

MBA PROJECT

Strategic Brand Analysis

On

‘Khaadi’ the Designer Shop



BY

IKRAM KHAN

&

USAMA SHAHID

Supervised By

Dr. Muhammad Ali Saeed

Bahria Institute of Management & Computer Sciences, Islamabad

PROJECT SUPERVISED

BY

Dr. Muhammad Ali Saeed

PROJECT SUBMISSION DATE

04 December, 2012

PROJECT BY

Name : IKRAM KHAN
Enrollment : 01-122061-017
Class : MBA
Contact : 0345-8505648
E-mail : hi_ikram@hotmail.com

&

Name : USAMA SHAHID
Enrollment : 01-122061-042
Class : MBA
Contact : 0333-5376955
E-mail : usamashahid@gmail.com

Table of Contents

Chapter 1: 01 –To- 6

1.INTRODUCTION.....	10
1.1 Title of the Work.....	11
1.2 Background.....	11
1.3 Problem statement.....	12
1.4 Objectives of the Work.....	12
1.5 Rational for the project research.....	13
1.6 About the Company.....	13
1.7 Founder of the Company.....	14
1.8 Vision.....	15
1.9 Key Factors to Success.....	15
(www.desistore.com).....	15
1.10 SWOT Analysis.....	15
1.10.1 Strengths.....	15
1.10.2 Weaknesses.....	16
1.10.3 Opportunities.....	16
1.10.4 Threats.....	17
1.11 Marketing Mix.....	17
1.11.1 Place.....	17
1.11.1.1 Karachi.....	18
1.11.1.3 Islamabad.....	18
1.11.2 Product Ranges.....	18

1.11.2.1 Khaadi Garments-men and women.....	18
1.11.2.2 Khaadi Home.....	19
1.11.2.3 Khaadi Accessories.....	19
1.11.3 Price.....	19
1.11.4 Promotion.....	19
1.11.4.1 Below-the-line Advertisement.....	19
1.11.4.2 Above-the-line Advertisement.....	19
1.11.4.3 Word-of-mouth.....	20
1.12 Product Life Cycle.....	20
1.13 Brand Life Cycle.....	20
1.14 Khaadi Competitors.....	21
2.9.1 Khaadi Women.....	21
2.9.1.1 Khaadi Stitched.....	21
2.9.1.2 Khaadi Unstitched.....	21
2.9.2 Khaadi Men.....	22
2.9.3 Khaadi Home.....	22
2. INDUSTRY ANALYSIS.....	23
2.1 History.....	24
2.2 General Background.....	24
2.2.1 Established capacity.....	25
2.2.2 Contribution to exports.....	25
2.2.3 Contribution to GDP and employment.....	25
2.2.4 Organizations in the industry.....	25
2.2.5 Opportunities available.....	26

2.3 Textile Outlets of the Country.....	26
2.4 Pakistan’s Major Textile Products.....	27
2.4.1 Ready Made Garments.....	27
2.4.2 Hosiery and Knitwear.....	28
2.5 PEST ANALYSIS.....	29
2.5.1 Political/Economic Factors.....	29
2.5.2 Social Factors.....	29
2.5.3 Technological Factors.....	30
2.6 Porter Five Forces Model.....	30
2.6.1 Potential Entrants- high.....	31
2.6.2 Bargaining Power of Buyers- low.....	31
2.6.3 Bargaining Power of Suppliers– low to moderate.....	31
2.6.4 Threat of Substitutes- high.....	32
2.6.5 Competitive Rivalry- high.....	32
2.7 Strategic Group Map for Designer Clothes.....	32
3. LITERATURE REVIEW.....	34
3.1 Brand.....	35
3.2 Brand Equity.....	36
3.3 Brand Awareness.....	36
3.4 Brand Life Cycle.....	37
3.5 Brand Elements.....	37
3.6 Brand Footprint.....	38
3.7 Brand Personality.....	38
3.8 Brand Asset Valuator.....	39

3.9 PEST Analysis.....	39
3.9.1 Political Factors.....	39
3.9.2 Economic Factors.....	39
3.9.3 Socio-cultural Factors.....	40
3.9.4 Technological Factors.....	40
3.10 Porter’s Five Forces.....	40
3.10.1 Competitive Rivalry.....	41
3.10.2 Power of suppliers.....	41
3.10.3 Power of buyers.....	41
3.10.4 Threat of substitutes.....	41
3.10.5 Threat of new entrant.....	42
3.11 SWOT Analysis.....	42
3.12 Bowman's Strategy Clock.....	43
3.13 Perceptual Mapping.....	45
3.14 The FCB Grid.....	47
3.15 BCG Matrix.....	48
3.16 Brand Strategy Mapping.....	50
4. RESEARCH STRATEGY AND METHODOLOGY.....	51
4.1 Type of Study.....	52
4.2 Purpose of the Study.....	52
4.3 Nature of the Study.....	53
4.4 Type of Investigation.....	53
4.5 Research Instrument.....	54
4.6 Respondents of the Study.....	54

4.7 Sampling Procedure.....	54
5. RESULTS ANALYSIS AND DISCUSSIONS.....	55
5.1 Brand Elements.....	56
5.1.1 Brand Name.....	56
5.1.2 Logo and Slogan.....	56
5.2 Brand Equity.....	57
5.2.1 Price Premium That the Name Can Support.....	57
5.2.2 Impact of the Name on Customer Preferences.....	58
5.2.3 Earning Power of the Brand.....	58
5.3 Brand Knowledge.....	59
5.4 Brand Foot Printing.....	60
5.4.1 Brand Awareness.....	60
5.4.2 Positive Feelings towards the Brand.....	60
5.4.3 Uniqueness or Differentiation of the Brand.....	60
5.4.4 Purchase Intent or Relevance.....	60
5.5 Bowman Strategy Clock.....	61
5.5.1 Khaadi - Strategy Clock Analysis.....	61
5.6 Brand Identity.....	61
5.6.1 Brand Personality.....	61
5.6.1.1 Khaadi Brand Personality Trait – Sincerity.....	62
5.7 Brand Auditing.....	62
5.8 Brand Perception Index (BPI).....	64
5.8.1 Khaadi.....	64
5.8.3 Competitor BPI Summary.....	65

5.9 Graveyard Model.....	67
5.10 Brand Asset Valuator of the Designer Shops.....	68
5.10.1 Power Grid.....	69
5.11.1 The Customers of Designer Shops.....	70
5.11.2 Factors That Customers Consider For Choosing a Designer Brand.....	70
5.11.2.1 Location.....	70
5.11.2.2 Ambience.....	71
5.11.2.3 Expense vs. Quality of the Product.....	71
5.11.2.4 Product Range.....	71
5.11.2.5 Reputation.....	71
5.11.3 FCB GRID.....	71
5.11.4.1 KHAADI.....	73
5.11.4.2 Khaadi Competitors.....	74
6. CONCLUSIONS AND RECOMMENDATIONS.....	76
RECOMMENDATIONS.....	77
6.1 Brand Strategy Mapping.....	77
6.1.1 Set Goals.....	77
6.1.1.1 Analyze It-Self.....	77
6.1.1.2 Analyze What They Are Selling.....	77
6.1.2 Target Market.....	78
6.1.3 Objective.....	78
6.1.4 Strategy.....	78
6.1.5 Message.....	78
6.1.6 Positioning.....	79

6.1.7 Program Execution.....	79
6.1.8 Measurement.....	79
6.2 Influence Various Stages in Consumer Decision Making.....	80
6.2.1 Problem Recognition.....	80
6.2.2 Information Search.....	81
6.2.3 Evaluation of Alternatives.....	81
6.2.4 Product Choice & Outcomes.....	81
6.3 Create an Effective Purchase Environment.....	82
6.2.1 In-Store Decision Making.....	82
6.3.2 Salesperson.....	82
CONCLUSIONS.....	83
ANNEXURE.....	85
Employee Interview Questionnaire.....	86
Textile Mills of Pakistan.....	89
SMEDA AND TEXTILE INDUSTRY.....	90
REFERENCES & BIBLIOGRAPHY.....	92
Published Books.....	93
Websites.....	94
Published Articles/Magazines:.....	98

List of Figures

Figure 1.1: Product life cycle.....	20
Figure 2: Porter Five Forces Model.....	30
Figure 3: Strategic Group Map.....	33
Figure 4: Brand Strategy Mapping Model.....	50
Figure 5: Brand Equity.....	57
Figure 6: Brand Knowledge.....	59
Figure 7: Brand Auditing.....	63
Figure 8: Graveyard Model.....	67
Figure 9: Power Grid.....	69
Figure 10: Khaadi on the FCB Grid.....	72

List of Tables

Table 1: Khaadi BPI Visual	64
Table 2: Khaadi BPI Verbal.....	64
Table 3: Khaadi BPI Experiential	65
Table 4: Brand Asset Valuator.....	68
Table 5: BCG Rating - Khaadi.....	73