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Expansion of Services to Global Market, Case based on optical online brand



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Certificate

This is to certify that this project report, entitled "Expansion of Services to Global Market, Case based on optical online brand named Manriqen in sector G-8 Markaz, Islamabad" by Ahmer Waqar (01-321212-002) for the final year project for the degree of Masters of Business Administration from Bahria University, Islamabad Pakistan, during the academic year of 2021to2023 is a bonafide | record of work carried out under my permission and guidance.

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Abstract

The purpose of this project is to develop a comprehensive strategy that will enable the brand to successfully enter and establish a presence in the market. The project will involve conducting market research to understand the target market using demographic analysis, identifying and analyzing the key external factors that may impact the brand's operations in the market such as SWOT Analysis and PESTLE Analysis. The project will also include design and implementation of website, testing, deployment and future enhancements. The abstract of this project will provide a brief overview of the key objectives, strategies, and deliverables of the project, as well as the expected outcomes and benefits for the online contact lens brand. The success of this project will be measured by the brand's ability to establish a presence in the international market, increase market share, and achieve financial goals such as revenue and profitability. Additionally, the brand's ability to successfully mitigate any potential risks or challenges that may arise as they expand to the international market will also be taken into consideration.

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Chapter 1

1.1 Background of study :

The background of the study for an online Manriqen contact lenses brand that is planning to expand its business to the international market would include an overview of the current state of the brand and the market conditions that have led to the decision to expand. The online contact lenses industry has been growing rapidly in recent years, driven by advancements in technology, increased awareness of the benefits of contact lenses and a growing global population. However, despite this growth, the industry remains highly competitive, with a number of established players and new entrants vying for market share.

The brand in question has experienced significant growth in its domestic market and has established a reputation for providing high-quality products and excellent customer service. However, in order to continue to grow and remain competitive, the brand has recognized the need to expand its reach and tap into new markets. The expansion to the international market is seen as a strategic opportunity for the brand to increase revenue, establish a strong presence in new regions, and diversify its customer base and revenue streams. However, expanding to the international market also brings a range of challenges, including regulatory compliance, logistics, and cultural differences. This study aims to research the international market, analyze the opportunities and challenges, and provide recommendations for the brand to successfully expand its business to the international market. The study will be conducted through a combination of market research, analysis of industry trends and competitor strategies, as well as feedback from customers and other stakeholders. The information gathered in this study will be used to inform the development of a comprehensive expansion plan that addresses key issues such as making e-commerce platform, market research etc. The brand will use this plan as a roadmap to guide its expansion efforts and increase its chances of success in the international market.

1.2 Introduction:

An online retail store constitutes a good blend of traditional and contemporary salesmanship because it attracts and supports customers to choose from a huge variety of products, specific to their needs, and in a very personalized way. Thus, an online retail is not just a shop or business, but actually a commercial forum where the retailer gets to relate closely to the customer, and appreciate the delicacy of each and every request for order. Having affirmed the thought, it is, thus, no surprise that the principles governing the dynamics of an online retail must be fully understood before such a venture be taken into account. So, for instance, knowing the appropriate market may be very important for an online retail store, and may determine the range of products offered at that store. But, for another, branding and organizing the social media drill may be of utmost importance, and help to generate traffic on that store. Furthermore, the personal involvement of an entrepreneur may hold significance for yet another store. So it basically depends on the scope and the methodology adopted for day to day functioning of the online retail enterprise. With the ever-increasing complexities of managing an online retail business, it is indeed a hard job trying to compete with others in the industry. There is a growing trend of more and more online businesses being setup every day, with a significant overlap of products and services. Profit margins can go down seasonally but the walk-in customer can always save the show. For most walk-in's, the motivation is curiosity and it's good for an online retail to work on the curiosity factor. Floating teasers before launching an album, for example, is a good way of keeping customers in the loop, and this technique is frequently employed by Manriqen keep its customers curious and in reach. Another frequently adopted strategy is to offer something 'new among the olds', a genuine, inherent quality among the Manriqen enterprises. Besides, Manriqen not only upholds the sanctity of the customer-retailer and the retailer-supplier relationship, it also seconds the do-no-harm policy towards the environment in general. Manriqen tries to keep paperwork minimal and the product packaging environmental friendly. In olden days, businesses seldom addressed the moral and ethical issues of their transactions. But Manriqen takes a head-on approach on these issues and tries to conform to the highest grounds of social responsibility. With limited capacity to undertake this mission, and fully aware of its scope in the market, Manriqen and other similar enterprises have the role to lead in corporate social responsibility. The way online retail stores have revolutionized shopping and customers' reach and satisfaction is commendable. But the online retail industry is still young, and the principles

of game here need thorough clarification more than ever for this industry to move on with leaps and bounds.

Manriqen is an online retail brand started in 2012 by 2 young entrepreneurs. Initially they started the brand with retailing fashion accessories for ladies and in 2020 they started manufacturing Contact lenses with one of the world class manufacturers in South Korea. Location of the factory is located in 8, 10 yoengdong 2-gil, yangsan-si, gyeongsangnam-do, South Korea. There is total 42 total employees working for this online brand. Manriqen started operation on October 20th 2012. The initial investment was 500\$, Stock worth \$200 was damaged when received. 2021 Last year Manriqen Total Revenue was \$200,000. This year 2022 Manriqen is expecting a total revenue of \$325,000 by the end of this year. Manriqen is already planning to expand its business operations and services through the investigation of the competition and new entrants in the eye wear industry so that the sustainability of the company could be identified. There are few more international eye wear brands which is being offered in many optical stores & online, but Manriqen brand itself is the first ever local brand started making eye wear lenses. Manriqen is using the best technology which is still 5 years ahead in Pakistan providing one of the most comfortable and natural looking eye wear lenses nationally. Many international brands eyewear lenses in Pakistan is still using hydrogel technology which got terminated used by brands throughout the world in 2016.

Reference: <https://www.manriqen.com>

Manriqen in 2012 when it was a vision, the brand initially plan was to focused cost leadership. By making an online store from where you can offer your products all over in Pakistan, rather than investing large amount of funds for making physical store in every city. Manriqen is an example in eyewear brand using a focused differentiation strategy. Their products are synonymous with unique natural colors, quality and advanced technology excellence. The products are premium quality and in reach of every customer who desires to buy it in low price and focused on a big subset of the eyewear market in Pakistan. For a brand in productivity improvement is a function and a result of managing objective and responsibility to increase productivity and maintain its growth efficiently. Manriqen improves in productivity every time they release new collection of shades.

Manriqen Lenses have shown an upward trend in revenue which shows that there is still a lot of space which is still to be captured online globally, which led it to start planning to enter international market. The brand sees big opportunity in global market. But with opportunity, there will be many problems and challenges that the brand can face entering into international market. There are many problems that is being addressed already from the marketer of this brand for entering into global market.

1.2.1 Project Rationale

The expansion of Manriqen brand into the global market is a strategic move that aligns with our long-term goals of increasing our customer base and revenue. Currently, Manriqen is well-established in our domestic market, but they believe that there is significant untapped potential in international markets. Manriqen has experienced significant growth and success in our domestic market, and they are now ready to take the next step and expand their services to the global market. We believe that this is a strategic move that will help them to increase customer base, revenue, and overall competitiveness.

There are several key reasons why expanding services to the global market is a sound business decision:

First, the global eyewear market is growing rapidly, and there is a high demand for high-quality, affordable contact lenses. By entering new markets, Manriqen will be able to tap into this demand and increase sales.

Second, expanding services to the global market will allow Manriqen to diversify customer base and reduce reliance on any single market. This will help to mitigate risks and ensure that business is more resilient in the face of market shifts or economic downturns.

Third, the global market offers a wide range of opportunities for growth and innovation. By entering new markets, this brand will be able to learn from new customers and adapt their products and services to meet their needs. This will help them to stay ahead of the competition and maintain their position as a leader in the online eyewear market.

However, there are also potential challenges and risks associated with expanding our services to the global market. Some of the problems that could downturn our brand include:

Cultural differences: One potential challenge is the need to adapt to different cultures and customs in different markets. This may involve adapting our marketing and branding to appeal to different audiences, as well as ensuring that our customer service is culturally sensitive and responsive to the needs of international customers.

Language barriers: Another potential problem is the need to communicate effectively with customers in different languages. This may require translating our website, marketing materials, and customer service communications, as well as hiring staff who are fluent in multiple languages.

Logistics and fulfillment: A key factor in the success of our expansion will be our ability to deliver orders to customers in a timely and cost-effective manner. This may require establishing partnerships with reliable shipping companies and developing a system for tracking and fulfilling orders from international customers.

Competition: We will also need to be prepared to compete with other brands in the global market. This may require differentiating our products, attributes and services, as well as investing in marketing and advertising to build brand awareness and loyalty.

Legal and regulatory issues: Expanding our services to the global market may also involve navigating different legal and regulatory frameworks in different countries. This may require obtaining licenses and permits, as well as complying with different standards and regulations related to contact lens sales and distribution.

1.2.2 Project Purpose:

The purpose of this project to expand Manriqen optical brand's services to the global market is to increase customer base, revenue, offer products internationally and overall competitiveness.

Expanding services to the global market will allow Manriqen to diversify customer base and reduce reliance on any single market. This will help to mitigate risks and ensure that business is more resilient in the face of market shifts or economic downturns.

By entering new markets and tapping into the growing demand for high-quality, affordable eyewear, we believe that the brand can significantly grow business and achieve long-term goals of success. In order to achieve this purpose, we will need to carefully research and understand

the needs and preferences of customers in different international markets. This will require extensive market research and the development of targeted marketing campaigns. We will also need to establish partnerships with reliable shipping companies and develop a system for tracking and fulfilling orders from international customers. Ensuring that we can deliver our products to customers in a timely and cost-effective manner is key to our success in the global market. Finally, we will need to be prepared to adapt to different cultural and legal environments in different markets. This may involve adapting our marketing and branding, as well as complying with different regulations related to contact lens sales and distribution.

1.2.3 Project goal:

The goal of this project is to expand the business of a contact lens brand to the international market. This expansion will involve the creation of a marketing strategy that effectively targets the specific demographics and cultures of the countries that the brand plans to enter.

The first step in achieving this goal will be to conduct market research on the potential international markets. This will involve gathering data on the current state of the contact lens market in each country, including information on the size and growth of the market, the current brands and products available, and consumer preferences and behaviors. This research will also involve identifying any regulatory or compliance requirements that must be met in order to sell contact lenses in each market. Once the market research has been completed, the brand can begin developing a marketing strategy tailored to each individual market. This will include identifying target demographics, creating marketing campaigns that appeal to these demographics, and selecting the most effective channels for reaching potential customers. For example, if the brand is planning to expand to Asia, it will be important to have a strong presence on social media platforms like We Chat and LINE, as these platforms are extremely popular in that region. In addition to the marketing strategy, the brand will also need to consider the logistics of expanding its operations to other countries. This will involve identifying local partners and suppliers, as well as developing relationships with distribution networks in each market. The brand will also need to consider the potential costs associated with expanding to a new market, such as import/export taxes and tariffs, as well as any currency risks. The final step in achieving this goal will be to monitor the performance of the brand in each international market, and make adjustments to the marketing strategy and operations as needed. This will involve tracking key

performance indicators such as sales, market share, and customer satisfaction, and using this data to make data-driven decisions about the direction of the Manriqen lenses brand's international expansion. Expanding a contact lens brand to the international market is a significant goal that requires careful planning and execution. By conducting thorough market research, developing a tailored marketing strategy, and building strong local partnerships, the brand can effectively target the specific demographics and cultures of the countries it plans to enter and achieve success in the international market.

1.2.4 Broad statement of scope:

Manriqen Lenses that is planning to expand its business to the international market will need to consider a broad range of factors in order to achieve success. A comprehensive statement of scope for this expansion project will need to address the following key areas:

Scope of the project: The project will focus on researching and understanding the regulations, compliance requirements, taxes and customs regulations of importing and selling contact lenses in the international market. This includes obtaining necessary approvals and certifications, setting up payment processors, logistics providers, and customs agents and adapting to local languages, currencies and cultures.

Market research: The project will involve conducting market research on the potential international markets, including gathering data on the current state of the contact lens market in each country, the current brands and products available, consumer preferences and behaviors, and identifying reliable local partners and suppliers. I will also work on SWOT Analysis, Porter's 5 forces model, Pestle analysis, corporate level strategies, and functional level strategies. This will help us understand and analyze international optical brand strategies and services they offer to their customer. There might be more strategies that I will work on which can help get a better understanding on consumer preferences and behaviors.

1.2.5 Project Objectives:

The main objective of this project is to expand the online contact lens brand's business to the international market, by identifying and entering new markets, increasing the brand's customer base, and revenue. **Increase revenue:** The primary objective of the project is to increase the brand's revenue by expanding its customer base and tapping into new markets.

Establish brand presence: The brand will aim to establish a strong presence in the international market by building brand awareness and reputation through effective marketing and advertising campaigns.

Achieve compliance: The brand will aim to comply with all relevant regulations and laws in the international market, including those related to e-commerce, data protection, and product labeling.

Localization: The brand will aim to localize its website, customer service and product description to meet the language and cultural requirements of the target international market.

Protect intellectual property: The brand will aim to protect its intellectual property in the international market by registering trademarks, patents, and copyrights.

Build partnerships: The brand will aim to establish partnerships with local distributors, logistics companies, and other partners to ensure efficient delivery of products to customers.

Risk Management: The brand will aim to identify and mitigate potential risks associated with expanding to international markets.

Achieve customer satisfaction: The brand will aim to improve customer satisfaction by providing excellent customer service and making it easy for customers to purchase and return products. These objectives will help the brand to achieve its goal of expanding its business to the international market and increase its revenue. By setting clear and measurable objectives, the brand can focus its efforts on the most important tasks and track its progress towards achieving its goals.

1.2.6 Anticipated Benefit:

Increased revenue: Expanding to the international market can open up new opportunities for the brand to sell its products and services, which can lead to increased revenue.

Greater market share: Expanding to the international market can help the brand to increase its market share by reaching new customers and competing against other global brands.

Diversification: Expanding to the international market can help to diversify the brand's customer base and revenue streams, which can help to mitigate the impact of economic downturns or changes in consumer preferences in a single market.

Brand awareness: Expanding to the international market can help to increase brand awareness and build a strong brand reputation, which can lead to greater customer loyalty and trust.

Access to new technologies and trends: Expanding to the international market can provide the brand with access to new technologies and trends that can be used to improve products and services and stay ahead of the competition.

Cost savings: Expanding to the international market can help the brand to take advantage of lower costs for materials, labor, and other resources, which can lead to cost savings.

Cultural exposure: Expanding to the international market can give the brand exposure to new cultures and ways of doing business, which can help to improve its understanding of its customers and adapt its products and services accordingly.

New partnerships: Expanding to the international market can open up new opportunities for the brand to form partnerships with other businesses, which can help to increase its reach and expand its offerings.

Risk diversification: Expanding to the international market can help to diversify the brand's risks by reducing its reliance on a single market or region. By expanding to international market, the brand can take advantage of new opportunities, tap into new customer base, and diversify its revenue streams, which can help to fuel growth and increase the brand's competitiveness in the global marketplace.

1.2.7 Key Success Factors:

As a project manager for the expansion of the online contact lenses brand to the international market, I believe that the key success factors for this project include:

Market research and analysis: A thorough understanding of the target international market, including consumer preferences and behaviors, as well as the competitive landscape.

Regulatory compliance: Ensuring that the brand is compliant with all relevant regulations and laws in the international market, including those related to e-commerce, data protection, and product labeling.

Logistics and shipping: Establishing effective logistics and shipping solutions to support the international market, including customs clearance, tariffs, and taxes.

Localization: Adapting the brand's website, customer service and product description to meet the language and cultural requirements of the target international market.

Building partnerships: Establishing partnerships with local distributors, logistics companies, and other partners to ensure efficient delivery of products to customers.

Cyber security: Implementing adequate cyber security measures in order to protect the brand and customers against cyber threats like hacking and fraud.

Continuous improvement: Regularly reviewing and updating the brand's processes to ensure that they remain current and effective, and that the brand continues to meet the needs and expectations of customers in the international market.

By focusing on these key success factors and executing them effectively, the brand can increase its chances of success in the international market, establish a strong presence in new regions, and achieve its expansion goals.

1.2.8 Quality Definition:

Manriqen lenses brand that is planning to expand its business to the international market may include a range of factors that are important to ensure customer satisfaction and meet regulatory requirements. Some of these factors for quality definition may include:

Product quality: The brand should ensure that its products meet or exceed industry standards for quality, safety, and performance. This includes regular testing and monitoring of products to ensure that they are free from defects and meet the brand's quality standards.

Packaging and labeling: The brand should ensure that its products are packaged and labeled properly to meet the requirements of the international market. This includes providing clear and

accurate information about the product and its use, as well as ensuring that packaging is safe and secure for shipping.

Customer service: The brand should ensure that its customer service is of the highest quality, by providing prompt and helpful responses to customer inquiries and complaints. This also includes providing clear information about the return and refund policy.

Shipping and logistics: The brand should ensure that its products are shipped and delivered to customers in a timely and efficient manner, while also maintaining quality standards.

Compliance: The brand should ensure that it is compliant with all relevant regulations and laws in the international market, including those related to e-commerce, data protection, and product labeling.

Cyber security: The brand should ensure that the e-commerce platform and all systems are secure and meet the standards to protect customer data and the brand's information.

Continuous improvement: The brand should have a continuous improvement approach to quality, by regularly reviewing and updating its quality standards and processes to ensure that they remain current and effective.

By defining and maintaining quality standards, we will ensure that it is providing high-quality products and services to its customers, which can help to build trust and loyalty, and increase the chances of success in the international market.

1.2.9 Deliverables:

Manriqen lenses brand that is planning to expand to the international market will be needing to deliver a range of key deliverables in order to achieve success.

Market research: The brand will need to conduct market research to understand the target international market, including consumer preferences, behaviors, and competition, localization, and marketing strategy.

Logistics and shipping: The brand will need to set up logistics and shipping solutions to support the international market, including customs clearance, tariffs, and taxes. This will ensure that the brand is able to deliver products to customers in a timely and cost-effective manner.

Marketing and advertising: The brand will need to promote its products and services in the international market, including advertising and public relations. This will help to build brand awareness and attract new customers.

Return and refund policy: The brand will need to establish a clear and easy-to-understand return and refund policy for international customers. This will help to build trust and ensure customer satisfaction.

Risk management: The brand will need to establish a risk management plan to identify and mitigate potential risks associated with expanding to international markets.

All these deliverables are important to ensure that this contact lenses brand is able to effectively expand to the international market and meet its objectives. By developing a comprehensive plan and delivering these key deliverables, the brand can improve its chances of success in the international market.

1.2.10 Estimated Timeframe:

The brand has reviewed the project scope, and understand what's required to achieve activities and tasks. Considering revision hours, including external hours, and all objectives together will take about 3 months to complete this project phase. But the brand is planning to enter the international market in mid-2024.

1.2.11 Estimated Budget:

The estimated budget for this project is \$120,000. This includes Registration of the brand in Dubai, market research, e-commerce platform development, logistics and shipping, compliance and regulations, marketing and advertising, legal, local partners and suppliers and occupying space.

1.2.12 Constraints:

Expanding an online e-commerce contact lens brand to the international market can be challenging due to several unique constraints that the brand may face. As a project manager for an online e-commerce contact lens brand that is planning to expand business to the international

market, I am fully aware of the many constraints that we will need to navigate in order to achieve success. Some of the key constraints that we may face include:

Budget: There may be constraints on the available budget for expanding to international markets, which could limit the resources available for market research, e-commerce platform development, logistics, and compliance.

Time: There may be a constraint on the time available for the project, with a specific target date for completion, which may limit the ability to conduct thorough market research and make adjustments to the e-commerce platform.

Resources: There may be constraints on the availability of skilled personnel, such as those with experience in international e-commerce, logistics, and compliance.

Technological: The brand's current e-commerce platform may not be equipped to handle the complexities of different currencies, and compliance regulations in the international market, this may require significant investment and upgrades.

1.2.13 Assumptions:

When planning to expand Manriqen contact lenses brand to the international market, there are certain assumptions that may be made in order to guide the planning process and make decisions. Some of these assumptions is market demand. The brand may assume that there is a demand for its products in the international market, based on market research and trends. Then Regulatory compliance, the brand may assume that it will be able to comply with all relevant regulations and laws in the international market, including those related to e-commerce, data protection, and product labeling. Payment and logistics, the brand may assume that it will be able to establish effective payment and logistics solutions to support the international market, including customs clearance, tariffs, and taxes. Local partners, the brand may assume that it will be able to establish partnerships with local distributors, logistics companies, and other partners to ensure efficient delivery of products to customers. Cyber security, the brand may assume that it will be able to implement adequate cyber security measures in order to protect the brand and customers against cyber threats like hacking and fraud. Localization, the brand may assume that it will be able to localize its website and product descriptions to meet the language and cultural requirements of

the target international market. Intellectual property protection, the brand may assume that it will be able to protect its intellectual property in the international market by registering trademarks, patents, and copyrights. Competitive advantage, the brand may assume that it has an advantage over its competitors in terms of product quality, price, customer service and delivery.

1.2.14 Potential risk:

Potential risks for an online contact lens brand that is planning to expand to international markets may include:

Regulatory compliance: The brand may face risks with compliance with different regulations and laws in each country, which could result in penalties, fines, and legal issues.

Payment and Logistics: The brand may face risks with payment and logistics such as currency fluctuations, cross-border taxes and tariffs, customs clearance, and shipping, which could negatively impact revenues and customer satisfaction.

Intellectual Property: The brand may face risks with protecting its intellectual property in each market it enters, which could lead to infringement of its intellectual property rights by competitors.

Cyber security: The brand may face risks with cyber threats such as fraud and hacking which could lead to legal and financial repercussions if it fails to implement adequate cyber security measures.

Currency risk: the brand may face currency risks due to fluctuations in currency rates which could affect the pricing of products and revenue.

Language and cultural barriers: The brand may face risks in communicating and understanding customers due to cultural and linguistic differences which could impact customer satisfaction.

Dependence on local partners and suppliers: The brand may face risks with dependence on local partners and suppliers in each market it enters, if those partners or suppliers are unreliable or untrustworthy, it could lead to supply chain disruptions.

Returns and Refunds: The brand may face risks with handling returns and refunds due to the complexity of international transactions, which could lead to additional costs and customer dissatisfaction.

As an online contact lens brand expanding to international market, it's essential to anticipate and plan for potential risks, and to put measures in place to mitigate those risks, along with managing the constraints. This will help to minimize negative impacts and help the brand to achieve its goals.

1.2.15 Information Requirements:

In order to successfully expand to the international market, the Manriqen lenses brand will need to gather and maintain accurate and up-to-date information on a range of key areas, including market research and analysis, regulatory compliance and legal requirements, logistics and shipping, localization, and customer preferences and behaviors. This information will be used to inform key decisions and develop effective strategies for expanding the brand's presence in the international market, and should be regularly reviewed and updated to ensure that it remains current and relevant.

Chapter 2

2.1 Problem Definition and Requirement Analysis:

The problem definition for an online Manriqen contact lenses brand that is planning to expand its business to the international market is multifaceted. The primary problem is the need to increase revenue and market share in a highly competitive industry. The brand has experienced significant growth in its domestic market and has established a reputation for providing high-quality products and excellent customer service. However, in order to continue to grow and remain competitive, the brand recognizes the need to expand its reach and tap into new markets.

Additionally, expanding to the international market brings a range of challenges that must be considered. Furthermore, I have used strategic tools to identify where this brand actual falls. From problems to weaknesses and strength. The first tool that I used is SWOT analysis.

SWOT Analysis:

A SWOT analysis for an online Manriqen contact lenses brand that is planning to expand its business from Pakistan to the international market would identify the brand's strengths, weaknesses, opportunities, and threats. The SWOT analysis helps online Manriqen lenses brand identify its strengths and weaknesses and opportunities and threats, which will be useful in developing a comprehensive expansion plan that addresses key issues and increases the chances of success in the international market. This analysis should be done for the target market and not just for the country where the brand is based.

Strengths:

- Established reputation for providing high-quality products and excellent customer service.
- Strong online presence and e-commerce platform.
- Strong domestic market with a loyal customer base.
- Strong partnerships and relationships with suppliers and logistics providers.
- Strong understanding of regulatory requirements and compliance in domestic market.

Weaknesses:

- Limited international market experience.
- Limited localization and cultural adaptation.
- Limited intellectual property protection in international market.
- Limited international logistics and shipping capabilities.

Opportunities:

- Growing global demand for contact lenses.
- It has high-growth in untapped international markets.
- Potential for increased revenue and market share.
- The brand has potential to increase brand awareness and recognition.
- More new partnerships and collaborations in international market.

Threats:

- Strong competition from established international brands.
- Stringent regulatory requirements and compliance in international market.
- Risk of intellectual property infringement.
- Risk of cultural and language barriers.
- Instability of domestic market currency.

Porter's 5 Forces Model:

Porter's Five Forces model is a framework used to analyze the competitive dynamics of an industry. Applying this model to an online contact lenses brand Manriqen lenses that is planning to expand its business from Pakistan to the international market would identify the following five forces:

Threat of new entrants: The threat of new entrants refers to the potential for new competitors to enter the market. In the online contact lens market, the barriers to entry are relatively low, as there are no significant economies of scale or brand recognition required. However, the brand's strong reputation and established customer base may make it difficult for new competitors to enter the market.

Threat of substitute products or services: This could include glasses or other vision correction options. However, the convenience and comfort of contact lenses may make them a preferred choice for many customers, reducing the threat of substitutes.

Bargaining power of suppliers: Suppliers of raw materials and manufacturing equipment may have some bargaining power, but the Manriqen lenses brand established relationships with suppliers and its reputation may mitigate this.

Bargaining power of buyers: Customers have a high degree of bargaining power due to the availability of a wide range of products and competitors. However, the brand's reputation for quality and customer service may help to reduce the bargaining power of buyers.

Competitive rivalry: There is a high degree of competition, as there are a large number of established players and new entrants vying for market share. However, the brand's reputation and established customer base may give it a competitive advantage over new entrants.

By analyzing the five forces, the brand can identify the key drivers of competition in the international market, and develop strategies to mitigate potential threats and capitalize on opportunities.

PESTLE Analysis:

A PESTLE analysis is a framework used to analyze the external factors that may affect a business. Applying this model to an online contact lenses brand that is planning to expand its business from Pakistan to the international market would identify the following factors:

Political factors:

Trade agreements: Dubai is a member of the World Trade Organization (WTO) and has signed several trade agreements with other countries. It's important for the brand to understand how these agreements may impact their ability to import or export products and services.

Regulations and compliance: There are a number of regulations and compliance requirements that businesses must adhere to when operating in Dubai. These include compliance with data protection laws, consumer protection laws, and laws related to e-commerce and online sales.

Intellectual property laws: Dubai has strict laws in place to protect intellectual property rights. It's important for contact lenses brand to understand these laws and take steps to protect their own intellectual property rights when expanding to the market.

Foreign investment laws: Dubai has a relatively open foreign investment policy, but there may be certain restrictions and regulations that businesses must comply with when investing in the market. The brand should be familiar with these laws and regulations and understand how they may impact their ability to operate in the market.

Political stability: Dubai is considered politically stable and has a relatively low risk of political unrest or instability. However, it's important for the brand to be aware of any potential political risks that may impact their operations in the market.

Government support: Dubai government has been promoting the e-commerce and online businesses, it's important to understand how we can leverage government support and resources to help them succeed in the market.

Economic factors:

As the project manager for an online contact lens brand that is planning to expand business to the international market, specifically Dubai, from Pakistan, it is important to understand the economic factors that may impact the brand's operations in the market. Some of the key economic factors that the brand should consider include:

Exchange rates: The exchange rate between Pakistan and the United Arab Emirates (UAE) is relatively higher than Pakistani currency, and the brand should be aware of how this may impact their costs and revenue.

GDP and economic growth: Dubai has a strong and diversified economy with a high GDP per capita, which can be beneficial for the brand in terms of consumer purchasing power and market potential. The brand should also be aware of any economic trends or fluctuations in the market, such as recession and inflation.

Labor costs: The cost of labor in Dubai is relatively high, which may impact the brand's costs and pricing strategy. However, Dubai has a large pool of highly skilled and educated workers that the brand can leverage to support their operations in the market.

Trade barriers: Dubai has relatively low trade barriers, which can make it easier for the brand to import and export products and services. However, it's important for the brand to be aware of any tariffs or non-tariff barriers that may be in place and how they may impact their operations in the market.

Government policies: Dubai government has been promoting the e-commerce and online businesses, it's important for the brand to understand how they can leverage government support and resources to help them succeed in the market.

Cost of import and export: The brand needs to be aware of the costs involved in the import and export process, including customs duty and taxes, freight costs, and compliance with regulations.

Socio cultural factors:

Language: Dubai is a multicultural city where many languages are spoken, but the official language is Arabic, and it's important for the brand to consider how they will communicate with customers and market their products in this language.

Religion: Dubai has a diverse population with a mix of different religions. It's important for the brand to understand and respect the cultural and religious customs and traditions of the market, and ensure that their marketing and advertising materials are appropriate and respectful.

Values and beliefs: Dubai's culture is heavily influenced by its Islamic heritage, and it's important for the brand to understand and respect the traditional values and beliefs of the market. This includes being sensitive to issues such as gender roles, modesty, and family values.

Social norms: Dubai is a cosmopolitan city and has a vibrant social scene, with a mix of different social norms. It's important for the brand to understand and be aware of these norms and ensure that their products and services align with them.

Brand perception: Dubai's consumers are quite brand conscious, and it's important for the brand to understand how their products and services will be perceived in the market, and how they will position themselves to appeal to the target market.

Technological factors:

Internet penetration: Dubai has a high rate of internet penetration, which can be beneficial for the brand in terms of reaching and engaging with customers online. However, the brand should also be aware of any potential challenges or obstacles that may arise due to the technology infrastructure of the market.

E-commerce infrastructure: Dubai has a well-developed e-commerce infrastructure, including online marketplaces, payment gateway and logistics providers, which can be beneficial for the brand in terms of reaching and engaging with customers online.

Digital marketing: Dubai has a large and active online population, and the brand should consider how to leverage digital marketing to reach and engage with customers in the market.

Cyber security: Dubai has strict cyber security regulations in place, and the brand should be aware of how these regulations may impact their operations and ensure that they are in compliance.

Mobile usage: Dubai has a high mobile usage rate, and the brand should consider how to optimize their e-commerce platform and digital marketing efforts for mobile devices.

Environmental factors:

Climate: Dubai has a hot and arid climate, with high temperatures and low humidity, which may impact the brand's logistics and distribution operations. The brand should consider how to protect their products from heat damage and how to manage the storage and transportation of their products.

Geography: It is strategically located at the crossroads of Europe, Asia and Africa, which can be beneficial for the brand in terms of logistics and distribution. However, the brand should also be aware of any potential challenges or obstacles that may arise due to the geography of the market.

Natural resources: Dubai has limited natural resources and relies heavily on imports. The brand should be aware of how this may impact their costs and logistics and consider sourcing materials locally.

Environmental regulations: Dubai has strict environmental regulations in place, and the brand should be aware of how these regulations may impact their operations and ensure that they are in compliance.

Legal factors:

Business registration: The brand will need to register their business in Dubai and comply with any local business regulations. This includes obtaining necessary licenses and permits, and adhering to local labor laws.

Taxation: The brand should be aware of the local tax laws and regulations and ensure that they are compliant.

Intellectual property: The brand should be aware of the local intellectual property laws and regulations and ensure that they are protecting their own intellectual property and not infringing on the intellectual property of others.

Data protection: Dubai has strict data protection regulations in place and the brand should ensure that they are compliant with these regulations and that they are protecting the personal data of customers.

Consumer protection: Dubai has strict consumer protection laws in place, and the brand should ensure that they are compliant with these laws and that they are treating customers fairly.

By analyzing these factors, the brand can identify the key external factors that may affect its ability to expand its business to the international market. This will help the brand develop strategies to mitigate potential threats and capitalize on opportunities.

Chapter 3

3.1 Design and Implementation

As the project manager for an online contact lenses brand that is planning to expand its business to the international market, the design and implementation of this expansion would require a thorough and well-coordinated effort. The following is a detailed statement on the design and implementation of this expansion:

Market research and analysis: The first step in the design and implementation process would be to conduct a thorough market research and analysis of the target international market. This would involve identifying potential customers, understanding their needs and preferences, and analyzing the competitive landscape. This research would provide valuable insights that would inform the development of the expansion strategy.

Budget allocation:

The budget allocation for an online contact lens brand that is planning to expand its business to the international market in Dubai may vary depending on the specific needs of the company and the results of the market research. However, as a rough guide, here's an example of how the budget could be allocated:

- Market research: 10% of the budget, or \$10,000
- E-commerce website development and optimization: 5% of the budget, or \$ 5000
- Online advertising and promotion: 15% of the budget, or \$20,000
- Logistics and shipping: 15% of the budget, or \$15,000
- Warehouse and staff: 5% of the budget, or \$10,000
- Legal and compliance: 15% of the budget, or \$16,000
- Contingency: 35% of the budget, or \$44,000

Market research: A significant portion of the budget would be allocated to conduct market research to understand the consumer behavior, market trends and competitors in Dubai. This information is crucial to tailor the product offerings, marketing strategy, and pricing to better meet the needs of the target customers in Dubai.

E-commerce website development and optimization: Another significant portion of the budget would be allocated to building an e-commerce website that is optimized for conversions and user experience. The website should be mobile-friendly, easy to navigate and has a secure payment gateway to ensure a smooth buying experience for the customers.

Online Advertising and Promotion: I would allocate a part of the budget to online advertising and promotion such as Google Ad words, Face book ads, Instagram ads, and other social media platforms, this will help the brand to reach a larger audience and attract new customers in Dubai.

Logistics and shipping: I will also allocate budget for logistics and shipping, as the company will need to ensure that the products can be delivered to customers in Dubai and worldwide shipping in a timely and cost-effective manner.

Legal and compliance: I will also allocate budget for legal and compliance to ensure that the company is adhering to all the regulations and laws of Dubai and also to avoid any kind of legal issues.

Contingency: Finally, I would set aside a portion of the budget as a contingency to cover any unexpected expenses or changes in market conditions.

Development of expansion strategy: Based on the market research and analysis, a comprehensive expansion strategy would be developed. This strategy would include the selection of the target market through demographic analysis, the specific products or services to be offered, the marketing and sales approach, and the logistics and distribution plan.

Localization and cultural adaptation: In order to be successful in the international market, the brand must adapt its products, services, and marketing to the local culture. This would involve localizing the packaging, and marketing materials. It would also involve hiring local staff and establishing local partnerships to better understand and serve the target market.

Regulatory compliance: The brand must comply with all relevant laws and regulations in the target international market. This would involve obtaining the necessary licenses, VAT and certifications, complying with data protection and privacy regulations, and ensuring that the products meet the local safety and quality standards.

Logistics and distribution: The brand must establish an efficient logistics and distribution plan for the international market. This would involve identifying and partnering with local logistics providers, establishing a warehousing and inventory management system, and developing a transportation plan.

Marketing and sales: The brand must develop a comprehensive marketing and sales plan for the international market. This would involve identifying the most effective channels for reaching the target market, developing a localized marketing strategy, and establishing a sales team.

Monitoring and measurement: The brand must establish a system for monitoring and measuring the performance of the international expansion. This would involve setting key performance indicators, collecting and analyzing data, and making adjustments as necessary.

Continual improvement: Continual improvement is key in expanding business to international market. As the brand gains more experience in the international market, it will be able to identify areas for improvement and make adjustments to its strategy.

Chapter 4

4.1 Testing and Deployment:

As the project manager for an online contact lenses brand that is planning to expand its business to the international market, testing and deployment are critical steps in the overall design and implementation process. Dubai is an ideal location for this expansion as it is a hub for international trade and commerce, and is a gateway to the Middle East and Africa. By registering their brand in Dubai, the contact lens brand will have access to a wide range of shipping routes and logistics options that will allow them to efficiently and cost-effectively ship their products to customers around the world.

The process of registering a brand in Dubai will involve several steps. Firstly, the brand will need to research the regulations and requirements for registering a business in Dubai. This will include obtaining a trade license, registering for VAT (value added tax), and securing any necessary certifications or approvals. The brand will also need to ensure that their products meet any regulatory requirements for being shipped to different countries, such as getting the required approvals from the Dubai Ministry of Health or similar bodies. VAT was introduced in the United Arab Emirates (UAE) on January 1, 2018, at a standard rate of 5% on most goods and services. The VAT is applied at each stage of production and distribution,

Once the brand has met all the necessary regulations, the next step will be to establish a presence in Dubai. This may involve opening a physical location, such as a warehouse or distribution center, or setting up a virtual office to handle logistics and customer support. The brand will also need to establish relationships with local logistics providers, such as shipping companies and freight forwarders, in order to ensure that their products can be shipped efficiently and cost-effectively.

The brand will also need to develop an international marketing strategy that is tailored to the specific needs and preferences of their target markets. This will include identifying target demographics and creating marketing campaigns that appeal to these demographics, and selecting the most effective channels for reaching potential customers. The brand will also need to consider language, cultural and the regulations of the target markets.

Finally, the brand will need to monitor their performance in the international market, and make adjustments to their marketing strategy and operations as needed. This will involve tracking key performance indicators such as sales, market share, and customer satisfaction, and using this data to make data-driven decisions about the direction of the brand's international expansion. The contact lens brand that is planning to register their brand in Dubai for international shipping is taking a smart approach to entering the global market. By following the correct process of regulations, establishing a presence in Dubai, building relationships with local logistics providers, and developing a tailored international marketing strategy, the brand will be well-positioned to succeed in the international market.

As the project manager for an online contact lens brand that is planning to expand business to the international market, specifically Dubai, conducting demographic research is an important step in understanding the target market and developing a comprehensive strategy. The following is a detailed statement on how to conduct demographic research for this expansion:

Demographic Analysis Research:

Define the research objectives: The specific demographic characteristics that the research aims to gather information on, age which is from 15-55, all gender, higher incomes, and higher level education are more likely to purchase contact lenses. There is no specific demographic or occupation that is more likely to purchase contact lenses, as the use of contact lenses is not limited to any specific group of people. Contact lenses are used by people of all ages, genders, and occupations, whether they need them for corrective purposes or for fashion. There is no specific demographic or lifestyle that is associated with people who buy contact lenses. Contact lenses are used by a wide range of people, including:

- Individuals who have a prescription for corrective lenses.
- Athletes and active individuals who prefer the freedom and flexibility of contact lenses over glasses
- People who have a cosmetic need to change the appearance of their eyes.
- People who have a medical condition that affects their eyesight.
- People who have a job or lifestyle that makes glasses impractical.

However, some general trends can be observed, for example, contact lenses are more popular among younger adults, who are more likely to be active and have jobs that require them to look professional. Additionally, contact lenses are more popular among people who live in urban areas, where there may be more access to eye care professionals and optometrists.

Identify data sources: There are several data sources that can provide information on who buys contact lenses:

Sales data: All sales data can provide retailers and manufacturers of contact lenses to track sales data to identify which consumer groups are purchasing their products.

Online analytics: Websites and social media platforms (instagram analytics, woo commerce platform) can provide data on consumer demographics and online behavior, including information on which consumers are searching for and purchasing contact lenses online.

Government data: In Dubai, there are several government agencies that can provide data to help identify potential contact lens buyers. That include:

Dubai Statistics Center (DSC): DSC is responsible for collecting, compiling and publishing statistical data for the emirate of Dubai. They can provide data on consumer demographics and income levels, which can be used to identify potential contact lens buyers.

Dubai Department of Economic Development (DED): DED is responsible for supporting and promoting economic development in Dubai. They can provide data on consumer spending patterns, which can be used to identify potential contact lens buyers.

Dubai Health Authority (DHA): DHA is responsible for the regulation and oversight of healthcare in Dubai. They can provide data on the number and types of contact lens prescriptions written by optometrists in Dubai, which can be used to identify consumer groups that are buying contact lenses.

Dubai Customs: They are responsible for the collection of import and export statistics for the emirate of Dubai. They can provide data on the volume of contact lenses that are imported into Dubai, which can be used to identify potential contact lens buyers.

Consumer reports: There are many consumer reports that can provide insights on the contact lens market and consumer behavior.

Prescription data: Optometrists and other eye care professionals can provide data on the number and types of contact lens prescriptions they write, which can be used to identify the consumer groups that are buying contact lenses.

Point-of-sale data: Retailers can track data on the quantity and type of contact lens purchased in their store, which allows us to identify consumer demographics and purchase behaviors.

Testing and Development for E-commerce Platform:

User Acceptance Testing (UAT): Before deployment, User Acceptance Testing (UAT) must be conducted to ensure that the website and other digital platforms function as intended and meet the needs of the target market. This testing would involve a representative sample of the target market to ensure that the website is user-friendly, easy to navigate, and provides the information and functionality that customers need.

Functional testing: Functional testing would be done to ensure that all the features and functionality of the website and other digital platforms are working as intended. This would include testing the checkout process, payment gateway integration, and any other features that are critical to the customer experience.

Compatibility testing: Compatibility testing would be done to ensure that the website and other digital platforms are compatible with different browsers, devices, and operating systems. This would include testing the website on different devices and browsers to ensure that customers can access the website regardless of the device or browser they are using.

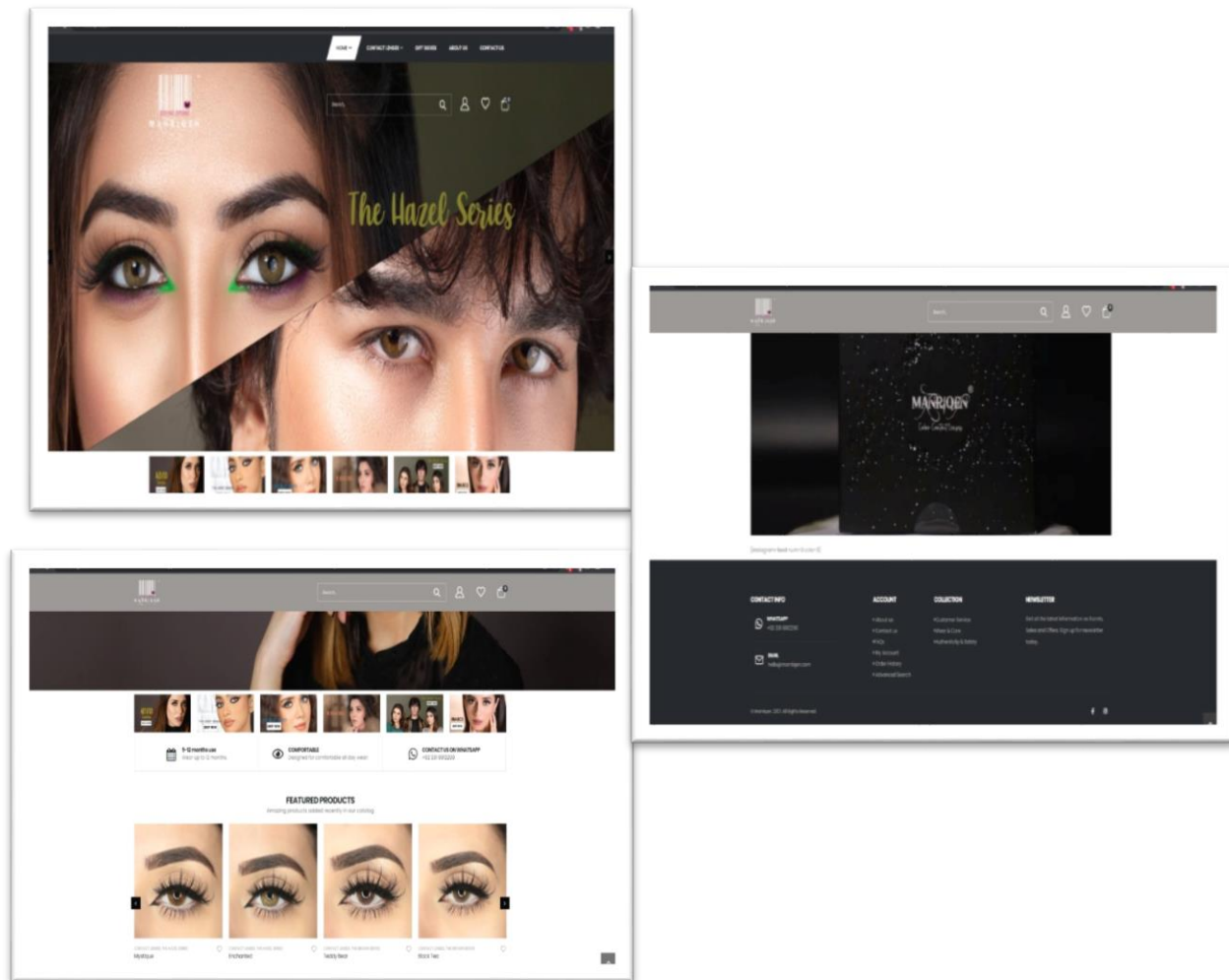
Performance testing: Performance testing would be done to ensure that the website and other digital platforms can handle the expected volume of traffic and transactions. This would include testing the website under different load conditions to ensure that it can handle peak traffic and that the response time remains acceptable.

Deployment: After the website and other digital platforms have been tested and all issues have been resolved, the website and other digital platforms would be deployed to the production

environment. This would involve configuring the production server and database, and updating the website and other digital platforms.

Monitoring and maintenance: After deployment, the website and other digital platforms would be continuously monitored to ensure that they are functioning as intended. Any issues that arise would be addressed promptly to ensure a seamless customer experience.

As project manager, I would be responsible for overseeing all aspects of the testing and deployment process, including User Acceptance Testing, functional, compatibility, performance and security testing. I would ensure that all issues are identified and resolved before deployment, and that the website and other digital platforms are deployed on time and within budget. Additionally, I would work closely with the cross-functional teams, such as QA, development, and IT support, to ensure that the website and other digital platforms are deployed smoothly and efficiently.



Chapter 5

5.1 Future Enhancements/Action Plan:

It is important to have a plan for future enhancements and actions to ensure continued growth and success, Regular market analysis and research would be conducted to understand the current market trends, customer preferences, and competitive landscape in the international market. This would be used to identify new opportunities for growth and to make adjustments to the existing strategy. The brand should continue to develop new products and services to meet the changing needs of the international market. This would include introducing new lens shade colors, types, lens care solutions, and other products to increase market share and revenue. Manriqen Lenses brand should continue to invest in marketing and sales to increase brand awareness and customer acquisition in the international market. This would include the use of digital marketing, social media marketing, and other strategies to reach the target market. The brand should continue to optimize its supply chain management to improve efficiency and reduce costs. This would include identifying new suppliers, negotiating better terms and conditions, and implementing new technologies to improve logistics and distribution. The brand should continue to invest in customer service and support to ensure customer satisfaction and loyalty. This would include providing customer service through phone, email, and chat, and implementing a customer feedback system to gather customer feedback and improve services. Regular reviews of the business processes and operations would be conducted to identify areas for improvement. Based on the review, appropriate actions would be taken to improve the overall performance of the business. Ongoing risk management would be implemented to ensure that the brand is prepared for any potential risks that may arise. This would include identifying potential risks, developing risk mitigation strategies, and monitoring the effectiveness of these strategies.

As project manager, I would be responsible for coordinating and overseeing the implementation of these future enhancements and actions. This would involve working closely with the cross-functional teams and stakeholders to ensure that the actions are aligned with the goals and objectives of the organization, and that they are executed within the budget and timeline. Additionally, regular progress reports would be provided to the stakeholders to ensure that they are informed about the progress of the business and any issues that may arise in future.

Chapter 6

6.1 Conclusion:

As the project manager for an online contact lens brand it is my pleasure to present the conclusion of this project. Throughout the course of this project, we have conducted comprehensive market research, demographic analysis, S.W.O.T analysis, porter's 5 Forces and developed a comprehensive marketing strategy to support the brand's expansion to the international market. We have also registered the brand in Dubai and set up a distribution network to ensure the availability of products to the consumers. The market research and demographic analysis helped us to gain a deep understanding of the target market in Dubai, including demographic characteristics, consumer behavior, purchasing decisions, and market trends. This information was used to develop a localized marketing plan and identify the most effective marketing channels to reach the target market. We also faced some constraints such as budget constraints, regulatory compliance, and the availability of resources such as personnel and equipment but we were able to overcome them by being adaptive and finding creative solutions. As a project manager, I am proud of the efforts and hard work in making this project a success. I worked diligently to ensure that all objectives were met and that the project stayed on track and within budget.

However, this is not the end of the journey, as we need to continuously monitor and update the market research and demographic analysis to keep track of any changes and adjust the strategy accordingly. We will also look for opportunities for future enhancements and improvements to ensure that the brand maintains its competitive edge in the international market

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Questionnaire

Q: What is the current status of your business and what motivated you to expand to the international market?

A:Our business is currently a small, locally-owned and online operated retail store. However, we have been experiencing steady growth and have a strong customer base. We have been motivated to expand to the international market because we believe there is a larger potential customer base and a greater potential for growth.

Q: How do you plan to market your products and services in the target countries?

A: We plan to market our products and services through a combination of traditional and digital marketing methods. This will include advertising in local media, working with influencers, and using social media platforms to reach our target market.

Q: What are your long-term goals for your business after expanding to the international market?

A:Our long-term goal is to establish a strong presence in the international market and to become a leading player in our contact lenses industry. We also aim to increase our market share and sales revenue. Additionally, we plan to expand our product line and to explore new markets in the future.

Q: Have you conducted any market research on the target countries and what were the key findings?

A:We have conducted market research on our target countries and found that there is a high demand for our products in these areas. But, we have identified potential competitors and have developed strategies to differentiate ourselves from them.

Q: What are the main challenges you anticipate when expanding to the international market?

A:Some of the main challenges we anticipate when expanding to the international market include navigating cultural differences, understanding and complying with foreign laws and regulations, and dealing with the logistics of shipping and receiving products.

Q: What international markets are you considering for expansion?

A:We are considering expanding to Dubai and offer our products and services all over the globe.

Q: How do you plan to finance your expansion to the international market?

A:We plan to finance our expansion to the international market through internal funds.

Q: How will you measure the success of your international expansion efforts?

A:We will measure success by our ability to establish a strong brand presence and diversify our customer base and reduce reliance on the domestic market.