

Marketing Plan

SQS Designer Wear



Submitted By

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Certificate

This is to certify that this project report, entitled “SQS Designer Wear Marketing plan” by Eman Qutub (01-221141-006), submitted in partial fulfilment of the requirements for the degree of Masters of Business Administration from Bahria University, Islamabad Pakistan, during the academic year of 2015, is a bonafide record of work carried out under my permission and guidance.

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Abstract

This research paper is about a growing brand that targets to expand in a mature market. My research consists of analysis of past research studies about marketing strategies and interviews of learned people in the fashion department. My sampling was very strategic and selective. I chose the people who are a part of the pool of audience that SQS targets. I made use of the internet as a search engine to identify an estimate of certain prices. Besides that, I personally contacted designer lounges for their feedback. The outcome is such that there is room for expansion and in a mature market, the product life cycle needs to be manipulated with. However, results show that top priority is given to new market strategies that develop the concept of customer relationship building and customer empowerment.

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