

'LANCHING "IMAGE" GARMENTS SOCKS '
A STUDY OF MARKET AND CONSUMER BEHAVIOUR IN PAKISTAN



By:

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(ABSTRACT)

Image garments is a major manufacturer of socks in the world based in Faisalabad, Pakistan. It has established itself as a quality manufacturer and outsourcing partner of famous internationally recognized socks brands such as Nike. Image garments wants to leverage its expertise in socks manufacturing by introducing a local Image garments socks brand in Pakistan.

In order to achieve Image garments objective, a marketing research study has been carried out by final year MBA student. The purpose of the marketing research study is to appraise Image garments on the market opportunity and marketing strategy for introducing a new local socks brand in Lahore.

The report describes the research methodology adopted by the project team. Three segments have been identified by the project team and they consist of formal, uniform and sports segments. Focus groups for each segment have been conducted and the report contains the findings of the focus groups. Next, the report contains the analysis of the survey conducted for each segment. The analysis is done at various levels and used to identify the product, pricing, promotion and distribution strategy for introducing a new socks brand in Lahore. Cluster analysis has also been carried and a uniform theme has emerged across each segment based on the pricing of the socks.

Finally, the report presents an integrated strategy for the launch of the socks brand by Image garments for SEC segments A1 & A2 of Lahore.