राष्ट्रीय फैशन प्रौद्योगिकी संस्थान
NATIONAL INSTITUTE OF FASHION TECHNOLOGY, KOLKATA

Presents
The Graduation Class of

MASTER OF FASHION MANAGEMENT 2022-24

bottom line

A SHOWCASE OF THE GRADUATION PROJECTS OF THE MFM BATCH OF 2024

NIFT KOLKATA

THE-CON TENT

VISION

We at NIFT shall offer, at all our campuses, a learning experience of the highest standards in fashion pertaining to design, technology and management and encourage our remarkably creative student body to draw inspiration from India's textiles and crafts while focusing on emerging global trends relevant to the industries we serve.

MISSION

We at the National Institute of Fashion Technology will:

- Provide a transformative educational environment for talented young men and women to nurture their inventive potential and to acquire distinctive skills valuable to self, industry and society
- Offer a stimulating, modernistic and evolving curriculum that spans the vast spectrum of India's artistic heritage yet remains firmly contemporary, incorporating disruptive technologies
- Value and celebrate cultural and individual diversity in our students, faculty and alumni, always emphasizing the power of fellowship
- Be a global leader in the dissemination of innovative and project based pedagogies in design, management and technology for all facets of the textile, apparel, retail and accessories industries, through the promotion of rigorous and cutting edge research
- Enable our faculty and students to have intensive interaction with educational institutions, fashion houses, start-up hubs and corporations relevant to our programs.
- Bring forth graduates who stay committed to exacting standards of Professoressional excellence and personal integrity

ABOUT
National Institute of Fashion Technology

The National Institute of Fashion Technology is a pioneering institute and leader in the sphere of fashion, which takes pride in having the ability to integrate knowledge, traditional arts, academic freedom, innovations in design and technology and creative thinking to continuously upgrade its curriculum to address the ever changing needs of the world offering an Industry-Academia interface that provides a leading-edge learning experience for the students, helps in building an intricate and profound understanding about the industry and its whereabouts.

NIFT marks itself as a beacon for many determined and passionate professionals as they get transformed to be the epitome of torchbearers in the field of Fashion. The National Institute of Fashion Technology (NIFT), was set up in 1986 under the Ministry of Textiles, Government of India, and is a Statutory Institute governed by the NIFT Act 2006. Academic inclusivity has always been at the forefront in the expansion plans of the institute. NIFT today has unfurled its wings throughout the expanse of the country through its 19 professionally managed campuses. National Institute of Fashion Technology provides a conducive environment to its students from different parts of the country to achieve their highest potential through the programmes offered. Since its very inception, the institute has provided a firm foundation in fashion education in the domains of Design, Management and Technology to proudly become synonymous with excellence in fashion education in India.

The in-house faculty of NIFT is drawn from a distinguished group of intellectuals who put forth a sense of dynamism creating a pathway to effective learning. NIFT regularly strengthens its academic strategy with relentless efforts, making the institute spearhead the driving force that empowers and supports nation-building whilst providing energetic, keen and enthusiastic youth with the world-class fashion education that ingeniously blends knowledge and critical independence and creative thinking. At NIFT, we constantly endeavour to guide the fashion scenario of India and even take our vision to the global levels. As is the requirement for any good curriculum, the syllabus and taught modules are reviewed regularly to meet the current and future demands of an industry that thrives on transformation and change.

MFM
Program

The objective of the course 'Master of Fashion Management' is to develop world class professionals in the areas of fashion management, marketing, merchandising, retailing, International business and to foster the spirit of entrepreneurship among the students. This is done by equipping students with the right product knowledge, by advancing proclivity among students to embrace latest technologies, and by honing their analytical and managerial skills. This is done collaboratively within an eco-system that NIFT has developed over decades; with special focus on the right industry connect.

Students undergo in-depth education in management, marketing, buying, merchandising (retail and export), retail operations, international marketing, international trade, entrepreneurship and also on important interdisciplinary aspects of the fashion business. They are exposed to principles and practices of merchandising/marketing, innovative fashion management practices, Information technology developments, cluster studies, sustainability, fashion trends and business practices. The department maintains an active collaboration with the industry through collaborative research undertaken by the members of the faculty and also through seminars, conferences, expert lectures, internships, graduation projects and class room projects done by the students.

Message

MS. TANU KASHYAP, IAS
Director General NIFT

Congratulations Dear Students!

The Graduation event is a celebration of hard work of the graduating batch. It is also an important milestone in the life of every student - a transition from in-depth theory to lateral practice and a move from the protected environs of their alma mater to the Real World. I also feel immensely proud of everyone in NIFT who made this possible.

This world that you are embarking into is a challenging one, where the only constant is change. These are times of disruptive change, where sustainability and technology are learning to engage with each other. You will find that you have to constantly reinvent yourself to remain contemporary and relevant. It is hoped that the skills, learning and experience that you have gathered over the years at NIFT would stand you in good stead to stay abreast and guide you to make meaningful decisions.

The graduation work reflects your learning, creativity and drive. These skills and attributes developed here will surely be instrumental in your professional success, as well as in the development of innovation in the fashion industry.

Go out into the brave new world and make your mark. Follow your dreams with passion and show the industry your resilience and your creativity, your innovative and magnificent ideas. Show them what it means to be a NIFTian.

I wish the graduating class Good Luck. The road ahead is both challenging and exciting. May you make yourself and the institution proud.

May Grace be with you, Class of 2024.

Will love to hear about your success in the professional world in future. Do remain in touch.

Message

PROFESSOR
DR. SUDHA DHINGRA
Dean Academics, NIFT

Dear Graduating Class of 2024,

As you embark on the final leg of your academic journey, I want to extend my heartfelt congratulations to each and every one of you. Your hard work, dedication, and resilience have brought you to this momentous occasion, and I couldn't be prouder of your accomplishments.

The road ahead may be filled with challenges and uncertainties, but I have every confidence that you are more than capable of overcoming whatever obstacles come your way. Armed with the knowledge, skills, and values instilled in you during your time here, you have the power to achieve greatness and make a positive impact on the world around you. I also hope that you will mark NIFT events, specially the foundation day, alumni meets and graduation shows every year on your calendar, so that all of you can meet and keep your alma mater informed about your achievements.

On behalf of the entire NIFT community, I want to express our heartfelt best wishes for your future endeavours. May you continue to push boundaries, defy expectations, and leave your mark on the world with your creativity, passion, and dedication. Congratulations once again, Graduates of 2024! Your journey is just beginning, and I have no doubt that you will do great things in the future.

Message

DR. BRIJESH DEORE
Director, NIFT Kolkata

It gives me immense pleasure to pen lines for the graduating batch of 2024. We are all a witness to the admirable hard work and dedication put in by the students in the past year during the course of their work, the outcome of which is highly appreciated.

I stand here today with fond memories. This batch has had quite the remarkable journey in this prestigious establishment and I congratulate you all upon overcoming a major milestone today.

I am sure that through a rigorous academic curriculum, the National Institute of Fashion Technology has imbibed in you an array of technical skills and appropriate knowledge to face the challenges in the industry and global competition to support mankind at large.

I wish you all the very best for all your future endeavor's and hope to see you again, as you visit campus to pass on the knowledge to new students.

With best wishes

Message

PROFESSOR
BINAYA BHUSHAN JENA, PHD
Chairperson, FMS

Congratulations, dear students of Master of Fashion Management, on reaching this milestone in your academic journey!

As you stand at the beginning of a new chapter of your life, I take this opportunity on behalf of the entire FMS faculty fraternity to celebrate your achievement on this day. Your hard work and determination has brought you to this point, and you should be proud of yourselves.

NIFT has provided you with the platform to take the next big leap in your life and career. Now, you need to shape it yourself and make the best from the infinite possibilities that await you. Hence, never stop learning and growing. Remember, success is not just about achieving your goals but your journey towards it. However, in the process of achieving Professional excellence, you should remember to nurture your relationships and cherish the bonds you've formed with your peers, mentors, teachers, friends, family members and your alma mater. These connections shall be your source of motivation and inspiration as you navigate through the challenges of your Professional and personal life.

Continue to be honest, brave and compassionate and be the change you want to see in the world. May your journey ahead be filled with great opportunities, endless success and lots of happiness.

Congratulations once again. Rise and shine!
Blessings and best wishes

Message

ASSOCIATE PROFESSOR
MR. ASHIS DEBNATH
Campus Academic Co-ordinator NIFT Kolkata

My heartiest congratulations to all the post graduating students of the Fashion Management Studies Department of NIFT Kolkata.

We are all proud to be a part of your innovative & fascinating journey of two precious years at NIFT, Kolkata.

I am proud of your amazing works executed in your graduation projects under the guidance of our esteemed faculty members. Indeed, we are now eagerly looking forward towards your success in the professional world.

May God bless you all with sincerity & passion and help you achieve your dreams.

Wishing all the very best.

GRADUATION PROJECTS OF THE MFM BATCH OF 2022-2024

MFM

Congratulations

BATCH OF 2022-24

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TOPIC

Brand Positioning and Marketing Strategies for ethnic menswear : Study Reference to Hilo Design.

ABSTRACT

This report provides a detailed analysis of Hilo Design's position in the ethnic menswear market, covering brand perception, marketing strategies, and consumer preferences. Survey data shows strong positive sentiment towards Hilo Design, highlighting effective brand positioning and consumer satisfaction. Key factors influencing preferences include quality, design, pricing, and customer service. While digital channels are preferred, personalized local experiences remain significant. Competing with brands like Manyavar and Tasvaa, Hilo Design can stand out through innovative designs and personalized services. Recommended marketing approaches include social media, influencer collaborations, and in-store promotions to enhance brand differentiation and customer engagement, aligning with evolving consumer preferences.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

This report delves into Hilo Design's brand perception, marketing strategies, consumer preferences, and competitive landscape within the ethnic menswear market. Key insights reveal positive consumer attitudes, a preference for online shopping, and notable competition from brands like Manyavar. To strengthen its market standing, Hilo Design should prioritize product innovation by integrating unique cultural elements and customization options. Adopting an integrated marketing communications approach is advised for consistency across channels. Implementing a robust CRM system can personalize customer interactions, while leveraging social media can enhance online engagement. Moreover, enhancing in-store experiences with immersive technologies and seamless online-offline integration will attract and retain customers. These strategies aim to differentiate Hilo Design, enhance customer loyalty, and foster sustainable growth in the dynamic ethnic menswear market.

KEY WORDS

Brand perception, Marketing strategies, Consumer preferences, Ethnic menswear, Competitive landscape, Brand differentiation.

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TOPIC

A study of consumer returns at Marks and Spencer.

ABSTRACT

The e-commerce boom, fueled by high-speed internet and secure transactions, has seen online shopping become a mainstay, especially during lockdowns. However, this convenience comes with a challenge: returns. Customers may return items due to unclear product information, sizing issues, or wrong deliveries. This study aims to tackle this issue for Marks & Spencer (M&S). We'll analyze customer surveys, sales & return data, and market research to identify key factors behind online product returns. Initial findings suggest size and fit are major reasons across M&S products. Interestingly, product videos and model information (size worn, measurements) seem more helpful than other details. Most respondents emphasized the importance of sufficient online information before buying. By focusing on these insights, M&S can improve product information and potentially reduce return rates, leading to a more satisfying customer experience.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

Optimizing size charts is crucial to minimize size-related returns and improve customer experience. To achieve this, website size charts should include product-specific details, alpha/numeric conversions, and visual guides for measuring. Additionally, incorporating model's size and measurements alongside detailed product visuals (including scale references) empowers customers to make informed decisions, leading to fewer returns, increased satisfaction, and a stronger brand reputation. This focus on size chart clarity positions the website for a competitive edge by addressing a major customer concern: uncertainty about online clothing fit.

KEY WORDS

e-commerce, return management, womenswear, size chart optimization, product description and display.

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TOPIC

Maximizing Online Visibility and Business Success: Analysing the Impact of SEO Strategies and Product Title Changes on Shopping Feed Campaign Performance.

ABSTRACT

The rise of E-commerce in India has changed how businesses operate, with Search Engine Optimization (SEO) and Shopping Feed Campaign Optimization (SFCO) playing crucial roles. This analysis focuses on using SEO techniques to boost Max Fashion's online presence in India. We used real data from Google Analytics to conduct experiments, like tweaking keywords and product titles, and measured metrics like ranking and clicks. The results were promising: more clicks and impressions, and better search rankings. Notably, changing product titles for the "curve" category improved campaign performance. This study highlights the importance of proactive SEO and catchy product titles in engaging users and maximizing campaign success. Overall, our efforts in SEO and product title optimization led to a clear improvement in Max Fashion's visibility on Google.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

In my dual roles on key projects for Max Fashion, I significantly improved the brand's online presence and business performance.

In the first project, "SEO Strategies' Impact on Online Visibility and Success," I analyzed Max Fashion's SEO practices, recommending optimizations like keyword refinement and content enhancement. These changes led to heightened organic traffic, improved search engine rankings, and increased online visibility, driving notable business growth.

In the second project, "Enhancing Shopping Feed Campaign Performance," I focused on optimizing product titles to boost visibility and relevance. By aligning titles with customer search behaviors, I enhanced product visibility, resulting in higher click-through rates and sales.

Overall, my contributions centered on leveraging SEO and product title optimization to enrich Max Fashion's online presence and drive business success.

KEY WORDS

Search Engine Optimization, Online Visibility, Product Title Optimization, Shopping Feed Ads, Performance Analysis.

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TOPIC

Competitor Analysis of Tasva Formal Menswear: Suggestions for product development, buying and merchandising.

ABSTRACT

This graduation project aims to boost Tasva Formal Menswear's competitiveness through in-depth competitor analysis and strategic product development suggestions. The primary goal is to identify and analyze gaps within Tasva's collection, ensuring a thorough grasp of the competitive landscape for refining seasonal lines. This involves a comprehensive competition benchmarking analysis, evaluating Tasva's products against industry trends., aims to pinpoint areas for improvement and align with market preferences. Additionally, the project supports creating new product lines aligned with market trends and consumer expectations, including strategic analysis of color and pricing to appeal to the target audience.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

The report's key contribution lies in a comprehensive gap analysis, pinpointing areas for improvement and capitalizing on emerging trends and consumer preferences. It proposes recommendations to elevate Tasva's product offerings and stimulate innovation. These suggestions encompass refining the options mix, color palette, and pricing strategy, as well as introducing new fabrics, designs, and features to align with market demands. By incorporating insights from competitor analysis, market trends, and performance evaluation, Tasva can establish itself as a leader in formal menswear. Implementing these strategies will enhance its product range, strengthen brand identity, and extend market reach, ensuring sustained success in the ever-evolving menswear fashion landscape. Key recommendations include maintaining a balanced portfolio across price points, enhancing color accuracy, and focusing on Sherwani options, particularly in Ivory/White and Pink, within specific price ranges for optimal Professoritability.

KEY WORDS

Competitor analysis, Strategic product enhancement, Market trends, Brand Positioning, Brand image.

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TOPIC

A study on the implementation of artificial intelligence tools in marketing for Aldeno

ABSTRACT

For 15 weeks at Laguna Clothing Pvt Ltd's Aldeno department in Bangalore, a project focused on enhancing marketing strategies with AI tools for their direct-to-consumer men's shirts brand. Objectives included improving quality department output, implementing AI-driven hyper-personalization, and identifying offline market opportunities. Evaluating solutions like 3DLOOK for sizing and Limechat for conversational commerce, recommendations aimed to optimize communication, streamline operations, and foster innovation. Strategic AI adoption targets online retail demands and personalized experiences, positioning Aldeno as a market leader. Continuous assessment and training on AI tools ensure effective use, promoting innovation and collaboration. This approach aligns with Aldeno's goals of customer satisfaction and sustainable growth, securing its position in the fashion retail industry.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

The study utilizes both qualitative and quantitative methods, including pilot surveys, panel interviews, and AI analysis, to deeply explore a topic. It follows a descriptive research design, systematically presenting insights from industry experts and AI-analyzed company data. Primary data comes from surveys and interviews, while secondary data is sourced from company materials. The key findings highlight 3DLook AI for precise mobile body scanning and competitive pricing, PrimeAI, Sizebay, and Sizer for accuracy and data security, Limechat for cost-effectiveness and conversational commerce features, and Hubspot for robust data security. Recommendations include considering 3Dlook AI for accuracy and affordability, PrimeAI and Sizebay for data security, Limechat for cost-effectiveness and compatibility, and Hubspot for high data security. Integration suggestions include 3DLOOK for enhanced experiences, Limechat's Suite for messaging platform sales, and Limechat's analytics for insights. Regular updates, training, and innovation are advised for success.

KEY WORDS

Artificial Intelligence, Hyper- personalization, Pilot survey, Artificial Intelligence tool, Accuracy, Data security, Cost, Ease to use.

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TOPIC

Topic: The Zen-sory Symphony: Redefining Retail Experience for Gen Z .

ABSTRACT

Generation Z, the cohort born between the mid-1995s and early 2010s, presents a unique challenge and opportunity for retailers. Despite being the subject of increasing interest, there remains a significant gap in research concerning their retail-related behaviours and preferences. This report consolidates existing literature on Generation Z consumer behaviour in the retail sector, synthesising insights from various studies and reports. These include the impact of store atmospherics on Generation Z's in-store behaviour, preferences, store brands, and patterns of brand loyalty. The report calls for future research to address these gaps and offers potential research directions, such as examining the effects of store atmospherics on behavioural intentions and loyalty, analysing attitudes toward store brands, and exploring the drivers of brand loyalty among Generation Z consumers. Overall, this report contributes to a deeper understanding of Generation Z consumer behaviour in the retail landscape and provides valuable insights for retailers and researchers alike. By addressing the identified research gaps, retailers can better tailor their marketing strategies and offerings to meet the evolving needs and preferences of Generation Z consumers, thereby enhancing customer satisfaction and loyalty in an increasingly competitive marketplace.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

1. Personalized Shopping Experiences
2. Interactive In-Store Technology
3. Foster a sense of community-oriented strategies
4. Engaging and immersive store environments

KEY WORDS

Gen Z Experiential Marketing, Store Atmosphere, Sensory, Cognitive, and Behavioral.

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(Associate Professor)

TOPIC

Consumer awareness & acceptance of a blended Banana fabric among college going 19-25 years young Gen-Zs in Kolkata.

ABSTRACT

This report examines youth purchasing habits in Kolkata regarding sustainable fashion, with a focus on materials such as blended Banana Cotton fabric. Using both quantitative surveys and qualitative interviews, data was collected from 60 respondents, mainly college going students and majority of respondents were female. Results show a strong preference for sustainable fashion, particularly Cotton, with online shopping being the preferred method. Brands like Tantuja are recognized, and there's notable interest in blended Banana Cotton fabric, with many willing to pay extra. Recommendations include targeted awareness campaigns, social media utilization, product range diversification, e-commerce optimization, and flexible pricing strategies. The findings highlight a growing market for sustainable fashion, driven by environmental awareness and fashion-conscious consumers seeking responsible choices.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

Brands and retailers should prioritize educating young consumers about the benefits of sustainable materials like blended Banana Cotton fabric through targeted campaigns, emphasizing environmental and ethical advantages. Leveraging social media and influencer marketing can effectively promote sustainable fashion, resonating with consumers by highlighting eco-friendly and ethical aspects. Diversifying product ranges to include a variety of sustainable clothing options, alongside accessories and home decor items, can attract a broader audience. Optimizing e-commerce platforms for seamless purchasing experiences and implementing pricing strategies that balance affordability with the premium for sustainable materials are crucial. Continuous monitoring of consumer trends and feedback will aid in refining offerings to meet market expectations.

KEY WORDS

Gen-Z's buying behaviour in Kolkata, Sustainable fashion, Banana Cotton fabric/ Blended Banana fabric, Environmental Sustainability, Online shopping.

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TOPIC

A Study on Competitive Analysis in the Sportswear Segment with respect to U.S. Polo Assn.

ABSTRACT

Sportswear industry in recent times has become pretty much prominent and the sportswear have become common in all age group people as it helps them in a comfortable stylish living and greater adaptability. This report provides a brief competitive analysis of the brand U.S. Polo Assn.'s Sportswear segment and its competitors like Louis Philippe and Van Heusen. The purpose of this project was to evaluate the strategic direction of the competitor brands by doing a competition mapping. In addition to that, the objective was to identify gaps and opportunities and analyze the competition brand strategies in all broad product categories, via qualitative and quantitative techniques. The competitive brands have been scrutinized in terms of parameters such as: MRP, Option Count, Fabric, Colour, Patterns and Fits. Subsequently the observations and recommendations were formulated for the brand.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

1. Design Innovation: USPA can introduce a curated range of polos with modern fits, featuring slimmer silhouettes, and develop wrinkle-resistant chinos that double as workout pants.
2. Product Development: Launch a limited-edition collection of Shorts, Trackpants, and Joggers with performance fabrics and functionalities, priced competitively to appeal to consumers who prioritize fabric quality.
3. Product Line Strategy: Develop a core collection in Sportswear, including Crew neck T-shirts, Polos, and Sweatshirts in Solid colors or Brand Carriers, such as Black, Navy, Beige, Brown, and Olive, marketed as "USPA's Essentials."
4. Marketing Focus: Emphasize comfort features and design elements in the newly launched Sportswear segment, leveraging partnerships with fitness experts and athletes to provide testimonials about USPA's Sportswear's comfort and performance benefits.

KEY WORDS

Sportswear, Brand Preference, Factors, Competitor Analysis, Perception

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TOPIC

Pilot testing and measuring the effectiveness of Iris module automation w.r.t. merchandising processes at Adidas.

ABSTRACT

This study evaluates the efficacy and efficiency of the Iris module in automating merchandising processes at Adidas. The main aim is to assess how well Iris streamlines merchandising operations. Secondary goals include piloting the Iris tool and confirming its data integration capabilities. After validating the data, the Inter Store Transfer module was introduced, and its impact was assessed by comparing conversion rates and store health before and after implementation. Additionally, a survey was conducted in stores where Inter Store Transfers occurred to measure consumer satisfaction levels after implementation, considering the increased availability of article sizes. These findings shed light on Iris's effectiveness and its potential to improve merchandising efficiency and consumer satisfaction at Adidas.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

During integration, data discrepancies were noted, particularly missing data for certain stores and dates during FTP uploads. To address this, a secondary schedule for data uploads was suggested, resulting in a notable decrease in deviation percentage. Additionally, to ensure data accuracy, it was recommended to overwrite data monthly, ensuring Iris recommendations are based on the most precise data available.

Post-implementation of Inter Store Transfer (IST), initial observations showed minimal impact on conversion rates and store health due to insufficient execution percentages. Additional IST batches were recommended to achieve a more significant impact. Following the implementation of three additional IST batches, a discernible impact was observed. These measures aimed to enhance data integrity, optimize process execution, and maximize Iris's effectiveness in improving merchandising operations at adidas.

KEY WORDS

Iris module implementation, Merchandising department, Automation, Inter Store Transfers, Conversion Analysis.

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TOPIC

Accessorising Self: An Empirical Study On Consumer Online Buying Intention For Fashion Jewellery With Reference To The Brand Amama.

ABSTRACT

This study delves into the realm of fashion jewellery, exploring its historical significance and contemporary consumer dynamics. By amalgamating consumer survey findings and literature review insights, it sheds light on crucial aspects such as preferred price ranges, popular items, and factors influencing purchasing decisions. Strategic recommendations are formulated for brand Amama, focusing on optimizing product range, enhancing descriptions, fostering customer engagement, and introducing flexible return policies. Additionally, the study underscores the meaning and purpose of fashion jewellery, preferences for branded items, and the Theory of Planned Behavior's applicability in understanding consumer behavior. Through this comprehensive analysis, businesses can glean actionable insights to navigate the competitive fashion jewellery landscape and cater adeptly to evolving consumer preferences.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

Amama should promote its daily collection within the Rs. 1,000 to Rs. 3,000 price range, emphasizing minimalist designs. Improving product descriptions, incentivizing customer reviews, and introducing a return policy will enhance consumer confidence and engagement. Additionally, expanding traditional jewellery offerings will cater to the preferences of its target audience. These recommendations aim to optimize marketing strategies and foster brand loyalty in the competitive fashion jewellery market.

KEY WORDS

Fashion Jewellery, Customer Reviews, Brand Loyalty, Consumer Behavior, Brand Perception

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TOPIC

Increasing Brand awareness through effective use of different marketing platforms.

ABSTRACT

Soulweaves is a women's clothing brand. Essence reflects the principles, ideals, and mission that guide the brand's operations; it is more than just its products. Any brand's success is determined by its level of brand awareness. As a result, the purpose of this study is to better understand the brand's market awareness and competitive positioning. It investigates how other market players engage with their customers via social media platforms and various marketing channels, and where the brand fits in.

The study examines consumer preferences and perceptions of the brand Soulweaves. Incorporate branding elements such as logos, taglines, and visuals into all marketing materials, including advertising, social media, and web design. Consistent branding promotes dependability and familiarity, resulting in greater customer trust and recognition.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

The study reveals insights into heightening brand awareness through diverse platform approaches. It involves examining Soulweaves' communication across various marketing channels and conducting competitor analysis to better comprehend consumer preferences and behavior. This insight aids in understanding the brand's position amidst competitors and informs website design enhancements to accurately reflect branding elements such as messaging, positioning, and branding principles. Furthermore, it suggests improving social media engagement through innovative marketing strategies to effectively engage customers. Ultimately, the study facilitates clear cross-platform communication and boosts brand awareness by implementing necessary marketing strategies.

KEY WORDS

Handloom products, Marketing platforms, Branding elements, Brand awareness, Customer engagement

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TOPIC

A study on Launching of Sustainable Fashion brand in women's wear for young Generation with respect to Max Fashion.

ABSTRACT

This study explores the feasibility and strategic considerations for launching a sustainable fashion brand for Max Fashion, a prominent retail brand. With increasing consumer demand for sustainable products and the urgent need to address environmental and social issues within the fashion industry, this research aims to evaluate the potential benefits and challenges of this initiative. Using a mixed-methods approach, the study analyzes consumer perceptions, market trends, and the sustainability practices necessary for the successful introduction of a sustainable brand. Recommendations are provided to guide Max Fashion in implementing this strategic move effectively.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

To ensure the success of Max Fashion's sustainable brand, transparency is paramount. They can clearly communicate their sustainability efforts throughout the supply chain, using methods like traceability systems and regular audits. This builds trust and empowers consumers to make informed choices. Furthermore, prioritizing sustainable materials like organic cotton or recycled fabrics minimizes environmental impact. However, achieving this doesn't mean sacrificing quality or design aesthetics. Collaborating with suppliers who share ethical sourcing practices aligns with the brand's values and allows them to offer consumers well-made, sustainable clothing. Finally, the brand should actively educate consumers about sustainable fashion and their commitment to the SDGs through educational content. This transparency, combined with responsible material sourcing and education, will attract environmentally conscious consumers while promoting a more sustainable fashion industry.

KEY WORDS

Sustainable fashion, Consumer Behavior, Sustainability Initiatives, Sustainable Branding, Ethical Practices, Sustainable Development Goals(SDG).

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TOPIC

Understanding the impact of product packaging influence for Clovia.

ABSTRACT

The purpose of this research project is to comprehensively investigate the role of product packaging in shaping consumer perceptions, preferences, and purchase decisions within the Indian lingerie market. By delving into the intricate interplay between packaging design, functionality, and consumer engagement, the study seeks to elucidate actionable insights for enhancing Clovia's packaging strategy and driving brand differentiation.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

The research project on "Understanding the Impact of Product Packaging Influence for Clovia" has yielded significant insights and recommendations aimed at enhancing Clovia's brand positioning and consumer engagement through strategic packaging initiatives. One notable achievement includes identifying key packaging design elements that resonate with consumers, resulting in improved brand perception and purchase intent. By optimizing packaging aesthetics, such as color schemes, graphics, and material quality, Clovia can effectively capture consumer attention and differentiate itself in the competitive lingerie market. Additionally, recommendations were proposed to enhance the unboxing experience and user engagement through innovative packaging solutions.

KEY WORDS

Product Packaging, Consumer Behavior, Purchase Decisions, Brand Differentiation, Consumer Engagement, Packaging Aesthetics, Strategic Positioning

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TOPIC

Analytical Study of Sales Return – With Respect to Bewakoof Brands Pvt. Ltd.

ABSTRACT

Bewakoof Brands Pvt Ltd, a leading player in fast fashion, recognizes the crucial importance of efficient returns handling for top-notch customer experiences in its ever-evolving market. Analyzing return data and customer feedback revealed insights into reasons for returns, including fit, size, and quality concerns. The return process emerged as pivotal for overall customer satisfaction and loyalty. To tackle these issues, strategies such as improving product descriptions and providing better sizing guidance were suggested. These initiatives aim to boost operational efficiency and reduce returns, ultimately enhancing customer satisfaction.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

Research Methodology: The study is partly exploratory and partly descriptive. Primary data was gathered through online survey and product examinations. Secondary data came from journals, books, and reports. The sample of 120 customers (ages 18-35, minimum family income Rs. 5 Lakhs) was selected using probabilistic sampling. Data was collected via a structured questionnaire and analyzed with MS Excel.

Key Findings: Returns predominantly comprised top wear (62%) over bottom wear (26%). Men's returns were predominantly T-shirts (58%), while women's returns included 36% T-shirts and 34% dresses, with denim being the most commonly returned bottom wear. The main reasons for returns were sizing discrepancies, fit issues, and color mismatches, resulting in a decline in customer satisfaction.

Recommendations: To address these findings, suggestions include implementing product display cards, standardizing size charts with body measurements, introducing a "Try On" feature and product videos, reshooting inconsistent product images, using models of diverse sizes, and showcasing customer reviews.

KEY WORDS

Sales Returns, E-retailing, Apparels, Customer Satisfaction, Customer Experience.

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TOPIC

"Brand identity and purchase intention: A study of consumer brand perception with reference to Flying Machine"

ABSTRACT

This research examines the impact of Flying Machine's refreshed brand identity on customer attitudes and perceptions, two years post-rebranding. Despite efforts to appeal to a younger demographic by positioning the brand as youthful and trendy, challenges remain in assessing the rebranding's effectiveness. Utilizing the Theory of Planned Behavior, key findings reveal that while the brand has maintained its core uniqueness and enhanced its social status appeal, quality perception remains low. The logo resonates well, yet overall brand perception among younger customers hasn't improved significantly, indicating the need for more targeted youth marketing. Suggestions include leveraging influencer marketing across diverse sub-cultures, reinforcing the brand as a lifestyle choice, and capitalizing on the role of online media. This study highlights critical gaps in empirical data on consumer attitudes, brand personality perceptions, and the influence of social media, offering strategic insights for maximizing brand potential.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

Despite improved brand perception since last year's rebranding, Flying Machine has not effectively reached its targeted younger segment. To address this, the brand should leverage influencer marketing across diverse sub-cultures to engage younger consumers of various interests. Additionally, positioning the brand as a lifestyle choice that enhances social status can attract a broader audience. Consistently using refreshed brand elements across all platforms will strengthen brand recognition and cohesion. Given the significant role of online media in the brand's improved performance, it is crucial to capitalize further on digital channels to amplify the brand's presence and appeal to the younger demographic.

KEY WORDS

Casual fashion wear, Rebranding, Brand perception, Young, Brand Identity, Buying

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TOPIC

"Enhancing collaterals and POP material for Marketing in Dairy Product: From Conceptualization to Deployment of the product."

ABSTRACT

This study delves into the marketing strategies of Ksheer, a dairy brand operating in the Delhi region, focusing on its collateral materials and Point of Purchase (POP) displays. Through observational surveys conducted across various regions and demographics, key findings were identified, shedding light on areas for improvement in Ksheer's marketing approach. Despite good brand recognition, the analysis revealed that many consumers did not find Ksheer's collateral materials attention-grabbing. Suggestions for enhancement include enhancing creativity, ensuring message clarity, strategic placement of POP displays, and incorporating interactive elements. Continuous monitoring and adaptation based on feedback and market trends are recommended to drive brand visibility, consumer engagement, and market success for Ksheer.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

1. Enhance Creativity: Invest in visually appealing POP displays and collaterals with vibrant designs.
2. Ensure Clarity: Communicate brand messages clearly on all materials to avoid confusion.
3. Strategic Placement: Position POP displays strategically in high-traffic areas for maximum exposure.
4. Add Interactivity: Incorporate interactive elements to engage consumers and enhance brand experience.
5. Maintain Brand Consistency: Ensure consistent branding across all materials for brand recognition.
6. Monitor and Adapt: Continuously assess effectiveness and adapt strategies based on feedback for optimization.

KEY WORDS

Marketing strategies, Collateral materials, Point of Purchase (POP) displays, Brand recognition, Consumer engagement

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TOPIC

A Study of Consumer Purchase Pattern in eastern region & identifying the market gaps to enhance portfolio of BAAZAR KOLKATA

ABSTRACT

This study explores consumer purchase patterns for women's western wear in the eastern region to identify market gaps and enhance Baazar Kolkata's portfolio. The primary objective is to determine key factors influencing purchasing decisions, such as fit, comfort, quality, fabric, and design, which are crucial for consumer satisfaction and loyalty. Secondary objectives include understanding consumer perceptions and purchase behaviors based on factors like fit, price, style aesthetics, color, prints, and silhouettes. The study also provides insights specific to Baazar Kolkata's Spring/Summer 2025 collection. Through comprehensive market analysis and consumer surveys, the research offers actionable recommendations to align Baazar Kolkata's product offerings with consumer preferences, ensuring better market positioning and meeting the evolving demands of its target audience.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

1.Prioritize Fit and Quality: Ensure that garments are well-fitting, comfortable, and made from high-quality, premium fabrics. Focus on appealing designs that resonate with the target audience, emphasizing these essential factors even when balancing competitive pricing.
2.Expand Style Range:Diversify the product range to include a wider variety of styles to cater to different customer preferences. Emphasize Casual, Formal, and Streetwear aesthetics, while also incorporating Bohemian and Glamorous styles to attract a broader consumer base.
3.Enhance Online Presence: Strengthen the online presence by optimizing e-commerce platforms and actively engaging on social media channels. This will help reach a broader customer base, improve accessibility, and create more opportunities for customer interaction and feedback.
4.Review Pricing Strategies: Reassess pricing strategies to ensure they are competitive within the mid-range market segment. Offer value for money by maintaining high standards of quality, fit, and design, ensuring that consumers perceive the products as worth their investment.

KEY WORDS

Women's western wear, consumer buying pattern,preferences, market gaps, analysis

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TOPIC

Factors affecting the online brand preferences and buying behavior of consumers for women's innerwear category.

ABSTRACT

V-star is experiencing low sales in the women's innerwear category through digital platform which contributes to mere 6% of overall sales. Hence, this study tries to understand the evolving online shopping scenario for women's innerwear, focusing on consumer behavior and brand preferences. By exploring how women purchase innerwear online, by looking into the factors influencing their decisions in choosing a brand from an e-commerce platform. The study looks into aspects like motivations for online buying, preferred features on e-commerce platforms, and the role of brand reputation/image, product attributes etc that affects their choices. Comparing the brand with the competing brands and to provide gaps in the category of women's innerwear.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

The study provides valuable insights for innerwear brands to understand and cater to their consumers on digital platforms. Key factors influencing online purchases include delivery options (70% in agreement), product variety (67% in agreement), and shopping privacy (65% in agreement). High brand preference factors (above 70% in agreement) from e-commerce platforms include customer reviews, product descriptions, and discounts/offers. Jockey and Van Heusen have stronger advertising presence. Accurate listing of products with relevant product descriptions and good resolution images in Amazon, Flipkart and Myntra. Effective SKU listing on platforms like Zivame and Ajio, with active accounts and discounts, can boost sales. Highlighting customer testimonials builds trust. Introducing combo sets, like mother-daughter lounge pants, and venturing into period panties can attract new customers. Running social media contests increases brand interaction.

KEY WORDS

Online buying behavior, Online innerwear preferences, Digital platform, Women's innerwear, Gap analysis

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TOPIC

A Study on Identification of Business Strategies for the Growth of the brand *Dora Dori*.

ABSTRACT

The study encapsulates a comprehensive exploration of brand establishment and growth strategies across content creation and social media marketing. Through meticulous analysis of data, observation of industry trends, and collaborative efforts, valuable insights were obtained to optimize brand presence and enhance customer engagement. By implementing the identified strategies and leveraging the knowledge gained from this project, Dora Dori is poised to drive growth, strengthen market presence, and cultivate lasting connections with its audience. Continuous refinement of content strategies, operational processes, and customer feedback mechanisms will be vital for sustaining success and achieving long-term objectives in the dynamic and competitive marketplace.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

The project contributed to enhance audience engagement and fostering brand identity through a refined content strategy on social media platforms like Instagram. By developing a strategic posting schedule based on data analysis of optimal posting times and days, the project aimed to maximize audience reach and engagement. Dynamic and immersive carousel posts were created on Instagram to effectively showcase products and brand stories, driving audience interaction. Additionally, improvements were made to retail store setups by strategically placing props and displays to create visually appealing shopping experiences and reinforce brand identity. Furthermore, the project streamlined the garment sampling process, ensuring the timely development and approval of high-quality prototype samples through knowledge of pattern making, fabric sourcing, and quality control. Overall, these efforts aimed to drive growth, strengthen market presence, and cultivate lasting connections with the audience.

KEY WORDS

Brand establishment, Growth strategies, Content creation, Social media marketing, Customer engagement

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TOPIC

"An empirical study of rate of returns for women's fashion wear with reference to brand Flying Machine and USPA"

ABSTRACT

This empirical study investigates return behavior in online fashion retail, focusing on women's wear from Flying Machine and USPA. High return rates pose challenges like Professoritability loss and logistics costs. Understanding return reasons is crucial for customer satisfaction and operational efficiency. Existing literature uncovers gaps in understanding the impact of online reviews on return rates and the importance of product-oriented tools. The study addresses these gaps by analyzing demographic characteristics and shopping behaviors, identifying factors influencing both purchase decisions and return behavior. Findings suggest improvements in product quality and Fit & size accuracy to reduce return rates and enhance customer satisfaction.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

The study first conducted a performance analysis using secondary data to assess product performance and return rates. Subsequently, a thorough analysis of product listings on Myntra was performed, focusing on issues in product descriptions, images, videos, and customer reviews. Fit tests were then conducted to identify fit and size-related problems such as fabric quality, construction, and feel. Additionally, a survey was utilized to understand consumer behavior and factors influencing their online buying and return patterns. Based on these findings, several recommendations were proposed to address identified issues, including enhanced fit descriptions, rigorous quality control checks, standardized measurement guidelines, improved image quality, and the integration of video content and customer feedback. These corrective measures aim to enhance the overall shopping experience, minimize returns, and improve customer satisfaction on online platforms like Myntra.

KEY WORDS

Online fashion retail, Women's wear, High return rates, Customer Satisfaction, Fit and size issues, Return behavior.

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TOPIC

Suggesting effective Sales mix and Buy mix to enhance the sales of women's ethic wear.

ABSTRACT

Meticulous planning of Open-to-Buy (OTB) for Indian ethnic wear is crucial for maximizing sales and managing inventory at Max Fashion. Through thorough analysis, including sales projections, forward demand estimation, and OTB calculation, insights into market demand and trends have been gained. The proposed Buy Mix implementation offers a strategic solution to optimize product assortment according to seasonal demands. By leveraging data-driven strategies and innovative approaches like Buy Mix, Max Fashion can strengthen its competitive edge, drive revenue growth, and enhance operational efficiency in the Indian ethnic wear segment. This comprehensive planning approach sets the stage for a successful and Professoritable year ahead.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

To boost sales and enhance performance, consider targeted promotions or discounts in the Rs.699-Rs.799 range, leveraging its existing popularity. Address the low performance of Work Wear by redesigning the line or increasing promotional efforts. Reevaluate product offerings and marketing strategies for higher price ranges to better align with customer preferences and market trends. Additionally, improve buy efficiency by adjusting purchase quantities to match sales potential, ensuring optimal inventory levels. By implementing these recommendations, Max Fashion can maximize sales, optimize inventory management, and strengthen its market position, particularly within the Indian ethnic wear segment. These strategies will foster sustained growth and operational efficiency.

KEY WORDS

Inventory planning, sales projection, Buy Mix, Sales Mix, Prince point

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TOPIC

Consumer Experience and Buying Preference for Smart Casuals: An Empirical Study with Reference to Max

ABSTRACT

This empirical study explores consumer behavior in the smart casual menswear segment at Max, focusing on enhancing in-store experiences by seasonal implementation plan analyzing pre- and post-implementation sales data. Despite Max's established presence, there exists an opportunity to enhance the in-store experience and align offerings with evolving consumer preferences, particularly among young demographics. Through meticulous research and analysis, this study aims to uncover the key factors influencing consumer experiences and purchase intentions for smart casual attire. By integrating modern workwear elements, such as relaxed-fit Polo Shirts and performance chinos, into Max's offerings, retailers can better cater to the needs of fashion-conscious consumers seeking a blend of style and comfort.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

- Insights into the impact of smart casuals on sales performance.
- Data-driven recommendations for merchandising strategies.
- Competitive positioning and market opportunities for smart casuals.
- Identification of key factors influencing consumer purchase intentions.
- Product based suggestions: Smart Casual Shirts: Breathable, moisture-wicking, slim fit; easy-care and versatile for office and social settings. Chinos and Dress Pants: Stretch fabrics, tapered fit, wrinkle-resistant; comfortable for long workdays.
- Trend based Modern workwear solutions for young customers.

KEY WORDS

Smart casuals, Implementation, Store, Consumer, Rate of Sale.

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TOPIC

Core Product Management for Men's Wear and Women's Western Wear at Baazar Kolkata

ABSTRACT

The project and the activities undertaken during the internship are focused on Core product management. The project is to set the MDQ (Maximum Display Quantity) by store wise, providing individual department planners with an estimate of the required stock for each store. Additionally, through core projection, the project aims to determine the upcoming month's requirements. After finding the upcoming month's requirements accurately will enable the release of an appropriate OTB, preventing sales loss and avoiding overstock. Additionally, it seeks to develop a system to track the monthly stock requirements of these core products department-wise. The project also aims to prevent stock shortages to avoid sales losses and minimize overstock situations to reduce inventory and stock costs. The ultimate goal is to optimize the management of core products.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

My analysis and insights from the past two years of sales data significantly contributed to the company. I developed a spreadsheet that helps the company input current stock levels and easily calculate monthly requirements for the upcoming month, based on the Minimum Display Quantity (MDQ) for core products across all stores in India. Additionally, I created daily sales reports and developed a size mix for the Autumn/Winter 2024 season. These efforts streamlined inventory management and ensured optimal stock levels, supporting efficient sales strategies and enhancing overall operational effectiveness. My contributions have provided valuable data-driven insights that are crucial for strategic planning and decision-making.

KEY WORDS

Inventory planning, Minimum Display Quantity, Monthly Base Stock, Sales Qty forecasting, Monthly Requirement.

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TOPIC

Identifying growth opportunities and scaling up women's footwear business for Snapdeal

ABSTRACT

The graduation project focuses on optimizing operations within the department of category management by specifically targeting women's and kids' footwear. Collaborating with various teams, the project aimed to enhance keyword search and filter tagging on Snapdeal's platform to address market challenges and improve competitiveness. Key objectives included market analysis, user experience optimization, and strategic initiatives to capitalize on growing demand. Valuable insights were gained into e-commerce category management, particularly in serving distinct market segments, positioning Snapdeal as a leading player in online retail.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

Significant contributions across various aspects of the platform's performance were proposed. One notable achievement was improving search conversion rates from 3.4 to 3.8, resulting in a 40 basis point difference. Additionally, enhancing the Product Display Page (PDP) to optimize the user experience and increase engagement was observed. The Brand Onboarding process, ensuring seamless integration of new brands onto the platform was addressed. Efforts in managing listings and expanding assortment led to notable growth, despite challenges such as gaps in inventory. Successful onboarding of several brands such as Aretto, Phonolite, Dashny, Longwalk, Gnist, Indiforce helped in strengthening Snapdeal's portfolio. Furthermore, the project looked at conducting thorough competition benchmarking analyses to identify areas for improvement and maintain a competitive edge. Additionally, monitoring Net Promoter Scores (NPS) closely to gauge customer satisfaction and drive strategic decision-making was executed.

KEY WORDS

Category Management, Seller On-boarding, Search Engine Optimization, Net Promoter Score (NPS), Vendor Management, Cross-functional coordination, Conversion

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TOPIC

Consumer perception and acceptance of HimGra: A sustainable low-Impact fibre from the Himalayas for ethical and sustainable fashion

ABSTRACT

Establishing HimGras fabric as a prominent player in the sustainable textile industry requires strategic foresight, consumer-centric initiatives, and continuous improvement. Through collaborative efforts, significant strides have been made in raising awareness, fostering consumer interest, and building trust and loyalty for the brand. Moving forward, it is crucial to remain agile and responsive to evolving consumer needs and expectations. By heeding suggestions and recommendations, HimGras can embark on a path of refinement and innovation, ensuring the fabric resonates as a symbol of sustainability, quality, and ethical craftsmanship. With a commitment to excellence and a shared vision for a sustainable future, HimGras is poised to overcome challenges, seize opportunities, and redefine standards in the ethical and sustainable textile industry. Through this approach, HimGras can drive positive change and make a lasting impact on both the industry and the world at large.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

The contributions of the study, spearheaded Himgras' success through comprehensive market research providing critical consumer insights into sustainable textile preferences, fostering brand loyalty. Strategic marketing resonated with conscious consumers, communicating the unique value proposition. The study explored new avenues expanding the brand's reach. Continuous improvement and innovation initiatives optimized processes, sourcing, and offerings, keeping Himgras at a competitive edge.

Recommendations included prioritization of top wear garment development, exploring bottom wear offerings and refining the fabric to meet preferences. Target sustainable fashion consumers highlighting eco-friendly practices, focusing on higher income segments and positioning Himgras as a premium option. Diversify approaches reaching varied backgrounds, appealing to both genders through inclusive marketing for the primary younger to middle-aged consumers. Implement these to drive product acceptance, customer acquisition, and position Himgras as an ethical, sustainable textile leader.

KEY WORDS

Sustainable Fashion, Low impact Fiber, Climate impact, Sustainable development goal, Zero carbon footprints
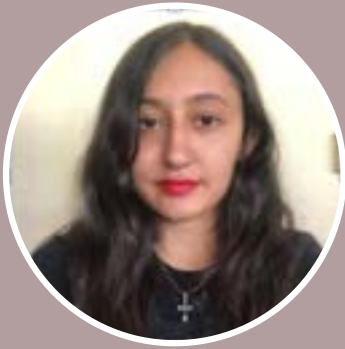
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TOPIC

Brand identity and purchase intention: A study of consumer brand perception with reference to Flying Machine.

ABSTRACT

This project delves into reach analysis on Instagram, illuminating its pivotal role in evaluating content effectiveness for businesses. By scrutinizing metrics like impressions, reach, and engagement, it offers actionable insights for optimizing content strategy. Real-world examples underscore its practical applicability in identifying successful content types and refining delivery strategies. Despite challenges like algorithm changes and data accuracy issues, the project advocates leveraging reach analysis to drive meaningful engagement and achieve marketing objectives. Ultimately, it underscores how businesses can enhance their Instagram presence through informed decision-making and strategic content optimization, navigating the dynamic landscape of social media marketing adeptly.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

Flying Machine can elevate customer engagement by customizing events, giveaways, and promotions to match audience preferences, fostering loyalty through tailored experiences. Strategic campaigns and photoshoots showcasing Flying Machine products in diverse settings with varied models can captivate customers, driving foot traffic and online engagement. Consistency is key on social media; Flying Machine should maintain a steady presence on platforms like Instagram and Facebook, sharing top-tier content, interacting with followers, and amplifying user-generated posts to fortify brand visibility and affinity. These strategies synergize to forge stronger connections with customers, augmenting Flying Machine's market presence and resonance in the fashion landscape.

KEY WORDS

Brand perception, GenZ marketing, Influencer collaboration, brand identity, Repositioning.

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TOPIC

A study on customer returns for a kids wear brand Nautinati. (TMRW house of brands an Aditya Birla Group venture)

ABSTRACT

This study examines the reasons behind customer returns for the kidswear brand Nautinati, part of the TMRW house of brands under Aditya Birla Group. Utilizing descriptive and quantitative research methods, including data analysis from ecommerce platforms and a structured online questionnaire with 60 customers, the research identifies size a fit and quality as primary factors driving returns.

The key findings reveal a critical need for size accuracy and fit improvement, with customers prioritizing quality over price. A negative Net Promoter Score (NPS) highlights dissatisfaction, urging enhancement in ecommerce operations. Suggestions include standardizing fit across high-return styles, integrating customer feedback, enforcing stringent quality assurance processes, and performing thorough vendor evaluations and quality audits. Implementing these strategies aims to reduce return rates, elevate customer satisfaction, and optimize the overall shopping experience for Nautinati customers.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

1.Fit and sizing standardization suggested for 10 styles (the high sales high returns replanned styles) and the results were passed onto the respective vendors. It is essential to conduct fit assessments for products across all categories systematically and should be a repeated process for all replanned styles.

2.Customer Feedback Integration: Feedback on fit, quality, and shopping experience to improve products and services.

3.Quality Assurance Processes: To uphold quality standards effectively, it's crucial to conduct both inline and final inspections based on the 2.5 Acceptable Quality Limit (AQL) suggested.

4.Vendor evaluation: Vendor evaluation was performed for the existing vendors and new vendors were suggested.

5.Quality audit and vendor rating was suggested and the evaluation processes should be done for dummy orders before placing bulk orders.

KEY WORDS

Kidswear, Customer returns, Fit and size standardization, Quality, Vendor evaluation.

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COMPANY DETAILS

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TOPIC

To study Competition & Gap Analysis of Ethnic Wear Basics of MAX Fashion with respect to its competitors

ABSTRACT

This project investigates the competitive landscape and consumer behavior in women's ethnic wear basics at MAX Fashion, identifying gaps and opportunities for growth. A comprehensive competitor analysis was conducted, examining eight major competitors: Zudio, Reliance Trends, Style Union, Intune, Yousta, Pantaloons, and Westside. The study utilized SWOT analysis and Porter's Five Forces model to evaluate MAX Fashion's market position relative to these competitors. Additionally, consumer behavior insights were analyzed to understand preferences and purchasing patterns in ethnic wear basics. Findings highlight the importance of addressing consumer needs for comfort, style, and affordability while expanding product range and improving marketing strategies

MAIN CONTRIBUTIONS / RECOMMENDATIONS

This study highlights critical insights into the competitive dynamics of women's ethnic wear basics at MAX Fashion. Based on the comprehensive analysis of eight key competitors—Zudio, Reliance Trends, Style Union, Intune, Yousta, Pantaloons, and Westside—several strategic recommendations are proposed. MAX Fashion should focus on leveraging its brand reputation and extensive distribution network to address gaps in design innovation and quality of products. By enhancing its omnichannel shopping experience and expanding its product range to include trendy and eco-friendly options, MAX Fashion can attract a broader customer base. Additionally, targeted marketing strategies, particularly on social media, and clear communication of offers can strengthen consumer engagement. Implementing these strategies will help MAX Fashion maintain its competitive edge and achieve sustainable growth in the dynamic ethnic wear market.

KEY WORDS

Competitors Analysis, Gap Finding, Ethnic Wear Market Analysis, MAX Fashion Competitive Strategy Women's Ethnic Wear Trends, Consumer Behavior in Fashion

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TOPIC

Analysis of Customer Returns of USPA Kids Wear on the Myntra E-commerce Platform in India.

ABSTRACT

Analysis of customer returns of USPA Kids Wear on the Myntra e-commerce platform in India reveals valuable insights into consumer behavior and product satisfaction levels. Myntra By examining the reasons behind returns, such as size discrepancies, quality issues, or inaccurate product descriptions, retailers can identify areas for improvement and enhance customer experience. Understanding the patterns of returns for USPA Kids Wear on Myntra can help optimize inventory management, reduce return rates, and increase customer satisfaction. By analyzing return data, companies can make informed decisions to address common issues, refine product offerings, and ultimately drive sales and customer loyalty on the e- commerce platform.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

The study recommends that e-commerce platforms should address customer returns efficiently to maintain brand reputation, customer loyalty, and overall business operations. The study also suggests that brands and e-commerce platforms should collaborate to reduce return rates by improving product quality, providing clear product descriptions, and optimizing delivery processes.

KEY WORDS

Customer Returns, Online Buying, Kids wear, Consumer Satisfaction, Size Discrepancies, Quality gap, Product Description.

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TOPIC

A Research Study on Increasing Sell Through Rates for the Kids Business in Large Format Retail Outlets for PUMA

ABSTRACT

The project deals with the topic "Increasing Sell Through Rates for the Kids Business in Large Format Retail Outlets for PUMA". PUMA's Kids' business has consistently fallen short of its targeted sell-through rates in large format retail stores. This project aimed to identify key factors and opportunities impacting sales performance in this category. This project delves into the factors and opportunities that can be leveraged to improve PUMA's Kids' sell-through rates within the LFR channel. The project involved an in-depth study of PUMA's organization and a comprehensive understanding of offline merchandising strategies specific to the LFR department. This entailed close collaboration with merchandising, visual merchandising, category, planning, and sales operations teams.

Growing public interest in sports has significantly influenced consumer preferences, including those of parents purchasing for their children. This shift emphasizes the importance of both comfort and style in children's activewear, becoming a primary driver of purchase decisions.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

An analysis of PUMA's kids' apparel and footwear sales in large format retail outlets identified inefficiencies in stock allocation. Inefficient stores struggled to sell allocated stock, while efficient stores often faced stockouts of popular items. Customers expressed a desire for a wider range of styles, colors, prints, and graphic designs. Popular items like sneakers, velcro footwear, and graphic tees were frequently understocked. Additionally, a significant portion of inventory arrived after the peak sales period in April, affecting Professionality. Top-performing stores often lacked complete size ranges for popular items.

Recommendations include: allocating more inventory to high-performing stores based on the sales-to-stock ratio, expanding selections of popular footwear and apparel across all ages, focusing on bright colors and graphic designs, and redistributing leftover sizes to meet demand. Additionally, collaborating with partners to receive purchase orders earlier can ensure timely product availability in stores.

KEY WORDS

Sell through rates, Sales to Stock Analysis, Kids Business, Depth of Stock, Puma LFR Outlets, Assortment Analysis, Store Analysis

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TOPIC

Optimising Manufacturing Efficiency and Quality: A Study of Production Delays and Quality Control Measures in Modern Manufacturing

ABSTRACT

This research aims to identify root causes of production delays and quality control issues in modern manufacturing, focusing on inefficiency factors and gaps within current quality control measures that lead to consumer dissatisfaction and business losses. In contemporary manufacturing, efficiency and quality are crucial for sustainable growth. Total Quality Management (TQM) emphasizes a collective commitment to quality, yet many organizations face significant challenges.

Using a mixed-methods approach, the study combines quantitative analysis of historical data with qualitative insights from stakeholder interviews. The research is both descriptive and exploratory, targeting various roles in the production process. Data will be gathered through semi-structured interviews and analysis of historical production data spanning 1.5 years. Expected outcomes include identifying key factors causing delays and quality issues, with recommendations for improving vendor management, standard operating procedures, and internal processes to enhance efficiency, quality, and customer satisfaction.

MAIN CONTRIBUTIONS / RECOMMENDATIONS

This research identifies production delays and quality control issues in modern manufacturing, such as poor vendor management and lack of standard operating procedures (SOPs). Key recommendations include developing a vendor manual detailing requirements, approved vendors, costs, logistics partners, and evaluation methods. Establishing a vendor database with critical information like factory details and quality compliance is essential for better style allocation. Creating a defect library with acceptance criteria will standardize quality control. Implementing SOPs for fabric testing and garment construction ensures consistency. Detailed embroidery and garment tech packs will improve communication with vendors. Regular performance evaluations and daily productivity tracking will enhance efficiency. These measures aim to streamline processes, improve quality control, and boost operational efficiency and customer satisfaction.

KEY WORDS

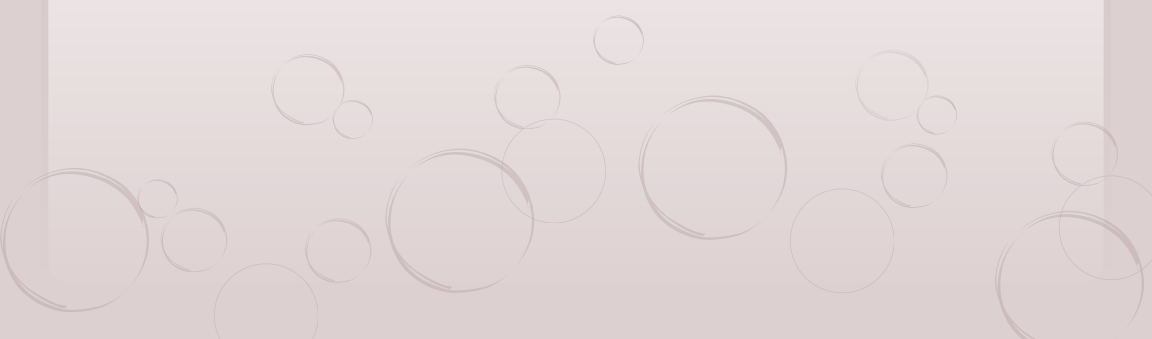Production Delays, Total Quality Management, Standardization, Vendor Management, Best Practices

ASSOCIATE PROFESSOR
DR. ANANNYA DEB ROY
Department of Fashion Management Studies

Work with so much love and care as if you are offering prayer. We are all destined only to do that.

ASSOCIATE PROFESSOR & FORMER CHAIRPERSON
DR. BHARTI MOITRA
Department of Fashion Management Studies

Dear graduating class of 2022-24,

First and foremost, I extend my warmest congratulations to each and every one of you on this momentous occasion. Today marks the culmination of your sincere hard work and dedication towards the completion of your post graduate degree of Master of Fashion Management. It also marks the beginning of a bigger examination called 'life'.

I cannot emphasize enough the importance of being disciplined in life. It will help you to stay focused, reduce stress and contribute to your personal well-being and success. Life will not always be easy. There will be adversities, face them with courage, they will only make you stronger. Be resilient, be determined and be resourceful. At the same time, remember to prioritize self-care amidst the hustle and bustle of your career. Cultivate hobbies and spend time with loved ones.

Remember that greatness in life is not just about external achievements; about earning money or getting recognition but also about being thoughtful, spreading happiness and showing compassion.

As you embark on this new chapter, may you continue to grow, learn and inspire those around you.

Congratulations once again and all the very best!

ASSOCIATE PROFESSOR
DR. DIBYENDU BIKASH DATTA
Department of Fashion Management Studies

Congratulations to the Graduating Class of 2022-2024 for their hard work, patience, perseverance and diligence in achieving this milestone. With all the knowledge, skills and values you acquired, you have prepared yourself for life-changing endeavors and infinite possibilities. As you journey through life, keep working hard because this is just the beginning of many challenges as well as future successes.

I wish that you exhibit the highest level of integrity, commitment, loyalty and responsibility in doing your duty to corporate India, the world and by extension to society at large.

I once again wish you all a success in future endeavors.

EX – PROFESSOR
DR. RITU MALHOTRA
Department of Fashion Management Studies

Congratulations to each of you! You have now become a valued member of the NIFT alumni community, signifying the start of a new phase.

Graduation Day is an important milestone in a person's educational journey. This day offers a chance to reflect on your goals and lay the foundation for the future, both in your career and as a mindful member of society. The knowledge and abilities you have gained here will be invaluable to you. Now is the opportune moment to express gratitude towards your family, friends, supporters, and fellow members of our Institute who have played a crucial role in providing guidance and assistance in achieving your objective.

We cordially invite you to continue your association with FMS, Kolkata, and keep us updated about your accomplishments, allowing us to celebrate your achievements with you.

Wishing you all the best as you embark on the next phase of your journey.

ASSOCIATE PROFESSOR
DR. SOUGATA BANERJEE
Campus Co-ordinator
Department of Fashion Management Studies

आ नो भद्राः क्रतवो यन्तु विश्वतः ।

(Let noble thoughts come to me from all directions. Rigveda 1.89.1)

Lots of Congratulations, good wishes, blessings and love to the Batch of 2022-2024 of MFM of FMS, NIFT, Kolkata. You are one of the finest Batches I have seen passing out from this Department. Your hard work, sincerity and zeal to learn will always be appreciated. I am sure in the professional world also you are going to have many achievements to reckon to. In life maybe you will go through many ups and downs but never lose conviction on your own self.

Always make your family proud, your Institute proud and above all your country proud of yourself.

Jai Hind

सत्त्वानुरूपा सर्वस्य श्रद्धा भवति भारत।
श्रद्धामयोऽयं पुरुषो यो यच्छ्रद्धः स एव सः।। *Bhagavad Gita 17.3: Verse 3*

O Bharat! (Scion of the dynasty of Bharat) The faith of all men is in accordance with their inner nature. Man is a creature of faith; therefore, as his faith inclines him, so is his commitment.

THE TEAM
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Dr. Ritu Malhotra, Ex-Professor

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Mr. Rabisankar Pradhan, Assistant (Admin)

Mr. Pintu Bera, Lab Assistant

Mr. Uttam Ghoshal, MTS

MFM

BATCH OF 2022-2024

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