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Module Name: Developing Innovation and Creativity for Business Advantage

Module Code: BMSW 6102

Lecture Name: Dr Abdullah Ijaz

Table of content **Page Numbers**

Introduction **3**

1 The innovative service proposition. **3,5**

2 E-COMMERCE **5,7**

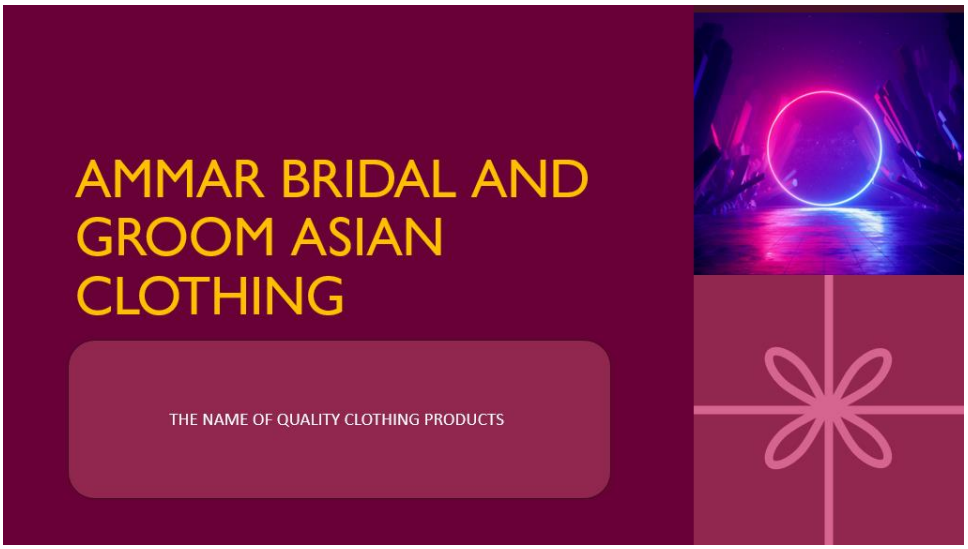
3 4Ps of Marketing AMMAR BRIDAL AND GROOM ASIAN CLOTHING. **7**

1 Product **7**

2 Price **7,8**

3 Place **8**

4 Promotion **8,9**



1 Introduction.

Ammar Bridal and Groom Asian clothing we are selling Asian clothes for all occasions, we are specialized in Asian weddings perfect clothes for men women children for bridal and groom we have unique collection of lehenga and sherwani.

1 The innovative service proposition.

Our products are unique as compared to other shops because we import good quality cloths from Pakistan India Bangladesh and give our product modern designs and we try to make our best luxury designs to meet our customer happy. We improve our product quality and designs continues base to make our product brand in our customer heart. We do research on market to check our customer needs and we try to fulfill the customer needs, and we cover all occasion cloths like weddings clothes for men woman's and children's and we improve our products quality and standard to meet the customer demands and we cover all festivals like Eid clothing for Asian peoples.

We have a best location in Birmingham soho road busy area this place we have our shop, and we will sell our products in our shop and we outlet to other shopkeepers we give to other shopkeeper we sell on eBay and WhatsApp group and face book marketplace and customer reference base as well. Our unique selling point is because we are offering our product to our customer rent basis very expensive clothes to wear and give back we charge 30% of the original price of the clothes and this is best opportunity for the customer they can rent the clothes and they can enjoy the special occasions in affordable prices and we also sell our products on the affordable prices that make our product unique and makes our customer happy.

we will provide our best designers suggestions and when the customer comes to our shop so we try to ask them first their needs and what they want and we try to meet their needs and we give them good suggestions for their clothing and we recommend them cloths on the personality base our best design cloths so we check what the customer needs and because of our best location all cities of the UK people comes to buy Asian clothing on soho road this place is the best selling point of our products and our unique selling point because of the business place local working customers and local communities and local people are easy to access our shop and we try to make our customer flexibility and affordability we are offering bridal and groom clothes on the rent basis because cost of living is increases because all expense ties are nowadays too much and people has less income because inflation rates go up so for cost of living in people has a less money to spend and people can't reach the expensive clothes so we try to solve this problem and we are offering our customer affordable prices and we also giving them over unique products to rent basis as well if some people can't afford expensive clothes to buy and we are offering our product on the rent basis people get our product for special occasions they can rent it they can return us we will charge 30% of the original price so this is the best for the customers and

we have too many competitors Singh Saab cloth shop on soho road Kiran clothes shop Diya clothes they are selling clothes in their shop and they have some readymade clothes and they are selling on the Instagram as well and their prices are very high as compared to our prices and sometimes it is very hard for customer because of the readymade clothes sometime is not fit to everybody and others some competitors as well they doing the same thing as well they are not selling on the eBay on or WhatsApp groups and their prices are high as compared to our prices and they are not offering to customer rent bases clothes especially for bridal and grooms his is a disadvantage for the customer because nowadays the cost of living is rises and the inflation rate is too high so it is very hard for the customer to buy very expensive clothes and we have a good value of our products because we offer our products reasonable and affordable price to our customers that's make a huge difference as compared to other competitors and we make up for our customer easy to order on eBay or WhatsApp group and we will also customer reference base as well and that’s make our product successful and easy to reach and we give our customers choice if they gives us their size we do stitching and we have professional tailor that make our customers perfect size clothes and then the customer will wear and feel proud of our products and our products make the customer very confident to attend all kind of occasions other people ask them where they get this unique products and we try to make our customers happy and we try to fulfill our customer needs so that's make our

products successful in the market so our mission is making average profit and make a customer happy so we try to make our products good quality and affordable prices. we give a good and affordable price as compared to other our competitors and we try to get some best quality material we import from Pakistan Bangladesh and from India, so we get on the bulk basis, and we give our customers very reasonable prices as compared to other competitors and we have

the best products so our customer will be happy, and I think they feel honored to use for our clothes.

2 E-COMMERCE .

we sell our product using a Facebook marketplace and we also sell on eBay account we have eBay account and we will put our all the products on eBay to make it easy for the customer to order on eBay online orders so we can deliver to customer house as well we will provide the delivery options and collection point as well selling online can be an excellent way of reaching a new customer and boosting our business sales because the people are do shopping on eBay they can buy our products easily and our product get more sales setting up our own ecommerce website can be expensive too that's why we can use eBay and it is a reasonable prices so we are just starting our business now so it is easy way to sell on eBay we can also using our other alternative ways like we can use Amazon plat form as well so that gives our business more customer and people can reach easily as well Amazon has help us reach customer in ways that would have been a lot more difficult from our own website selling on Amazon allows to reach millions of shoppers whether you selling one item or Amazon is a very easy and convenience of online shopping rise of ecommerce website offering a wide variety of attracting customers from all over the world one of the most widely search and popular categories in all on shopping is clothes having an online clothing can be potentially and we have a physical store as well so it is good for us to put our products on Amazon account online and other customer worldwide can do shopping very easily and we get more sales and compared to be similar investment and we can do initial investment and we can sell our products to world easily. we are selling our products on a WhatsApp group and customer reference basis as well and we also so give our product to other shopkeepers third party they can sell our products to other different location we have to make our products content and copyright, so we need to register our trademarks.

we need the financing as well so we have £20,000 savings and we borrow some money from family and friends £10,000 so and we need to get some loan from banks like £20,000 for

minimum we need to require 50,000 pounds altogether to make our shop well stock to start business we need to get permit for our shop and I will give details of the our starting experience for first of all we have to register our business legal fee and we need to get the license for our shop and we need to some others expense on the marketing local news or we can do ads on the Facebook marketplace or we need to pay some money on our eBay accounts work clothes shop so we need some clothing equipment's like a cloth rails wall fix hanging rails we need cloth hangers queue managements cloths stands and they shop and we need a small office and we need the one display to see our product easily customer can view all the products easily and they can choose easily we need small till counter as well we want to sell more so we constantly seek out new products and smart solution to satisfy our display and storage needs we have got the stock available and the choice of I would a customer so we try to uh fulfill our customer requirements and we will deliver our products to customer door as well so we want to make our product easily deliver to our customers and make it easy to display in our shops and when they're working customers come in they can see all the variety of our products and they can choose easily so that makes our business unique as compared to other shopkeepers we need 5 workers one we need to be security guard to make our shop secure and comfortable because nowadays too many thief's so we need other staff one worker giving a good suggestions and give the recommendation of our customers and we need one professional tailor and then for payments we need to be a one contact last payment system and we will accept our cash as well and we will accept the PayPal as well and we try to accommodate our customer more flexible and when they come to our shops and we try to treat and well come them and we give them book of our all product to check different design to know our product and we try to give full attention to our each and every customers and try to make them happy and make them easy and flexible payment system as well we accept cards payment, if anybody has any issues with the products so we will solve all the compliance issue on urgent basis.

3 4Ps of Marketing AMMAR BRIDAL AND GROOM ASIAN CLOTHING.

The 4ps of marketing are product price place and promotion serve as a guiding framework for successful marketing detectives in the first base word of the garment industry these four ps are also known as the marketing mix they include the factor that are taken into account when marketing a product such as a customer wants or the product or service meet those wants hold the products or services put in the world what differentiates itself from the competition and how the company that produce it interacts with its customer we contribute to the success of

clothing business so we are trying to implement these creative ideas and improve our products on continued basis to make our products successful.

1 PRODUCTS.

Ammar bridal and groom Asian clothing the global fashion sense revolves around fast fashion and we are continuously creating a new clothing design throughout the year producing limited quantities to increase variety of our products on and we manufactured in house and we will import our good quality clothing material from different countries and we try to make a good quality products and we try to control and reduce production times and this approach we try to make our product zero defect and make the good quality standards products to make our customer happy.

2 PRICE.

Price of product is an important aspect in determining customer willingness to pay to build a link between price and the product real and perceived worth evaluate a variety of factors such as supply prices seasonal discount and retail markup here are some like price strategy, we use our product to make Easy for customers. User strategy that make our product successful because price on value base so we try to identify it the strategy consider elements such as the production cost market and competitive and consumer expectations so we try to make an affordable prices and on the cost basis whatever would cost so we will put price on the cost basis as well and other pricing strategy is business might change their goal based on their marketing goals price increase can be used to create a sense of luxury and quality products so sometimes we give discount prices because we wants to increase the customer to buy our products and we also use customer reference discount to make our product more successful and to increase our sales .Some our famous product prices are for bridal lehenga and groom sherwani

We offer our luxury products very reasonable and affordable prices like for bridal £2000 lehenga and for groom sherwani £1500 depending on the material and the works so our prices are very reasonable as compared to other competitors. These our product cost is 70% our profit is only 30%.

PLACE.

Product placement is a strategy marketing practice that involves carefully determining how and where a product should be made available and displayed to consumer so selecting the right retail channels and implementing effective attachment strategy making a product successful and

effective business can enhance the visibility attract customer interest and drive demand for their products so our strategy is we have a physical shop on soho road very busy area that place to make our product successful because this area people comes from the different cities of the UK to for Asian clothes shopping and the local peoples and different community people comes to see and buy clothes so that makes our products very successful so our other target we give our product to other shopkeepers to make our product successful and we place our product to eBay Amazon ecommerce platform we do delivery to customer as well . We do our business advertising our location on social media like Facebook marketplace, or we try give some local newspapers giving our shop ads and we offer some discounts to customers to make our products successful.

PROMOTION.

Promotion play an important role in communication that needs for the product and it's appropriate advertisement including public relation sales basis and overall digital media strategy for promotion of product we use effectively promotion idea to reach our target customer and we try to manage good promotion of our business locally customer base our customer reference base and online platform eBay amazon are also very helpful to make our business promotions we are including our products promotion on social media channels as well as we have target to increase our sales and we promote to some specific search functions like we give our products to other shopkeepers to promote our products to reach our target customer we are offering our promotions like on eBay or Amazon we also promote our business on the worldwide so we are offering 10% discount on our customers to promote our business successfully. We are offering first 100 customer 15% discount on grand opening promotion we do some options on social media on Facebook and Instagram and the and we understand the market basis search promotion and we do the surveys of our customers, and we use some physical and online marketing techniques which are useful and to make our products successful. And we will promote our business on the YouTube to show our shop we invite some youtubers to make our products video and our shop video to promote our business successfully because everybody using YouTube nowadays so if customer will tell us they watch our shops on the YouTube we give them 10% discounts on the behalf of the YouTube advertisements this will make our business more successful and we do some online marketing strategy as well to consider our products locally and worldwide and on the tore as well we give a customer loyalty card if the customers comes second time so we will give them discount as well so that will promote our business.