and Implementation

4.3.1. Control

We were analyzing and gathering data to complete the project by visiting Count Shoe's outlet. We were informing our supervisor and County shoe management about our tasks and also taking suggestions from them. We have used the Feedback of customers every time to check and measure our performance of the project.

4.3.2. Customer Feedback

As our main focus was to promote their brand 'County Shoes" so we have taken feedback from customers about their brand what customer wants in the brand. After our promotions, we have again taken feedbacks from customers. It was helpful to measure our performance

4.3.3. Budgeting

We have used social platforms for the promotion, of County Shoes which were mostly free but we had gone for paid promotions as well so for that we had 2000 to 30000 RS but we had spent according to the need of the project. The paid promotion on Facebook and Instagram had cost us mostly.

4.3.4. Contingency

Contingency planning was a safe side to complete the project. Due to Covid-19 and lockdown we could face many difficulties to manage the project so for communication with the County team we have all contact numbers of the owner and employees, and via phone call or video chat, we could get every information about the project easily from them. Covid-19 was a main factor and risk which could affect our project so therefore we had tried to overcome these risks through this planning.

4.4. Issue Prioritization

This is how we have prioritized the issues of the County Shoe business and rated the important issues which needed to be solved first according to the importance of the issues.

4.4.1. Important and Urgent (Do it first)

This question was urgent and important. The main problem they urgently needed to solve was that their shoe brand with the county name existed but was not well known or popular with customers. Cable TV channels broadcasting commercials were not available in all cities in Pakistan, not even Islamabad and Rawalpindi. This was a very important issue among all the problems that urgently needed to be solved since they would affect the brand name and if they were not actively advertised through important channels, they could lose the name and image of the brand as the competition was high. and it was affected in the offer.

4.4.2. Important but not urgent (Do it later)

This problem was not urgent but it was important, it was the second big problem they faced, they had sales problems due to the increase in prices since they had to change prices according to inflation when production rates rose. It also needed to be fixed, but if they solve the problem and recognize your brand and create a brand image, customers will be loyal by satisfaction and ready to buy with a small price increase, but they did it too. Solve this problem of price increases and try to maintain your prices in order to increase your sales.

4.4.3. Less important and not urgent

This question was not urgent, but less important. They wanted to expand the product categories and also sell handbags, but it needs additional space, they don't have space for that and they want to open another branch in Jinnah Super Islamabad, but the owner was one and will lose his. bear this owner, so they think it will be a risk. Therefore, you must first solve the

existing problems of the ongoing business after you have solved everything you need to grow the business.

4.4.4. Neither important nor urgent

This problem was not urgent, it was not important given the current business situation, they do not have a senior management, there are no sales promotions, there is no e-commerce presence and there are no CSR activities for advertising. If you prioritize this topic, it will affect the other important topics and will also require time, effort and money. Finally, you should focus on this problem after solving other important problems. You need to get rid of this problem for a while.

4.5. Market Share and External Analysis

There were many types of stores in G-9 Markaz Islamabad, such as clothes, toys, restaurants, hotels, etc. In the early days, these companies were established and established. Daily new business growth is difficult due to taxes and inflation. County Shoes forecasts sales daily, not weekly, or monthly, comparing sales for each day with the day before and estimating the following days. The demand estimate was based on sales forecasts. They estimated that sales of women's shoes continued throughout the year, but men's sales were lower than women's because men mainly buy shoes on occasions like Eid. The county's footwear market share is 40-45%.

4.5.1. Competitors Analysis

County Shoe competitors were Classic shoes, Modilla shoes, Country shoes, and Irum shoes. These outlets were well established in G-9 Markaz Islamabad. Their selling's were mostly the same as each other's but these outlets have a better social media presence and using big platforms for advertising and their advertising was also good on social platforms. They were running a good Facebook page and Instagram page, posting actively about new arrivals. They were getting their customers from both offline and online platforms.

4.6. Porter's Five Forces

We have done the Porter's five forces analysis for them which are given below.

4.6.1. Suppliers' Bargaining Power

The company has a lot of suppliers and has a good relationship with its suppliers and vendors. You also have a good relationship with the manufacturers, so you have lower switching costs and you have many suppliers available. You don't have a big impact if you switch supplier. therefore, the bargaining power of suppliers is weak.

4.6.2. Substitutes' Threat

There are many threats of substitutes as brands like County shoes, Reefland, Starlet, Kaptaan, Epcort and Reox have substitutes like Bata, Service and famous brands like Nike and Adidas, after all, they are the best brands in the world and the quality. of their product was much better than that of their products, so the threats from substitutes are high.

4.6.3. Buyers' bargaining Power

There were a large number of buyers and the switching costs were low as county shoes are not marketed as they have fixed prices and brands such as Epcot, Reefland, Kaptaan and Starlet are also available at other outlets except for their brand with the County Shoes so that customers can be forced to lower prices and go to other stores so that the bargaining power of buyers is high.

4.6.4. Competitive Rivalry

Current County Shoes competitors are Irum Shoes, Classic Shoes, Stylo Shoes and Modila Shoes. They were all local sellers and there was a lot of competition between them, so they should always try to offer discounts and sales on shoes, produce higher quality shoes, and advertise more to win the rivalry.

4.6.5. New Entrants' Threat

The threats from new entrants were very small, but from time to time several new companies break into the market, creating a threat to existing businesses, making County Shoes one of the largest shoe stores in the world, G-9. Islamabad. They are also threatened by newcomers because they have weaknesses in their business. New entrants can take advantage of these weaknesses. Therefore, they should have tried to overcome their weaknesses and increase their production and quality. So, when other market players enter the market, they won't be too affected and loyal customers will stick with them. Product differentiation should help keep customers in business.

4.6.6. Important Success Factors for County Shoes

- The company should maintain quality of shoes.
- The company is required to earn and build good image in the minds of customers.
- There is need to maintain long lasting positive relationship with vendors and manufactures of shoes.
- There should be strong policy for maintaining after sales services.
- There prices of shoes should be competitive in market
- The company should maintain a wide variety of highly quality shoes whether local or imported
- More branches at important locations in Islamabad should be opened.
- Training and development of employees should be regularly done.
- Long terms relationship must be built with customers.
- Customer feedback should be positively entertained by company.

4.7. Company's Internal Analysis

The internal analysis of the business is based on their internal capabilities. We have research and found the internal capabilities of the business as well which are given below.

4.7.1. Analysis of management of the company

County Shoes is endangered by its weak management system as there was only one owner who controlled, invested and looked after the entire business, which can be a weak point for the future expansion of the company and honestly. All profits went to a single owner, as they were based on sole proprietorship.

4.7.2. Analysis of marketing efforts of the company

The marketing force for the action shoes was not that high, as they chose the only Facebook page for advertising. There is no doubt that Facebook has more audience, but for your brand to be more successful and gain more audience for your brand, you need to use social media correctly. They need to market their brand through TV channels, Instagram and other famous blogs, so it can be observed that the company is not marketing well its products to targeted customers.

4.7.3. Analysis of financial position of the company

Since this business was only owned by one owner, all investments come from this man, so there are financial problems due to inflation, supplier bills are increasing little by little day by day and this person has to take care of it. They want to expand their business by opening another store in Jinnah Super Islamabad, but were unable to open the new store due to financial problems.

4.7.4. Analysis of technical position of the company

It has the right software for business accounting and cameras for security purposes. A qualified manager was also on site at the point of sale to collect data and analyze sales. They collect data for decision making, future planning, research and development.

4.8.SWOT Analysis

The SWOT Analysis we have conducted is given below.

4.8.1. Strengths

There are many strengths which are associated with County shoes such as the company is having a lot of suppliers so they can buy products from any ender if there is issue with a particular supplier, management of the company is maintained positive long lasting relationship with their vendors, the offering is offering very competitive prices of shoes as compared to competitors, the company has also offered warranty for its products to its customers, and the direction relationship between company and vendor has decrease risk of middle man.

4.8.2. Weaknesses

Besides, strengths the company is also lingered in many weaknesses which are hindering its way to more market share and profits. These weaknesses include problems such as the company does not have a trained higher management as there is sole owner who is making all decisions, there is fixed pricing stem of the company which is reducing number of pulse-buying customers, the lack of discounts has also created some issues for the company, lack of enough marketing and lack of extra funds has also causes issues in the way to growth, unknown brand to many customers, almost zero sales promotion offered by the company, and nature of company's brands also affecting overall sales and revenues of the company.

4.8.3. Opportunities

Since county shoes are not high-end marketing, they need to be well advertised on social media such as Facebook, Instagram, blogs, and famous TV channels and newspapers to attract more customers and make a profit. You should introduce sports shoes by their brand. You must sponsor events and promote your brand at events.

4.8.4. Threats

They have many local competitors like Classic shoes, Stylo shoes, Irum shoes and Modila shoes that have also been sold. local brands and you can beat them in the competition. An increase in taxes can pose a threat to this business, since the cost of production can increase and the profit margin can decrease if they do not increase their prices, but a price increase causes demand to fall and customers can change from brand.

4.9. Customers Analysis

4.9.1. Identify customer maximization

County shoes need to attract customers from other brands to their brand by offering sales discounts over a period of time as the discounted customers shop, use the brand and see the quality of the brand once they notice of the brand and surely the customers will change. wear shoes from other brands based on how satisfied they are with that brand. They need to develop an e-commerce platform in which they also develop their customers through good advertising techniques.

4.9.2. Product diversification opportunities

They needed to expand their range of products and categories, there was an opportunity to sell footwear-related products such as socks, and they could also start selling women's handbags and handbags. They have to increase in variety and in new models of footwear. Customize your brand for men, women and children in different sizes and designs.

4.9.3. Product development opportunities

It was necessary to study the market to identify the needs and wants of customers and compare them with the competition and try to fill these gaps. They sold well-known brands, but they also had their own county shoe brand. They should develop their circular brand shoes that they should observe based on customer feedback and improve the circular shoe brand, they also

need to think and develop different models. They need to focus more on their shoe brand in the region.

4.9.4. Customer development opportunities

County shoes developed daily changes for customers, but they had to come up with new varieties of shoes, new designs, and new fashions. You need to communicate well with customers, try to understand customer expectations, regularly consider customer feedback, and resolve customer issues through negative feedback. Well one day there was a huge social media audience that needed to grow their customers through social media and give them quick responses.

5. SECTION D

5.1.ActionPlan

5.1.1. Objectives

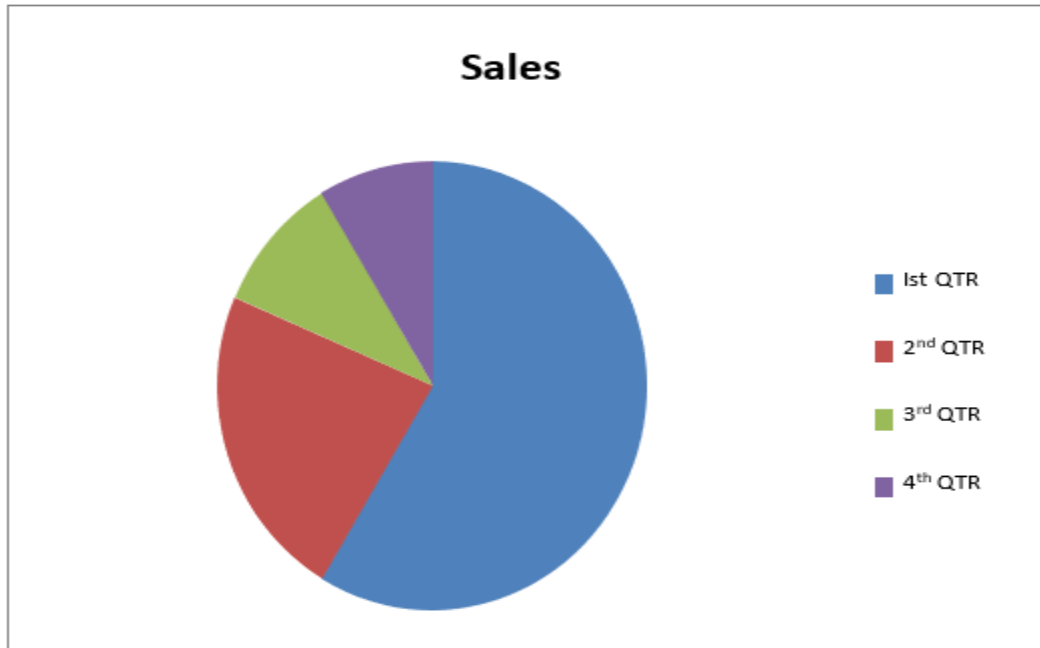
We have set these objectives to complete the project successfully.

- We will do brand promotion by our own means
- We have a strategy which will help in generating more revenues
- This project will assist the company to increase its profits
- The overall market share of the company will increase through this project
- The company will be able to attract more customers and retain those customers who are already loyal to the company
- The customer loyalty will be enhanced through this project
- This will create an environment where high awareness of brand can be achieved
- Building and maintaining of ecommerce presence will get momentum
- The company's image in customers will grow and develop
- The company will be able to stand in position on social media platforms

5.1.2. Segmentation of County Shoes Market

In the G-9 Markaz Islamabad, there were many types of businesses such as clothing, toys, restaurants, hotels, etc., but also footwear businesses have a market size around 40% and the growth situation of the company did not it has been very good at the moment. Now the growth days for startups were tough due to taxes and inflation. The county shoe market share is currently 40-45%

We have divided the market into four quarters. We will try to cover the market share as much as possible. Our goal will be to cover at least two quarters or more than two quarters of the market share through sales increases and market shares between 50-60% through our social media marketing strategy, as we can attract to more customers on social media platforms such as below the pie chart of a market segment. The first quarter will be the county shoes and the other three quarterbacks will be the competitors.



5.1.2.1.Segmentation

We have segmented the market based on demographic segmentation. The products are aimed at all age groups, including men, women, children and the elderly, as the company offers different types of footwear with different sizes for each group of customers. In social classes, the target group is the lower class, mainly the middle class, but also part of the upper middle class. Inexpensive shoes are displayed outside the store and the rest of the good quality shoes are displayed in store for the middle class and upper middle class. We also address athletes. Social media is available everywhere and we have promoted the brand throughout the country, but in the future, we will seek global promotion.

5.1.2.2.Targeting

With the targeting strategy, we focus on targeted marketing according to differentiated segments. We have a different market with different types of shoes; The company offers footwear for women, men and children, as well as sports shoes. We have cheap shoes for the lower class and middle-class shoes for the middle class, as well as expensive imported shoes for the upper middle class. By introducing new varieties for each group of people at different prices, we have defined a differentiated target market.

5.1.2.3.Positioning

We create the image of the brand and products in the minds of customers, create a good perception of the brand, and create brand awareness so that customers can easily remember the brand. The emphasis is on quality and ethical pricing to differentiate the brand from its competitors. We have positioned the brand in the minds of customers in such a way that every time they think about buying shoes, they are reminded of the name of the county shoes due to the best quality, durability, uniqueness, affordable price and convenience.

5.2.The 4 PC's

5.2.1. Product

The company is offering a wide variety of shoes for men, women and kids. The company is offering local made products as well as some imported footwear of all three categories of customers. They have different brands than their own brand called "County".

Main Issue

County's main issue was their branding strategy, their focus was only on one area G9; their advertisements were all shown on a local cable which was shown in few areas of Islamabad and Rawalpindi only. They were not promoting their brand through big social media platforms. Their marketing strategy was not good as compared to others.

5.2.1.1.Product and Branding Strategy

The business focuses were on local as well as international brands and in that time make profits there was a need to focus on their brand as well.

- The company has fixed prices that are affordable, so it would be an advantage for them to increase the reliability for their customers.
- The company should go ahead for opening additional outlets in other areas of Islamabad.
- They have good relationships with customers and suppliers that allow them to receive more orders and deliver the best quality to their customers.

Branding has done through social media, and all social platforms because of very huge audience on these platforms. First, we have defined their brand identity by the logo and defined the mission and vision clearly on their websites and all Social platforms to make it attractive. We have told people the expertise, built the trust by giving them the best quality at a reasonable

price. The main thing they have defined is the point of differences how they are different from the competitors. Therefore, we have made a Facebook, Instagram page and blog for the business and getting more and more followers which is helping to create brand awareness of County Shoes' brand.

A. Trust and Confidence

When developing a strategy, we must think about how we can achieve that our clients in a limited period of time generate their trust in them. It has good relationships with customers and suppliers. We will try our best to deliver the best product and original product through online platforms because most businesses deliver fake products, not those shown in pictures and many fraudulent activities are on social media platforms so by delivering the original product we will gain trust and confidence.

B. Company Expansion

The most important thing County Shoes could do was think about how to expand its business to major centers in Islamabad and bring its brand to the minds of others. You can grow your business through online marketing, online sales, and building your perfect website, and you have control and balance over new trends and the market so you can get more clients there for the company. Social media was a place where they can get more customers and can promote their brand which will also help in the expansion of their business. Therefore, we have set a huge audience platform through which they can generate more sales and revenues and go for expansion.

C. Social Media

Nowadays mass media is not enough to advertise, the audience is less there, most people don't have time to watch television in their free time, Social media is a place everyone is aware of and uses in their free time. The audience is very huge on Social platforms so therefore we have set the place for them to advertise.

If you really need to laze around in today's hyper centric market, you may not have the dialogue you need either. Your verification is not limited to your logo, your further development of the systems, or how you attract the attention of customers. It's about what you do when you have a relationship with these clients. The reputation you deserve and what customers report is the most important part of your brand, regardless of your high level of trust. Remember,

customer service is more remarkable than any correspondence or department. If you really have to live and breathe customer service, you need to provide a positive and trustworthy experience for your customers no matter how, when and why they interact with your image. The truth is, the better you can build your customer experience, the better known you will become as a customer-minded association, and the more customers you will get from it.

5.2.1.2.County’s Product-Life-Cycle Management

A. Manufacturing

The first step in the product life cycle is production; there are good and better manufacturers in production. However, in a new strategy we have focused on their old manufacturers, who can supply them with quality products on time due to the small budget that they currently cannot use for their production. The only thing they can do is order a common item brand so they can cut their budget by taking the same things from a manufacturer. The other option available for them is to promote their brand more and more after success they can manufacture their brand or customize their brand from any manufacturer. This was only possible with the help of a strong Social media presence and e-commerce presence which we have set for them.

B. Distribution

In sales, distribution partners must first and foremost be trustworthy. We have focused on your permanent distributors because they deliver good quality and quantity to them on time. They have a lot of vendors to distribute, what they need to do is build strong relationships with existing vendors to get deliveries and inventory on time. On the other side when we talk about online delivery, we have told them to start it and they have promised us they will utilize our social media audience-building efforts and they will go for home delivery as well.

C. Customers

They already have a lot of customers, but they need to make sure they keep old customers and try to keep more customers by offering discounts and improving product quality. The active participation in social platforms is helping now to build their own brand identity and will help to grasp more customers from time to time Due to our effort’s customers are growing gradually but now it's their turn to sustain and maintain these customers by their good services and products.

D. End of Life

Once the growth and maturity phase has passed then your brand is in decline, we will update it or develop a new product in different designs.

5.2.1.3.Design

In the new strategy, we try to develop fashion designs and also set trends by creating unique and fashionable designs for each type of customer. We advertise on all social platforms with attractive captions, product details, and we also use paid advertising techniques on social platforms. They have developed and introduced several well-designed varieties to help them attract and retain customers. Thanks to our strategy, you can now differentiate your brand from the others. Unique designs, all colors and sizes were available, more and more people are attracting. Now you can sell more products in less time, which will be a turning point in the success of this shoe business.

5.2.2. Price

We have posted the real and ethical prices on all platforms. The prices are the same online and offline, only delivery charges will be charged in case of online order. We set low prices because, for ethical reasons, the company only sets a 10% profit on each shoe depending on how it is made. The price is fixed according to the quality of the shoes. If they buy a shoe from a supplier for 1000 rupees, they sell it for 1200 rupees and our own county shoe brand, they will also charge a margin of only 10% based on the cost of manufacture. Since inflation increases day by day and manufacturing costs also increase, if prices increase, they will only hold prices for 10% of the profit with which we buy from manufacturers or suppliers.

5.2.3. Place

Now the sales channels are custom branded "County Shoes" from manufacturers and suppliers that concern them directly and for other brands such as Reef-land, Epcot, Fayva, Starlet, Reox, Kaptan not only deal with suppliers, not with manufacturers. The store location is the existing location at the moment, as they have made a name for themselves at G-9 Markaz Islamabad and are doing business there, moving from this location can be risky and it will take time to change their name to a new one. market, but they are expanding the store by opening another store in Jinnah Super Islamabad if a business can afford another store. The upper floor of

the warehouse is available for the storage system. But for now, with the exception of G-9 Islamabad, we have also created Facebook, Instagram and blog websites.

5.2.4. Promotion

We have used the Aida model for advertising and promotion, on social media as well.

❖ Awareness

We have tried to attract the attention of our customers by creating attractive advertisements, banners and posters because when people see our advertisements, banners and posters, they know our brand and recognize our brand awareness. The audience on Social platforms will at least become aware of the brand when they will see County Shoe on Social platforms and this is what we did for them

❖ Interest

After building brand awareness, we pique customers' interest by promoting our affordable prices, varieties, and quality through attractive advertising.

❖ Desire

After sparking interest, we made our customers want to tell them that unique features like our shoes are durable, comfortable, in different colors and designs, cheap and of good quality.

❖ Action

And after posting ads and offering fair and ethical prices and quality finally customers are deciding to buy the products. We will try our best to deliver the original product to gain the trust of customers and make them loyal.

5.3. Who are potential customers of County Shoes?

Since the company mainly caters to local brands and offers affordable prices, its audience is middle class and upper middle class, it also caters to men, women, youth, the elderly and children. By implementing strong social media marketing, we try to cover both the lower middle class and the upper middle class.

5.3.1. What audience are looking for?

The public looks for quality shoes at affordable prices that satisfy them, but some customers want discounts, they do not give discounts because they think that their quality is the best and the discounted products have a defect in the quality shoes that they give at a discount.

5.3.2. When should content be published?

We have created a Facebook page we are promoting the new arrivals actively. Before this strategy, they were running ads on a cable network. They were mostly running ads on cable networks before any occasion like Eid and also at the start of every session like summer collection, winter collection, etc. Now by using the platforms we have set for them they can publish actively within a week or month to attract an audience towards their business. We have made a blog for them and we are publishing through blogs, Facebook, and Instagram right now.

5.3.3. Where should the contents be published and promoted?

The business had only one platform Cable network for ads. Now they should publish in newspapers, blogs, Facebook and promote on LinkedIn, Instagram, and famous TV channels like Ary, Geo TV, and other social platforms as well.

5.3.4. What is expected from audience?

County Shoes has an excellent relationship with all of its customers. As soon as a customer comes in, they keep coming back and becoming loyal. The reason is that they do not provide them with sloppy personnel or faulty products if someone has a problem with the product they are changing. So, by avoiding fraudulent activities we have posted real images of the products on social platforms as well which will help to win the hearts of the customers.

5.3.5. How the success to be measured?

We conduct surveys, ask customers for their feedback and check how many customers were satisfied, how many new customers are adding and returning after the experience or not, what tells them how successful they are in their business and in their lives.

5.4. Marketing Activities

There are some of our marketing activities through which we have promoted the brand of County Shoe which includes Facebook marketing, Instagram marketing and Blog marketing.

5.4.1. Facebook Marketing

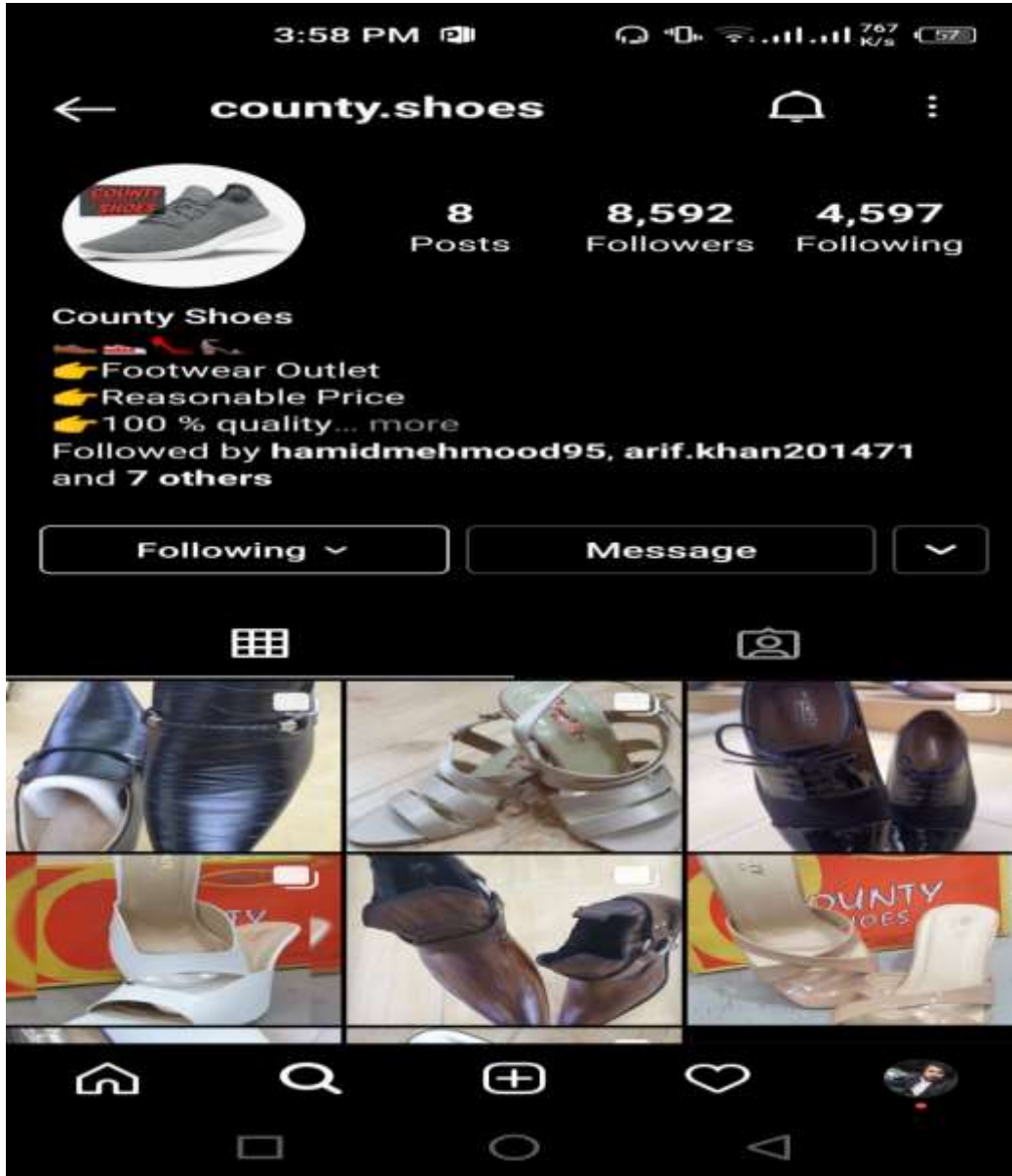
There was a page of County Shoes on Facebook with very few likes, they gave it to the person for running it but after a year the person failed to run it and he removed that page so now we have made a new fresh page for them and by our hard work we have boosted their page and got 8000 plus likes on that which was a good start for them to promote their brand, We have done the On page and Off page SEO as well by sharing links on heavy traffic audience groups, and we have built audience for them through which they can easily reach or convey their message.



5.4.2. Instagram Marketing

They don't have an Instagram page we have created a new and fresh Instagram page for them because there were huge audiences available on Instagram, most big brands are promoting

them on this platform, we are actively posting ads on these platforms to advertise the products and promote the brand. We have shared the link of page on different groups as well to build audience.



5.4.3. Blog Marketing

We have also made a proper website of County shoe where customers were able to buy shoes, we have made a blog for them in blospot.com where we have done proper SEO of the blog. Currently, the company only has two platforms to publish and promote Facebook page and cable network, but we will also use blogger website for promotion. We will write a blog on the

County Shoe brand for awareness by telling quality and all features of their brand. Paid followers and on their page of Instagram, and Facebook will boost their page into new feeds and explorer so many of the people will see their brand, it will increase the brand awareness of County Shoes.



County Shoes

best shoes in twin cities. most affordable shoes for all. best shoes and in best quality and at affordable prices. best shoes of unique designs. the shoes are of good quality and have on every reasonable prices .cheap shoes for male and female. good shoes of all types.

Spreading the power to walk with County shoes



June 16, 2021



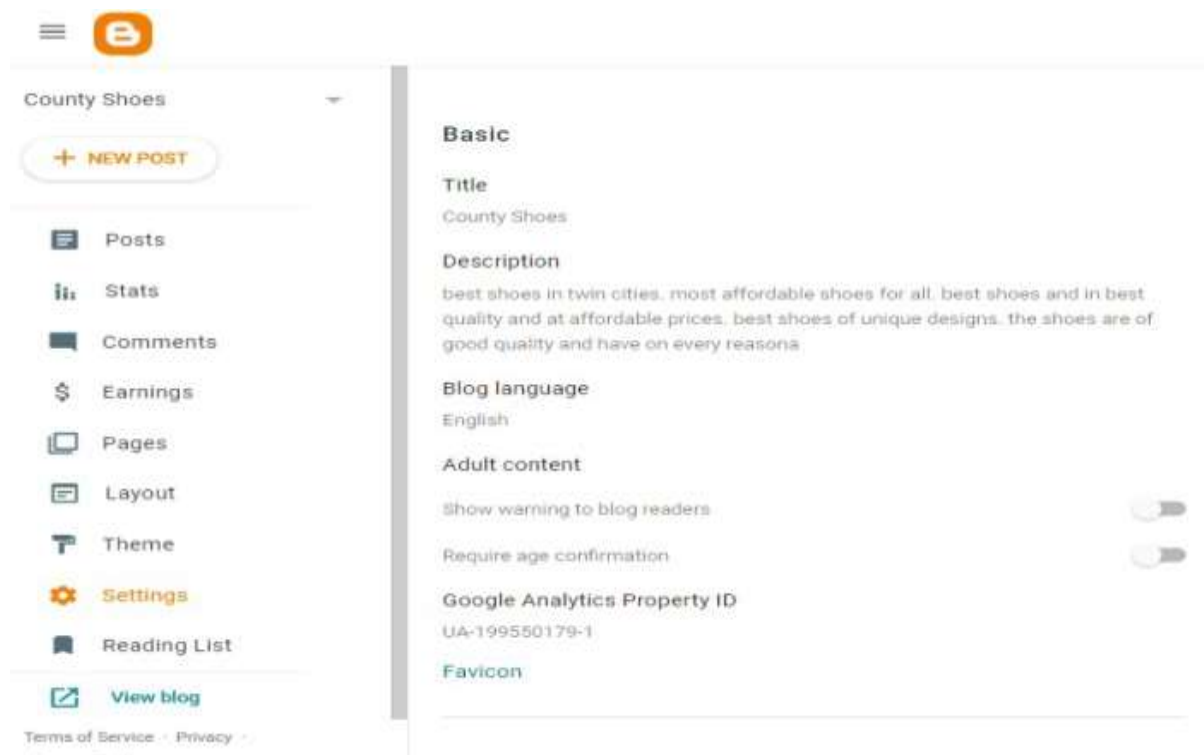
Shoes are the fundamental parts of our lives. They are no greater joy than the feeling of slipping on a fresh pair of shoes. They provide value to the customers. The customer can perceive the value of the amount they spent ...

5.4.4. Search Engine Optimization (SEO) Strategy

Digital marketing was nothing without content. It requires a proper off-page and On-page SEO. Everyone focuses on the type of content that the website holds. For reasonable SEO we will draft the following strategies.

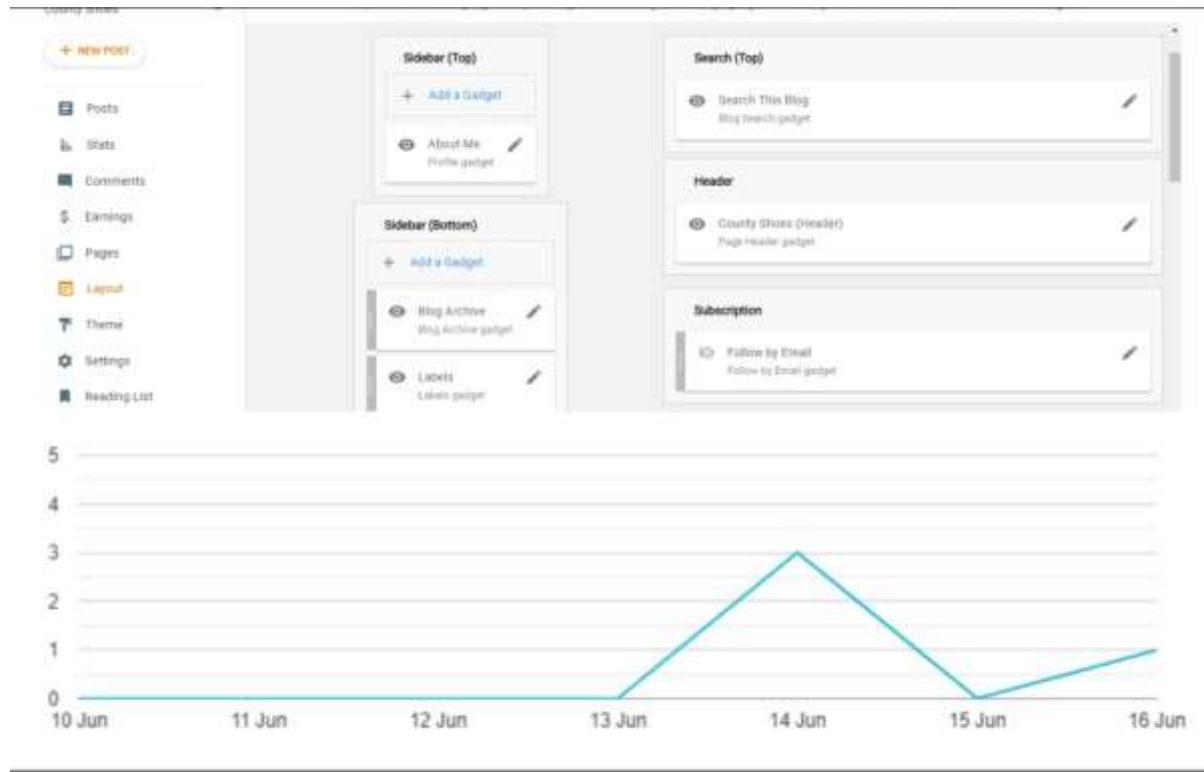
First, we have made a Gmail id for the blog website, We have selected URL address for the easily available website then we have set Category business blog, then we have selected an attractive theme for a blog then we have written Title for the blog “County Shoes” with trending keywords in title, after that, we have selected good theme which was suitable for business category. We have written its description and embed keywords on it; in the description, we have used top trending keywords from Google trends.

We have written Meta tags of 150 characters including trending tags for identification of the website then we have converted Meta tags into codes using a meta tags generator to make understand crawlers about the website.



We have made id in Google analytics for stats then we have written a post for County Shoes with an attractive image, while uploading image on a post we have also done SEO of image by writing alternative text and title text to convert image into code to make understand

crawler of Google that it's not free space because Google considers the image as free space. So, by implementing these steps in our strategy we have done the proper SEO of the website and ranked it on Google.



5.5. Suggestions to improve website's traffic in future

We have made a blog website for them with SEO of Blog now it's up to them how they maintain the blog website. So, there were some recommendations to grow the traffic of blogs in the future.

- The headings in the blog should be clear and readable.
- Content should be readable
- Content should be keyword targeted content
- The keyword used on SEO should be on websites content
- The content should be minimum of 800 to 1000 words
- If anyone sees your website on mobile the content should be clear and should be no need to enlarge content.
- In mobile the clarity should be much good as in tablet and laptop.

- In the first 100 words of your content 1 to 2 trending keywords should be in.
- Internal linking should be in and external as well to explore that product more.
- Relevant related images should be in the blog. If images of your content support your material people attract to the content. Image optimization is also a part of on-page SEO the Google reads that optimization and images appear on Google if anyone searches images.
- Should use proper Title tags and target relevant keywords as well.
- Should work on off-page SEO as well as page SEO, off-page SEO like build links through other social media platforms like sharing links on Facebook, Twitter, and Instagram.
- Should build links on top ranking websites to increase score and that score will help to improve their ranking on Google.
- Making a page on Wikipedia will be one of the good options for them for link building in the future.

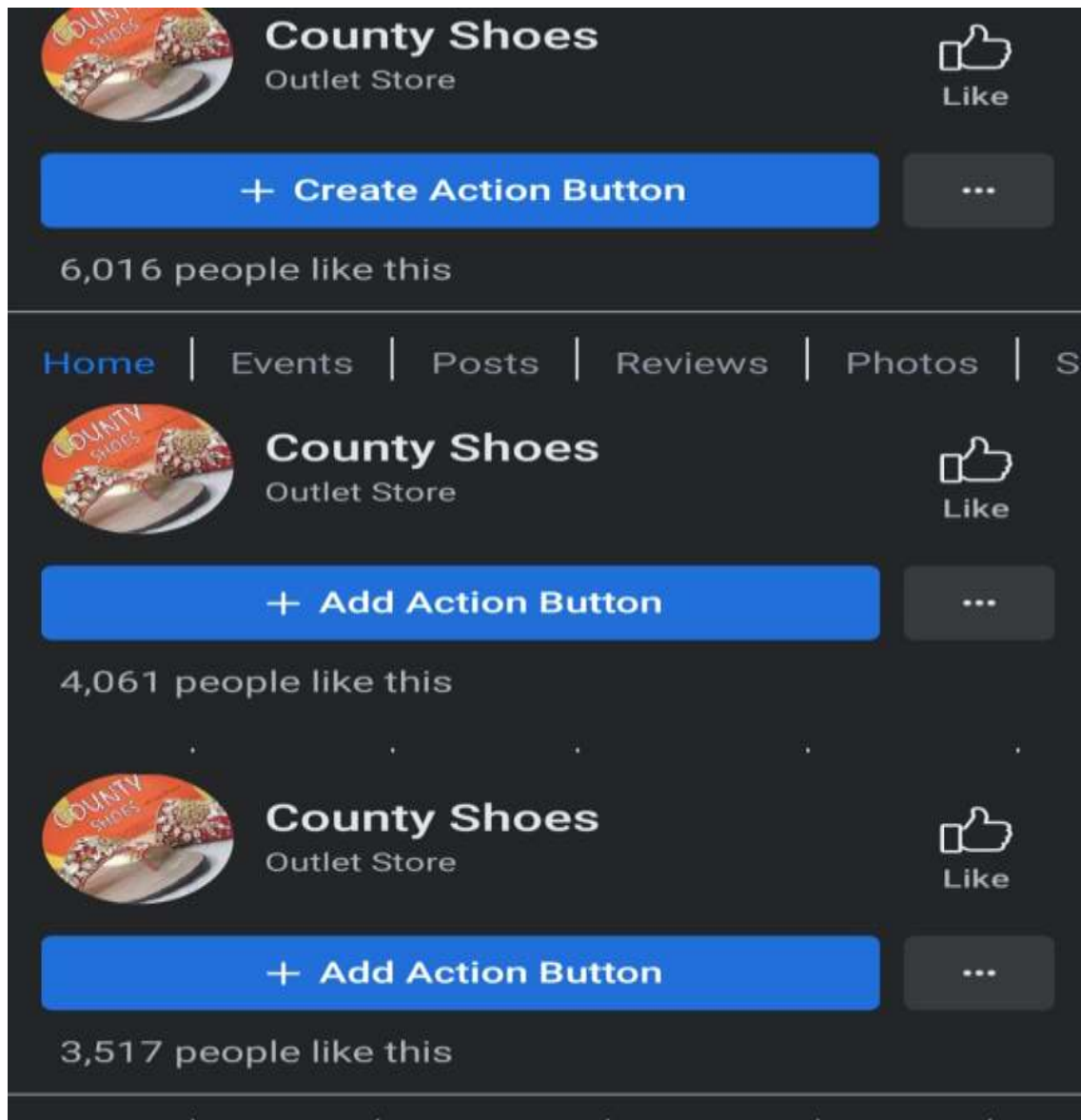
5.6. Time by Time Audience Growth Progress

This is how we have grown the audience with time by time, gradually with efforts and hard work we have succeeded to build an audience on these platforms.

5.6.1. Facebook audience growth

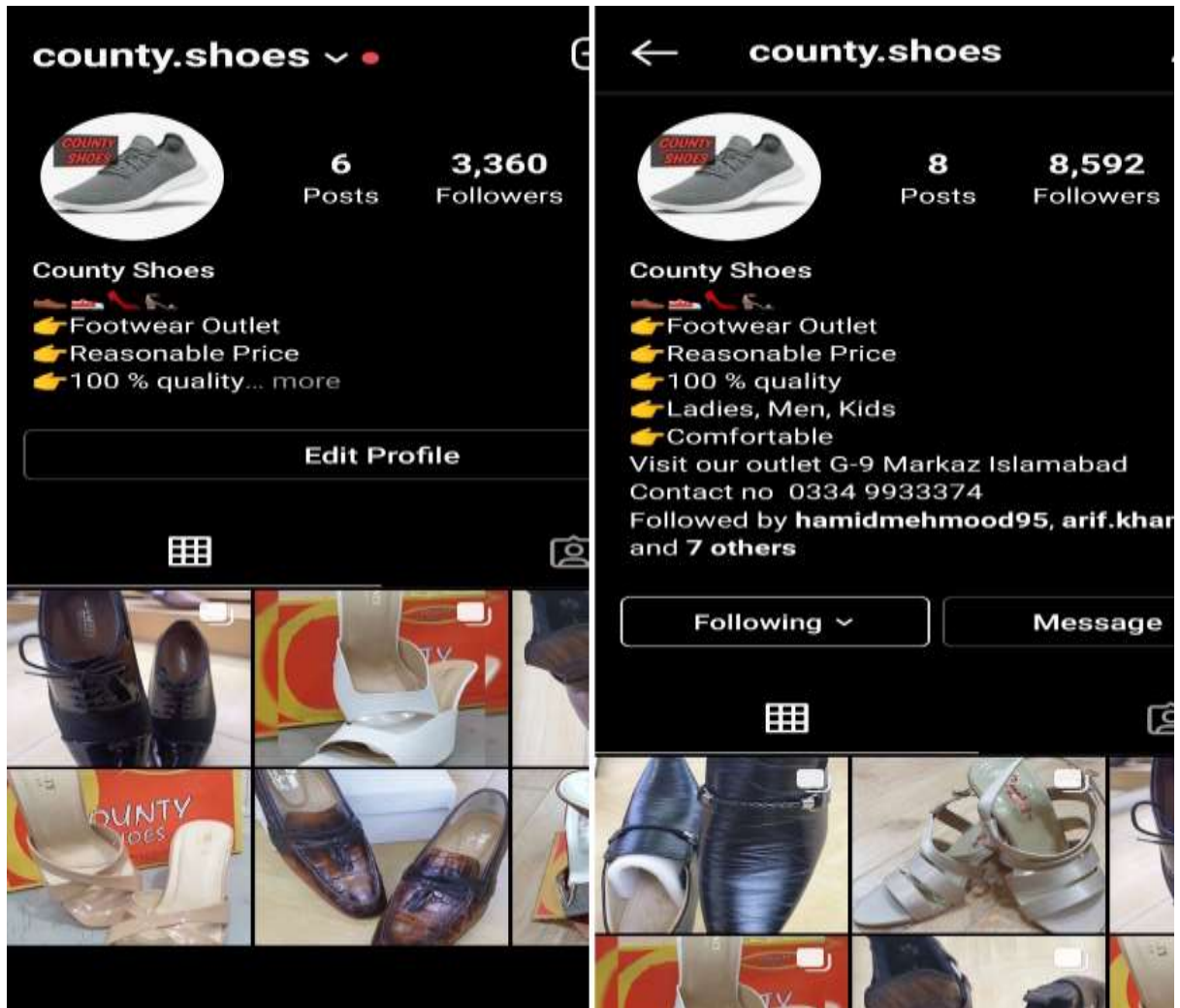
County Shoe had a page with 600 likes that page was given to a person for running and posting ads but the person failed to run that page due to his busy schedule and he deleted that page. So, therefore, we have made a new fresh page for them.

We have built an audience for them through digital marketing techniques including Page and page SEO by link sharing as well. We have taken help from a digital marketer as well to build an audience for them and to create brand awareness.



5.6.2. Instagram Audience Growth

We have also made a fresh new Instagram page for them because they don't have an Instagram page yet. We have done SEO of this page as well, on-page and off-page SEO, link sharing method, and also to have taken help from digital market to grow the brand. This is a comparison of audience growth of the County Shoes, as we have made a new page that got 3360 followers then from 3360, we have increased it to 8592. We are still working on it to increase more audience for the future.



5.7.Social Media Marketing Strategy

These are some of the important elements of our Social media strategy which we have followed to build audience in our platforms.

➤ Listen

The first important thing is listening before speak and we have tried to listen our customers first what they want because in social platform all power is in customers hands. We have tried to deal with every type of customer, if any customer comments bad we have tried to sort issue with that customer on inbox privately to save image of the business.

➤ Focus

We have focused on those platforms which are famous in Pakistan for brand promotion because you can't be present everywhere there are approximately 65 platforms and it requires

millions of budgets to be present in all those platforms therefore, we have identified the platforms where majority of our target audience is present like Facebook, Instagram and blogs.

➤ **Quality**

We have kept quality up than the quantity because in Social media optimization everything is dependent on quality. We have uploaded quality images on our platforms of stylish and latest design shoes, overall quality of County Shoe is also best, stylish, fashionable, new designs, latest trends and varieties are available which we have posted on our social platforms.

➤ **Patience**

Success never comes in one day or two days it takes time so patience is required so we have worked with patience, we have consistently uploaded good images of our brand on social platforms to get likes, followers and to get maximum awareness. We have worked hard 3 months to get results.

➤ **Compounding**

We have spread our content on the platforms which we have targeted on 3rd party pages and groups which have more members and followers to create maximum awareness of the brand.

➤ **Influencer**

As we do not have much budget to hire a celebrity for endorsement so we told our family members who have better following on social platforms to share and spread our content and to tell people to visit County Shoe outlet.

➤ **Value**

We have dealt all the customers politely without being rude whatever the situation is. We have gain value to all our customers because in social platforms customer have the power, they can easily De market every brand.

➤ **Acknowledgement**

We have not ignored any of our customers even at starting when we were getting likes and followers and also after getting huge like and followers on our pages. We have answered all queries of our customers in comment sections and in inboxes as well so we have acknowledged all of our customers well.

➤ **Accessibility**

We have consistently posted images of brand on our pages; we have available on these platforms every time to deal with the customers. We have published and monitored the comments and responses of the customers.

➤ **Reciprocity**

We have used reciprocity method as well to gain maximum awareness and to spread our content. We have told many pages on Facebook and Instagram to share our content on stories and in return we have also shared their content on our stories.

5.7.1. Facebook SMO Strategy

We have done Facebook optimization by using on page and of page strategy by following these steps.

a) On Page SMO

- **Set Goals**

Basically, the goal was to generate brand awareness by gaining more and more likes to aware this brand and popular this brand among the customers. So, we have contact with some of the digital marketing experts and some of the things have done by us like sharing the links of our page is huge traffic platforms to gain audience. We have also made Contact now button on our page for connivance of the customers.

- **Pinpoint Target Audience**

We have pinpointed our target audience that we are going to target Pakistani people especially people of Islamabad so therefore we share the link of our page in groups like Islamabadians, People of Islamabad etc. We have run campaign for people of Islamabad and Rawalpindi mostly by paid advertisement as well.

- **Set Budget**

We have done mostly On Page SEO and Off page SEO by ourselves but we have spent 8000 Rs for paid promotions with the help of some digital marketers. They help me out to gain 8000 plus likes and followers on our Facebook page to grasp more audience and to create brand awareness.

- **Plan Engaging Content**

Consistency is the key in social platforms so it is important to engage audience by posting regularly so therefore we have posted images of our brand regularly to engage audience

and to create maximum brand awareness of County Shoe. Every day we have post a new variety of shoes with qualities and descriptions on our page.

- **Monitor Daily**

We have monitored our page on daily basis, we have checked all inbox messages and guided our customers about their queries. The queries were mostly about the sizes and prices which we have answered them on time.

- **A/B Split Test**

In this test we have change one variable to check the most engaging time on Facebook. When we have posted on Tuesday or on working days, we have got little audience but when we have posted on Saturday and Sunday, we have got much more audience as compared to working days. Same for the timings, day time we have got more engagement as compared to late nights. So, we have posted most of our posts in Saturdays and Sundays to get more engagement and audience for creating brand awareness of County Shoe.

- **Best Day and Time**

The best time to post on Facebook is Saturday and Sundays in 12 to 1 pm, there is 32 % higher engagement on this time and days so therefore we post mostly on these days and time to get higher engagement. We have also posted some of our brand photos on Thursday and Friday 1 to 4 pm because on this time and days there is 18% higher engagement.

b) Off Page SMO

For of page SEO we have shared the link of our page in different Facebook groups which have more members and on WhatsApp groups to get audience and to make people like and follow our Facebook page for latest arrivals and latest trends and designs.

5.7.2. Instagram SMO Strategy

We have done social media optimalization strategy on our Instagram page to get audience and reach using on page and off page optimization strategy.

a) On Page SMO

- **Profile**

The first thing we have focused on is profile. We have used company name for SEO, we have included URL of the company in bio section of Instagram so that the Instagram audience is also able to access the website of County Shoe from Instagram. We have concisely described the business in bio section that what we are selling, we have used keywords in the bio section

because Instagram mostly works on keywords which are in trending and keywords are the best way to grasp audience.

- **Photos**

We have taken photos using the app because Instagram accept only 612x812 size image. If size exceed the app don't accept that picture or it accept by cropping itself and it affect the quality of the image which is not good for SEO. In picture we have given the detail about the product and a short description which is helping the customers to understand each and everything about the product.

- **Hashtags**

Hashtags are the most important to reach the audience as well. Instagram viral those images or posts which are using trending hashtags. We have created the company's own hashtag with name #countyshoes to viral this hashtag to generate more audience. Except it we have used other hashtags as well which are trending hashtags related to the business like #bestshoes #qualityshoes #stylishshoes etc. It helps others to find our content as well.

- **Best Time and Day**

The best day to post on Instagram is Monday and Thursday, Monday is the most affective day and Thursday is the most popular day. When we talk about the best time 8 to 9am is the most affective and 1 to 2 pm is most popular. So, we have followed the rules to get higher engagement on our posts.

b) Off Page SMO

We have also done Off page optimization as well by sharing our Instagram page on different heavy traffic groups in Facebook, WhatsApp and other websites. Backlinks are the most important to rank your content on social platforms so therefore we have created the backlinks for our page.

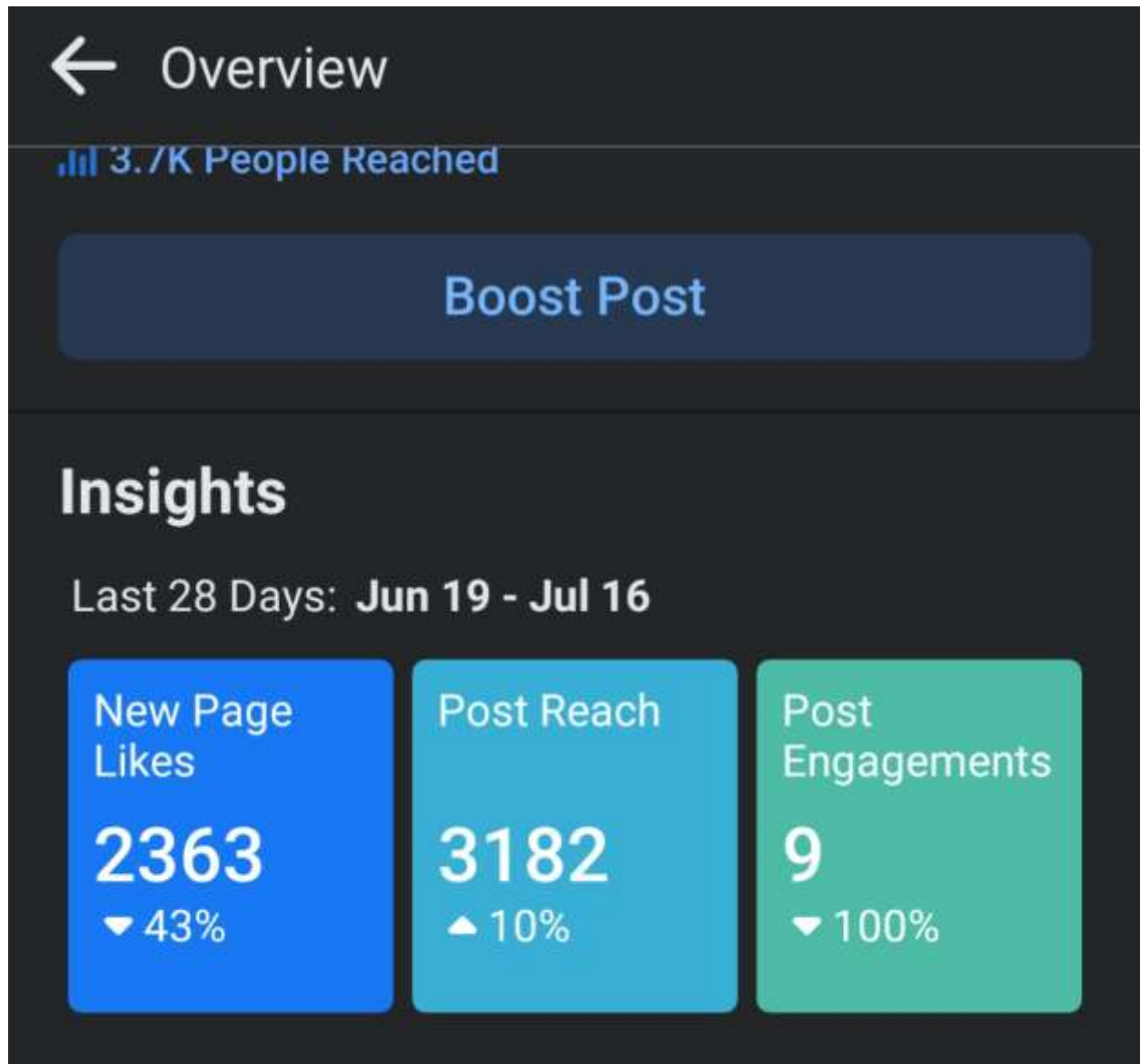
5.7.3. Insights and Stats

There we have analyzed the results of our campaign according to the insights of our Facebook page, Instagram page, and blog stats which are showing the results of our successful campaign.

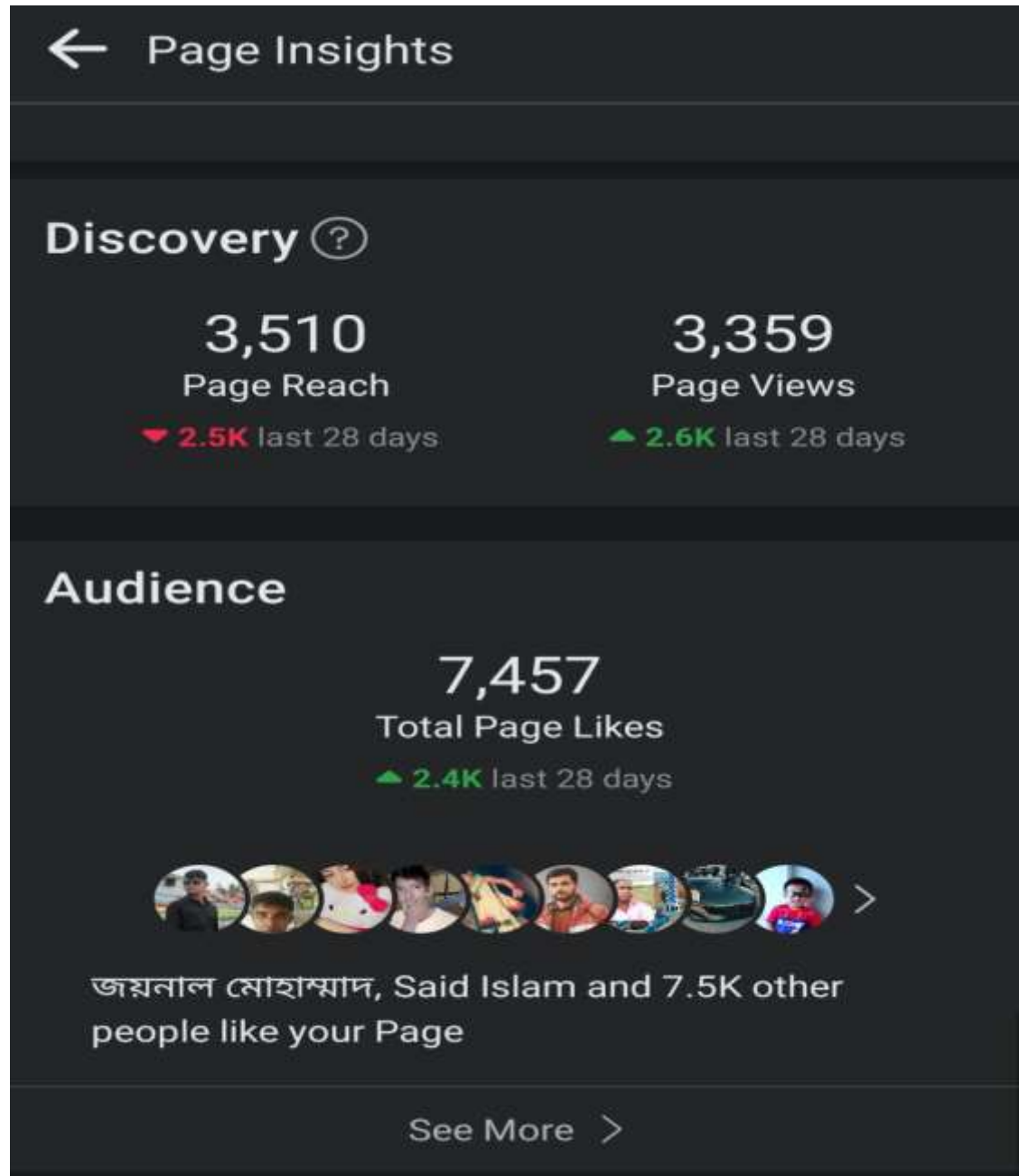
I. Facebook Insights

There is an overview of our Facebook page insights that we have 43 % new page likes in last 28 days and its growing day by day, post reach in 10%, and engagement is 100% that means

many people have respond positive towards our , they have liked share and comment on our posts actively.



When we talk about the discovery feature of the Facebook, we have 3510 reaches in last 28 days, 3359 view on our page in last 28 days which is showing the continuously growth of our page, and 2400 new audience in last 28 days but overall, our audience is approximately 8000.



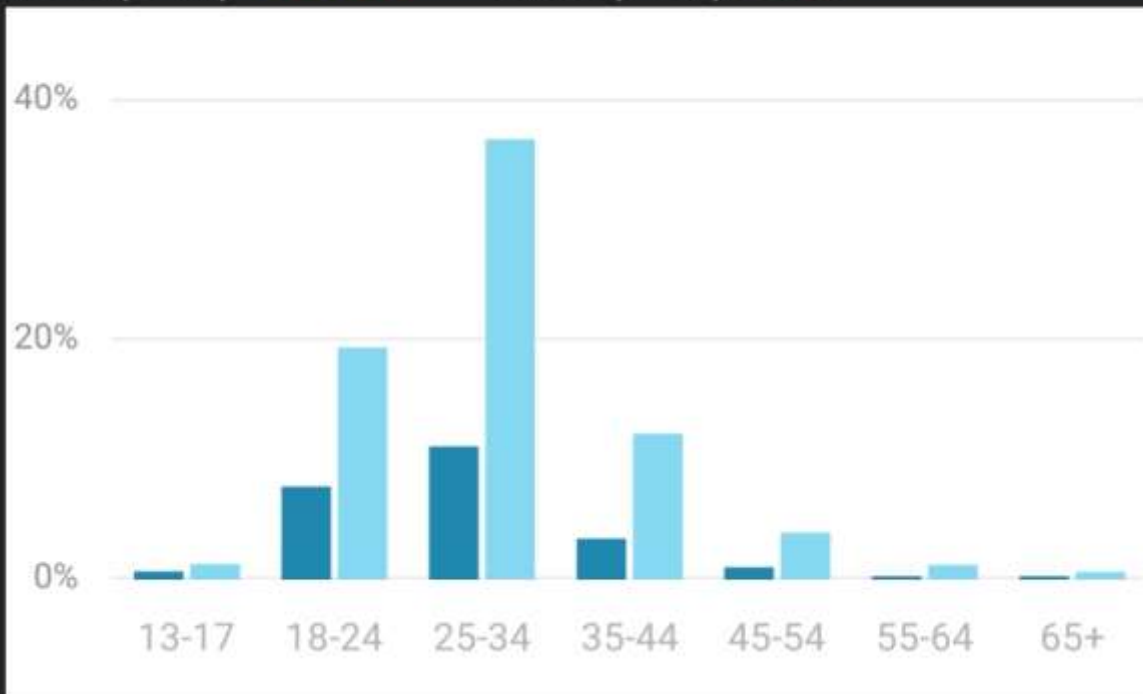
Our Total page likes are approximately 8000. When we talk about the age and gender of our audience there are 24% women have liked our page and 76% men have liked our page so our male audience is higher than women audience. In age group we have higher audience of age 25 to 34.

← Audience Insights







Age and Gender

People who like your Page are in these age and gender groups. These numbers are estimates.

1.8k (24%) Women **5.6k (76%) Men**

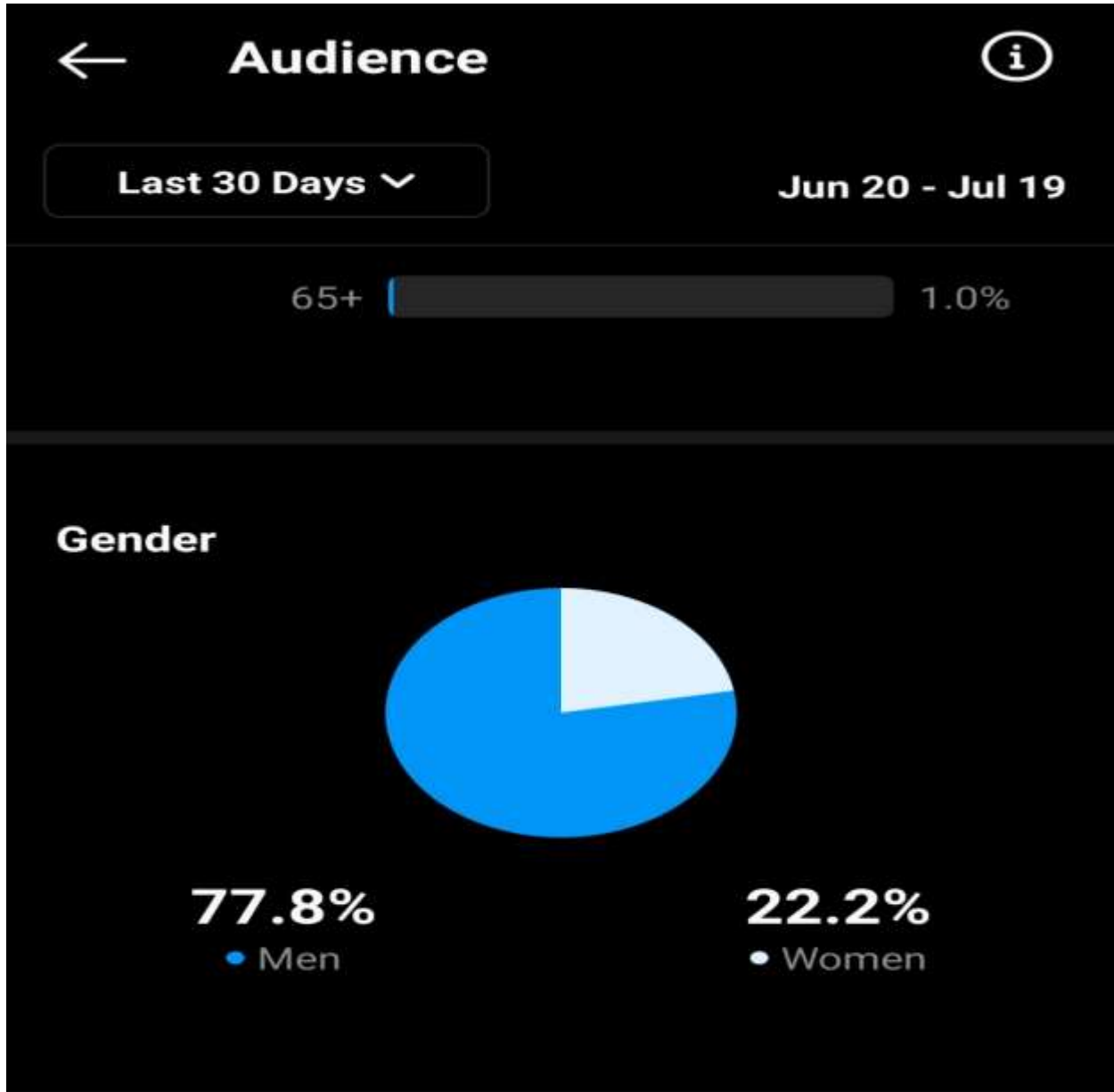


When we talk about our posts, we have 3700 to 3900 people reach on our posts and images whereas the engagement is also better from 878 to 1200 people have liked, comment and share our brands.

RECENT POSTS			
	<p>Best quality shoes for women at reas...</p> <p>June 17</p>	<p>Reach</p> <hr/> <p>Engagements</p> <hr/>	<p>3.9K</p> <p>1.2K</p>
	<p>County Shoes new arrivals , latest de...</p> <p>June 15</p>	<p>Reach</p> <hr/> <p>Engagements</p> <hr/>	<p>3.7K</p> <p>896</p>
	<p>Women Sandals available at reaso...</p> <p>June 15</p>	<p>Reach</p> <hr/> <p>Engagements</p> <hr/>	<p>3.8K</p> <p>878</p>
	<p>Strong, stylish, fashionable, good...</p> <p>June 15</p>	<p>Reach</p> <hr/> <p>Engagements</p> <hr/>	<p>3.8K</p> <p>920</p>
	<p>New stylish design for women, best q...</p> <p>June 15</p>	<p>Reach</p> <hr/> <p>Engagements</p> <hr/>	<p>3.7K</p> <p>904</p>
	<p>Long lasting, durable, comforta...</p> <p>June 15</p>	<p>Reach</p> <hr/> <p>Engagements</p> <hr/>	<p>3.7K</p> <p>912</p>

II. Instagram Insights

When we talk about our audience in terms of gender in Instagram, we have 77.8 % men and 22.2% women audience.



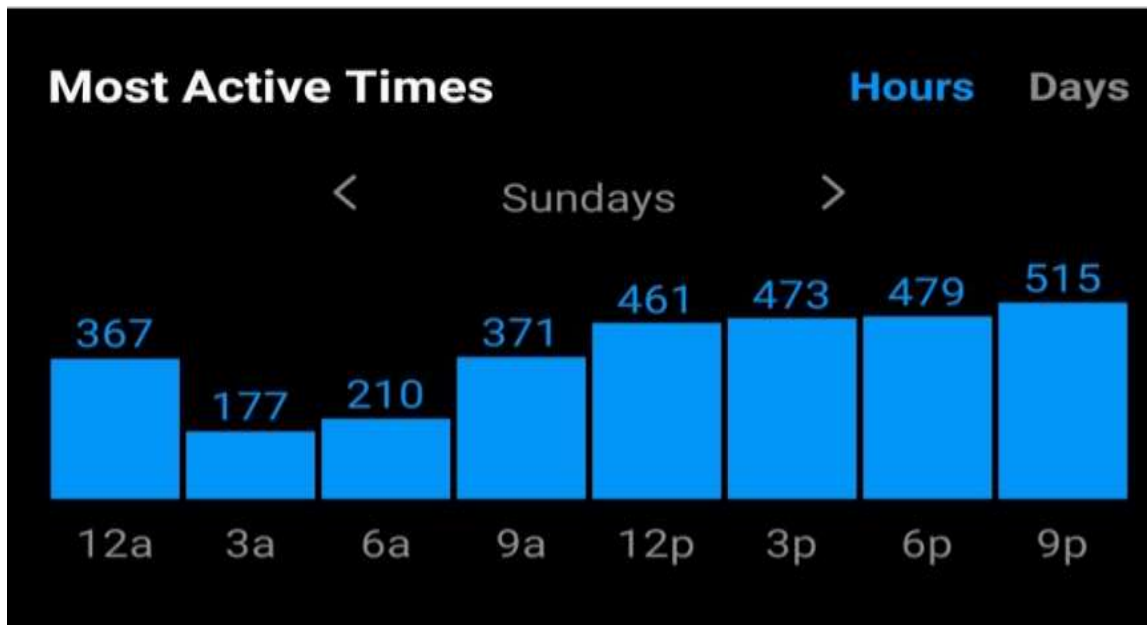
When we talk about the age range of our audience that is from age 13 to 17 we have 24% of audience overall including male and female, from age 18 to 24 we have 41.7% audience growth and from age 25 to 34 we have 24.9% of audience. So overall our mostly audience is from age 18 to 24.

When we talk about the age range of men our audience from age 13 to 17, we have 6% of audience of male, from age 18 to 24 we have 46% audience growth and from age 25 to 34 we have 39.1% of audience. So, in men category our mostly audience is from age 18 to 24 and after that there are from age 25 to 34.

When we talk about the age range of women our audience from age 13 to 17, we have 14.2% of audience of female, from age 18 to 24 we have 43.8% audience growth and from age 25 to 34 we have 29.3% of audience. So, in women category our mostly audience is from age 18 to 24 and after that there are from age 25 to 34.

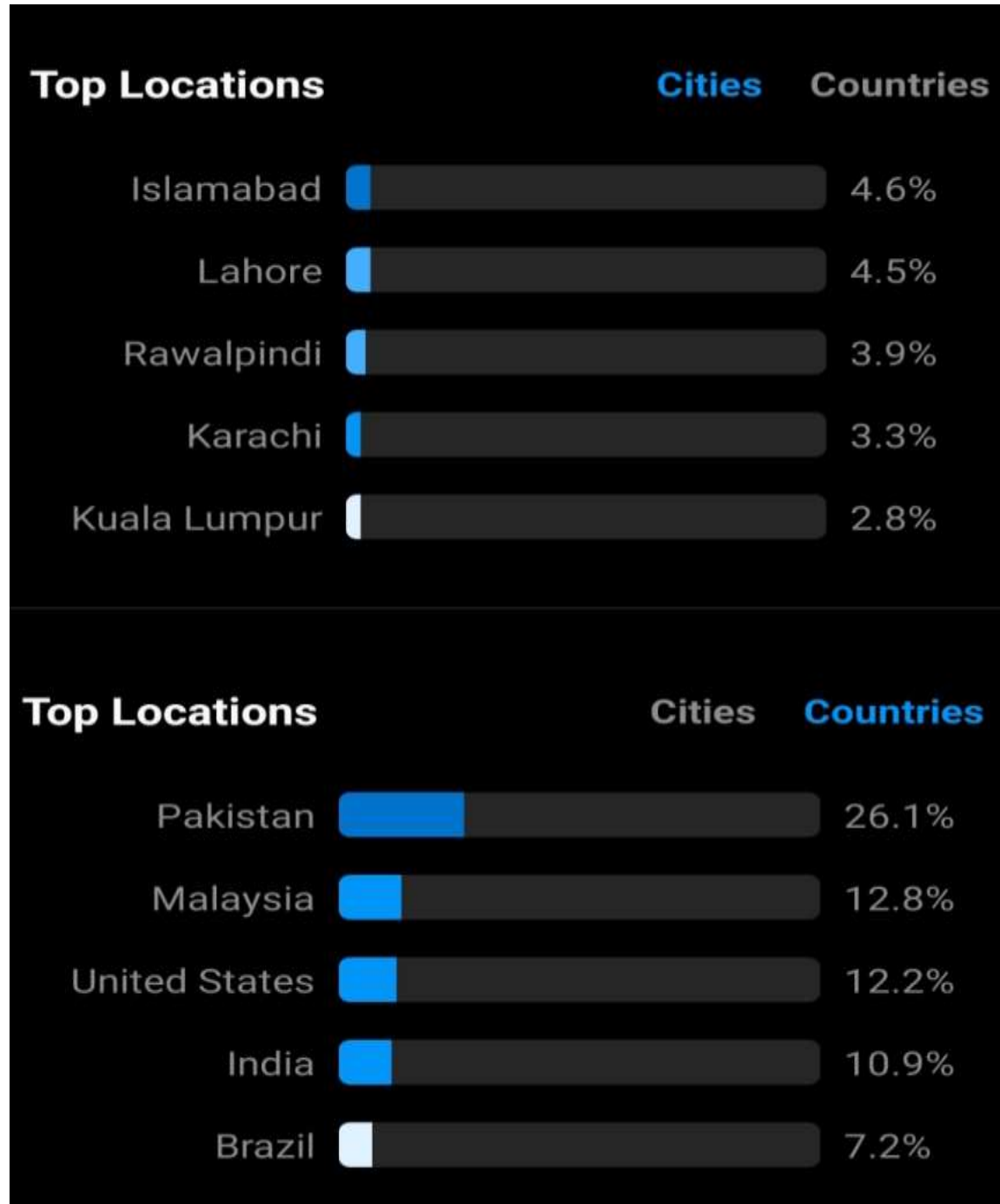


The most active day of our audience is Saturdays and Sundays and we talk about the time from 6pm to 9am the time of our active audience and growth of our audience. The less audience growth time is from 3am to 6am which can be seen on the table given below.



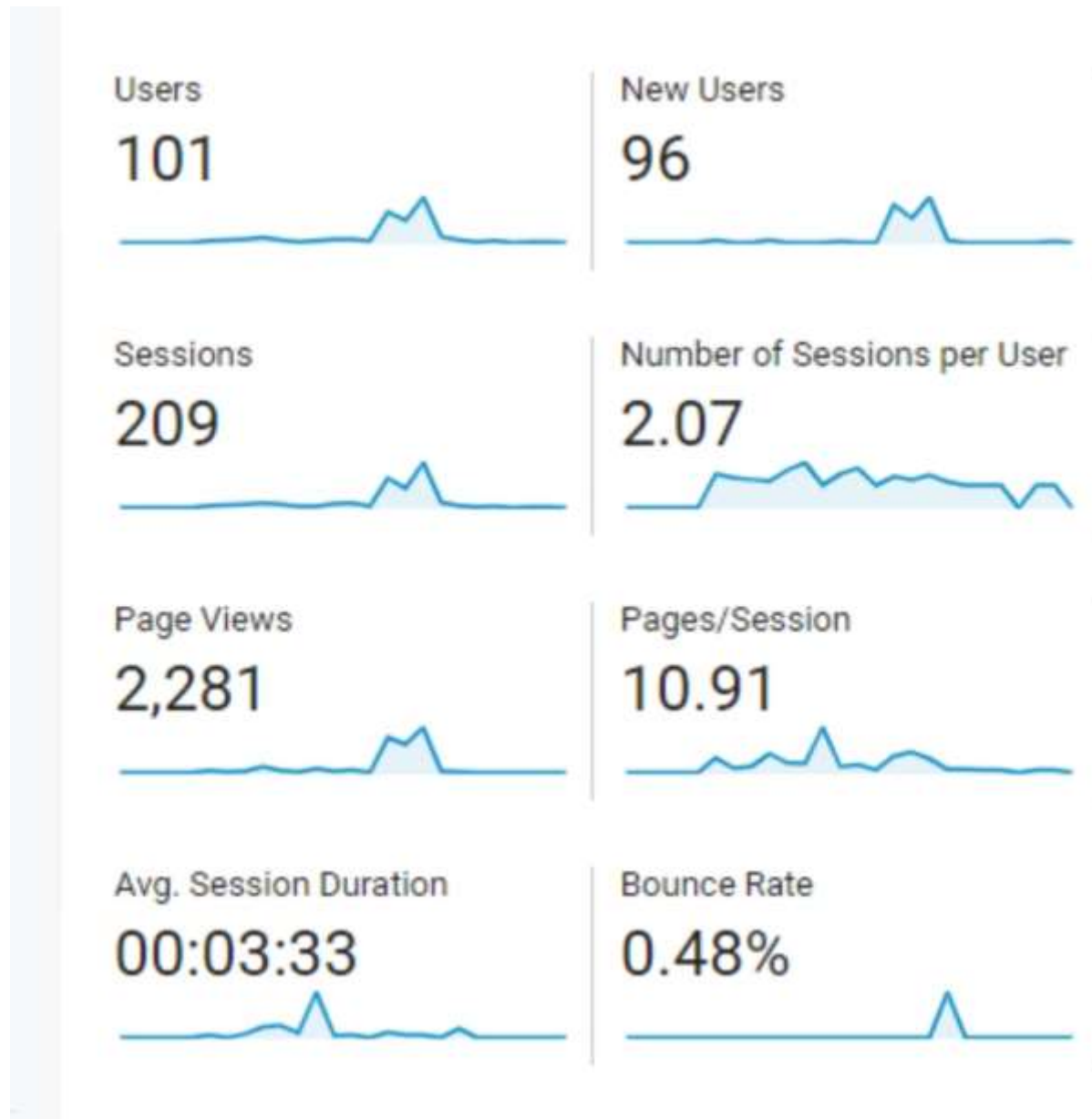
When we talk about the location of our audience in last 30 days, we have 26.1% audience growth from Pakistan, 12.8% from Malaysia and 12.2% from United States. When we talk about

the cities mostly audience is from Islamabad and in last 30 days growth is 4.6%, from Lahore 4.5%, and from Rawalpindi 3.9%.



III. Blog Insights

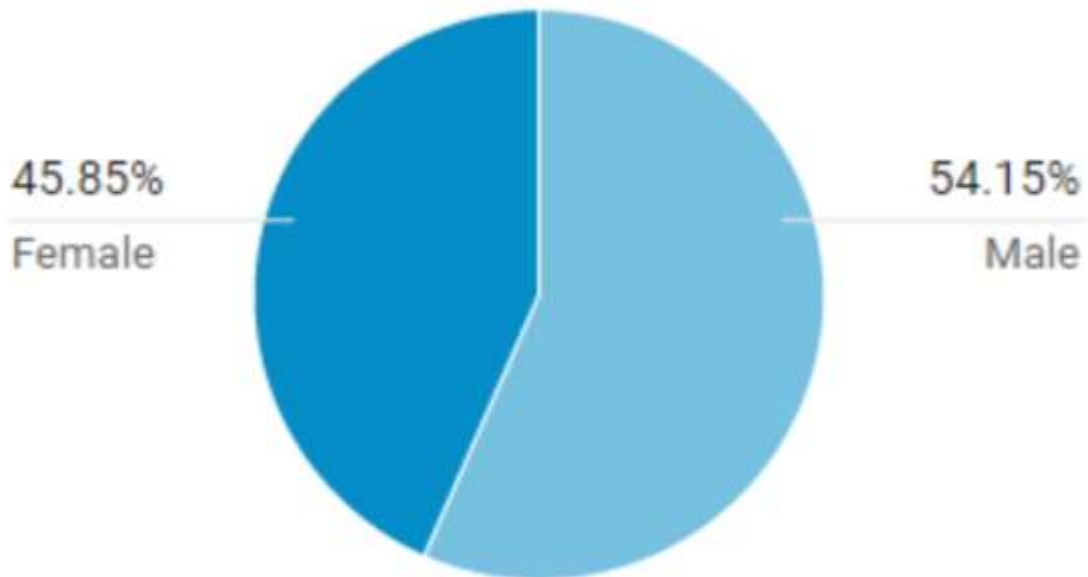
The Insights of our blog with name County Shoe 2281, page views so far. We are posting blogs related to the County Shoe brand for awareness of this brand. It means 2281 people have seen our post and became aware of this brand.



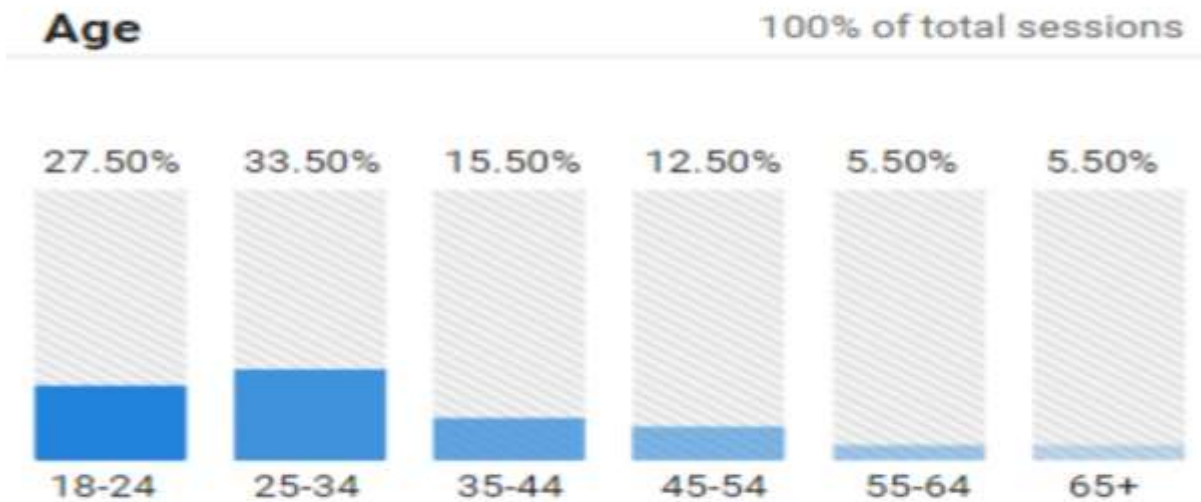
When we talk about the gender audience of our blog, we have 45.85% of female audience and 54.15% of male audience so far. The male audience is higher as compared to the female audience but both are increasing day by day.

Gender

100% of total sessions



When we talk about the age of our audience our blog stats tell that from age 18 to 24 we have 27.50% audience so far, from age 25 to 34 we have 33.50% of audience, from age 35 to 44 we have 15.50% of audience, from age 45 to 54 we have 12.50% of audience, from age 55 to 64 we have 5.50% of audience and from age 65 plus to onwards we have 5.50% of audience so far which is increasing day by day as well. We have more audience from age 25 to 34, and after that we have more audience of age 18 to 24.



When we talk about the audience from different countries according to our blog stats our mostly audience is from Pakistan, after Pakistan the audience is higher from United States and also few audiences from Canada. From Pakistan we have 93.52% of audience in our blog, From United States 2.78%, and from Canada 0.93%.

Country	Users	% Users
1. Pakistan	101	93.52%
2. United States	3	2.78%
3. Canada	1	0.93%
4. France	1	0.93%
5. United Kingdom	1	0.93%
6. Romania	1	0.93%

In terms of cities according to our blog stats we have 30.51% of audience from Rawalpindi, 22.03% from Islamabad, 15.25% from Peshawar, 5.93% from Lahore, 3.9% from Wah, 2.54% from Karachi, 1.69% from Faisalabad, and 1.69% from Taxila. The most audience is from Rawalpindi and after it we have huge audience from Islamabad on our blog.

City	Users	% Users
1. Rawalpindi	36	30.51%
2. Islamabad	26	22.03%
3. Peshawar	18	15.25%
4. (not set)	9	7.63%
5. Lahore	7	5.93%
6. Wah	4	3.39%
7. Karachi	3	2.54%
8. Faisalabad	2	1.69%
9. Taxila	2	1.69%
10. Toronto	1	0.85%

5.7.4. Results of Brand Awareness Campaign

Finally, the focus was to create brand awareness of County Shoe and we have created the awareness successfully through social platforms. The insights of our Facebook page, Instagram page, and blog are showing our success we have aware the brand of County Shoe among 8000 people on Facebook, 8000 people on Instagram, and 2281 reach on blog posts total approximately 18281, of people have become aware of this brand.

We have created a new page and started with zero and by successful Social media optimization techniques we have gain approximately 8000 like and followers on our Facebook page which means now 8000 people are aware of our brand which is a great success for us. Our insights of Facebook is showing in last 30 days we have gained 2363 new likes on our page, 3182 post reach, 3510 page reach, and 3359 page views as well. We have approximately 1800 growth of females and 5600 of males every month. Our post reach and engagements are also high from 3700 to 3900 people are watching each post on Facebook and 878 to 1200 is average enjoyments on our every post. The insights of the Facebook are showing the success of our brand awareness campaign on Facebook.

We have created an Instagram page started with zero and by successful social media optimization we have gain approximately 8000 followers on our Instagram page which means 8000 people are aware of our brand which is a great success for us. The insights of our Instagram page are also showing the success of brand awareness campaign through Instagram. Our insights of Instagram page is showing in last 30 days we have growth of 77.8% of male audience and 22.2% of female audience and every month the audience is growing on this average. In age range overall including male and female every month from age 18 to 24 the audience is growth 41%, and from age 25 to 34 the average audience growth is 24.9% and it is growing with this average every month. We have an average of 26.1% of audience growth from Pakistan every month and its consistently growing with this average. From Islamabad with an average of 4.6% audience is growing every month, from Lahore 4.5%, and from Rawalpindi 3.9% audience is growing averagely. The insights of the Instagram page are showing the success of our brand awareness campaign on Instagram.

We have created a blog on blogspot.com; the purpose was to create brand awareness of County Shoe. We have done on page and off page SEO and posted blogs on website. The insights and Stats of our blog shows that we have gained 2281, page views that mean 2281, people have seen our post and became aware of the brand. We have built 45.85% of female audience and 54.15% of male audience according to the Google analytics. We have built audience from age 18 to 65 but we have successfully built more audience of age 25 to 34. We have brought the audience on our website from all over the world nut mostly from Pakistan that is 93.52%. Our goal was to build more audience from Pakistan and then from Islamabad and Rawalpindi which we have successfully done. 30.51% of audiences we have grown from Rawalpindi and 22.03% of audience from Islamabad which is showing our success. Overall, we have brought audience from all over the Pakistan from many cities. All stats of our blog are showing we have successfully generated the traffic on our blog and successfully created brand awareness of County Shoe brand through our blog.

5.8.Data Analysis and Results Discussion

The results and discussion of this study are divided into two major parts; before marketing campaign and after marketing campaign results.

5.8.1. Before Marketing campaign results

Demographic analysis of respondents and platforms used in marketing promotion.

Gender			
	Frequency	Percent	Cumulative Percent
Male	32	61.5	61.5
Female	20	38.5	100.0
Total	52	100.0	
Age			
18-24	17	32.7	32.7
25-30	17	32.7	65.4
31-35	9	17.3	82.7
36-40	6	11.5	94.2
Above 40	3	5.8	100.0
Total	52	100.0	
Familiarity with County Shoes			
Yes	11	21.2	21.2
No	37	71.2	92.3
May be	4	7.7	100.0
Total	52	100.0	
How County Shoes are known by you			
Facebook	7	13.5	13.5
Instagram	4	7.7	21.2
Don't Know	41	78.8	100.0
Total	52	100.0	

The above suggest that there were 100 males and 22 females who filled the given questionnaire of this study. Similarly based on age, there were 17 respondents from 18-24 group, 17 respondents who belong to 25-30 age group, 9 respondents were from 31-35 age group, 6 respondents belong to fourth age group of 36-40 years and finally fifth group having respondents from age group of more than 40 year are 4 in number.

The above table also illustrate that there are 11 respondents who somehow know about the County shoes and there are 37 respondents who does not know about the Count Shoes brand. Besides, there is third group who are not assure about whether they know about the county shoes or not. This means that major of our population does not know about the County Shoes so there is a dire need to market the brand on different medias in order to make it popular. In addition, the above table also shows how they know about the brand under study. The results of the research suggest that there are 7 people who have learnt about the brand on Facebook, 4 respondents who are familiar with the brand through Instagram and there are 41 respondents who does not know about the County Shoes. The results suggest that County Shoes are unknow to majority of our target population. Besides, Facebook and Instagram are best social media platforms which can be used to advertise the brand.

Brand Awareness results before marketing campaign

		Frequency	Percent	Cumulative Percent
BA1	Disagree	49	94.2	94.2
	Agree	3	5.8	100.0
	Total	52	100.0	
BA2	Disagree	50	96.2	96.2
	Agree	2	3.8	100.0
	Total	52	100.0	
BA3	Disagree	49	94.2	94.2
	Agree	3	5.8	100.0
	Total	52	100.0	
BA4	Disagree	50	96.2	96.2
	Agree	2	3.8	100.0
	Total	52	100.0	
BA5	Disagree	48	92.3	92.3
	Agree	4	7.7	100.0
	Total	52	100.0	
BA6	Disagree	52	100.0	100.0
BA7	Disagree	50	96.2	96.2
	Agree	2	3.8	100.0
	Total	52	100.0	
BA8	Disagree	47	90.4	90.4
	Agree	5	9.6	100.0

	Total	52	100.0	
BA9	Disagree	50	96.2	96.2
	Agree	2	3.8	100.0
	Total	52	100.0	
BA10	Disagree	49	94.2	94.2
	Agree	3	5.8	100.0
	Total	52	100.0	
BA11	Disagree	51	98.1	98.1
	Agree	1	1.9	100.0
	Total	52	100.0	
BA12	Disagree	48	92.3	92.3
	Agree	4	7.7	100.0
	Total	52	100.0	

The results of above table suggest that there are 1 to 4 maximum respondents who have brand awareness of the Country shoes; however, majority of respondents were not aware of the brand and they neither have brand awareness of County Shoes. Therefore, it is suggested that there should be strong marketing campaign for the brand in order to make it popular among customers from Islamabad and Rawalpindi.

5.8.2. After Marketing campaign results

Demographic analysis of respondents and platforms used in marketing promotion

Gender			
	Frequency	Percent	Cumulative Percent
Male	42	60.0	60.0
Female	28	40.0	100.0
Total	70	100.0	
Age			
18-24	20	28.6	28.6
25-30	23	32.9	61.5
31-35	17	24.3	85.7
36-40	7	10.0	95.7
Above 40	3	4.3	100.0
Total	70	100.0	

Familiarity with County Shoes			
	Frequency	Percent	Cumulative Percent
Yes	61	87.1	87.1
No	8	11.4	98.6
May be	1	1.4	100.0
Total	70	100.0	

How County Shoes are known by you			
Facebook	48	68.6	68.6
Instagram	15	21.4	90.0
Blog	6	08.6	98.6
Don't Know	1	1.4	100.0
Total	70	100.0	

The above table shows that there are 42 male and 28 female respondents of this study. This means males are in majority in this study. In terms of respondents age, there are 20 in age group of 18-24, besides, 23 are respondents from age group of 25-30. In addition, there are 17 respondents with age group of 31-35 and 7 respondents are from age group of 36-40. Finally, there are 3 respondents who belong to age group above 40 years age.

When respondents were asked about familiarity with County Shoes, it was found that there were 61 respondents who were aware about the brand, there were 8 respondents who were unfamiliar with the brand and there was only 1 respondent who were not sure about familiarity with the brand. The study also found that there were 48 respondents who found information about County Shoes on Facebook, 15 respondents reported that they got information about the brand on Instagram, there were 6 respondents who found the brand on blog and finally there was only 1 respondent who reported unfamiliarity with County Shoes.

If we compare before and after results of marketing campaign of County Shoes, we will find that before campaign people were not aware about County Shoes and after a=campaign majority of respondents showed their familiarity with the brand.

Brand Awareness results before marketing campaign

		Frequency	Percent	Cumulative Percent
BA1	Disagree	7	10.0	10.0
	Agree	63	90.0	100.0
	Total	70	100.0	
BA2	Disagree	5	7.1	7.1
	Agree	65	92.9	100.0
	Total	70	100.0	
BA3	Disagree	5	7.1	7.1
	Agree	65	92.9	100.0
	Total	70	100.0	
BA4	Disagree	5	7.1	7.1
	Agree	65	92.9	100.0
	Total	70	100.0	
BA5	Disagree	5	7.1	7.1
	Agree	65	92.9	100.0
	Total	70	100.0	
BA6	Disagree	5	7.1	7.1
	Agree	65	92.9	100.0
	Total	70	100.0	
BA7	Disagree	5	7.1	7.1
	Agree	65	92.9	100.0
	Total	70	100.0	
BA8	Disagree	5	7.1	7.1
	Agree	65	92.9	100.0
	Total	70	100.0	
BA9	Disagree	5	7.1	7.1
	Agree	65	92.9	100.0
	Total	70	100.0	
BA10	Disagree	5	7.1	7.1
	Agree	65	92.9	100.0
	Total	70	100.0	
BA11	Disagree	5	7.1	7.1
	Agree	65	92.9	100.0
	Total	70	100.0	
BA12	Disagree	5	7.1	7.1
	Agree	65	92.9	100.0
	Total	70	100.0	

The results of BA1 (I am always aware of Country Shoes) show that there are 7 respondents who were not always aware of the brand, whereas there are 63 respondents who said that they were always aware about the brand. The results predict that after marketing campaign the majority of target population got familiar with our desired brand. Before marketing campaign there were only 3 respondents out of 52 respondents who were aware about County Shoes and after the promotional campaign the number grow from 3 to 63 respondents out of total 70 survey recipients. Further, the majority of respondents suggested that they got familiar with County Shoes through social media campaign on Facebook and Instagram as per above table results. However, we have promoted the brand on many other platforms such as blogger, website and YouTube but only above two platforms worked for County Shoes. Hence, the related stakeholder should focus on Facebook and Instagram; two social media platforms for the marketing and promotion of County Shoes and other such brands.

The results of BA2 (Characteristics of Country Shoes come to my mind quickly) illustrate that there were 5 disagree and 65 agree with above statement of BA2. The results predict that after marketing campaign the majority of target population argued that County Shoes come first in their mind whenever they made mind to buy new shoes. Before marketing campaign there were only 2 respondents out of 52 respondents who were aware about County Shoes and after the promotional campaign the number grow from 2 to 65 respondents out of total 70 survey recipients. Further, the majority of respondents got information from Facebook and then from Instagram. However, we have promoted the brand on many other platforms such as blogger, website and YouTube but only above two platforms worked for County Shoes. Hence, the related stakeholder should focus on above two social media platforms for the marketing and promotion of such brands.

The results of BA3 (I can quickly recall the symbol or logo of Country Shoes) demonstrate that there were 5 respondents who were disagree and there were 65 respondents who were agree with above statement of BA3. The results forecast that after marketing campaign the majority of target population assured that they can easily recall symbol or logo of County Shoes. Before marketing campaign there were only 3 respondents out of 52 respondents who were aware about County Shoes and after the promotional campaign the number grow from 3 to 65 respondents out of total 70 survey recipients. Further, the majority of respondents got

information from Facebook and then from Instagram. However, we have promoted the brand on many other platforms such as blogger, website and YouTube but only above two platforms worked for County Shoes. Hence, the related stakeholder should focus on above two social media platforms for the marketing and promotion of such brands.

The results of BA4 (I can remember Country Shoes often) reveal that there were 5 respondents who are not always aware of the brand whereas, there were 65 respondents who said that they are always aware about the brand. The results predict that after marketing campaign the majority of target population always remember the brand whenever they are in mood of shopping or offering suggestions to others. Before marketing campaign there were only 2 respondents out of 52 respondents who were aware about County Shoes and after the promotional campaign the number grow from 2 to 65 respondents out of total 70 survey recipients. Further, the majority of respondents got information from Facebook and then from Instagram. However, we have promoted the brand on many other platforms such as blogger, website and YouTube but only above two platforms worked for County Shoes. Therefore, the related stakeholder should focus on above two social media platforms for the marketing and promotion of such brands.

The results of BA5 (I can recognize the characteristics of Country Shoes) show that there were 5 respondents who are not always aware of the brand whereas, there were 65 respondents who said that they are always aware about the brand. The results predict that after marketing campaign the majority of target population mention that they can easily recognize the characteristics of County Shoes. Before marketing campaign there were only 4 respondents out of 52 respondents who were aware about County Shoes and after the promotional campaign the number grow from 4 to 65 respondents out of total 70 survey recipients. Further, the majority of respondents got information from Facebook and then from Instagram. However, we have promoted the brand on many other platforms such as blogger, website and YouTube but only above two platforms worked for County Shoes. Hence, the related stakeholder should focus on above two social media platforms for the marketing and promotion of such brands.

The results of BA6 (In comparison to other brands, products of Country Shoes are of high quality) illustrate that there were 5 disagree and 65 agree with above statement of BA6. The results predict that after marketing campaign the majority of target population find County Shoes

of high quality than other brands. Before marketing campaign there was 0 respondents out of 52 respondents who were aware about County Shoes and after the promotional campaign the number grow from 0 to 65 respondents out of total 70 survey recipients. Further, the majority of respondents got information from Facebook and then from Instagram. However, we have promoted the brand on many other platforms such as blogger, website and YouTube but only above two platforms worked for County Shoes. So, the related stakeholder should focus on above two social media platforms for the marketing and promotion of such brands.

The results of BA7 (Country Shoes has a rich history) demonstrate that there were 5 respondents who were disagree and there were 65 respondents who were agree with above statement of BA7. The results forecast that after marketing campaign the majority of target population found rich history of the targeted brand. Before marketing campaign there were only 2 respondents out of 52 respondents who were aware about County Shoes and after the promotional campaign the number grow from 2 to 65 respondents out of total 70 survey recipients. Further, the majority of respondents got information from Facebook and then from Instagram. However, we have promoted the brand on many other platforms such as blogger, website and YouTube but only above two platforms worked for County Shoes. Hence, the related stakeholder should focus on above two social media platforms for the marketing and promotion of such brands.

The results of BA8 (I can reliably predict how Country Shoes will perform) reveal that there were 5 respondents who are not always aware of the brand whereas, there were 65 respondents who said that they are always aware about the brand. The results predict that after marketing campaign the majority of target population were sure about the best performance of County Shoes in future too. Before marketing campaign there were only 5 respondents out of 52 respondents who were aware about County Shoes and after the promotional campaign the number grow from 5 to 65 respondents out of total 70 survey recipients. Further, the majority of respondents got information from Facebook and then from Instagram. However, we have promoted the brand on many other platforms such as blogger, website and YouTube but only above two platforms worked for County Shoes. Hence, the related stakeholder should focus on above two social media platforms for the marketing and promotion of such brands.

The results of BA9 (Country Shoes is a leading company) show that there were 5 respondents who are not always aware of the brand whereas, there were 65 respondents who said that they are always aware about the brand. The results predict that after marketing campaign the majority of target population demonstrated that County Shoes company is leading brand in local market. Before marketing campaign there were only 2 respondents out of 52 respondents who were aware about County Shoes and after the promotional campaign the number grow from 2 to 65 respondents out of total 70 survey recipients. Further, the majority of respondents got information from Facebook and then from Instagram. However, we have promoted the brand on many other platforms such as blogger, website and YouTube but only above two platforms worked for County Shoes. Hence, the related stakeholder should focus on above two social media platforms for the marketing and promotion of such brands.

The results of BA10 (Country Shoes has extensive experience) illustrate that there were 5 disagree and 65 agree with above statement of BA10. The results predict that after marketing campaign the majority of target population found that County Shoes offer extensively awesome experience. Before marketing campaign there were only 3 respondents out of 52 respondents who were aware about County Shoes and after the promotional campaign the number grow from 3 to 65 respondents out of total 70 survey recipients. Furthermore, the majority of respondents got information from Facebook and then from Instagram. However, we have promoted the brand on many other platforms such as blogger, website and YouTube but only above two platforms worked for County Shoes. Therefore, the related stakeholder should focus on above two social media platforms for the marketing and promotion of such brands.

The results of BA11 (Country Shoes is a good representative of the industry) demonstrate that there were 5 respondents who were disagree and there were 65 respondents who were agree with above statement of BA11. The results forecast that after marketing campaign the majority of target population assured the popularity of County Shoes in local market of twin cities. Before marketing campaign there was only 1 respondent out of 52 respondents who were aware about County Shoes and after the promotional campaign the number grow from 1 to 65 respondents out of total 70 survey recipients. Further, the majority of respondents got information from Facebook and then from Instagram. However, we have promoted the brand on many other platforms such as blogger, website and YouTube but only above two platforms worked for County Shoes. So,

the related stakeholder should focus on above two social media platforms for the marketing and promotion of such brands.

The results of BA12 (Country Shoes is a customer-oriented company) reveal that there were 5 respondents who are not always aware of the brand whereas, there were 65 respondents who said that they are always aware about the brand. The results predict that after marketing campaign the majority of target population witnessed that County Shoes company is a customer-centered company. Before marketing campaign there were only 4 respondents out of 52 respondents who were aware about County Shoes and after the promotional campaign the number grow from 4 to 65 respondents out of total 70 survey recipients. Further, the majority of respondents got information from Facebook and then from Instagram. However, we have promoted the brand on many other platforms such as blogger, website and YouTube but only above two platforms worked for County Shoes. Hence, the related stakeholder should focus on above two social media platforms for the marketing and promotion of such brands.

The summary of results suggest that after marketing campaign, County Shoes gained high brand awareness among the target population of twin-cities. It should be noted that before campaign only 2-3 people, out of total sample of more than 50 respondents were familiar with the brand but after the campaign the brand got popular in masses. Further, Facebook and Instagram are among the best platforms for the company to gain more customer base and awareness in local market of twin cities of Islamabad and Rawalpindi. However, we have promoted the brand on many other platforms such as blogger, website and YouTube but only above two platforms worked for County Shoes. Hence, it is recommended that above tow platforms should be used in future marketing campaign of County Shoes and such other brands.

6. SECTION E

6.1.Discussion

The county Shoes is a local brand available in Islamabad only. Before the start of this project it was found through a customer survey that people were unaware about the brand. Further, only a few respondents reported that they somehow known County Shoes but yet none was customer loyal customer in our collected sample. For example, in a survey through a questionnaire it was found that only 2-3 respondents have some information about county shoes out of total sample of 52 recipients. In addition, most of respondents predicted that they were completely unaware about the brand and the quality of products offered by the company. Such situation was a clear-cut worry for researchers and company itself. Therefore, we decided to first find reasons behind such low growth of the company and second to offer solutions for the company. So, in this connection, best on our research it was found that company was not doing any marketing for its high-quality products and due to that company is unable to grow even though the company has rich historic presence and high-quality products. Hence, we made marketing campaigns for the company on different mediums especially social media by looking on the overall marketing budget of the company.

After completing our first marketing campaign on social media platforms such as Facebook, Instagram, Twitter, Blogger, YouTube and other such platforms, it was found that majority of targeted population reported that they were about the county shoes and quality of products offered by the company. Further, new results suggested that out of 70 respondents there were around 63 to 65 respondents who were completely aware about County Shoes brand and only 3 to 5 respondents were not ware about the brand. Therefore, the results confirm that social media has played an important part in achieving brand awareness in local brands like County Shoes. Further, if a company has low marketing budget then social media will be considered as the best marketing medium for new start-ups and low budget companies (Vinerean,2017). The results of our findings are in line with many other researchers which support the use of social media marketing as tool to achieve brand awareness among targeted customers (Bilgin, 2018; Cheung,Pires& Rosenberger III,2019).

7. SECTION F

7.1 Conclusion

County Shoes is one of the best footwear outlets in G-9 Markaz Islamabad. The business is running for 30 years and they have made their name in G-9 Islamabad. As they are running the business for the last 30 years therefore 1 or two more branches should have been opened but they don't pay attention to the social media marketing to grow business but we have successfully convinced them towards Social platforms by creating awareness and by telling them the benefits and presence of the huge audience in these platforms. We have shown them all the ways in social media to create brand awareness and grasp audience with proofs, So, therefore, they have agreed and started working on Social platforms which is a great success for our institution, our department, the County shoe team, and for us also as a project member. We are thankful to the Almighty Allah for the successful completion of the project.

7.2 Implications

This study has several practical implications and makes available a comprehensive framework for managers in this industry to understand how apparel sector customers can be cared and brand awareness can be increased. This study also suggested how managers can take part in social media campaigns in a society in order to build a positive image in the society and make more customers satisfied and generate more revenues by triggering brand awareness in satisfied customers. Further, the apparel sector can benefit from hiring managers with high involvement in social media campaigns. Therefore, by using such staff companies can increase brand awareness and resulting purchase decision in order to generate more revenues.

The practical implications of this research have made several proposals for managers in the apparel industry to improve customer satisfaction through brand awareness among customers. The apparel industry is driven by clothing and footwear need of a country and cheap labor force. Today, customers are well aware of importance of brands around the globe and hence, make rational purchase decisions based on the awareness they have about the brand. Until the customers are not well aware with the overall offerings and customer service of company, they are not going to buy anything from it. Therefore, the companies like County Shoes has to work on creating and building brand awareness among masses in order to gain more sales and increase revenues.

7.3 Contributions

Like other researches, this also offers a lot of theoretical and practical implications for researchers and managers of the companies. The research suggest that social media marketing has an important impact on overall brand awareness of the brand even though the brand is a local brand. Further, if compared with traditional marketing, social media marketing is stronger because it has power to reach more targeted population in low budget as compared to other traditional mediums. The results of our research work are in harmony with the findings of many other researches works which encourage the use of social media platform for increasing brand awareness in local market (Cheung et al., 2019) like County Shoes.

Second, no previous empirical study has examined the effect of marketing via social media on brand awareness for a local brand like County Shoes in Pakistan. Likewise, there is a lack of evidence for the direct role of social media marketing on brand awareness in the apparel industry (Nasir, Vel & Mateen, 2012). This study was the first empirical research to confirm that social media marketing has a significant positive effect on brand awareness in apparel industry, which is a significant contribution to the literature of apparel sector.

7.4 Limitations

Every research come with some inherited limitations based on those future direction is given. Similarly, this research also has some limitations. Firstly, as this research is conducted on apparel sector of Pakistan, so results of this research are limited to Pakistani apparel customers only. Secondly, due to time constraint data from only 70 customers of apparel sector was collected from Islamabad and Rawalpindi only, however there may be different results from more reliable data of around 200 respondents. Thirdly, data is collected from only two cities, which is not that much reliable. Fourthly, due to cross-sectional nature of study the results of this study are limited. Fifthly, it should also be noted that there are a lot more things that can be affected by social media marketing such as green work behavior, citizenship behavior, work life balance, etc.

7.5 Future research direction

Based on above research limitations, there are some recommendations for future research work. First, it is suggested that same model with or without some modification can be used in our neighboring countries like Bangladesh, China or India in order to know the influence of

social media on brand awareness of customers in apparel or other sector. Second, future research is suggested to increase number of respondents up to 200 in order to get more reliable and accurate results (Towns, 2014). Third, in future work data from more diverse group should be collected. Fourth, it is recommended that future research should conduct longitudinal research on the model given in this research in order to reduce chances of bias in research (Abdesslem,Parris &Henderson,2012). Fifth, in future research such variables (discussed in fifth limitation) can be used to further explore social media activities.

7.6 Recommendations

- We have successfully created much brand awareness of County Shoes but we need to work more on it with time to maintain it and also to compete in the market. It is a need for some improvement from time to time to help the audience recall the brand.
- We have made a good and attractive new Facebook page for the business and build an audience for them but it should be run properly and actively to sustain the audience and customers. They need to post their new arrivals, new fashion, discount, and sale at least weekly.
- We have also made a fresh page of Instagram for them because they had no Instagram page, we have built a good audience for them as well but now for the future, they need to post more and more using trending hash tags to build more audience and boost their page more and more.
- We have made a website for them in blogspot.com and have done the SEO of the website but Google ranked those content and website whose content was good so they need to manage the website or they should hire a digital marketer to manage all social media platforms.
- They should increase their product category as well they should do for ladies' handbags as well with Name County in future.
- They should expand their business in other areas of Islamabad and Rawalpindi; they can open 1 or 2 more branches.
- They need to hire a brand ambassador for their promotion or celebrity endorsement will promote their brand more in the future.
- They should take part in events and sponsored their brand it will be helpful for them in the future to create good brand awareness.

- They should go for CSR activities in the future for promotions and it will help to their contribution towards the society; they can give the defective pieces to the needy people who don't have shoes to wear.

8. SECTION G

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9 Appendix

Questionnaire

What is your gender?				
Male	Female			
What is your age?				
18-24	25-30	31-35	36-40	Above 40
Do you know about Country Shoes				
Yes	No	May be		
How you learnt about Country Shoes?				
Facebook	Instagram	Twitter	Blog	Other

Brand Awareness

S/N	Items	Agree	Disagree
1	I am always aware of Country Shoes		
2	Characteristics of Country Shoes come to my mind quickly		
3	I can quickly recall the symbol or logo of Country Shoes		
4	I can remember Country Shoes often		
5	I can recognize the characteristics of Country Shoes		
6	In comparison to other brands, products of Country Shoes are of high quality		
7	Country Shoes has a rich history		
8	I can reliably predict how Country Shoes will perform		
9	Country Shoes is a leading company		
10	Country Shoes has extensive experience		
11	Country Shoes is a good representative of the industry		
12	Country Shoes is a customer-oriented company		



1st Half Semester Progress Report

Enrollment No.	01-221201-038 01-221201-032
Thesis/Project Title	Revitalization of county shoes.

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	10-03-21	office	Discussion on Introduction	<i>[Signature]</i>
2	25-03-21	online on zoom	Industry Analysis	<i>[Signature]</i>
3	07-04-21	office	Data Collection	<i>[Signature]</i>
4	22-04-21	office	Report writing.	<i>[Signature]</i>

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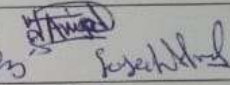
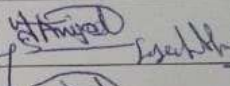
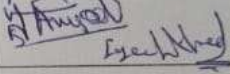
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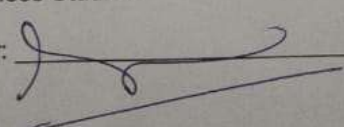
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Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	06.05.21	office	Applical of mktg strates	
6	26.05.21	office	Discussion on finaliz	
7	15.06	FM office	Overview	

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