

NEW PRODUCT LAUNCH FOR AMAYAH



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## ABSTRACT

This project report covers the expansion plan for an existing online clothing brand known as “Amayah”. The brand came into existence in late 2020’s. Amayah has brought a revolutionary wave to the contemporary fashion by crafting highly fashionable and trendy pieces. Moreover, Amayah has added charm by introducing stylish and exemplary footwear collection for women.

The first chapter of the report discusses the background, product and services, products catalogue, company's vision and mission statements along with objectives of the organization. Moreover, the project report briefly highlights the marketing plan, operational plan and financial plan of Amayah.

The main part of this project report stresses on the expansion plan we have proposed for Amayah by extending its product line. Product line expansion could be achieved by catering all women needs. The brand can also come into men fashion and other categories of products for women. Moreover, we believe Amayah should not just keep itself limited to its virtual store alone. It shall also need a physical presence throughout the country, as it would benefit its customers by interacting and forming direct relationship with them, without the presence of more digital means. Some people like to know their “brand” in-person, in order to get that particular value and satisfaction when they buy their product from the said brand.

The second chapter of the report covers different types of analysis we have conducted to determine the brands position in the market. We have conducted SWOT analysis, PESTLE analysis, BCG matrix and Porters five forces analysis.

The third chapter of the report gives brief details on the implementation plan for expansion of the brand by adding silk tops to its product line. The various techniques used to generate the idea of launching silk tops to the production and sales of the products.

The fourth chapter of the report covers the testing and deployment of the silk tops. Testing is done before hand to ensure our customers can understand what value the product will provide to them.

The last chapter of the report covers the future enhancements we have suggested for Amayah. We have also identified some gaps in the brand and given the suggestions accordingly about how to fulfill them.

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