

REPORT ON 'GLAMOROUS CHOICE': AN F-COMMERCE BASED FASHION E-TAILER

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Report on ‘Glamorous Choice’: An F-commerce Based Fashion E-tailer

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17th August 2022

Mohammad Tohidul Islam Miya
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Subject: Report on ‘Glamorous Choice’: An F-commerce Based Fashion E-tailer

Dear Sir,

It is a great pleasure for me to hand over the result of my hardship of the report on growth, profitability and strategics of Glamorous Choice. This report is the result of the knowledge which I acquired from the respective course.

I have tried my best to put up a good report with as much information as I could gather during the short time for writing this paper. I am begging pardon for any kind of mistake.

Thank you, for my kind support and help throughout the course, I remain.
We shall be highly encouraged if you are kind enough to receive this report.

Sincerely Yours

Sajida Binte Rahim
111 151 181

Acknowledgement

In the limited time everything I've done and accomplish is a result of my own efforts as well as the efforts of those who are either directly or indirectly related to me. I would like to express my sincere gratitude and deepest thanks to my honorable course instructor Mohammad Tohidul Islam Miya for the freedom he gave me in choosing the organization which I select for my report and for his continuous guidance henceforth. His guidance has been of extreme help to me.

So, his guidelines for the report made it mandatory for me to seek to learn from a company properly, which proved to be very gratifying. I cordially thank the honorable faculty to provide me the opportunity to apply learning in practice.

Executive Summary

This report is based on 'Glamorous Choice', a Facebook page-based fashion e-tailer. It focuses on insights into the startup, its marketing strategies, and competitors in three sections of this report.

Section one contains overall company idea, foundation, and online business development. It covers not only online business development process but also delivery process and its sourcing strategies. It also describes the digital and F-commerce based online business model.

Section two mainly describes the marketing and branding strategies of 'Glamorous Choice' with focus on F-commerce and communication. Customized need assessment, Product Design & development strategies, Cost Model & Pricing Strategies and Communication strategies are also discussed briefly.

Section three explores the competitive environment in F-commerce based fashion e-tailing. The direct and indirect competitors of 'Glamorous Choice' are identified and analyzed to determine the competitive advantage for 'Glamorous Choice'. Some F-commerce based fashion E-tailers, leaders in the target group of 'Glamorous Choice', are analyzed to explore the main factors behind their business success and use that for benchmarks.

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Section-1: Company and Industry Insights

Chapter-1: Company Insight

Two online pages are being operated by me and from which one is the girl's dress (Glamorous Choice <https://www.facebook.com/GlamorousChoice/>) and the other is cosmetic (Wholesale Mart). It has been almost three months since I opened the wholesale mart page. I run my own business. I have no partners. I am doing this business at the rate of one year. I collect dresses from different places. Such as the new market, Islampur. Twice a month I must collect this product. My business page has its mail id and integral id. People of different ages have taken the dress from my page. Customers wearing dresses have shared their beautiful moments on my page. I have occasionally gifted some things to those who have purchased from my page three to four times. I collect products targeting teenagers on my page and try to keep the latest collection. The online platform is a platform where I need to keep the variety of products over time. During Eid, I must work with a variety of different products at once. For example– during Eid, everyone is more interested in normal dress as well as gorgeous dress. I always keep the dress on unstitch so that I don't have to face the problem of size. In Dhaka, I use two delivery companies to deliver my customer's products. Pathao and shop up. I like the Pathao company's delivery service because sometimes they give special offers to their merchant. They deduct charges on the weight of the product is then 500 grams, it deducts 60 takas. If it weighs more than 500 grams, it deducts 80 takas. I use Sunderbon and S.A Paribahan courier service for the delivery of products to customers outside Dhaka. Any new product is my supplier send me a picture of the product. This helps me because I can post the pictures on my page and understand the demand of the customer. Especially I put on my page women's clothing Indian, Pakistani and our Boutique dress.

Chapter-2: Industry Insights

Online clothing is a digital platform. F-commerce is conducting online business activities on a Facebook page. Glamorous Choice sells products online through its own Facebook page. Men, women, and kids of all ages have clothes in the online market. I sell clothes by segmenting my page into two parts.



Section 2: Market Insights

Chapter-3: Marketing Research System at Glamorous Choice

Conduct Market Research

I do research before starting an online business. I visit other pages and try to get ideas on customers' thinking, buying, and patterns.

- Which item the does the customer want the most?
- What kind of dress do customers want in any season?

Profile my target market

I occasionally boost my page and products. My page has its group where I try to keep all my potential customers. I give equal importance to page and group.

Chapter-4: Market demographics

Gender

I work with women's clothing on my page. There are different types of women's clothing on the Glamorous Choice page. Usually, women are shopping more online. Since I am a girl, I have more idea about women's dress. So, I put women's clothing on my page. My page is an online adult female clothing page.

Age

Nowadays, online shopping is very popular in our country. Most people aged 20 to 40 are more attracted to online shopping and that group is the main customers on online platforms.

Chapter-5: Target market strategy

Target market is a particular group of people with common features to whom a company offers its goods or services. Target markets are used by businesses to create marketing strategies that assist them to achieve their business and marketing goals by completely understanding their potential customers.

Bangladesh is the target market of Glamorous Choice. Glamorous Choice f-commerce business targeting the market of Bangladesh.

Chapter-6: Branding strategies

Identify a Unique selling proposition

I always treat them nicely to retain the customer. I think it's a part of unique selling because I've seen a lot of well-known pages get reviews from customers who don't behave well. Sometimes the delivery company is late in delivering then some customers misbehave then try to solve the problem in a cold head. I offer my potential customers every week on Black Friday. The offers are either Discount on the products or free delivery. Also, on special days I am trying to offer my potential customers. Since my online business is about the dress, I always obey to give 100% color guarantee to my customers.

Develop my business brand

I have been doing online business for one year, so my business range is small. I create my own business logo and try to keep the logo colors. My business tagline is "Women's Shopping Store".

Set Goals and Budget

I started the business with 50,000 takas. I bought some initial things for 5,000 takas such as Scotch tape, Cash memo books, plastic, and shopping bags.

Items	Price (BDT)
Taps	1000
Bags (Plastic & Shopping)	1500
Cash memo book	2500
Total	5000

Logo

Glamorous Choice has its own logo. I created the logo myself. I have created the logo by focusing on the G of Glamorous Choice in the logo.



Figure 1 Logo

Chapter-7: Marketing mix strategies

Product categories

Boutique Dress

Boutique dresses are mainly our traditional homemade dress which is made by our local manufacturers and the small local community. Aarong mainly sells boutique dresses.

Handwork Dress

Handmade dresses are mainly done by hand not using any machines by our local manufacturer. Aarong, K-craft, Shada-Kalo, Deshi Dosh, etc. are the main shop that sells handmade dress.

Stonework Dress

Stonework embroidery is the practice of decorating clothing with various colored stones, and spring in addition to the existing embroidered patterns. More or less most of the shops are selling stonework dresses.

Pricing strategies

When selling a product, a businessman can employ a range of pricing strategies. All the outfits at Glamorous Choice are kept at a reasonable price. A Glamorous Choice's purpose is to boost sales by keeping clothing prices reasonable. One of the reasons I can keep the cost of clothes lower than on other pages is that there is no extra expense for staff or moderator on my page. I'm the one who does everything. I handle everything personally, from verifying the customer's purchase to packaging. Glamorous Choice attracts customers due to the affordable cost of clothing on my page.

Distribution strategies

Place

Glamorous Choice does business through an online Facebook page. Glamorous Choice doesn't sell anything offline. Facebook is the place of Glamorous Choice.

Inventory

Inventory refers to a company's goods and products that are ready to sell along with storage capacity and depend on stock. Glamorous choice mainly

doing a business in online base. So, my stock or warehouse is my house. I am doing all my business tasks from my house.

Channel strategies

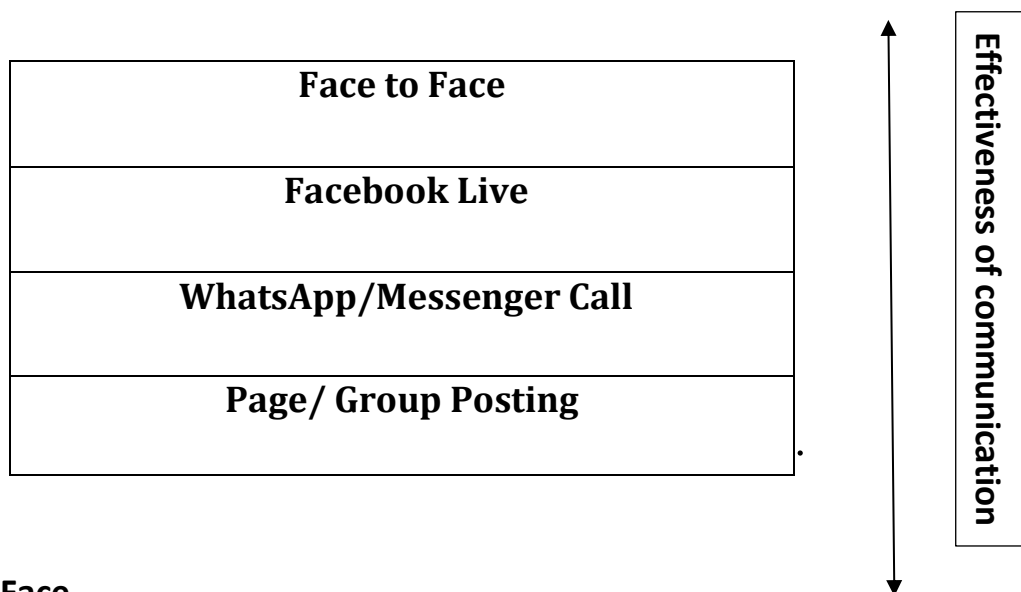
Near to 2.7 billion people are using Facebook every month to connect with friends and family and discover things that matter. “Glamorous Choice “always follows a well-planned marketing strategy through Facebook and Instagram. A page can build lasting connections with customers on Facebook and Instagram. Share business info, photos, and videos, and invite customers to contact us directly. Posts are a great way to give updates and stay top of mind, as they show appear on page or Instagram profile and can appear on fan’s news feed. Include images or videos so posts will stand out and catch attention.

Chapter-8: Communication strategies

Communication channel

While building a proper communication channel, I usually follow several fundamental and vital measures. I'm posting as much as I can on my Facebook group and page before the delivery; other pages are using face-to-face contact and Facebook Live to expand their communication channels. However, I am merely doing the posting before delivering the things.

Following delivery, I'm attempting to obtain client feedback and reviews (items and services) to grow my business, as well as perform some emergency messenger and WhatsApp audio calling to expand my communication channels.



Face to Face

In general, I do not follow these procedures, although they are the most important part of creating a customer communication channel for any organization. Most online pages contain a small display area where customers can either physically or face-to-face purchase items.

Facebook Live

This is one of the most effective ways to contact many people at once. I am not currently following this path, but I plan to do so in the future on my Glamorous Choice Facebook page.

WhatsApp/Messenger Call

I following these steps most of the time after delivery for collecting my products review and service.

Page/ Group Posting

For my company, this is a vital step. I'm publishing as much information as possible for my customers to keep them up to date on my offerings, product collections, current updates/designs, and discounts. I'm doing all the tasks before performing my product delivery.

Chapter-9: F-commerce based marketing

Facebook

Creating a Facebook business page doesn't have to be difficult. The photos, text, and ideas need to build a Facebook business page. Just need to sit down and work through a few simple steps to get the page up and running. "Glamorous choice" follows these steps to launch the page.

Step 1: Signing up

Select the type of page that wants to create a business/brand or community / public figure. In this post, we'll assume creating a page for a business or brand, so click the **Get started** button for that option. Next enter business information. Page name, use a business name or the name people are likely to search for when trying to find the page. For category, type a word or two describes the business and Facebook will suggest some options. Business falls into more than one of the category options choose the one customer are most likely to think of when they think about business. Once choose a category, the box will expand to ask for a few further details, like address and phone number. Can choose whether to make this information public or show only the city and state. When ready, click continues. Note that doing so indicates acceptance of Facebook's page, Groups, and events policies, so might want to check those out before proceeding. "Glamorous choice" selected categories – product/service.

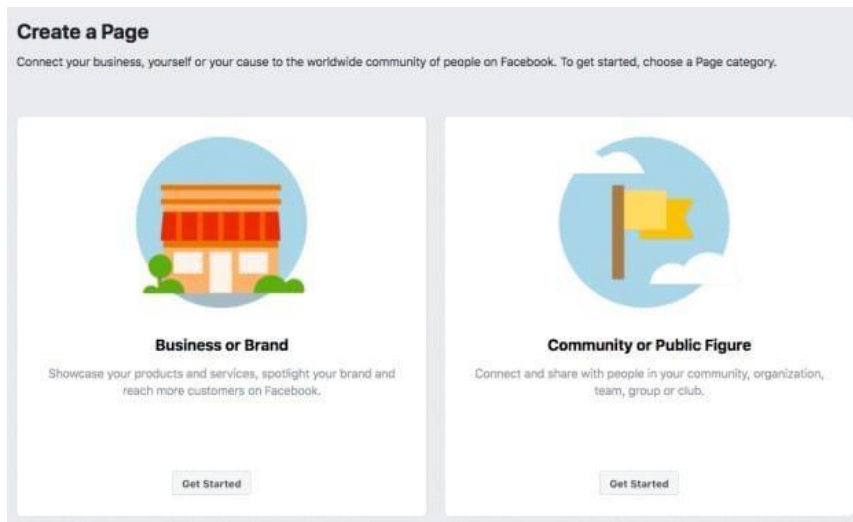


Figure 2 Create a Page

Step: 2 Add pictures

Next upload your profile and cover images on the Facebook page. It's important to create a good visual first impression, so choose wisely here. Make sure the photos choose to align with the brand and are easily identifiable on the page. Upload profile image first. This image accompanies the business name in search results and when interacting with users. It also appears on the top left of the Facebook page. "Glamorous choice "has a recognizable brand. The important thing is it helps to a potential follower or customer to recognize page immediately. Facebook profile picture displays at 170*170 pixels on a desktop and 128*128 pixels on a mobile. It will be cropped to a circle. The next setup uploads a a profile picture. This image should capture the essence of the brand and cover the brand personality. It will display at 820*312 pixels on desktop or 640*360 pixels on mobile. This image must be at least 400 pixels wide and 150 pixels tall, but the recommended six to upload is 720*315 pixels.

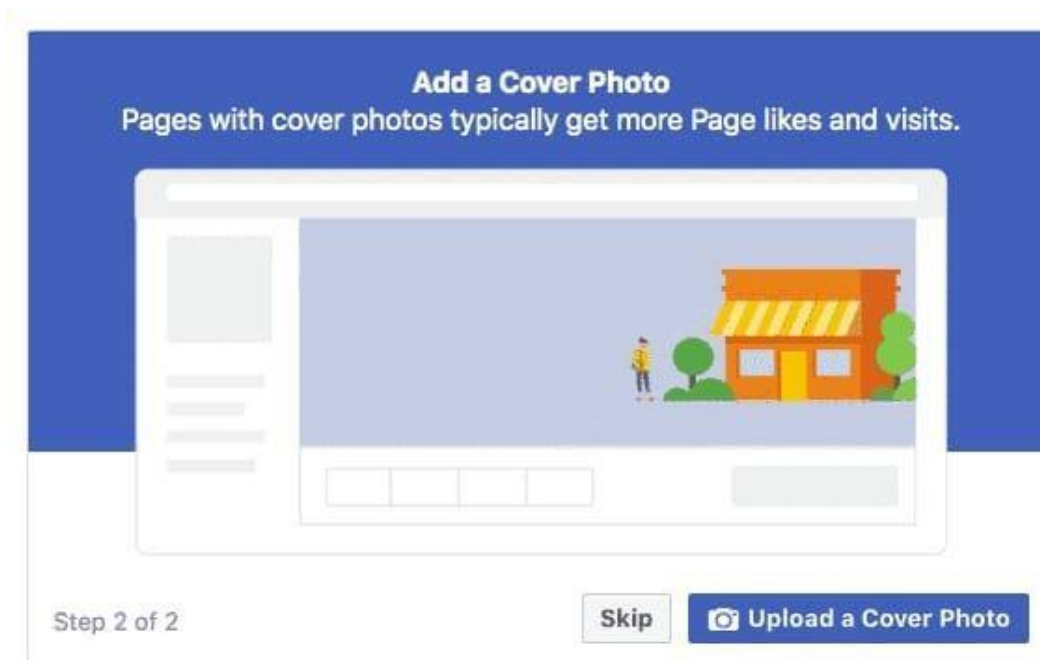


Figure 3 Add a Cover Photo

Step: 3 Username

Username also called vanity URL, is how to tell people where to find on Facebook. The username can be up to 50 characters long. Customers want it to be easy to type and easy to remember. Click creates page @username in the left menu to set up vanity URL.” Glamorous choice “username is **@GlamorousChoice**.

Step: 4 Add business details

As Facebook is often the very first place a customer goes to get information about the page, having it all there is important. To start filling out business details, click **Edit page info** in the top menu. This screen can share all the important information about business.

Description	This is a short description that appears in search results. It should be just a couple of sentences (maximum 255 characters), so there’s no need to elaborate here.
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Categories	The category entered in step 1. Can add additional categories here to make sure Facebook shows the page to all the right people. “Glamorous Choice “selected clothes categories.
Contact	Add all the contact details want to make public, including phone number, website and email. Now “Glamorous choice” has no mobile number. Currently “Glamorous Choice “has only an Email ID. Email id been glamorousgc01@gmail.com .
Location	Have any physical store or office, check to make sure that location is marked currently on the map. “Glamorous Choice “has no physical store or office. “Glamorous Choice “added details about service area.
Hours	Business opens to public during specific hours, enter those here. “Glamorous choice” is given at 10 am to 9 pm.

Step: 5 Create the first post

Before start inviting people to like the Facebook page for business, should post some valuable content. Also, create a specific type of posts like an event or product offer – just click one of the options in the create box at the top of page.

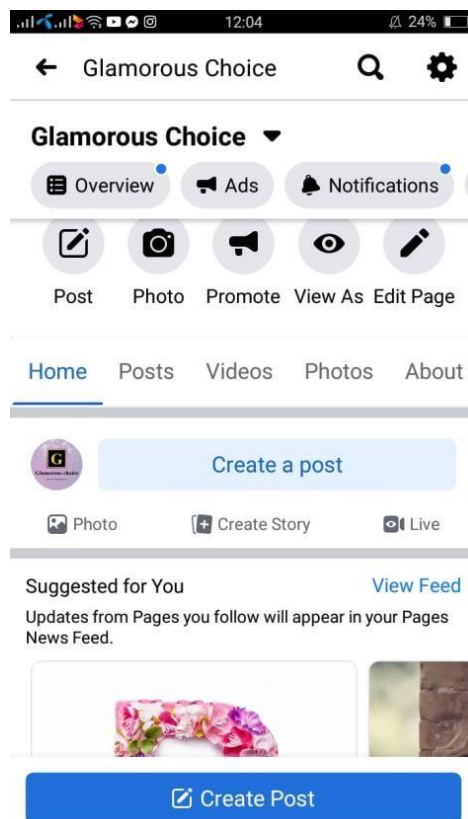


Figure 4 Creating first post

Step: 6 Publish page and invite an audience

The Facebook business page now represents a robust online presence that will make potential customers. Facebook business page now represents a robust online potential customer. Start by inviting Facebook friends to like page.

F-commerce based fashion boutiques business in Bangladesh

F-commerce is the practice of doing online business operations using a Facebook page or app. F-commerce, or Facebook Commerce, is an online market idea that relates to the establishment and growth of content and shop sites on Facebook's social networking platform. Simply described, it is the sale of goods and services through Facebook.com. The term "Social Commerce" has a similar concept, since it refers to all types of f-commerce that occur on social media platforms like Facebook and other online social networking sites. The phrase "commerce" refers to the purchase and selling of products in person, via the internet, by mail, or electronically, using cash,

credit cards, or barter.

Nowadays, some of the most selling products in F-commerce are Dresses, Cosmetics (beauty items), and Skin care products.

Dress

In F-commerce fashion, most of are working mainly with our local dress which is called Deshi Dress, besides Indian and Pakistani dresses are also very demandable, and they are working on it. Various boutique houses are working on different products in their offline-online business.

Cosmetics

Different brands of Cosmetic items are covering a large place in the offline and online market besides the dress. Many trusted online pages are providing original branded products to their customers. They imported their products mainly from UK, USA, Thailand, and China. Some highest selling brands and their products are described below:

Items	Brands		
Lipstick	MAC	HUDA BEAUTY	MILANI
Foundation	HUDA BEAUTY	SUPER STAY	MAC
Face powder	JORDANA	LAKME	FIT ME

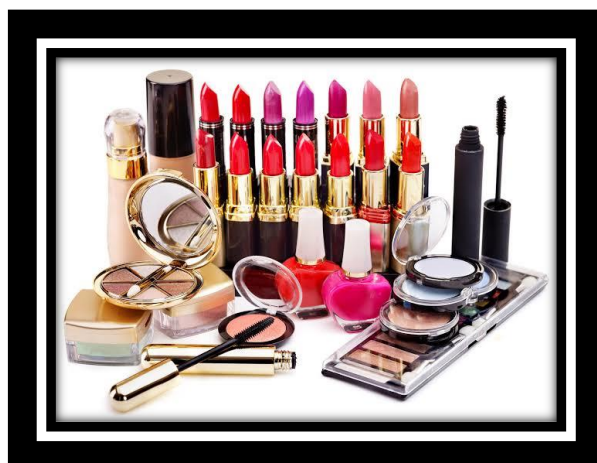


Figure 5 Cosmetics

Skin Care Products

Nowadays, skin care products are very popular with our young age people both males and female. Some people think that cosmetics and skincare items are same, but their thinking are wrong; both are completely different

items. Skin care covers a set of procedures that help to maintain the integrity of the skin, improve its appearance, and relieve skin disorders. They can include proper diet, avoiding excessive sun exposure, and using moisturizer appropriately. Maximum girls and boys are doing extra care to their skin to increase their outer beautification. There are various types of skin care products such as, Face mask, vitamin c cream, Tonner, Serum, Soothing Gel, Bath salt, and face wash etc. All these items are in great demand throughout the year, and their market share are increasing in both the offline and online. Customers are attempting to acquire all those things from reputable pages because most of the products are replica and offered for a very low price.

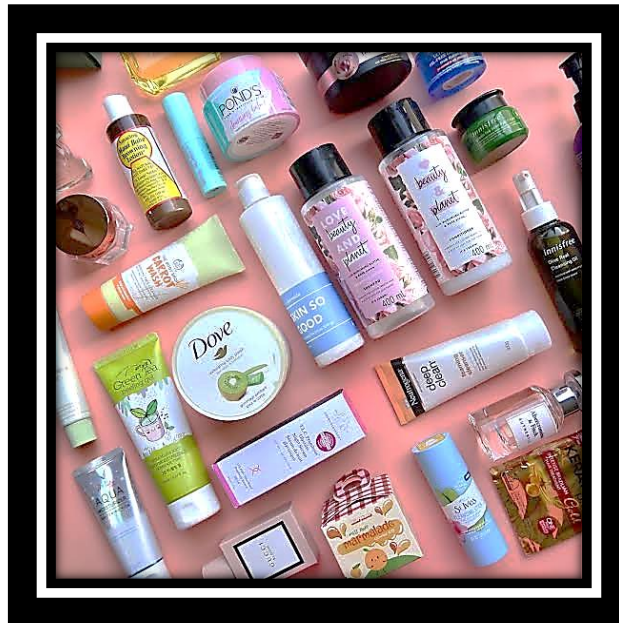


Figure 6 Skin care products

The social marketing processes

The Social Marketing Process is five steps of process, which is applicable

for local and mobile marketing. An entrepreneur can build his/her brand promotion through marketing can follow the social marketing process for connecting visitors with the brand for enhancing sales at a higher rate.

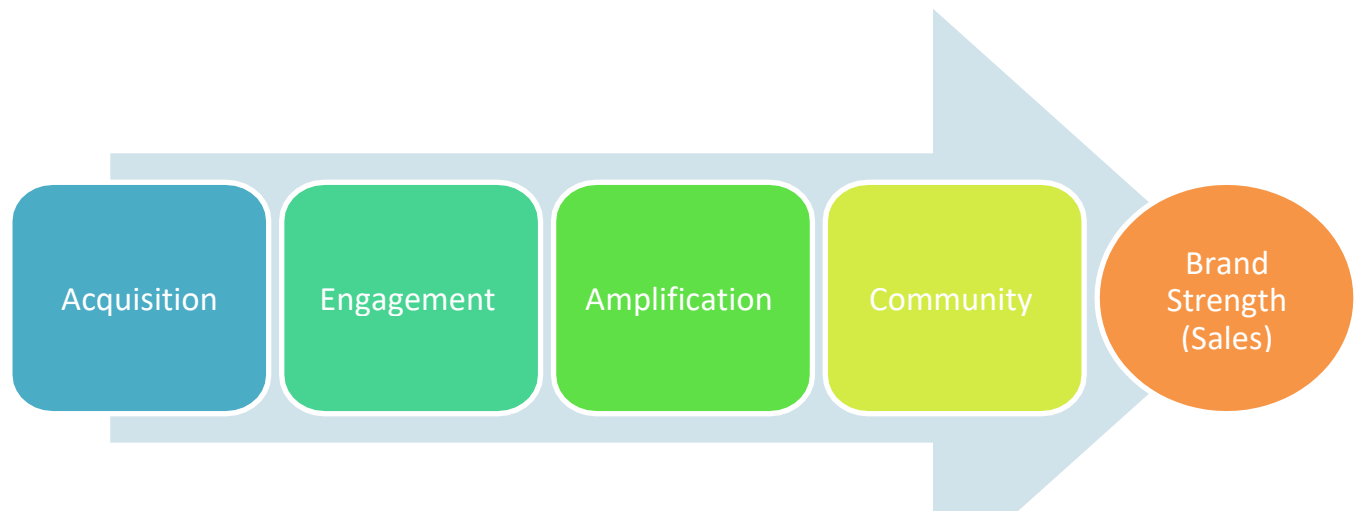


Figure 7 Social Marketing process

Acquisition

Acquisition is the first process of social marketing process. It is for attracting people to know about the brand by the marketing message. “Glamorous choice” always maintains their Facebook page. It has been organized with proper information in the about section, all the relevant options and a cover photo that represents the page what it wants to lift to the visitors. An appropriate and unique logo is used in the page by which visitors can easily identify the page briefly.

Encouragement

Encouraging visitors or clients for interacting with the brand and its content. Visitors can share a post in the “Glamorous choice” any time with admin’s approval whereas other can join for interacting with each other regarding the page and its product. In the pages there are some buttons like- like, share, and post and so on whereas visitors can interact with each other through relevant information. And the other hand, page was boosted in the campaign period so that it could reach highest level of visitors.

Amplification

Encouraging visitors or clients so that they can share their reactions, like and comments with their friends and family. In the campaign period, “Glamorous choice” offer to its visitor products for free. The winner was

selected by rules and regulation of the posts. Like- one will be getting the product by mentioning his/her friends the highest amount. Sometimes, it offers free delivery service to its customers for a certain period.

Community

A stable group of fans engaged and communication with one another over a period. In this page there is a tagline which is "Women's Shopping Store." By the tagline, interested and positive women relate to each other in the group and making up discussion with the relevant product and innovative ideas about the products.

Brand strength and sales

For having a strong community and positive vibes for the products, visitors purchase products by following the procedure of the page. After that, they are knocked for the update of its product. If there will be positive vibes, they are encouraged to buy other products with their ability. And the vibe is negative, they are requested to return the product by following the procedures of the page. In this way, visitors are attracted to the page for connecting with each other and purchasing incozy.

Nurture my loyal customers

I have some loyal customers who have taken the dress from my page 6 to 7 times. I have developed friendly relations with all of them. They trust my page so much that they give pictures of products that are not on my page to bring them. I keep special discounts for my loyal customers whenever they buy dresses.

Monitor and review

Basically, I monitor the sell increment of my page every month and three months I review my marketing plan.

Advantages of the social marketing process

An approach that is used for developing activities for changing and maintaining visitor's behavior for the welfare of the individuals, society and business. By following social marketing process, the page can be benefited through merits.

- Helps to find problem and identify the definition of problem

- Identify the compatible environment for the social marketing
- Clarifying the objectives of the products elaborately
- Helps to create analysis of consumer behavior
- Process for implementing and evaluating the progress.

Facebook Strategy of Glamorous Choice

Engaging audience effectively, must first understand who is target audience. Glamorous Choice researches some questions on its customers to find an effective target audience.

- How old is the target followers of Glamorous Choice?
- Where do they live?
- How and when do they use Facebook?
- What kind of dress do most customers prefer?

Most customers of Glamorous Choice are between the ages of 20 to 45. When customers like, comment or inbox a post, their profile research shows how old they are. Thus, research on customers on Glamorous Choice takes an idea about their age. From two years of Glamorous Choice experience, it can say that 60% of orders come from inside Dhaka and 40% of orders come from outside Dhaka. When the Glamorous Choice began the journey, the goal was to see how many orders come in each day. However, from two years of experience it can be said that come more in Dhaka. Within Dhaka more orders come from Badda, old Dhaka, Khilgaon, Mirpur, Azimpur, and Narayanganj. The number of female students and working women on the page is high. So, the activities of customers are recorded on the page from afternoon to night. Most customers prefer cotton dress in summer and party dress in winter. Prefers cotton dress for summer and has different wedding programs in winter so prefers party dress. So Glamorous Choice keeps a collection of seasonal dresses for the customers.

Set goals for Facebook

The first step to any marketing strategy is setting the right goals. This roadmap will be an essential reference to measure against to make sure Facebook strategy is successful.

Addressing goals

Glamorous Choice has common yearly goals. Increasing quality of sales, Glamorous Choice improving the quality of sales starts with better targeting. Glamorous Choice has a well – planned Facebook marketing strategy so that this page easily reached the target audience more efficiently.

Setting goals

The goals will differ for every business. Glamorous Choice starts business with some goal. The goals of Glamorous Choice are –

- ✓ Increase sales
- ✓ Winning new customers
- ✓ Increase customer satisfaction and retention
- ✓ Providing good service to customers

Facebook photo and video post

Photo posts are a great way to show off products. Glamorous Choice always posts pictures of products because customers can understand which products are available on the page. The activities of the page are also good through daily post. Video posts are just as important as photo post. Details of any product can be show through short video. Glamorous Choice posts videos most of the time. Most of the time the details of the product cannot be explained through posting pictures. The material and gorgeousness of the product can be highlighted through video post. Moreover, the response of the customers in the video post is also good. Glamorous Choice posts every video and picture with product details and price.

Facebook stories

Facebook stories a photo or short video posts that appears in vertical format and disappears after 24 hours. There are currently 9624 members on the Glamorous Choice page. More than 4000 members follow the stories of the page. Glamorous Choice regularly shares photos, videos, posts on the page. This feature on Facebook is very useful because it gives a good response to the customers. The stories of Facebook and Instagram are similar.

Pinned posts

A pinned post is a regular post that is “pinned” to the top of a Facebook page. People always see the first thing at the top of the page. The pinned posts are usually used for any important notice or amazing video. Now Glamorous Choice page has pinned to the official group of Glamorous Choice. So that if someone click on the page, the post catches the eye and people can join the group. Sometimes the pinned post is changed because any important notice is posted on the page or any products that are always available on the page are also pinned post. This is an important feature of Facebook and much more useful. Instagram does not have this feature.

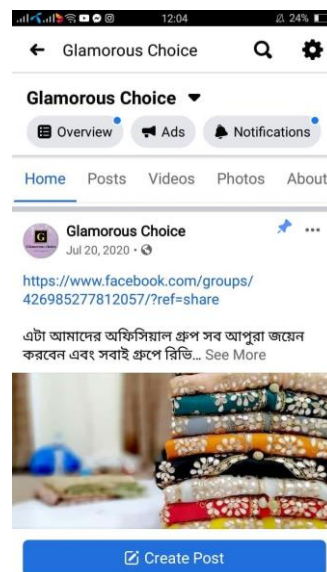


Figure 8 Pinned post

Page group

Glamorous Choice has its own page group. There are 748 group members. I opened the group mainly because my valued customers give their valuable feedback and their experience. After receiving the product, the customers give their own opinion. In this way everyone can see, and others are also inspired.

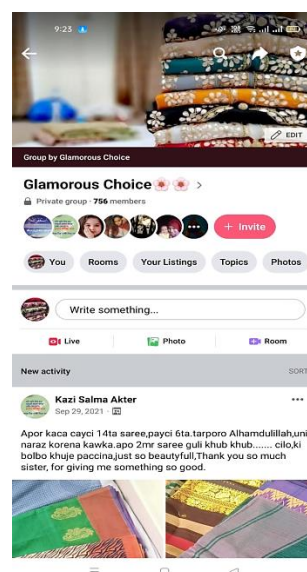


Figure 9 Page group

Chapter-10:

Instagram-based marketing strategies

Glamorous Choice also has an Instagram account. Glamorous Choice has 135 followers. The number of followers is low because the page recently opens. Here is the link to my page Instagram id- https://instagram.com/glamorous_choice?igshid=YmMyMTA2M2Y=. Glamorous Choice follows some strategies to reach people on Instagram.



Figure 10 Instagram logo

Define target audience

Instagram's target audience is an essential part of a successful marketing strategy. The Glamorous Choice always motivates followers. Have a hard time producing the right content to engage them. When they are active have much success, reaching them at right time.

Commit to a regular posting schedule

Glamorous choice always posts on Instagram on a regular basis because followers will expect to see posts regularly. The key factor is to understand when most of the customers are online. The Glamorous Choice selects when most of the customers are present. On Friday, I post on the page for the whole day because that day is of day. Glamorous Choice is usually posted more in the afternoon and at night because

people are more engaged on Instagram during this time.

Use Instagram Stories

Instagram stories differ from regular Instagram posts because they come in a “slideshow” format. The benefits of Instagram stories for brands are truly endless. For stories, **stories** are displayed at the top of follower timelines where users already look daily. Instagram also makes it easy to experiment with different types of content in the stories feature, like the photo, short videos, rewind videos, live videos, or boomerangs. Glamorous choice always uses this feature for Instagram stories. Most of the users follow Instagram stories. So, it is an important part of the Instagram channel strategy. The glamorous choice is regularly posting pictures of products on the Facebook page as Instagram. Glamorous choice recently opened Instagram ID. So, followers are comparatively fewer. Now 51 followers of Glamorous choice on Instagram.

Respond to comments and mentions

This is asocial marketing. So, the social aspect is not to be neglected in responding to comments and mentions of brands on Instagram, so users feel motivated. Glamorous Choice always responds to any comments from potential customers. The customer who commented is answered by the mention. In this way, everyone gets their answer.

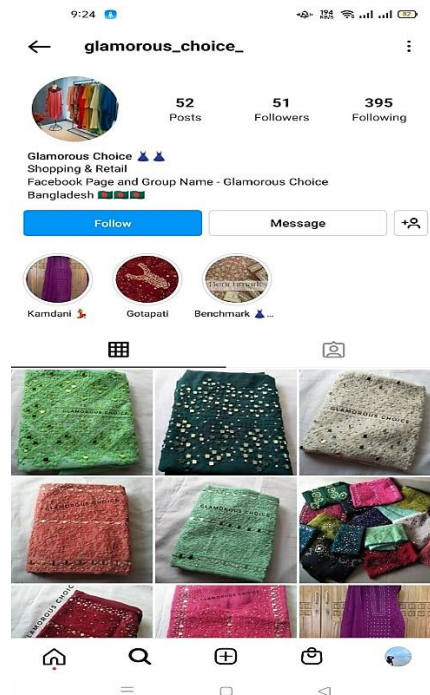


Figure 11 Customer response

Color Cost

The color of the clothes is very important in choosing the clothes. Most customers of Glamorous Choice prefer red, black, white, lavender, and mock colors. Generally, everyone likes this color dress. When Glamorous Choice collects dresses for its potential customers, it prefers dresses of this color. Clothing in this color is more expensive than all other colors.

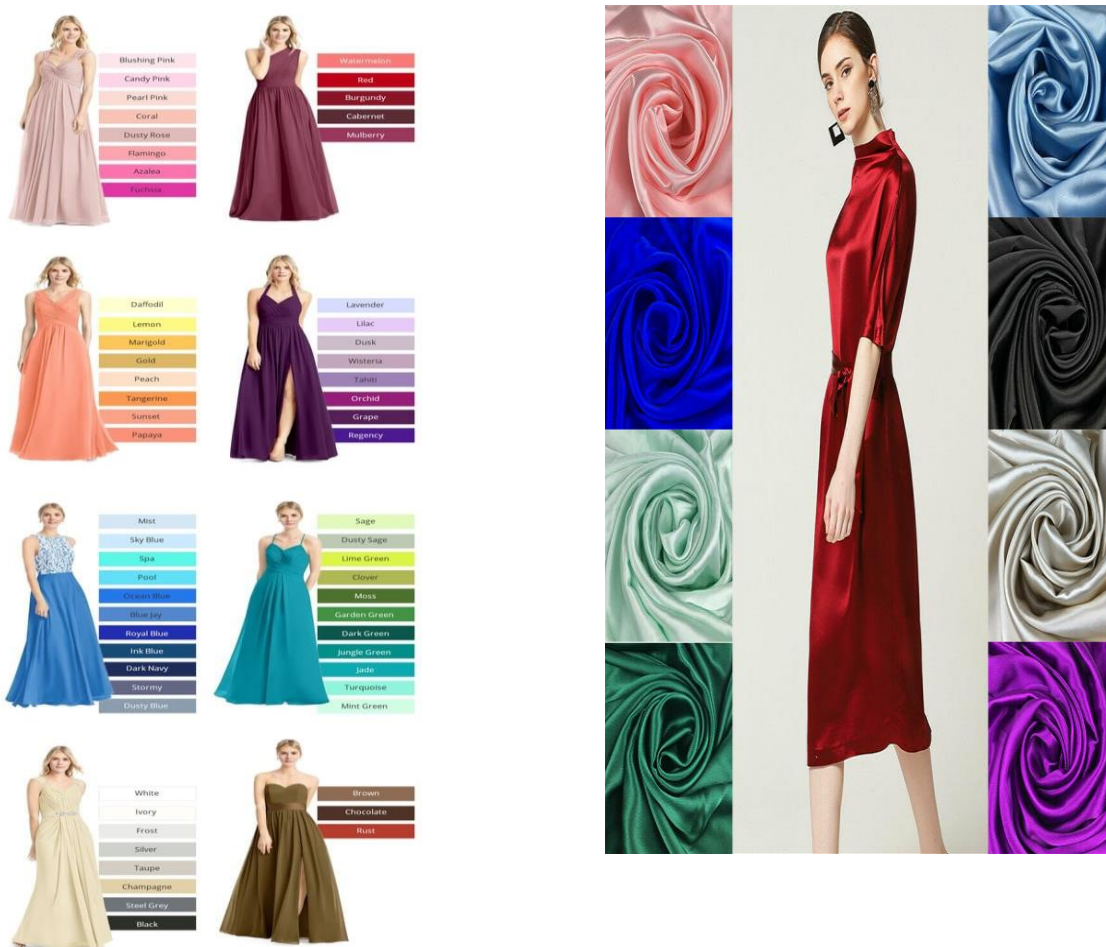


Figure 12 Color costs

Fabric:

Most customers of Glamorous Choice prefer the cotton fabric. Cotton fabric is fabric more comfortable with the weather in our country. So Glamorous Choice puts cotton fabric dresses in the collection for its potential customers. Any cotton dress is much more comfortable. Everyone prefers cotton dresses for regular use. Glamorous Choice always includes cotton

fabric as well as other fabrics in the collection for example – Jorjet and Tissue fabric.



Figure 13 Fabric

Fabric materials:

Fabric is a type of cloth or other material made by weaving cotton, nylon, wool, silk, or other threads together. Fabrics are used to make garments, curtains, and bedding, among other things. Different type of fabrics materials is available in the market, here some common materials are described below:



Figure 14 Fabric materials

Cotton

Cotton cloth is one of the most widely used fabrics in Bangladesh. This fabric is chemically organic, meaning it contains no synthetic ingredients. Cotton fabric is made from the fibers that wrap the mature seeds of cotton plants, which emerge in a round, fluffy structure. Glamorous Choice always

tries to maintain a good stock of cotton dresses and maintain day-to-day fashion.

Silk

Silk is a natural fabric with a long trading history that is noted for its sheen, gloss, strength, and durability. Silk is a prominent cloth in high-end and couture fashion design because of its high cost of production, soft feel, and attractive look. On every occasion, Glamorous Choice maintains fashionable silk clothes in its stock. For example, Eid, Puja, New Year, or Valentine's Day.

Satin

Satin is more than just a smooth, glossy fabric commonly found in fancy clothes. Satin weaves come in a variety of textiles and may be used for more than just salwar and gowns.

Chiffon

Chiffon is a lightweight, plain weave fabric with a little shine created by a weaving method. Glamorous Choice collects some nice and fashionable chiffon clothes for various occasions.

Rayon

Rayon fabric is a wood pulp-based fabric. The pulp is treated with a succession of chemicals to alter the cellulose structure into long filaments. The resultant threads provide a smooth, buttery fabric that feels like silk or cotton but costs a fraction of the price. Until now, Glamorous choice has not sold this type of cloth.

Dress Design

The art of designing clothing and accessories is known as fashion design. The dress design is part of fashion design. Mainly dress designs are defined by two categories which are **stitch** and **unstitch**. Glamorous Choice mainly focused on unstitch clothes and their day-to-day fashion.

Stitch dress

Stitch dresses are available in the market (on/offline), those are-



Single Kurti



Readymade Salwar
Kameez



Single piece Stitched
dress

Figure 15 Stich dress

Unstitch dress

Unstitch dresses are mainly two types which are single and three-pcs. Glamorous Choice mainly focused on unstitch Indian and desi dresses.



Section - 3: Competitor Insights

Chapter-11: Competitor insights

Now there are many competitors online and offline. There is competition among everyone for the price of the product. There are many pages and stores that sell the same clothes. There are two types of competitors online and offline.

Online Competitors

Usually, those who sell online have a lower profit margin. Such as they have no shop rent and no employees. They sell products at a low profit. In that case, Glamorous Choice also sells keeping the profit margin of the business low. I always sell clothes online and offline at challenging prices. This challenging price is a price that no one can afford at the same price. I set this challenging price by looking at other pages, and what rewards they are offering. Some competitor's pages are:

Daraz (Daraz.com.bd)

Daraz is Bangladesh's number one online shopping destination. In Daraz, there are many sellers like Glamorous Choice. All sellers have similar products like Glamour's Choice. In different words, they are competitors of Glamorous Choice. Bakul Fashion, DF Fashion, Rima Collection, and Bonolota are the main competitors of Glamorous Choice in Daraz.

KK Fashion house (<https://www.facebook.com/kkfashionbd/>)

Kk Fashion house competitor of Glamorous Choice. Most of the clothes in their collection are Glamorous Choices. They always keep cotton dresses in their collection. In the cotton collection, they sell Indian Jaipuri, our desi cotton dresses, and cotton boutique dress such as cotton dresses. They do not use Instagram. They only use Facebook channels for business purposes. KK fashion House is a well-known page. This page is a big competitor of Glamorous Choice.

Choice home (<https://www.facebook.com/ChoiceHome0/>)

Choice Home is another competitor of Glamorous Choice. The Choice home mainly deals with boutique dresses. All their collections are boutique and embroidery dresses. Glamorous Choice sells cotton dresses as well as boutique and embroidery dresses. In addition to the Choice home Facebook page, they also have an ID on Instagram. They use Instagram channels to

increase sales and their identity. They post the same product on their Facebook page and Instagram ID. They are also competing for Glamorous Choice on Instagram. Their dress price and dress catalogs are like Glamorous Choice. Glamorous Choice is a big competitor in the choice Home online marketplace.

RS Dress world (<https://www.facebook.com/RS.DressWorld/>)

Rs dress house competitor of Glamorous Choice. Most of the clothes in their collection are Glamorous Choices. They always keep the cotton dress in their collection. In the cotton collection, they sell Indian Jaipuri and Batik dresses. They do not use Instagram. They only use Facebook channels for business purposes. RS dress world is a well-known page. This page is a big competitor of Glamorous Choice.

Offline Competitors

Offline competitors sell offline instead of online. They sell clothes in their own shops. Chadni chowk, Gauchia clothing stores sell directly to buyers. The clothes that are sold online are also sold offline so those who are selling offline are also competitors.



Figure 16 Offline competitors

Eid Sales

Just two months before Eid-ul-Fitr, I decided to give an Eid sale. Then I had thirty thousand taka in my hand. I sell more Indian dresses on Eid. I have never sold these dresses before. This was the first time I work with dresses from a different wholesaler in Bangladesh. Now let's see where I got these

Indian dresses from and what the price and what was the profit. My younger uncle went to Kolkata, India on business. I gave him thirty thousand takas to bring dresses. He went there not from any shop in Kolkata, they also have wholesale shops there. He goes there and shows the dresses via video call. I select. The price of all the dresses there was not the same. I try to bring some items in expensive and some items in low price. There were 20-piece ladies kameez which cost $700 \times 200 = 14000$ and 11 bucks of 1500 taka brought some catalog dresses $1500 \times 11 = 16500$ taka. Total 30500 taka. Usually those who bring a product from outside have a shipping charge added to the price of the product. But in my case, it didn't happen. In that case I didn't have to add any separate charge to the price of my dresses. I sell the first 10 of the dresses I bring for 700 taka for 1600 taka to my neighbors and relatives. The other 10 I sell my page for 1500 taka. Here my profit out of 14000 taka is 17000 taka. Now how do I sell dresses worth 1500 taka and for how much money? I brought 11 dresses for 1500 taka; the quantity is very low. Out of the 1500-taka dresses, I sell 3 for 2200 taka and the remaining 8 for 2100 taka. My profit here is 6300 taka. The total profit is 23300 taka. Now the question may be, how did I sell the less expensive ones, and why did I sell the less expensive ones? The dresses for 700 taka were made entirely of cotton. Everyone's demand was much higher. The market price of these in Bangladesh is 1900-2000 taka everywhere. And the dresses for 1500 taka were party dresses. The material of the dresses was a combination of net and tissue. This type of material doesn't fall on people of all ages. And my page is also small. Everyone is confused whether the dresses are original or not. But the same dress is being sold for 3000 taka on other big pages. So, I sell the dresses with less profit. I have never sold a dress like this from India before. This is the first time. And I think it will never be brought like this. I have been working with our native dresses since Eid.

Two Competitors' case studies for benchmarking

Style echo

Style echo page(<https://www.facebook.com/StyleEcho/>) has covered up a large share in online and offline market sales. They are doing a large business both online and offline. First, they started with an online business only but, after successfully running their online business, they started to set up physical showrooms in Dhaka's popular markets such as Bashundhara City Shopping Complex and Jamuna future park. The owner represents his own brand style echo by doing Facebook live. They are doing Facebook live every day from their Facebook page. By doing this live, they give product details and shop update so their valuable customers. Every day their 60% sales are coming with the help of their Facebook live. Their customers are all over in Bangladesh and customers are focused on their live because in Facebook live, they try to describe in details of products. That's why they sell easily inside and outside Dhaka's customers. Right now, Glamorous Choice is not doing any Facebook live but in recent future Glamorous Choice will start their Facebook live.

Style echo is very popular now and their products demand are also high because they direct imported their products from India and Pakistan. They maintain their business style by doing some content.

Live

They are doing live by regular routine basis. Owner is conducting Facebook live personally every day. By doing this live, they given products details and shop updates to their valuable customers. Everyday their 60% sales are coming by the help of their Facebook live. Their customers are all over in Bangladesh and customers are focused on their live because in Facebook live, they try to describe in details of products.

Mela/Fairs

They are participating in fair twice or thrice in a year in various places such as, Eid-Mela, International Trade Fair, Boisakhi Mela etc. They try to spread their brands name by doing those fairs.

Travel

The Owner of the page is travelling India and Pakistan and doing live from

there. From this they can understand customers main choice and demand and claiming them direct importer. They directly contact with dealer and giving best price to their customers. They also doing live when they are travelling those places. By this they are trustable page to their valuable customers.

By following this content or style, they are now top in online and offline business.

Lifestyle shop.com

Lifestyle (<https://www.facebook.com/lifestyle213/>) has covered up large share in online market sell. They mainly sell their all goods by online marketing. They are importing Indian and Pakistani dress. Their business policies are different from others online page. They are doing their Facebook live by influencer of Bangladesh for promoting their products. For doing this, they are spending their money and hire influencer. Right now, Glamorous Choice is not doing any Facebook live or hire any influencer but in future Glamorous choice will be doing this if needed.

Life Style.com is very popular now and the demand for its products is also very high. They maintain their business by following some content.

Live

They are using a Bangladeshi influencer to make a Facebook live to promote their products. They spend money and recruit influencers to do this. Essentially, they pay between 20,000 and 30,000 BDT for a single hour of Facebook Live. Customers may readily trust an influencer and purchase things from their page since they are prominent personalities. Not only are influencers conducting live segments, but they are also advertising their pages and increasing viewership. Other pages were unable to hire such influencers since lifestyle shop.com paid a high price for life (about 25000 BDT), and that is why they are steadily increasing their market share.

Mela/Fairs

They are not participating in any fairs in Dhaka or other cities. They only focus on their Facebook live and follow their online marketing.

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