

Centrality and distinctiveness mapping of Pakistan Textile industry

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Date	16-05-2016

Acknowledgment

I am obliged to acknowledge and thank to those people who put their ever best contribution in my thesis, First of all, I am thankful to Almighty Allah for blessings. I would also like to thank my supervisor, for giving his best efforts by showing patience, encouragement, wisdom and honesty. I am thankful to my parents, family and friends for their help, support, appreciation and encouragement.

Dedication

This thesis is dedicated to my father and my mother for their endless love, support and encouragement.

Abstract:

C-D map is a graph on which different brand place according to the score buyers gave them, C-D mapping have four quadrant Unconventional, Peripheral, Aspirational and Mainstream ,in this paper qualitative research had been done on Pakistan lawn industry to identify different lawn brand positioning in the mind of customer, furthermore, researcher tried to see the brand form the eyes of customer, for that purpose researcher collected data from two different focus groups, which were their customer and potential customer, and asked their perception about the lawn brand in Pakistan, first focus group had doctors and the other focus group had student and professionals in it. Nine different lawn brand of Pakistan are evaluated in the context of C-D mapping. Research after group discussion with focus group identified the central and distinctive brand. The unstructured question were made on the basis of price, sale volume and profit margin for the discussion while group interview, because these variable depend on centrality and distinctiveness of brand as the brand which have low price are tend to be more central and the brand which were charging high prices and have low sale volume try to provide unique and differentiated product to the customer, which make them distinctive brand.

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