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**Impact of Sales Promotion on the marketing of a new product for  
Al-Sheikh Enterprises**



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***AL-SHEIKH***  
**ENTERPRISES**



SPECIALISED  
Medical / Surgical Dresses, Patient Wear,  
Catering and Security Uniforms, Bed Linen  
and other items  
*Certified ISO 9001:2008*  
Where Quality and Creativity goes side by side

## Project Acknowledgement

### To Whom It May Concern

This letter serves as an official acknowledgement of the work done by Fida Hussain (01-111201-034) as project consultants for Al Sheikh Enterprises

We are pleased to acknowledge the completion of your final year project. We appreciate the opportunity to have been a part of this project, and we are proud to have supported you in this endeavor.

We would like to express our sincere gratitude to you for choosing Al Sheikh Enterprises as the subject of your research. We believe that your project has added significant value to our company and has helped us gain insights into the industry.

We would also like to express our appreciation to your academic supervisor, Dr. Muhammad Usman for his invaluable guidance and support throughout the project. Additionally, we acknowledge the contribution of your fellow classmates and peers, who have provided constructive feedback and suggestions.

Your commitment, dedication, and hard work have been commendable throughout the project. And we are honored to have played a part in your academic journey.

Once again, we congratulate you on the successful completion of your final year project, and we wish you all the best in your future endeavors.

For Al Sheikh Enterprises  
Partner

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# Dedication

“I gratefully dedicate this final year project to our wonderful parents, whose unwavering support, guidance, and belief in us have been a constant source of inspiration throughout our academic journey.”

## **Acknowledgement**

We would like to express our sincere appreciation to everyone who has contributed to the completion of this final year project. First and foremost, we are deeply grateful to our supervisor, Dr. Muhammad Usman for his invaluable guidance, feedback, and encouragement throughout the project. We would like to acknowledge the invaluable feedback and support provided by our academic mentors, as well as the constructive criticism and suggestions given by our peers and colleagues, which have significantly contributed to the completion of this project.

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To everyone who has played a part in this project, we offer our heartfelt thanks.

# Abstract

This report provides a comprehensive analysis of Al Sheikh Enterprises' strategic plan for launching and establishing a new line of sleepwear trousers and night suits. The company's approach is detailed through a structured framework encompassing market entry, product development, pricing, and promotion strategies. Al Sheikh Enterprises has conducted extensive market research to determine the optimal locations and channels for product introduction, ensuring accessibility and visibility to the target demographic. Product development is centered on customer satisfaction and continuous quality improvement, with regular market feedback informing the iterative design process. The pricing strategy is market-oriented, utilizing competitive analysis and customer value perception to establish a tiered pricing model that accommodates varying consumer segments. Promotion is innovative, leveraging a private social media platform to create an exclusive community for enhancing customer engagement and loyalty. The overarching strategy combines a deep understanding of the market dynamics with a strong focus on quality and customer relations, positioning Al Sheikh Enterprises to achieve a distinctive presence in the sleepwear apparel market.

## Table of Contents

<b>1) Introduction</b> .....	1
<b>2) Problems Faced</b> .....	5
i) Marketing Saturation: .....	5
ii) Eye-catching visuals: .....	6
iii) Pricing Strategy: .....	6
iv) Trial and Conversion .....	7
v) New Customer Acquisition .....	10
vi) Sales Promotion .....	12
vii) Solutions .....	21
<b>viii) SWOT ANALYSIS</b> .....	24
ix) Strengths: .....	24
x) Weaknesses: .....	24
xi) Opportunities: .....	24
xii) Threats: .....	24
<b>xiii) PESTLE Analysis</b> .....	25
xiv) Political: .....	25
xv) Economic: .....	25
xvi) Social: .....	25
xvii) Technological: .....	26
xviii) Environmental: .....	26
xix) Legal: .....	26
<b>3) Design and Implementation</b> .....	27
i) Packaging: .....	28
ii) Zip pockets: .....	29
iii) Back Pockets: .....	29
iv) Design phase .....	30
v) Implementation Strategy .....	31
vi) Evaluation and Adaptation .....	32
<b>4) Testing and Deployment</b> .....	33



i)	Product .....	33
ii)	Place .....	34
iii)	Price.....	34
iv)	Promotion .....	34
v)	<b>MARKETING BUDGET - BREAKDOWN</b> .....	35
vi)	Promotion Strategy (25% of Budget):.....	35
vii)	Digital Marketing Campaigns: .....	35
viii)	Influencer Collaborations .....	36
ix)	Website Optimization for User Experience .....	36
x)	Digital Media Advertising.....	37
<b>5)</b>	<b>Future Enhancements/Action Plan</b> .....	<b>38</b>
i)	Short-Term Action Plan (0-6 months).....	38
ii)	Market Penetration: .....	38
iii)	Feedback Systems: .....	39
iv)	Quality Benchmarking: .....	39
v)	Mid-Term Action Plan (6-18 months).....	39
vi)	Product Line Expansion:.....	39
vii)	Supply Chain Optimization: .....	40
viii)	Pricing Structure Review .....	40
<b>6)</b>	<b>Conclusion</b> .....	<b>41</b>
<b>7)</b>	<b>References</b> .....	<b>45</b>

# Introduction

Al-Sheikh Enterprises Company, based in Faisalabad, Punjab, Pakistan, is a notable entity in the textile industry. Established in 1985, the company operates as a manufacturer with a focus on various textile products. Their range includes items like home and hotel linen, hospital garments, towels, blankets, knitted items, and a variety of fabrics such as 100% cotton, poly-cotton blends, 100% polyester, and PV. The company is known for its involvement in textile sourcing and places a strong emphasis on building client relationships, a strategy that has contributed to its growth in the global textile market. Al-Sheikh Enterprises works with prime textile manufacturers in Pakistan and is known for its ability to meet high-quality standards. Their product line also extends to fabric, bed linen, and other textiles suited for home use, as well as for hospitals and hotels.

There is a vast variety of promotional strategies that are implemented in the field of sales promotion. The goal of these strategies is to elicit a more robust response from the market. They include tools for consumer promotion (such as samples, coupons, money-refund offers, price-off, premiums, contests, trading stamps, and demonstrations), trade promotion (such as buying allowances, free goods, merchandise allowances, co-operative advertising, push money, and dealer sales contests), and sales force promotion (such as bonuses, contests, and sales rallies). The ultimate consumers are intended to be the focus of sales promotion efforts, and they are the recipients of the products and services that are offered. Salespeople employ a wide range of tactics in order to promote their products and services to potential customers. When it comes to sales promotion, creative approaches have the potential to be quite successful. The marketing manager is the individual who is responsible for determining the parameters of the promotion policies and the objectives the company wishes to achieve. There is a vast variety of distinct needs for actions that are related to sales promotion. When it comes to sales promotion, there is a multitude of different needs. It is possible for a company to offer products of great quality at costs that are affordable, in addition to providing appealing packaging and other comparable factors. In addition to having a competent sales force, it is probable that the company has spent a significant amount of money on advertising initiatives.

Al-Sheikh Enterprises headquarters are located in Faisalabad, a city often referred to as the Manchester of Pakistan due to its extensive textile industry. The company's strategic location in this textile hub underscores its significant role in the sector. Al-Sheikh Enterprises is

committed to monitoring the quality and prices of their products, ensuring they meet the demands of their clients effectively. The company's business model and operations are tailored to meet the requirements of the 21st-century market, equipped with a team that possesses technical knowledge and skills. This approach allows them to source the best quality textile products for clients globally at competitive prices, maintaining a reputation for prioritizing client needs.

This company specializes in Medical/Surgical Dresses, Patient Wear, Catering and Security uniforms, Bed linen and other items. Al-Sheikh Enterprises is certified by ISO 9001:2008 and is a well-recognized and renowned company in Faisalabad. This company is linked with a very popular firm named as Meridian Global which is situated in Canada. Meridian Global Uniforms offers branding apparels of comfort ability and reliability. They are a trusted partner for over forty years providing service and student uniforms, protective wear clothing and linen solutions.

Meridian Uniforms is the preferred partner for your complete branding solutions. Whether in the kitchen area, lab, spa, care facilities, transport or technical trade colleges. Their products are easily laundered and are proven to last more than sixty washes. Comfort, quality that persists, just like our brand.

Meridian Global Uniforms is an owner-operated manufacturer and distributor. Their direct production pipeline is green-oriented, sustainable, and rigorously tested at each stage of production for quality standards and suitable lead time. Their achievement is our versatility to produce all types of work wear (woven and knitted) products directly to you so you can rely on competitively priced solutions with ordering stability. As a manufacturer and a local distributor, they are vertically integrated with SAP (HANA), to optimize order management, to ensure product availability and to mitigate supply chain issues.

Meridian's product line has been designed in Toronto and tested for the North American market. Their creative designs, custom programs, easy-to-care-for fabrics, full-size range, and thoughtful details make Meridian the leader in fashionable, functional, and affordable work wear.

Meridian is using SAP software and because they are equally partners of Al-Sheikh Enterprises so due to that the SAP team also takes care of Pakistan as well. They are having experienced

and skilled group of people who are having great knowledge about SAP and at operating from Pakistan. They are taking care of both Al-Sheikh Enterprises and Meridian with the help of SAP software. The real reason behind the good growth in Al-Sheikh is Meridian as they use to assign orders which are to manufacture through Pakistan because it is accessible for them to arrange resources and material for the completion of orders.

Al-Sheikh major partners are Al Sharif as they together are known as ASAS (Al Sheikh Al Sharif) Uniforms as they were working together for more than 40 years, and they are directly linked with meridian too. Basically, Meridian global, Al Sheikh Enterprises and Al Sharif are equal partners together. Al Sharif is situated in UAE and has a great connection with its customers and covers most of the area of Dubai and Arabic Gulf countries. Al Sharif is having their own outlets in Dubai and Saudi Arabia and are dealing with B2C business as well. MERIDIAN Global, parent of ASAS Trading, is dedicated to offering products and services of high quality and innovation. It is this commitment that has established us as the leading apparel manufacturer and partner in the Arabian Gulf and North America. Meridian Global has been effectively serving the Uniform and Linen industry for over 40 years and has a track record with public and private sectors as a result of our in-house expertise, talent and unmatched price assurance.

Al-Sheikh Enterprises decided to launch new products in their market which were sleepwear trousers and Night suit. Actually the company was having experience of patients trousers and due to that they stepped themselves towards new item but their vision is to publish this product for Pakistan so that they could get maximum growth in market. Al Sheikh Enterprises was not having customer base in Pakistan because they really had concern with export orders but now the partner of Al Sheikh Enterprises decided to start our new line and to drift themselves in garments now. This was really a challenging task for Al Sheikh as they weren't having customers in retail market and that was the reason they couldn't get orders from Pakistan.

Sales promotion has a significant impact on the marketing of new products. It involves various strategies to increase consumer demand and stimulate product interest. Sales promotions can attract new customers, retain existing ones, and increase product visibility. They often include discounts, coupons, demonstrations, or special offers. Effective sales promotion can lead to immediate sales boosts and help in building brand awareness. However, it's crucial to balance

sales promotions with other marketing strategies to ensure long-term brand loyalty and product success. Excessive reliance on promotions might lead to a focus on price over quality or value.

Sleepwear Trousers manufacturing wasn't that difficult but marketing was because they weren't having communication with the customers so the owner planned to assign task for sales and marketing team to think about this product and to start making webs for its promotion. Al Sheikh is having good contacts with the raw materials producers so choosing the best material was not that difficult for them. Meanwhile, the marketing and Management team started working on this product and started gathering data related to the material and to identify the target market for their particular product.

There were few steps which were mentioned in the meeting that were related to the order commitments and placement as there should be a clear path about whom we should target for our new product. This was decided that this product should be pitched to all sectors of garment stores like the price of manufacturing shouldn't be high and the price bracket should also be economical and pocket friendly because in Pakistan they have to set their price ratio low and at start they shouldn't think about profit margin, the only purpose right now should be to build their name in the market.

## **Problems Faced**

This phase involves identifying and clearly articulating the challenge or opportunity the new product is addressing. For a marketing project, the problem could be a gap in the market, unmet customer needs, or the need for a product upgrade. Understanding the problem helps in tailoring the marketing strategy effectively.

There are few problems which were decided with the team members in respective to determine them and should work on it seriously. These points were mentioned and taken as mandatory part before launching and for marketing and sales purposes:

### **Marketing Saturation:**

Market saturation presents a substantial challenge for Al Sheikh Enterprises as they prepare to introduce their sleepwear trousers and night suits. In the current retail landscape, consumers are presented with an abundance of choices, ranging from budget-friendly options to luxury brands. Al Sheikh Enterprises must navigate this crowded space carefully. Their first step is to conduct thorough market research to identify niches or underserved segments within the sleepwear market. This could involve focusing on unique design elements, sustainable materials, or innovative features that are not extensively offered by competitors.

Given the extensive array of choices available to consumers, Al Sheikh Enterprises will need to carve out a distinct identity for their sleepwear. This involves not just the physical attributes of the product but also the story and values behind the brand. Today's consumers are increasingly driven by the narrative and ethos of a brand. For Al Sheikh Enterprises, this might mean emphasizing craftsmanship, ethical production practices, or a commitment to customer satisfaction as key components of their brand's narrative. By positioning themselves in a way that resonates on a deeper level with their target audience, they can build a loyal customer base despite the saturated market.

## **Eye-catching visuals:**

First impressions matter! Feature **high-quality photos and videos** showcasing your sleepwear in captivating settings. Think soft, inviting bedrooms, couples enjoying movie nights in matching PJs, or friends having a cozy pajama party.

First impression is the last impression as said wisely and for marketing it is the most compulsory segment. The company decided to make their product unique so that it should be a new thing in market and its features should be unique enough so that the customer should get attracted at first view. Al Sheikh vision regarding this product is to promote this trouser in Pakistan first and after having good growth in Market they should start working for the international orders further more.

Al Sheikh decided to make a template of their new item and fir that they will go for photo shoot of the product in which they will determine and outline the features of the product like the picture should explain the features and quality itself.

After admiring this problem Al Sheikh Planned to think stunning photos, captivating videos, and vibrant visuals that **stop viewers in their tracks**. Showcase your sleepwear in dreamlike settings, highlight its features with close-ups, and use bold colors and playful designs to grab attention and pique curiosity. Imagine a cozy couple snuggled in matching PJs, a model exuding elegance in silk nightwear, or a fun montage of friends enjoying a pajama party. **Make your visuals irresistible and your sleepwear the star of the show!**

## **Pricing Strategy:**

Developing effective pricing strategies was a critical component for Al Sheikh Enterprises as they introduce their line of sleepwear trousers and night suits. A nuanced challenge they face was the differentiation in pricing across various sales channels, such as online platforms, retail stores, and wholesale to shops. This disparity created confusion among customers and potentially undermine the perceived value of their products. The company needed a cohesive pricing approach that reflects the value of their brand while also taking into account the distinct costs and expectations associated with each channel.

## **Trial and Conversion**

Certainly, in marketing, a trial period refers to the introductory phase of a product or service launch when potential customers have the opportunity to try out the offering before making a commitment to purchase. During this period, customers are encouraged to experience the product's features, benefits, and performance firsthand, often at a reduced cost or with special incentives. The goal of the trial period is to entice consumers to sample the product, build interest, and ultimately convert them into regular customers. It's a critical stage in the marketing process as it allows consumers to assess whether the product meets their needs and preferences, helping them make an informed purchasing decision.

Encouraging trial is crucial for a new product launch for several reasons:

**Firsthand Experience:** Trial periods allow potential customers to experience the product's benefits, features, and quality firsthand. This hands-on experience helps them understand how the product can meet their needs and improve their lives. This was the first importance of trial use as it is a very successful marketing tool to attract customer with giving him the opportunity of firsthand experience. Al Sheikh decided to display their products in every well-known stores so that the customer could feel the joy of firsthand experience.

**Reduced Risk:** Customers often hesitate to invest in a new product without knowing if it suits their requirements. Trials reduce the perceived risk as customers can try the product without a full commitment, making them more willing to give it a chance. This marketing strategy will help the company to grow their trust level with the customers as trial period will reduce their risk of getting the order rejected. In essence, trials provide a "safety net" for customers. They can sample the product and assess whether it meets their requirements and expectations. This reduces the perceived risk associated with making a purchase, as customers don't have to invest fully until they are confident that the product aligns with their needs. By minimizing the risk, trials make customers more willing to take a chance on the product. It removes a significant barrier to entry and encourages them to give it a try, ultimately increasing the likelihood of conversion from trial users to satisfied, paying customers.



**Building Trust:** Offering trials builds trust between the company and customers. It shows that the company is confident in its product's value and is willing to let customers verify its worth before buying. Offering trials builds trust by demonstrating confidence in the product's value. When a company provides customers with the opportunity to try a product before making a purchase, it sends a clear message that the company believes in the product's quality and effectiveness. This act of confidence reassures potential customers, as it implies that the company is not trying to hide any flaws or drawbacks. Instead, it encourages transparency and allows customers to verify the product's worth on their terms. This transparency and willingness to let customers evaluate the product firsthand create a sense of trust between the company and the consumers. In essence, offering trials is like saying, "We are so confident in our product that we invite you to experience its benefits without any obligation." This gesture of trust can be a powerful motivator for customers to engage with the product and, if satisfied, become loyal customers in the long run.

**Word-of-Mouth Promotion:** Satisfied trial users can become advocates for your product, spreading positive word-of-mouth recommendations to friends, family, and social networks. This organic promotion can significantly boost sales. Word-of-mouth promotion is a powerful marketing tool that relies on satisfied customers becoming advocates for your product. When customers try a product during a trial and have a positive experience, they are more likely to share their enthusiasm with others in their social circles, such as friends, family, and on social media networks. This organic promotion is highly valuable because it is based on genuine, personal recommendations. People tend to trust the opinions of their peers more than traditional advertising. When satisfied trial users endorse your product to others, it can lead to increased brand visibility, credibility, and, ultimately, higher sales.

**Feedback for Improvement:** Trials are an opportunity to collect valuable feedback from early users. Their insights can help you make necessary improvements and refine your marketing strategy. Trials provide a valuable opportunity to gather feedback from early users of your product. These users are often among the first to experience it, and their insights can be instrumental in making necessary improvements and refining your marketing strategy.

When customers try your product during a trial, they may provide feedback on various aspects, such as product features, usability, performance, and overall satisfaction. This feedback is like a window into the customer's perspective, helping you understand what works well and what needs

enhancement. By actively listening to this feedback and making necessary adjustments, you can fine-tune your product to better meet customer needs and preferences. Additionally, this iterative process can inform your marketing strategy, allowing you to emphasize the product's strengths and address any weaknesses effectively.

So these were some important points that Al Sheikh decided to highlight before launching their products as there were few hurdles but company came up with the solutions too along with the marketing tools and ideas for promotion.

## New Customer Acquisition

Sales promotions can be a powerful tool for **attracting new customers** who might not have considered your brand before. Offering a discount on a night suit set as part of a welcome offer can encourage first-time purchases and build brand awareness. This is particularly effective for online stores, where competition is fierce.

**Market Analysis:** Begin by conducting a thorough market analysis to identify potential customer segments in Pakistan who would be interested in sleepwear trousers and night suits. Understand their demographics, preferences, and shopping behaviors. Al Sheikh first captured the market area which would be suitable and appropriate for this product as these kinds of products are displayed in well-known stores because these are recommended by those who love to wear comfort else than fashion. There are few elements which were to be considered at top priority in building new customer acquisition:

1. **Demographics:** Analyze the demographic characteristics of potential customers. This includes factors such as age, gender, income level, marital status, and location. For sleepwear, you might find that different age groups or income brackets have varying preferences and purchasing power.
2. **Preferences:** Investigate customer preferences related to sleepwear. This could involve studying fashion trends, colors, materials, and styles that are popular in Pakistan. Understand whether customers prefer traditional or modern designs, and whether there are specific cultural considerations to take into account.
3. **Shopping Behaviors:** Study how potential customers shop for sleepwear and night suits. This includes their shopping channels (online, brick-and-mortar stores),

frequency of purchases, and factors that influence their buying decisions (e.g., comfort, price, brand reputation).

**Multi-Channel Approach:** Utilize various marketing channels to reach potential customers. This may involve online advertising, social media marketing, email campaigns, and collaborations with fashion influencers or bloggers.

Al Sheikh didn't had any website domain and any social media platform and this is the main reason they are still out from digital screen till now. They were having old workers who aren't having any knowledge of digital media so they planned to make their own page with new domain name and new social media account which will named as **SOFT SPOT** the nature of this page will be to sale leftover stock but more importantly the real focus will be obviously to promote their new product.

#### **Loyalty Programs:**

With the help of SOFT SPOT al sheikh will start giving promotions and offers for bulk order as the display product was just a simple prototype for acknowledging the customers about the quality and designs available in our store. The reason behind loyalty programs were made so that Al Sheikh can introduce a loyalty program that offers special incentives to new customers upon their initial purchase of sleepwear trousers and night suits. These incentives could include discounts on future purchases, exclusive access to new collections, or even personalized product recommendations. By doing so, Al Sheikh not only encourages these new customers to return for additional purchases but also begins the process of building brand loyalty.

Loyalty programs often include features like point accumulation or tiered membership levels. Al Sheikh can leverage these elements to keep new customers engaged with the brand. For example, they could reward customers with loyalty points for each purchase, and as customers accumulate points, they unlock higher-tier benefits like early access to sales or VIP events. This ongoing engagement helps keep the brand top-of-mind and encourages repeat business.

## Sales Promotion

It was a new venture style for Al Sheikh as they haven't targeted garment shop owners so for that they were having problems in collecting the data of apparel stores so that they could pitch their new product in market. The marketing team and sales team were not involved in Pakistan market as they were dealing with international clients via SAP software. The team was having responsibility to capture new market for sleepwear trousers and Night Suit so they started working on online market in Pakistan and for physical sales.

The following are some of the factors that have contributed to the rapid expansion of sales promotion:

(a) **Cost-Effective:** The high cost of advertising in the media, such as in newspapers and on television, is one of the key reasons as to why it is important to look for more cost-effective forms of sales promotion.

There are few key considerations that were important and were taken while launching sleepwear trousers and Night Suit:

**Market Research:** Understand the demand for sleepwear trousers and night suits in your target market. This involves analyzing consumer preferences, trends, and the performance of similar products. Market research for sleepwear trousers and night suits involves a comprehensive analysis of consumer preferences, trends, and the performance of similar products in the target market. This process begins by identifying the demographic and geographic characteristics of potential customers, such as age, gender, income level, and location. A crucial aspect is understanding consumer preferences, which includes analyzing style preferences, fabric choices, and current fashion trends in sleepwear, often gathered through social media, fashion blogs, and industry reports. Additionally, it's important to consider seasonal variations in consumer demand. A thorough analysis of similar products offered by competitors is also essential. This involves examining their features, pricing, and customer reviews to identify market gaps and opportunities. Performance data of these products, including sales volumes and customer feedback, provides valuable insights into market demand and consumer satisfaction. Methods like surveys, questionnaires, focus groups, and secondary research are employed to collect relevant data. Finally, this data is analyzed and compiled into a report, summarizing key findings about consumer preferences, market trends, and potential opportunities. Such a detailed market research approach is critical for minimizing the risk associated with launching new products and ensuring they meet consumer needs and preferences in the evolving market landscape.

**Competitor Analysis:** Examine the offerings and pricing strategies of competitors. Understanding their strengths and weaknesses can help in positioning your product effectively. Cost Analysis in launching sleepwear trousers and night suits involves a detailed assessment of all expenses related to the production and marketing of these products. The first step is

Calculating the manufacturing costs, which include raw materials (like fabric and accessories), labor, and production overheads. These costs may vary based on the quality of materials used, the complexity of the design, and the efficiency of the production process. Additionally, it's important to consider logistics expenses, such as storage, transportation, and distribution, which can significantly impact the overall cost. Marketing and advertising expenses also play a crucial role, especially in a competitive market where brand visibility and consumer engagement are key. This includes costs associated with digital marketing campaigns, promotional materials, and possibly collaboration with influencers or fashion icons.

Competitor Analysis is vital for understanding the sleepwear market landscape. It involves researching and analyzing the products and pricing strategies of existing players in the market. This research should cover aspects such as the range of products offered by competitors, their pricing, quality, design, and the materials used. Examining competitors' marketing strategies, distribution channels, and customer base provides insights into how these brands position themselves in the market. Understanding their strengths, such as a strong brand presence, innovative designs, or effective marketing tactics, can inform strategies to differentiate your products. Equally, identifying their weaknesses or areas where customer needs are not fully met presents opportunities for your product to fill these gaps.

Effective positioning of your product in the market is greatly influenced by the insights gained from cost and competitor analyses. By understanding the cost structure of your product, you can determine a competitive pricing strategy that covers costs while offering value to the customer. Leveraging the weaknesses of competitors to highlight the unique selling points of your sleepwear, such as superior quality, innovative design, or sustainable materials, can create a distinct market position. Additionally, adopting or improving upon successful strategies of competitors, whether in pricing, marketing, or distribution, can help in capturing market share. In summary, a comprehensive cost and competitor analysis is crucial for making informed decisions on pricing, marketing, and positioning your product effectively in the competitive sleepwear market. For Al Sheikh Enterprises there were many competitors from online market and physical some of them were elo, Daraz, Diners and more others the reason for their huge sale was that they are in this market from many time and had built a deep customer relation.

Clearance



### Trousers

SKU: 32325-RED-XS

Rs ~~1,199.00~~ Rs 531.00 Sale

Color: Red



Size: XS



Size Guide

Quantity

- 1 +

Fashion > Boys > Clothing > Sleepwear > Hygein KIDS NIGHT SUIT for Boys and KIDS NIGHT SUIT Girls, SLEEP SUIT FOR BOYS GIRLS COTTON SHIRT TROUSER



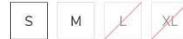
### Diner's Night Suit

Rs 3,290

Product Code: FNS022-BLUE

Product Type: Accessories

Size: S



Quantity:

- 1 +

ADD TO CART



### **Pricing strategy:**

Developing a pricing strategy for sleepwear trousers and night suits involves striking a balance between covering all incurred costs, achieving a desirable profit margin, and ensuring the price is attractive to consumers. The first step is to thoroughly understand the cost structure, which includes direct costs like materials and production, as well as indirect costs such as marketing, distribution, and overheads. Once these costs are accounted for, adding a profit margin that aligns with industry standards and business objectives is essential. This profit margin should be realistic and sustainable, taking into account the competitive landscape and the perceived value of the product. It's important to remember that the price needs to reflect the quality and uniqueness of the product, especially in fashion, where perceived value can significantly impact consumer purchasing decisions.

The next step is to analyze the market and competitor pricing strategies. Market analysis helps in understanding the price range customers are willing to pay for similar products. This includes looking at different segments within the sleepwear market – from budget-friendly to luxury – and identifying where your product fits. Competitor pricing gives insights into the market rate for similar products and helps in positioning your product effectively. If your sleepwear offers unique features or superior quality compared to competitors, you may justify a higher price point. Conversely, if entering a highly competitive market with established players, a more aggressive pricing strategy might be necessary, at least initially, to gain market entry and attract customers.

(b) **The Expansion of Supermarkets:** The proliferation of gigantic supermarkets necessitated the use of aggressive marketing and sales strategies in order to succeed. The promotion that is available on the shelf is yet another reason that is contributing to its expansion.

From the perspective of Al Sheikh Enterprises, implementing aggressive marketing and sales strategies is crucial for driving growth, especially in the competitive landscape of large supermarkets. Firstly, embracing a diverse advertising approach that spans across multiple media platforms is essential. This includes traditional channels like television, radio, and print, as well as digital media platforms such as social media, online banners, and email marketing. The key is to create a cohesive brand message that resonates with the target audience, enhancing brand awareness and building a strong brand identity. For Al Sheikh Enterprises, this might involve showcasing their unique product offerings, quality of service, or any special



attributes that set them apart from competitors. The goal is to create a brand image that not only attracts customers but also fosters loyalty, turning one-time buyers into regular shoppers.

In addition to broad advertising, engaging in competitive pricing strategies is another pillar for success. Al Sheikh Enterprises could leverage economies of scale, especially if they operate on a large scale, to offer competitive prices without compromising on profit margins. This can be particularly effective in attracting cost-conscious consumers. Engaging in price wars with competitors, while risky, can be a strategic move to capture market share. However, it's crucial that this is done in a sustainable way to avoid eroding profits. Offering special deals, discounts, and loyalty programs can also play a significant role in retaining existing customers and attracting new ones. These incentives not only encourage repeat business but also create a positive shopping experience, enhancing customer satisfaction and loyalty.

Lastly, for Al Sheikh Enterprises, staying agile and responsive to market changes is vital. The retail landscape is dynamic, with consumer preferences and competitor strategies constantly evolving. Regularly analyzing market trends, customer feedback, and competitor activities can inform adjustments in marketing and sales tactics. This might involve introducing new promotional offers, adjusting pricing strategies, or revamping advertising campaigns to keep the brand relevant and appealing to customers. Keeping a close eye on the effectiveness of these strategies through metrics like sales growth, customer acquisition rates, and customer retention rates will help Al Sheikh Enterprises to fine-tune their approach for maximum impact. In summary, a combination of widespread advertising, competitive pricing, and responsive strategy adjustments can help Al Sheikh Enterprises to effectively compete and grow in the supermarket sector.

For Al Sheikh Enterprises, broadening their product range to include sleepwear trousers and night suits represents a strategic move towards diversification, essential for the company's expansion in the supermarket sector. By introducing these new product lines, they cater to a wider consumer base, meeting varied needs within a single shopping experience. This diversification not only attracts customers looking for everyday essentials but also those seeking specialized items like comfortable sleepwear. Incorporating these unique items enhances the appeal of Al Sheikh Enterprises as a one-stop shopping destination, where customers can find everything from basic groceries to specific apparel needs like sleepwear, thereby driving foot traffic and bolstering sales across various product categories.

Incorporating technological advancements into their business model can significantly elevate Al Sheikh Enterprises' customer experience. By adopting modern retail technologies like digital fitting rooms for sleepwear or interactive displays that showcase the comfort and style of their night suits, they can offer an enhanced and engaging shopping experience. Furthermore, extending these innovations to their e-commerce platform, such as offering virtual try-on options or personalized sleepwear recommendations based on customer preferences, can set them apart in the digital marketplace. This technological integration not only streamlines the shopping experience but also aligns with the evolving expectations of today's digital-savvy consumers, making Al Sheikh Enterprises a forward-thinking player in the supermarket industry.

The strategic placement of Al Sheikh Enterprises' stores also plays a crucial role in their expansion strategy, especially with the introduction of specialized products like sleepwear trousers and night suits. Locating stores in areas that are easily accessible and frequented by their target demographic enhances the visibility and accessibility of their new product lines. Providing an enjoyable and convenient shopping environment, complete with ample parking and extended hours, encourages customers to explore and purchase these new offerings. The thoughtful location of stores, combined with an inviting shopping atmosphere, ensures that customers not only visit for their routine purchases but also become aware of and interested in the new sleepwear options, contributing to the overall growth and diversification of Al Sheikh Enterprises.

**(c) Accelerates Cash flow:** To increase the amount of cash that is coming in, one of the aims of the company might be to increase the number of sales that are being generated through sales promotions. This would be one of the ways that the firm could achieve its goal.

In the context of Al Sheikh Enterprises, accelerating cash flow is a critical aspect of their financial strategy, particularly with the introduction of new products like sleepwear trousers and night suits. One effective approach to achieve this is through sales promotions aimed at boosting the number of transactions. By implementing targeted promotions on these new lines of sleepwear, the company can stimulate customer interest and incentivize purchases. These promotions could take various forms, such as limited-time discounts, buy-one-get-one-free offers, or special deals for loyalty program members. Such strategies not only drive immediate sales but also attract new customers to the brand. In the competitive retail market, these promotions can be a catalyst for increasing product visibility and encouraging trial purchases,

especially important when introducing new items like stylish sleepwear trousers and comfortable night suits.

Leveraging sales promotions for sleepwear trousers and night suits also plays a vital role in inventory management, a key factor in maintaining healthy cash flow. By aligning promotional activities with inventory levels, Al Sheikh Enterprises can ensure a steady movement of these new products, avoiding overstock situations that tie up capital. Seasonal or festive promotions, for instance, can be timed to coincide with periods of high customer traffic, maximizing the potential for increased sales. Additionally, bundling these items with complementary products, such as cozy slippers or sleep masks, can enhance the perceived value of the offer, encouraging larger basket sizes. This not only helps in moving inventory more quickly but also increases the average transaction value, directly impacting the cash inflow.

Furthermore, the success of sales promotions in accelerating cash flow hinges on effective marketing and customer engagement strategies. Al Sheikh Enterprises needs to employ a mix of traditional and digital marketing channels to reach a broad audience. Social media campaigns, email marketing, and in-store displays can be used to create buzz around the promotions. Engaging storytelling, highlighting the comfort and quality of the sleepwear trousers and night suits, can resonate with customers, making the promotion more appealing. Effective communication of these offers is crucial in driving customer footfall and online traffic, leading to higher sales volumes. In essence, well-executed sales promotions, supported by robust marketing efforts, can significantly boost cash flow for Al Sheikh Enterprises, particularly in the strategic expansion of their product lines like sleepwear.

**(d) Production capacity:** A company may decide to participate in sales promotion activities in order to speed up sales in order to maintain a high production capacity. This has the potential to help the company maintain a high production capacity.

For Al Sheikh Enterprises, engaging in sales promotion activities for their sleepwear trousers and night suits is not just a strategy to boost sales; it's also a means to sustain high production capacity. In a market where consumer demand can fluctuate, maintaining a steady production rate is crucial for operational efficiency and cost management. By initiating sales promotions, the company can stimulate demand for these specific products. This approach ensures that the production line remains active and efficient, avoiding the pitfalls of slowdowns or shutdowns that can occur due to low demand. Promotions like seasonal discounts or special holiday

bundles featuring their sleepwear trousers and night suits can attract customers, helping to move inventory at a pace that aligns with production capabilities.

In this context, sales promotions serve a dual purpose for Al Sheikh Enterprises. Firstly, they help in managing inventory levels effectively, ensuring that the stock of sleepwear trousers and night suits is continuously refreshed and does not become outdated or excessive. This inventory management is crucial in the fashion industry, where trends and consumer preferences can change rapidly. By keeping the stock at optimal levels through strategic promotions, Al Sheikh Enterprises can avoid overproduction, which can tie up capital and resources. Secondly, these promotions help in creating a balance between supply and demand. When demand is predictably stimulated by sales promotions, the company can plan its production schedules more accurately, ensuring that resources are utilized efficiently, and production costs are kept in check.

Moreover, sales promotions, when executed effectively, can provide valuable insights into market trends and consumer preferences, particularly for new product lines like sleepwear trousers and night suits. Al Sheikh Enterprises can use data gathered from these promotional campaigns to understand which styles, sizes, or designs are most popular, allowing them to tailor future production to meet these preferences. This data-driven approach to production planning can lead to more effective inventory control, reduced waste, and better alignment with consumer demand. In essence, by using sales promotions as a tool to drive demand, Al Sheikh Enterprises can maintain a high and efficient production capacity, ensuring that their investment in the production of sleepwear trousers and night suits aligns with market needs and contributes positively to their overall business strategy.

**(e) The Establishment of a link Between the Manufacturer and the Buyer:** Advertising in the media is often impersonal, whereas sales promotion is more personal and develops a link between the buyer and the manufacturer.

The distinction between traditional advertising and sales promotion, especially in the context of Al Sheikh Enterprises and their sleepwear trousers and night suits, highlights the unique advantages of a more personalized approach in building relationships between the manufacturer and the consumer.

Traditional media advertising, while effective for broad brand awareness, often lacks the personal touch that can engage consumers on a deeper level. These advertisements are generally one-way communications that broadcast the brand's message to a wide audience, but they don't facilitate direct interaction or personal connection with the consumer. For Al Sheikh Enterprises, this means while their sleepwear trousers and night suits can gain visibility through these channels, the opportunity to create a more meaningful engagement with the consumer might be limited.

In contrast, sales promotions offer a more interactive and personal way to connect with consumers. For example, Al Sheikh Enterprises could implement in-store promotions, such as live demonstrations, fitting sessions, or interactive displays for their sleepwear trousers and night suits. These activities not only provide a hands-on experience with the products but also allow for direct interaction between the brand representatives and the customers. This direct engagement helps in gathering immediate feedback, understanding consumer preferences, and building a rapport. Similarly, online promotions like social media contests, interactive polls, or personalized email offers can create a two-way communication channel, fostering a sense of connection and loyalty between the consumer and the brand.

Furthermore, sales promotions can be tailored to specific consumer segments, making the communication more relevant and personal. For instance, Al Sheikh Enterprises could target specific groups like young professionals or new parents with promotions that resonate with their specific lifestyle needs. By aligning their promotional activities with consumer interests and preferences, the company not only increases the effectiveness of their marketing efforts but also establishes a stronger emotional connection with their customers. This customer-centric approach, facilitated by sales promotions, not only drives immediate sales but also contributes to long-term brand loyalty and customer retention, which is vital in the competitive retail market.

# Solutions

## **Market Saturation:**

To stand out in a saturated market, Al Sheikh Enterprises should focus on creating a distinct brand identity. This could include unique design elements that are trademarked, such as signature patterns or innovative sleepwear functionalities that promote better sleep. A robust storytelling approach would be used to convey the uniqueness of the brand through various marketing channels, emphasizing how our sleepwear provides a solution to common sleep-related issues.

In addition to a distinctive brand identity, Al Sheikh Enterprises should prioritize market research to identify and understand the specific needs and preferences of its target audience within the saturated market. Conducting surveys, interviews, and analyzing consumer behavior data will provide valuable insights into customer expectations. By tailoring products and marketing strategies based on these findings, the company can better meet the demands of its niche and gain a competitive edge.

Furthermore, leveraging digital marketing channels will be crucial in reaching a wider audience and creating a strong online presence. Utilizing social media platforms, search engine optimization (SEO), and targeted online advertising campaigns can enhance brand visibility and engagement. Implementing an effective e-commerce strategy, including user-friendly website design and secure payment options, will facilitate seamless transactions and contribute to customer satisfaction.

To foster brand loyalty and distinguish Al Sheikh Enterprises from competitors, a commitment to sustainability and ethical practices should be integrated into the company's ethos. Consumers increasingly prioritize environmentally conscious and socially responsible brands. Adopting eco-friendly materials, ethical manufacturing processes, and transparent supply chain practices can not only attract a conscientious consumer base but also position the company as a responsible player in the market.

**Consumer Trends:**

To keep pace with changing consumer trends, they would implement a flexible and responsive design process, with shorter production cycles to adapt quickly to new trends. Al Sheikh Enterprises would establish a trend-spotting framework involving collaboration with fashion experts and leveraging social media insights to anticipate and react to changing consumer preferences.

In the dynamic landscape of consumer trends, Al Sheikh Enterprises should prioritize agility in its design and production processes. Implementing a flexible design approach with shorter production cycles allows the company to swiftly respond to emerging trends. By staying attuned to evolving consumer preferences, the company can capitalize on market opportunities and ensure that its sleepwear collections remain relevant and appealing.

To enhance its ability to identify and understand emerging trends, Al Sheikh Enterprises should establish a comprehensive trend-spotting framework. This involves fostering collaborations with fashion experts, trend analysts, and influencers who have a keen understanding of the industry's pulse. Additionally, leveraging social media insights can provide real-time data on consumer behavior and preferences. By actively monitoring online conversations, tracking hashtags, and analyzing engagement metrics, the company can gain valuable insights into the latest trends, ensuring that its product offerings align with current market demands.

**Quality Assurance:**

Quality would be assured through stringent quality control systems at every production stage. We should invest in staff training and certification, state-of-the-art equipment, and regular audits. A dedicated quality assurance team will be tasked with upholding the highest standards, and we would engage with customers for feedback to continuously improve product quality.

Ensuring the highest quality standards in every aspect of production is paramount for Al Sheikh Enterprises. To achieve this, implementing a robust quality control system at each stage of the manufacturing process is crucial. From the selection of raw materials to the final packaging, meticulous checks and inspections should be conducted to identify and rectify any potential issues. This comprehensive approach guarantees that the sleepwear products meet or exceed the expectations of customers, fostering trust in the brand.

Investing in staff training and certification is essential to uphold quality standards consistently. Well-trained employees who understand the intricacies of the manufacturing process contribute to a culture of excellence. By providing ongoing training programs, Al Sheikh Enterprises can ensure that its workforce stays updated on the latest industry practices, technological advancements, and quality assurance protocols. This investment in human capital enhances the overall competency of the team, reflecting positively in the quality of the sleepwear produced. State-of-the-art equipment plays a pivotal role in maintaining high-quality standards

### **Pricing Strategy:**

In terms of pricing, Al Sheikh would employ a value-based pricing strategy that reflects the quality and innovation of our sleepwear. Regular market analysis would inform their pricing decisions, ensuring competitiveness. For different sales channels, they should adopt a coherent pricing strategy that reflects the value proposition of each channel while maintaining brand integrity and customer trust.

Al Sheikh Enterprises should implement a value-based pricing strategy to align the cost of its sleepwear with the perceived value it offers to customers. This approach considers the unique features, quality, and innovation embedded in the products, allowing the company to set prices that reflect the premium nature of its offerings. By emphasizing the value proposition, Al Sheikh Enterprises can differentiate itself from competitors and justify a higher price point, appealing to customers who prioritize quality and innovation in their purchasing decisions.

Regular market analysis is pivotal for making informed pricing decisions. Monitoring market trends, competitor pricing strategies, and consumer preferences enables Al Sheikh Enterprises to adjust its pricing strategy dynamically. This flexibility ensures that the company remains competitive while maximizing profitability. Additionally, understanding the elasticity of demand in response to price changes helps fine-tune pricing levels, striking the right balance between customer satisfaction and financial success.



## SWOT ANALYSIS

### **Strengths:**

**Innovative Product Development:** Al Sheikh Enterprises emphasizes innovation in creating comfortable and stylish sleepwear, showcasing a commitment to product excellence.

**Quality Assurance:** Rigorous testing for quality, comfort, and durability reflects a dedication to providing high-quality sleepwear to customers.

**Strategic Packaging:** The focus on packaging that resonates with consumers indicates an understanding of the importance of first impressions and brand perception.

**Timely Market Entry:** Aligning with the festive season for the product launch suggests a strategic approach to maximize consumer spending and capitalize on high shopping trends.

### **Weaknesses:**

**Dependence on Seasonality:** The concentration on the year-end for market entry may create challenges if there are delays or issues in the product development phase.

**Limited Information on Market Entry Strategy:** While the focus on premium locations is highlighted, specific details about the chosen market entry methods (pop-up shops, partnerships, online launch) are not provided, leaving some strategic gaps.

### **Opportunities:**

**Holiday Shopping Trends:** Capitalizing on holiday shopping trends aligns with high consumer spending, providing an opportunity to boost sales and establish a strong market presence.

**Diverse Market Entry Strategies:** Exploring various market entry methods like pop-up shops and online launches allows flexibility to adapt to different consumer preferences and behaviors.

### **Threats:**

**Competitive Market:** The market for sleepwear is likely competitive; therefore, differentiation and effective marketing will be crucial to stand out.

**Economic Downturn:** Economic uncertainties can impact consumer spending, affecting the success of a premium sleepwear line.

**Logistical Challenges:** Any disruptions in the supply chain or manufacturing processes could impact product availability during the critical year-end period.

Next, we can move on to the PESTLE analysis to examine the external factors influencing Al Sheikh Enterprises' sleepwear product journey.

### **PESTLE Analysis**

#### **Political:**

**Regulatory Compliance:** Changes in regulations related to textile manufacturing, safety standards, or environmental sustainability could impact production processes and product development.

**Trade Policies:** Global trade policies might affect the import and export of materials, potentially influencing production costs and supply chain logistics.

**Political Stability:** Political stability in regions where Al Sheikh Enterprises sources materials or manufactures products is crucial to ensure a consistent supply chain.

#### **Economic:**

**Consumer Spending:** Economic conditions will influence consumer spending on non-essential items such as sleepwear, making it important to monitor economic indicators.

**Inflation Rates:** Inflation could impact production costs, affecting pricing strategies and profit margins.

**Exchange Rates:** Fluctuations in currency exchange rates may impact the cost of imported materials or the pricing of the sleepwear in international markets.

#### **Social:**

**Fashion Trends:** Consumer preferences in sleepwear are influenced by fashion trends, requiring Al Sheikh Enterprises to stay attuned to evolving styles and designs.

**Health and Wellness Trends:** Growing awareness of the importance of sleep and wellness could create opportunities for marketing the sleepwear range as contributing to overall well-being.

**Cultural Sensitivity:** Considering cultural preferences and sensitivities in design and marketing is crucial, especially if Al Sheikh Enterprises plans to target a diverse market.

## **Technological:**

**Digital Presence:** Leveraging digital platforms for marketing and sales is essential, considering the emphasis on multi-channel marketing in the product introduction phase.

**Innovations in Textile Technology:** Advancements in textile technology could provide opportunities to enhance the quality, comfort, or functionality of the sleepwear range.

**E-commerce Platforms:** Dependence on online channels for market entry necessitates staying updated with advancements in e-commerce platforms and digital marketing tools.

## **Environmental:**

**Sustainability Practices:** Growing consumer awareness of environmental issues calls for a consideration of sustainable and eco-friendly practices in product development and packaging.

**Supply Chain Sustainability:** Ensuring a sustainable and responsible supply chain is essential to align with increasing demands for ethical business practices.

This PESTLE analysis provides a comprehensive overview of the external factors that could influence Al Sheikh Enterprises' sleepwear product journey.

## **Legal:**

**Intellectual Property Rights:** Ensuring that designs and innovations are legally protected is critical to prevent infringement and maintain a competitive edge.

**Consumer Protection Laws:** Compliance with consumer protection laws is essential, especially when marketing and selling products directly to consumers.

**Employment Laws:** Adherence to labor laws and fair employment practices is crucial for ethical and legal business operations.

## **Design and Implementation**

For Al Sheikh Enterprises, initiating the design phase for their sleepwear trousers and night suits involves a comprehensive analysis of the market. This critical step entails delving into the latest fashion trends, understanding consumer preferences, and identifying unmet needs within the sleepwear segment. It's essential for Al Sheikh Enterprises to tailor their campaign to resonate with their specific audience, focusing on aspects such as the comfort, luxury, or cost-effectiveness of their products. The campaign's creative direction should emphasize the distinct qualities of their sleepwear, such as superior fabric quality or unique design features, while ensuring alignment with Al Sheikh Enterprises' overall brand ethos. Crafting engaging visuals, memorable slogans, and convincing narratives is paramount. This tailored content will span various promotional channels, ranging from online advertisements and social media engagement to in-store visuals and email campaigns, aiming for a unified and impactful brand message.

Moving into the campaign's execution stage requires detailed and strategic planning by Al Sheikh Enterprises. Critical to this phase is the optimal timing of the campaign launch, potentially aligning it with key shopping periods or seasonal trends to maximize consumer interest in purchasing new sleepwear. Selecting the right mix of distribution channels is crucial to effectively reach the target audience. For digital engagement, this may encompass focused social media marketing, targeted email campaigns, and online advertising. In the brick-and-mortar realm, it involves setting up visually appealing displays and ensuring that staff are well-informed about the new sleepwear range to effectively communicate with shoppers. Enhancing the campaign with attractive promotions or loyalty incentives can further motivate consumer purchases.

The final phase hinges on vigilant monitoring and the ability to adapt swiftly. Al Sheikh Enterprises should diligently track various indicators, including customer engagement levels, sales figures, and consumer feedback across all promotional channels. Analyzing this data will shed light on the campaign's performance and highlight areas needing refinement. For example, if certain online advertisements are underperforming, a revision in messaging or visual elements may be warranted. Likewise, if specific styles within the sleepwear range are garnering more attention, these should be featured more prominently in the campaign. Ongoing evaluation and timely adjustments are key to ensuring the campaign remains relevant and

effective in engaging consumers, thus bolstering the success of the sleepwear trousers and night suit range. This iterative approach not only enhances the current campaign's success but also yields valuable insights for future marketing strategies.

There are few things that were considered in first priority and that made the sleepwear trousers and Night suit unique:

**Packaging:**

The packaging of the sleepwear trousers are covered up with a round net in which there is a knot above in which sizes are mentioned clearly.



## **Zip pockets:**

The main reason why Al sheikh started getting good responses from the customers were that they started providing zip pockets features as other competitors were not considering this idea in their product.



## **Back Pockets:**

The reason for back pockets were an extra ordinary advantage for Al sheikh as this 3 pockets are most demanding in customer line so having 3 packets makes the product more reliable and there are maximum numbers of chance for product growth



## **Design phase**

Initiating the design phase for their line of sleepwear trousers and night suits, Al Sheikh Enterprises embarks on a comprehensive market exploration. This critical phase is rooted in a detailed analysis of the target market's specific desires and requirements. The company delves into the latest fashion trends and consumer behaviors, keenly observing any existing voids in the sleepwear market. This stage is not just about gathering data; it's about understanding the lifestyle, preferences, and expectations of their potential customers. Whether the target audience values the luxurious feel, the comfort of the fabric, or cost-effectiveness, these insights form the bedrock of the subsequent campaign strategy.

With a clear understanding of the market, Al Sheikh Enterprises proceeds to tailor a marketing campaign that truly speaks to their audience. The focus here is on crafting a narrative that resonates with the customers' identified preferences. This might involve emphasizing the unparalleled comfort of their sleepwear, the exclusive luxury that each piece offers, or the exceptional value they provide. The campaign's creative direction should not only put a spotlight on the sleepwear's unique features, such as the superior quality of the fabric and the uniqueness of the designs but also ensure these aspects are in sync with Al Sheikh Enterprises' overall brand persona. It's a balancing act between showcasing product excellence and maintaining brand integrity.

The creative execution of this campaign is pivotal. Al Sheikh Enterprises focuses on developing engaging visual content, creating slogans that stick, and formulating messages that persuade and resonate with the audience. These creative elements are the vehicles for communication, designed to capture attention and convey the value proposition of their sleepwear line compellingly. From eye-catching graphics that highlight the fabric's quality to taglines that encapsulate the luxury or affordability of the products, each element is meticulously crafted. This content is not just aesthetically pleasing but also strategically aligned to communicate the core message effectively.

Finally, the rollout of this content across various platforms is strategically planned. Al Sheikh Enterprises employs a multi-channel approach, ensuring that the campaign reaches the audience wherever they are. This includes digital advertising on social media and websites, email marketing campaigns to engage directly with customers, and visually appealing in-store displays that bring the campaign to life in the physical retail space.

## **Implementation Strategy**

When it comes to rolling out the campaign for their sleepwear trousers and night suits, Al Sheikh Enterprises dedicates itself to a well-orchestrated implementation process. Timing is a key strategic element in this phase. The company aims to introduce their campaign at a moment when it can have the greatest impact, such as during key seasonal periods or major shopping holidays. These times are typically when customers are most receptive to updating their wardrobes with new sleepwear, making them ideal for launching new products.

The choice of distribution channels is a critical decision in ensuring the campaign's success. Al Sheikh Enterprises carefully evaluates where their target audience is most likely to engage with their brand. This assessment leads to a blend of both digital and physical marketing efforts. Online, the focus is on dynamic social media campaigns, precisely targeted email marketing, and strategically placed online advertisements, all designed to captivate and draw in their digital audience. Meanwhile, in their brick-and-mortar locations, the emphasis is on creating visually appealing displays that capture the essence of the new sleepwear line. Well-informed and enthusiastic store staff play a pivotal role in this setting, offering insights and information to customers about the unique qualities of the sleepwear range.

Additionally, Al Sheikh Enterprises integrates enticing promotions into their campaign. Special offers, exclusive discounts, or loyalty program incentives are employed to further stimulate interest and encourage purchases. These incentives are not just about immediate sales; they're also designed to build long-term customer relationships and loyalty. By carefully crafting these elements of the campaign, Al Sheikh Enterprises aims to create a compelling and effective marketing push that resonates with their audience and drives success for their new sleepwear collection.



## **Evaluation and Adaptation**

The effectiveness of Al Sheikh Enterprises' marketing campaign for their sleepwear trousers and night suits relies heavily on ongoing evaluation and flexibility. It's crucial for the company to consistently monitor a range of key performance indicators, including but not limited to customer engagement levels, sales figures, and feedback received across all promotional channels. This continuous collection and analysis of data is instrumental in gauging the campaign's impact and identifying areas that may require refinement.

For example, should the data reveal that the online advertisements are not resonating as anticipated, Al Sheikh Enterprises would need to reconsider and modify aspects like the messaging or visual elements of these ads? Likewise, attention should be paid to the customer reception of different styles within the sleepwear range. If certain designs are garnering more interest or popularity, it would be strategic to give these items more prominence in the ongoing campaign. This kind of agile response to real-time data ensures that the marketing efforts remain relevant and effective in appealing to the target audience.

In essence, the approach adopted by Al Sheikh Enterprises is one of adaptability and learning. By regularly reviewing the campaign's performance and being open to making necessary adjustments, the company positions itself to not only enhance the current campaign's success but also gather valuable insights for future marketing endeavors. This proactive and responsive strategy is key in navigating the dynamic landscape of consumer preferences and market trends, ultimately contributing to the successful promotion of their sleepwear line.

# Testing and Deployment

	2023			2024											
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Place</b>															
Market Entry Strategy.	■	■	■												
Store Location	■	■	■												
<b>Product</b>															
New Product Development				■	■	■									
Packaging, diffusion of the new products						■	■	■	■						
Quality Regulation						■			■			■			
<b>Price</b>															
Market based strategy.				■	■	■	■	■	■						
Price Differentials.							■	■	■	■	■	■	■	■	■
Discount carefully.											■	■	■	■	■

<b>Promotion</b>															
Marketing Source Delivered via Mass Media										■	■	■	■	■	■
Marketing Source Delivered Personally				■	■	■							■	■	■
Non-marketing Resources Delivered Personally										■	■	■	■	■	■

The provided chart appears to be a timeline for testing and deployment, with activities categorized under 'Place,' 'Product,' and 'Price.' Let's discuss these in the context of Al Sheikh Enterprises, a company poised to introduce a new line of sleepwear trousers and night suits.

## Product

In the initial stages of Al Sheikh Enterprises' product journey, the emphasis is on the innovation and creation of their new sleepwear range. This is a period of ideation where the concept of comfortable yet stylish sleepwear trousers and night suits takes shape. The company dedicates this phase to meticulously designing and crafting prototypes, rigorously testing them for quality, comfort, and durability. It's a cycle of continuous improvement where feedback is integrated into product design to refine and perfect the sleepwear line, ensuring it meets the high standards expected by both the company and its future customers.

## **Place**

Al Sheikh Enterprises' strategy under the 'Place' category is meticulously devised, focusing on the deliberate selection of retail locations and market entry methods. The timeline suggests a targeted approach toward the year's end, a strategic move likely designed to harness the festive season's high consumer spending. By positioning their new line of sleepwear in upscale and easily reachable locales, Al Sheikh Enterprises aims to ensure that their products are prominently placed where their ideal customers are most likely to shop, enhancing the chances of discovery and purchase.

## **Price**

Under 'Price,' Al Sheikh Enterprises appears to be adopting a 'Market based strategy,' which likely involves setting prices in line with market standards and competitor pricing, ensuring they remain competitive while also appealing to the target market's expectations. 'Price Differentials' might refer to variable pricing strategies, such as charging more for premium features or designs, or implementing a tiered pricing structure to cater to different segments of the market. Towards the end of the timeline, 'Discount carefully' suggests a strategic approach to promotions, likely indicating that the company will offer discounts in a controlled manner to avoid devaluing the brand, while still enticing customers and boosting sales, especially during selective periods where consumer spending is historically higher.

## **Promotion**

In the realm of mass media marketing, Al Sheikh Enterprises might deploy a broad-reach strategy to create awareness and interest in their sleepwear line. This could involve utilizing television, radio, print advertisements, and online platforms to convey their brand message. The shaded areas in the chart suggest specific times when this approach is intensified, possibly to align with peak shopping seasons or product launches. The aim is to maximize exposure and capture the attention of a wide audience, thereby solidifying Al Sheikh Enterprises' presence in the sleepwear market.

## MARKETING BUDGET - BREAKDOWN

### Promotion Strategy (25% of Budget):

#### Digital Marketing Campaigns:

Total amount spent for digital marketing: 250,000 PKR

#### Facebook Ads (60,000 PKR):

Creating targeted ads to reach specific demographics interested in sleepwear.

Allocating budget for sponsored posts, carousel ads, and video ads.

Testing different ad creative to optimize for engagement and conversions.

Audience captured 0.5-0.64 Million

#### Instagram Ads (50,000 PKR):

Running visually appealing ads to tap into Instagram's visual-centric audience.

Utilizing Instagram Stories, feed ads, and shopping features.

Collaborating with influencers for Instagram shout-outs or sponsored posts.

#### Twitter Ads (40,000 PKR):

Promoting engaging tweets to increase brand visibility.

Utilizing Twitter's targeting options to reach relevant audiences.

Participating in trending conversations related to sleepwear and fashion.

#### Tiktok Ads (100,000 PKR):

Most engaged and used mobile application

More results of Clicks

Collaborative number with UAE through VPN

Country to be focused from UAE is PAK

Amount to be paid in UAE currency

## **Google Ads (Search and Display)**

### **Search Ads (60,000 PKR):**

Bidding on relevant keywords related to sleepwear, night suits, and fashion.

Crafting compelling ad copy to encourage clicks and conversions.

Implementing ad extensions for additional information.

### **Display Ads (40,000 PKR):**

Designing visually appealing banner ads for the Google Display Network.

Targeting websites and apps frequented by the target audience.

Utilizing retargeting strategies to reconnect with users who visited the website.

## **Influencer Collaborations**

Total amount spent for Influencer Collaboration: 45,000 PKR

### **Tracking and Analytics (30,000 PKR):**

Implementing tools or platforms to track the performance of influencer collaborations.

Analyzing metrics such as reach, engagement, and conversion to assess the effectiveness of each collaboration.

### **Shipping and Packaging (15,000 PKR):**

Covering the costs associated with packaging and shipping sleepwear products to influencers.

Ensuring a thoughtful and aesthetically pleasing presentation.

## **Website Optimization for User Experience**

Total amount spent for Website Optimization: 250,000 PKR

### **User Experience Audit (10,000 PKR):**

Allocating funds for a thorough analysis of the website's user experience.

Identifying areas for improvement in navigation, page load times, and overall usability.

### **Design and Functionality Enhancements (15,000 PKR):**

Implementing changes based on the audit, including improving website layout, adding intuitive navigation features, and optimizing for mobile responsiveness.

### **Testing and Quality Assurance (5,000 PKR):**

Allocating a portion for testing the optimized website to ensure a seamless and user-friendly experience.

Conducting usability testing to gather feedback and make necessary adjustments.

## **Digital Media Advertising**

Total amount spent for Digital media advertising: 250,000 PKR

### **Flyers (35,000 PKR):**

Canva subscription

Discount offers flyers

Premium package activated

Best tool for editing product portfolio

### **Video (25,000 PKR):**

Hired a model first and then took him for a model shoot

The effect of 3D vision was helpful for customer so that he/she could get satisfy from each and every angle

Video editor fee

## **Future Enhancements/Action Plan**

The evaluation chart mentioned above shows the planning for next year plan for the constant growth in their sales and this will help Al sheikh to manage KPI and the ratings plus the tools that are to be required for keeping Sleepwear trousers and Night suit in constant growth.

### **Short-Term Action Plan (0-6 months)**

#### **Market Penetration:**

Al Sheikh Enterprises' market penetration strategy for their new sleepwear trousers and night suits will focus on a robust and multifaceted approach to swiftly capture market share. This will include leveraging digital marketing channels like social media and SEO, alongside influencer collaborations, to enhance brand visibility and appeal to a targeted audience. The strategy will be complemented by direct customer engagement tactics such as pop-up shops and interactive online experiences, bolstered by exclusive promotions to incentivize early adoption and repeat purchases. Continuous analysis of sales data and customer feedback will enable the company to adapt its approach in real-time, ensuring alignment with consumer preferences and market trends, thus solidifying its presence in the competitive sleepwear market.

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## **Feedback Systems:**

Al Sheikh Enterprises will implement comprehensive feedback systems to capture customer insights regarding their sleepwear trousers and night suits. This will involve integrating feedback mechanisms across various touch points, including post-purchase surveys, online product reviews, and social media engagement tracking. The company will leverage this feedback to gain a deeper understanding of customer satisfaction, preferences, and areas for product improvement. Regular analysis of this feedback will be crucial for guiding product development, marketing strategies, and overall customer experience enhancement, ensuring that the company remains responsive and adaptable to customer needs and expectations.

## **Quality Benchmarking:**

Al Sheikh Enterprises is committed to establishing a benchmark for quality in their sleepwear trousers and night suits line. To achieve this, the company will implement rigorous quality control protocols throughout the production process, from sourcing materials to final manufacturing. They will adopt industry best practices and standards as their benchmark, conducting regular audits and inspections to ensure consistency and excellence in product quality. By comparing their products against leading competitors and industry standards, Al Sheikh Enterprises aims to not only meet but exceed customer expectations, thereby establishing a reputation for reliability and superior quality in the sleepwear market.

## **Mid-Term Action Plan (6-18 months)**

### **Product Line Expansion:**

Al Sheikh Enterprises plans a strategic expansion of their sleepwear product line, driven by market trends and customer feedback. This expansion will involve diversifying the range to include a variety of styles, sizes, and fabric choices, catering to a broader consumer base with varying preferences. The focus will be on introducing innovative designs and incorporating new, sustainable materials, aligning with evolving fashion trends and environmental consciousness. This planned expansion, informed by ongoing market analysis and customer insights, is designed to strengthen the brand's market presence, meet emerging consumer demands, and drive continued growth in the sleepwear category.



### **Supply Chain Optimization:**

To optimize their supply chain for the sleepwear line, Al Sheikh Enterprises will invest in advanced logistics and inventory management systems. This technology-driven approach aims to streamline operations, from procurement of high-quality materials to efficient production and timely distribution. By establishing strong relationships with reliable suppliers and leveraging data analytics for demand forecasting, the company intends to minimize lead times, reduce inventory costs, and ensure product availability. This strategic optimization of the supply chain is crucial for maintaining product quality, meeting customer expectations, and achieving overall operational efficiency in a competitive market.

### **Pricing Structure Review**

Al Sheikh Enterprises will regularly review and adjust their pricing structure for the sleepwear line to ensure competitiveness and alignment with market dynamics. This will involve a thorough analysis of market trends, cost fluctuations, and competitor pricing strategies. The objective is to maintain a balance between affordability for customers and profitability for the company. This dynamic pricing approach will allow Al Sheikh Enterprises to respond effectively to changes in consumer demand and market conditions, potentially incorporating promotions or tiered pricing models to cater to different customer segments, thereby enhancing market appeal and sustaining revenue growth.

## Conclusion

In the ever-evolving landscape of fashion and retail, Al Sheikh Enterprises emerges as a formidable player with a meticulously crafted strategy for the introduction of their sleepwear trousers and night suit line. This strategic overview reveals a holistic approach that spans market research, product development, pricing, and promotion, reflecting the company's commitment to excellence and a profound understanding of the dynamics shaping the contemporary retail landscape.

A cornerstone of Al Sheikh Enterprises' strategy lies in its rigorous market research efforts, indicating a commitment to understanding consumer preferences, market trends, and the competitive landscape. By delving into the intricacies of the sleepwear market, the company positions itself to make informed decisions throughout the product development and marketing phases. The emphasis on timing, particularly the year-end launch aligned with holiday shopping trends, highlights a keen understanding of consumer behavior and the importance of strategic market entry.

The emphasis on innovation in crafting comfortable yet stylish sleepwear underscores the company's dedication to offering a distinctive product. The iterative process of designing prototypes, testing rigorously for quality, comfort, and durability, and incorporating feedback into continuous improvement cycles reflects a commitment to delivering a superior product. Al Sheikh Enterprises' meticulous approach to product development not only ensures customer satisfaction but also sets the foundation for a strong brand reputation.

The adoption of a market-based pricing strategy demonstrates a nuanced understanding of the competitive landscape. Striking a balance between competitiveness and value, Al Sheikh Enterprises aims to position its sleepwear line at a point that attracts its core demographic while communicating the quality and distinct value of the brand. The incorporation of price differentials and a careful approach to discounts further showcases a thoughtful and strategic pricing model.

Under the 'Place' category, Al Sheikh Enterprises exhibits a strategic focus on the selection of retail locations and market entry methods. The concentration on premium store locations accessible to the target demographic aligns with the broader strategy of maximizing visibility and accessibility. The targeted year-end market entry, capitalizing on holiday shopping trends,

suggests a well-thought-out plan to drive traffic and sales during peak consumer spending periods. The variety of market entry methods, from pop-up shops to online launches, reflects adaptability to diverse consumer behaviors.

Al Sheikh Enterprises' promotion strategy is a blend of mass media marketing, personal delivery of marketing, and personal delivery of non-marketing resources. The use of mass media aims to create widespread awareness, especially intensified during strategic periods such as product launches or peak shopping seasons. Personal delivery strategies, involving direct interaction with customers and non-marketing resources, showcase a commitment to personalized customer engagement and community-building. The introduction of a private social media platform for promotion further highlights the company's forward-thinking approach to digital marketing, creating a dedicated community around the sleepwear brand.

The incorporation of a private social media platform into the promotional strategy is a standout feature of Al Sheikh Enterprises' approach. This digital initiative positions the company at the forefront of customer engagement trends, fostering a dedicated community around the sleepwear brand. By facilitating direct interaction with customers and promoting brand loyalty, this innovative move not only aligns with current digital trends but also differentiates Al Sheikh Enterprises in the competitive sleepwear market. Al Sheikh Enterprises' comprehensive strategy, encompassing traditional and digital marketing, quality assurance, and customer-centric product development, reflects a clear vision for growth. The careful consideration of each strategic element—place, product, price, and promotion—signals the company's commitment to excellence. This well-structured plan positions Al Sheikh Enterprises to not only establish a significant presence in the sleepwear category but also meet the evolving demands of a discerning and style-conscious consumer base.

In conclusion, Al Sheikh Enterprises emerges as a dynamic force in the sleepwear market, armed with a strategic framework that embraces innovation, quality, and customer engagement. The company's commitment to meticulous market research, product excellence, strategic pricing, and innovative promotion positions it for success. As Al Sheikh Enterprises navigates the competitive landscape, its careful consideration of both traditional and digital elements in the retail journey sets the stage for a strong brand presence. With a clear vision and a well-rounded strategy, Al Sheikh Enterprises is poised to not only meet but exceed the expectations of consumers, establishing itself as a leading name in sleepwear fashion.

Al Sheikh Enterprises' commitment to sustainability serves as a commendable aspect of its strategy. The incorporation of eco-friendly materials in sleepwear production, ethical manufacturing processes, and transparent supply chain practices aligns with the growing consumer demand for socially responsible and environmentally conscious brands. This not only enhances the company's corporate social responsibility but also caters to a segment of the market that places significant value on sustainable practices.

The company's dedication to customer feedback as a driver for continuous improvement deserves emphasis. By actively engaging with customers and incorporating their insights into the product development cycle, Al Sheikh Enterprises demonstrates a customer-centric approach. This iterative feedback loop not only ensures that the sleepwear line aligns with evolving consumer preferences but also fosters a sense of inclusivity, making customers feel valued and heard.

In the realm of technology, Al Sheikh Enterprises showcases a forward-thinking approach by integrating innovative solutions in its supply chain management. Embracing technologies like block chain for traceability and real-time monitoring enhances transparency, reduces inefficiencies, and ensures the authenticity of materials used. This commitment to leveraging cutting-edge technologies not only positions the company as a tech-savvy player but also contributes to operational efficiency and reinforces customer trust in the quality and origin of the products.

The emphasis on diversity and inclusivity in Al Sheikh Enterprises' marketing and promotional strategies is another praiseworthy element. By featuring a diverse range of models and celebrating various body types, ethnicities, and lifestyles, the company reflects a commitment to representing and connecting with a broad and diverse customer base. This inclusive approach not only aligns with contemporary values but also enhances the brand's relatability and resonance in a diverse global market.

In navigating the e-commerce landscape, Al Sheikh Enterprises acknowledges the importance of a seamless online shopping experience. The strategic focus on optimizing the website for user-friendliness, secure payment options, and an engaging interface reflects the company's understanding of the digital consumer journey. The integration of augmented reality (AR) technology for virtual try-ons enhances the online shopping experience, bridging the gap between the digital and physical aspects of purchasing sleepwear. This tech-driven approach not

only aligns with current digital trends but also positions the brand as an innovator in the online retail space.

Al Sheikh Enterprises' commitment to social impact is underscored by its philanthropic endeavors. The establishment of partnerships with charitable organizations, particularly those focused on promoting sleep health and well-being, showcases a holistic approach to corporate social responsibility. By contributing to initiatives that align with the brand's ethos, the company not only makes a positive impact on society but also enhances its brand image by associating with meaningful causes.

In summary, Al Sheikh Enterprises' strategic framework goes beyond conventional business practices, incorporating sustainability, technology integration, diversity, and social impact. This comprehensive approach not only positions the company as a leader in the sleepwear market but also aligns with the values and expectations of a modern and socially conscious consumer base. As Al Sheikh Enterprises continues to evolve, its multifaceted strategy places it in a prime position for sustained success and growth in the ever-evolving landscape of fashion and retail.

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Thesis/Project Title	Impact of sales promotion on the marketing of a new product - AI-Sheikh Enterprises

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	30/11/23		Problems faced & Solution	\$
6	27/11/23		Changes in introduction	\$
7	27/11/23		Approval	\$

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