



THE GRADUATION CLASS
of
MASTER OF FASHION
MANAGEMENT
2022

PRAKASH

Department of
Fashion Management Studies
National Institute of
Fashion Technology, Kolkata

ABOUT MASTERS

The objective of the two year Master of Fashion Management (MFM) Programme started in 1987, is to develop leadership and managerial talents in the fields of management, marketing, merchandising and retailing, honed specifically for the requirements of the garment export, fashion and lifestyle and retail sectors.

Students undergo in-depth education in management, marketing, buying, merchandising (retail and export), retail operations, international marketing, international trade practices and project formulation, Entrepreneurship and also on an important aspect of interdisciplinary aspect of fashion. They are exposed to creative merchandising/marketing, innovative fashion management practices, Information technology developments, cluster studies, sustainability, directions of fashion trends and business practices, through field visits and industry internships.

Research, data analysis and decision-making skills are inculcated as part of curriculum. Entrepreneurship is inculcated both as part of curriculum and through various projects. The students are also associated with craft clusters because of which they become better marketers of both handloom and handicraft products, and understand the entrepreneurial challenges of the MSME sector, and the business solutions that are needed.

The department maintains an active collaboration with the industry through several consultancy projects undertaken by the members of the faculty and also through the internship and graduation projects, class room projects done by the students. Products, User Experience & User centered design depending on the area of specialisation pursued by each student through a pedagogic structure that enables individual pathways within 4 deepening specialisations offered in the course focusing on various design industry domains.



Mr. Shantmanu, IAS
Director General NIFT

The Graduation event is celebration of hard work of the graduating batch since it is in the transition from in-depth theory to lateral practice.

NIFT has evolved for more than 36 years amidst the ever-changing landscape of fashion and pioneered holistic fashion education that adapts to the changing times. It streamlines the strength of students and helps in the transition into a professional environment.

Fashion in India encompasses socio-cultural, historical and economic variables, which add to its multi-verse persona. The diverse set of features and needs provide a space for multi-stakeholder interactions and learnings. The symbiosis of design, technology, and management is integral to the fashion ecosystem. Its relevance was exemplified during the COVID-19 pandemic which came with a unique set of challenges and opportunities for exploration and innovation. This moulded the graduating batch of 2022 into young professionals, equipped for impactful projects.

It is my privilege to present to you this showcase of creative talent from NIFT, Kolkata who are ready to take on the challenges ahead of them and make a mark in fashion world.



Prof. Dr. Vandana Narang
Dean Academics, NIFT

Congratulations to the graduating batch of 2022! We are proud of your achievements. The Graduating event 2022 is the showcase of final projects of the graduating batch of NIFT across the streams of design, management, communication and technology.

In NIFT design, technology, and management is an integral to the fashion education. The COVID-19 pandemic brought in new challenges and opportunities to learn, design, integrate and innovate. From e-commerce of fashion and craft, functional clothing, sustainable fashion, designing for society, integration of artificial intelligence campus has evolved for more than 36 years in the middle of the changing landscape of fashion and pioneered

fashion education. It has enabled

NIFTians to strengthen their skills, broaden their horizons and transformed them to confident graduates.

My best wishes to all the graduate & their parents on this occasion. I take this opportunity to congratulate NIFT team for another successful year.

It is my joy to present to you this showcase of creative talent from NIFT who will make a mark as true professionals and contribute to the development of our country.



Mrs. V.Lalithalakshmi, IAS
Director, NIFT Kolkata

The Audio- Visual presentations of the Graduation Projects by the students of Fashion Management Studies is the seamless amalgamation of creative thinking, learning, hard work of the students and the able guidance of the faculty mentors. The annual graduation event is one of the most eagerly awaited milestones of the NIFT calendar. May I take this opportunity to congratulate the graduating students on this occasion. I would also like to place on record my sincere appreciation for the faculty team, officials and staff members who have played an important role in the lives of the students at this crucial juncture.

This graduating batch has faced and overcome the challenges posed by the Covid Pandemic with flying colours. After the two years of education with long rigorous training and practical exposure, the students are now ready to embrace the challenges that their career and life are likely to present before them in the coming days. I wish all the students a bright future. May you work hard, succeed in life, do us proud and keep the NIFT flag flying high.

JAI HIND.



Prof. Dr. Sandip Mukherjee
CAC – NIFT Kolkata

We're finally here!

My heartiest congratulations to my dear students of the graduating batch: Department of Fashion Management Studies, class of 2020 -2022. The way you managed to complete your final year in a partial hybrid mode during the unprecedented situation is greatly recommendable. The way you showcased your creativity/research ability with innovative idea is outstanding. Your research project has impressed everybody. We were awestruck!

Your versatile knowledge, the theoretical details, practically implementing them, industry connect, have perfected you and are sure to make you shine as you are the budding Management Professionals of this generation.

I can see the bright future our country is having in the fashion world, and thank you all for making it possible! Each one of you have proved that you're nothing but the best. You've made your parents and your Alma Mater so proud!

Lots of love and good wishes to you for your future endeavors.

Here's a toast to you, to us, as a family!



Dr. Rajeev Malik
Chairperson, Dept. of Fashion Management
Studies, NIFT

On behalf of the department of Fashion Management Studies, NIFT, I congratulate the class of 2022, for achieving this tremendous personal milestone of completing this rigorous academic journey.

The resilience and coping demonstrated by you, amidst Covid pandemic crisis; demonstrates the persistence, character, and the mettle that you possess. You transitioned to online learning, adapted, and adjusted to new ways of learning, and interacted with the both the remote and offline campus to emerge as successful graduates ready to take on the world in any avatar it presents.

Success doesn't exist in isolation, but has its own support systems. The administration, faculty and staff members of the institute, deserve due appreciation for giving in their very best to create the requisite ecosystem, suited to your growth. Your parents and guardians too, cannot be thanked enough for their psychological and financial support throughout the crisis.

Success comes through an individual's passion, perseverance and the will to take on challenges, but is nourished by a collective effort of the society or community. Therefore, happiness in life comes through giving back; in terms of service to the society and by treating people with compassion, honesty and integrity. I urge you to always remember this and never lose the opportunity to enrich the lives of those around you, no matter what career path you take. I am confident that you will serve as worthy ambassadors for the Institute by living up to such reputation for excellence.

I also expect that you won't forget your alma mater, your professors and your batch mates who have all contributed to your experiences and learning. Please keep coming and give back by contributing in various activities, events, seminars, projects etc. or by simply updating the institute about your achievements and experiences; because that will always add to the body of knowledge, possessed by the institute. We shall always take pride in your achievements.

Wishing you all the very best in life.



Dr. Anannya Deb Roy
Associate Professor, Centre Co-ordinator FMS
Department of Fashion Management Studies

“Where the mind is without fear and the head is held high;
Where knowledge is free;
Where the world has not been broken up into fragments by narrow domestic
walls;
Where words come out from the depth of truth;...”
Rabindranath Tagore

Congratulation on the completion of your Master. Now you are ready to face a new world of your life. May this achievement bring a new zeal in you to follow new goals while enjoying every moments of your life. I wish you get and create the opportunity to balance your inner and outer journey and find the way to follow your heart. All the best wishes for a joyful journey of life which makes you feel “Life is Beautiful!”



Ms. Bharti Moitra
Associate Professor
Department of Fashion Management Studies

My heartiest congratulations to the 2020-22 batch, who I would like to call the 'batch of survivors', who survived the COVID-19 pandemic and all the challenges that came with it.

We met mostly online but even through the virtual interactions that we had, I was able to discern some sterling qualities in you. I would like to salute you for the resilience that you displayed and for being responsive and responsible.

As you step out into this challenging world, I would like to quote Martin Luther King Jr. from 'A Testament of Hope: The Essential Writings and Speeches':
"Darkness cannot drive out darkness: only light can do that".

Wishing you all the best for all your future endeavours.



Dr. Dibyendu Bikash Dutta
Associate Professor
Department of Fashion Management Studies

Congratulations to the graduating class of 2020-2022 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 endeavours 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 endeavours.



Dr. Ritu Malhotra
Professor
Department of Fashion Management Studies

Congratulations! You are now a cherished member of NIFT alumni community and this marks the beginning of a new chapter.

Graduation Day is one of the most memorable and cherished milestones in one's education path. This day provides an opportunity to reflect on the past and pave the way toward the future, both professionally and as a responsible member of society. The knowledge and skills that you have acquired here will stand you in good stead. This is the time to acknowledge your family, friends, well-wishers, and members from this Institute who have been instrumental in guiding and supporting you in the accomplishment of your goal.

It is a pleasure to invite you to maintain your relationship with FMS, Kolkata and let us know about your achievements so that we can celebrate your successes with you.

Good luck to each one of you as you move to the next chapter in your life.



Dr. Sougata Banerjee
Associate Professor
Department of Fashion Management Studies

First of all, I would like to Congratulate wish you for Graduating into Masters. Most of you will be putting your feet forward into professional world on search of making a new identity where you need to thrive and burn yourself for excellence.

I am trying to put forward my thoughts through Rudyard Kipling's worlds in the Poem

"If"

If you can keep your head when all about you
Are losing theirs and blaming it on you;
If you can trust yourself when all men doubt you,
But make allowance for their doubting too;
If you can wait and not be tired by waiting,
Or, being lied about, don't deal in lies,
Or being hated don't give way to hating,
And yet don't look too good, nor talk too wise;
If you can dream and not make dreams your master;
If you can think and not make thoughts your aim,
If you can meet with Triumph and Disaster
And treat those two impostors just the same:
If you can bear to hear the truth you've spoken
Twisted by knaves to make a trap for fools
Or watch the things you gave your life to, broken,
And stand and build'em up with-out tools
All the best wishes again, before becoming a good professional always try to be good human being and always try to contribute to the betterment of our country and society at large.
Jai Hind.

Congratulations
Batch of 2022

Abhishek Kumar Sinha

Topic: How kids make their parents buy clothes & shoes for them; A study for the parents buying behaviour of the Clothes and shoes for their kids.

Introduction: According to Statista in India, the kids wear segment accounted for over 20% of the entire apparel market in 2018. By 2028, the market is expected to be worth roughly 1.7 trillion Indian rupees. Clothes for children and children's clothing is frequently more casual than clothing for adults. Fit for play, comfort, and rest are the most basic considerations for children's clothing. In today's fast-paced society, children's clothing is given greater thought and consideration. In developing children's garments, designers must place a greater emphasis on simplicity, comfort, and a fresh look.

"When selecting textiles for producing children's apparels, safety and comfort are given high importance. (Rita, 2018)

Research Objectives:

- To study how kids create influence on the parents to buy clothes & shoes for them.
- Parents' perception towards FirstCry.
- To identify parents' motivation for buying clothes & shoes for their kids.

Research Methodology: A descriptive research methodology was used for the study. The research is fundamental in nature, as it is primarily concerned with answering the questions why, what, and how, and it contributes a significant amount of primary knowledge to the research field. This study is based on both primary and secondary data that are collected from various sources.

Result: It has been found that it has been found after the data interpretation that the awareness is high regarding the FirstCry in tier 1 city comparison to tier 2 and tier 3. The kids use different methods to influence the buying behaviour of the parents as per finding kids exhibit the sugar-coated nag the most, followed by the persistent nag, demonstrative nag and pleading nag. The rise of kid's influencer has also played a significant role in the parents buying decision.

Conclusion: In the study it has been found that there is various factor which influence the buying behaviour where comfort is the first priority compare to price, brand and new design. Firstcry is the first choice of the parents but when it comes Tier 2 and tier 3 city Independent store are the real competitor of the FirstCry. The awareness has increased regarding the clothes and shoes of the mostly updated with the fashion trends so that they want their kids to dressed up like the popular kids.

References:

Rita, A. A. (2018). Specific requirement for development in children's clothing: customer's preference and satisfaction for buying. International Journal of Business Marketing and Management (IJBMM), 20.
<https://www.statista.com/statistics/730996/kid-s-apparel-market-size-india/>



FIRST CRY

Name: Abhishek Kumar Sinha

Contact No: 7261063479

Email Id: Abhishek.Kumarsinha@nift.ac.in

Name of the Company: FirstCry

Industry mentor: Yash Meswani & Ankur Thakur

Faculty Mentor: Dr. Anannya Deb Roy

Topic- Influence of Nykaa Fashion Creatives On Consumers

Introduction : The research aims to better understand customer perceptions of Nykaa Fashion and assess the value of creatives. The relevance of online business has grown as everything has moved to the internet. However, the number of websites, applications, and businesses on social media has also expanded. Few websites jump off the page, bringing companies to life through engaging and naturally exciting user experiences. The distinction is in the use of creativity to attract the appropriate audience. The distinctive content of one's social media page is the first thing that buyers notice. The consumer is enticed to browse the website, and the user-friendly interface and appealing pages encourage them to download the app. Banners, tiptiles, layout hybrid, home and landing pages are examples of creatives that help customers navigate to the desired merchandise. They keep them informed about discounts, current trends, new products and brands launched, and much more through curated sections.

Research Objectives :

- To understand customer perception towards Nykaa fashion
- To study the perception of customers towards the competitors of Nykaa Fashion To evaluate the performance of Nykaa Fashion creatives
- To study the the impact of creatives that leads to purchases in comparison to Nykaa Fashion's competitors
- To study if creatives help in website to app conversion

Methodology: The research method used is a survey method. For the purpose of data collection both primary and secondary data sources are used. First hand information is used to understand the perception of customers about Nykaa Fashion creatives as compared to its competitors through a structured questionnaire.

Result: Consumers believe that banners featuring discounts and other information help

them shop better, according to the survey results. Most customers believe that, among Nykaa's fashion competitors, Myntra outperforms all other fashion E-Commerce platforms in terms of user-friendliness and social media presence. In comparison to Nykaa Fashion and Ajio, Myntra likewise offers a hassle free and appealing homepage. When it comes to people choosing to click on each brand's website banners and curated area, Nykaa Fashion and Myntra are on par.

Conclusion: Banners, tiptiles, and layouts are all examples of creatives that help customers traverse websites more effectively. A user-friendly website encourages app downloads and increases sales.

References:

Pradeep K. Chintagunta(February 2002)Journal of Marketing Research
Robert Katai,Product Marketing Specialist



NYKAA FASHION

Name: Angana Jain

Contact No: 9322243431

Email Id: 1999angana-jain@gmail.com
angana.jain@nift.ac.in

Name of the Company: Nykaa Fashion

Industry mentor: Priyanka Iyer

Faculty Mentor: Dr. Anannya Deb Roy

Topic: Impact of Digital Marketing on Small Business

Introduction: The purpose of this report is to investigate the value and impact of digital marketing on small businesses competitive positioning after covid. The study will also look into whether digital marketing can help offline firms develop, improve brand recognition, acquire consumer loyalty, and strengthen customer connections. I found there was a correlation between social media and small business innovation like in case of Raw mango and affilytics pvt ltd which suggests that digital media has a favourable impact on small business innovation.

Research Objectives: My project is targeted to small business owners who are looking to develop or improve their business strategy online. Comparing the current strategies of the company with the new approaches of this project will hopefully clarify the best and most efficient way to attract customers to the store. Although this information will be directly related to one company, other businesses will be able to use the results and conclusions to alter their method to marketing as well.

Research Methodology: This study methodology is descriptive in digital market by nature. Secondary data collection technique was implemented. The informative data is used in this study has been collected from various sources, different websites and published research papers. A research is conducted with a help of survey to analyse the impact of digital media and marketing on businesses.

Result: Digital platform provides new companies the opportunity to access a global market that has not been available before and at a price that is no longer exorbitant. It's vital for the survival and customer retention especially after post covid environment.

Conclusion : Digital marketing has immense effect on the growth of small businesses by attracting potential consumers and enabling customers to interact with each other in a customized way which leads to new acquisitions of consumers, the development of brands, awareness of brands, ways of producing sales, improved customer experience and commitment, and a cost-effective international exposure that is essential for the growth of the company.

References:
www.rawmango.com
www.affilytics.in



Affilytics Pvt Ltd and Raw Mango

Name: Ansha
Bansal

Contact No:
9717383532

Email Id: an-
shabansalof-
ficial@gmail.
com

Name of the
Company: Raw
mango and
Affilytics Pvt.
Ltd

Industry men-
tor: Deepika
Singh and Is-
hant Sharma

Faculty Men-
tor: Dr. Anann-
ya Deb Roy

Topic: Impact of social media influencers on buying behaviour of Gen Z

INTRODUCTION: Fashion industry is an international multibillion dollar industry which involves the business of manufacturing, producing, and selling of the products in the recent times fashion has evolved from just clothing to building a community.

Public relations has evolved ten folds in the past few years, instead of just print ads and news media, organizations are relying on social media heavily for publicity and print ads have found to be inefficient in driving sales and building awareness.

Digital marketing is the new type of marketing that has become popular in the recent times which is a result of rise of social media, earlier brands would do celebrity endorsements to promote their brands but now they prefer on boarding influencers who have expertise in their particular domain. Such as food, fashion, technology, travel, education, reviews, music, sports, etc.

RESEARCH OBJECTIVE:

- The primary objective of this study is to find out how influencer marketing can affect the buying behaviour amongst Gen Z.
- The Secondary objective of this research is to find out how influencer marketing can help a brand build stronger identity by using the right influencer for the right campaigns.

RESEARCH METHODOLOGY: To understand the influencer of social media influencers on buying behavior of Gen Z a survey was conducted through random sampling among males and females of age 15- 45 years of age and above who have active social media accounts on different platforms.

RESULT- It was found through secondary data that most women are inclined towards social media influencers as compared to men and branded content or not most people have made a purchased based on the influencer's suggestion.

CONCLUSION- Gen Z is highly affected by social media and Influencer marketing is the way to draw attention and capture new markets, this has found to be more effective as compared to celebrity endorsements.

REFERENCES-

- (Lou & Yuan, 2019)
- (Coco & Eckert, 2020)
- (Booth & Matic, 2011)

Hidesign Pvt. Ltd

Name of the Student: Anusha Vasisth

Contact No.: 8218388655

Email Id: Anusha.Vasisth@nift.ac.in

Email Id Mentor: dipen@hidesign.com

Name of the Industry Mentor: Dipen Desai

Name of the Faculty Mentor: Dr. Sougata Banerjee



Topic: Analysing the communication gap among different departments affecting delays in garment production.

Introduction: Communication is the beat that works through the very heart of an organization. Communication which is ineffective or even absent within an organization can cause a communication gap at the workplace, and lead to serious issues down the line. Interemployee communication is vital for productivity and also the morale of a business. Communication gaps between employees may eventually sabotage the growth of a company, so such a company issue should be addressed very carefully and seriously. Healthy collaboration between departments is a sign of positive work culture. A lead time is a latency between the initiation and execution of a process. In the apparel industry, lead time is the total amount of time required for completing a product beginning from the date of receiving the order to the shipment of the goods to the customer. To strengthen team collaboration, and personal connection and maximize productivity, it's essential to bridge the gap between all departments. In the garment industry, the goal is not only to deliver the product at a low cost but most importantly in a shorter time which can be achieved by ensuring proper coordination among different activities.

Research Objective

- Identifying the communication gaps between different departments in a workplace.
- Examining how an operative link between the departments can improve the production process.
- How an effective merchandising process improves lead time, quality and sizing issues and helps in stock replenishment.

Research Methodology: Descriptive research has been employed to undertake this project. It was done with the purpose of identifying the communication gaps between the departments of Campus Sutra. The methodology adopted for the research was both primary and secondary research. Primary research was directed with the support of a structured questionnaire.

Result: Clear, consistent communication aids

people in properly carrying out their roles. The most significant benefit of captivating correspondence is that it brings people together at all levels of the company. Employees feel more engaged with their work when correspondence flows effectively in all directions, resulting in greater specialist maintenance and overall efficiency.

Conclusion: Manufacturing lead-time is one of those measurements that is often lost in the hustle of daily business operations. For unknown reasons, most businesses simply accept the recurring lead times provided by their suppliers and try to plan for a periodic postponement. Sampling delays have an influence on current shipments. Furthermore, as Sampling operations are postponed, the efficiency of the inspection division suffers. Vendors should spend more time looking for items with similar styles.

Campus Sutra

Name of the Student: Dipty Agarwal

Contact No. 9681393770

Email Id Mentor: anannya.debroy@nift.ac.in

Name of the Industry Mentor: Sonal Agarwal

Name of the Faculty Mentor: Dr. Anannya Debroy

Topic: Consumer buying behaviour of lingerie wear

Introduction: The Indian lingerie market took a market hold of 3 billion USD in the year 2017 and is projected to attain a significant CARG (Compound Annual Growth Rate) of 14% to reach 6.5 billion USD by the year 2020. This growth is projected based on the growing demand for lingerie, rising middle class population, more financially independent women and customers being driven towards quality, fit and style. Lingerie manufactures are also driven towards expanding them technical advancements in their units suitable for dealing with luxurious, delicate fabrics and designs involving mesh and lace. These technical advancements adopted by manufacturing units are to meet the augment demand towards lingerie products in the country.

Research Objectives:

- To perform consumer research to understand purchase behavior and devise solution for the same
- To study the buying behavior and shopping pattern of consumers purchasing brassiere

Research Methodology: Methodology is a scientific way of conducting research in order to ensure that a study is reliable and conducted with accuracy. The main objective of this research is to understand the buying behaviour of lingerie wear customers under the core merchandise category of brassiere. According to this study investigation was conducted for some definite purpose with the help of a structural and Questionnaire to gather primary information as much as possible. My study deals with Descriptive Research Design. Descriptive research, also known as statistical research, describes records and traits about the population or phenomenon being studied. Descriptive lookup solutions the questions who, what, where, when and how.

Result: It has been found after the data interpretation that the awareness is high regarding the lingerie wear in tier1 city comparison to tier 2 and tier 3. The female population use different methods to influence the buying

behaviour of their lingerie wear The rise of lingerie wear influencer has also played a significant role in the female lingerie wear buying decision.

Conclusion: In the study it has been found that there is various factor which influence the buying behaviour where comfort is the first priority compare to price, brand and new design. INTICEDE is the preferred when it comes to buying of fabric and trims for lingerie wear as they are of standard quality of the big known brands working in lingerie wear. The awareness has increased regarding the lingerie wear in the smaller city as well the most of the female population is using the social media and they are now mostly updated with the fashion trends so that they want their lingerie wear to be comfortable and stylish at the same time.

Reference :

- (Owens, 2009)
- (Alba & Hutchinson, 1987)
- (Campbell & Keller, 2003)



INTICEDE. BSD.LTD

Name: Gauri

Contact No:
9335665588

Name of the
Company:
INTICEDE.BSD.
LTD

Industry men-
tor: Yusuf do-
hadwala

Faculty Men-
tor: Dr. Anann-
ya Deb Roy

Topic: Identifying Customer Journey and Elevating Customer Experience for Birkenstock Web-shop

Introduction: Customer journeys are the framework that allows a company to organize and activate its people to constantly give value to consumers while staying true to its mission. When most companies think about customer experience, they think of touchpoints, or individual experiences that customers have with various aspects of the company and its offers. The rising complexity of customer journeys makes customer experience a key component for ecommerce websites: experiences are more social in nature, and enterprises have less control over the trips. Consumers' purchasing confidence and decision satisfaction can also be affected by information and choices overload. Consumers either stop shopping or continue looking in the prepurchase stage, depending on how much information and/or choice overload they are experiencing

Research Objectives: The study first aims at identifying customer touchpoints for the ecommerce website and then mapping customer journey maps on the REAN model. The primary focus of the customer journey maps is to detect the gaps in pre-purchase and purchase decision making process. Further the study aims to outline the user experience of the Birkenstock web-shop based on usability. Lastly the research aims to formulate a customer experience elevation strategy based on the touchpoints and usability of the website.

Research Methodology: The research design is partly exploratory and partly conclusive, which tends to be quantitative in nature and can be qualitatively summarized to conclude. The research has tried to find out various touchpoints and performance metrics using web analytics tool as primary data. The research also focuses on understanding the user experience of the ecommerce website in regard to various factors through surveys, thus it is also a descriptive research.

Result: Customers have various touchpoints through which help in outlining the entire buying decision for them. These touchpoints clubbed with the Reach, Engage, Activate

and Nurture model help in identifying the customer journey map. The journey map establishes the current customer experience of the consumers of Birkenstock webshop. Analyzing the survey, it could be understood that the current user experience and usability of the webshop. Metrics like conversion rate, acquisition and transactions help in understanding the performance of the same.

Conclusion: Key performance indicators are commonly used to analyse the efficacy of consumer journeys on websites when it comes to measuring website performance. The initial stage in the user experience process is to consider the user journey: learn about consumers' expectations and create navigation and information architecture to support them. One consideration for webshop success is competition: good user experience and can be used to gain competitive advantage by improving customer retention, decreasing the bounce rate and improving the revenue generation.

References:

Lemon, K. & Verhoef, P., 2016. Understanding customer experience throughout the customer journey. *Journal of Marketing*, Volume 80, pp. 69-96.

Wolny, J. & Charoensuksai, N., 2014. Mapping customer journeys in multichannel decision-making. *Journal of Direct, Data and Digital Marketing Practises*, 15(4), pp. 317-326.

Birkenstock India

Name of the Student: Harleen Korpal

Contact No.: 9501781504

Name of the Industry Mentor: Mr. Sumit Jain

Name of the Faculty Mentor: Dr. Anannya Deb Roy



Topic: Factors Affecting Intention of Purchasing Sustainable Apparel

Introduction: Sustainable Clothing is an umbrella phrase that may roughly be defined as articles of clothing that are green, moral, and financially fair while also retaining elements of diversity, inclusion, and transparency. Brands are embracing this new development in the clothing business, from paying labourers fairly to using traditional materials and colours.

Research Objectives:

- To understand the factors affecting Intention of purchasing sustainable apparel.
- To understand the limitations and barriers for the purchase of sustainable apparel.

Research Methodology: The primary goal of this examination is Factors Affecting Intention of Purchasing Sustainable Apparel the strategies area includes the use of explicit methods and procedures used to dissect data used to comprehend the examination issue. According to the review, the examination was conducted for a specific reason with the assistance of an underlying and poll to gather essential data; however, the review manages expressive exploration plan. elucidating research, also known as gonad research, depicts data and rates about the populace or peculiarities being focused on illustrative look into arrangements the topic of who, what, where, when, and how.

Result: The data indicates that the most associated term to sustainable apparel for consumers are zero waste pollution, reduction in chemical use followed by recycled clothes ,fair labour practice and durability. The data also indicates a greater incline towards a neutral conscience of the customers due to more responses towards the concern than negligence show a gradual positive shift in the mindset of the customers. The data shows strong sense of patient hesitation with increase of cost of side as that of fast fashion because of multiple factors. shows more than 3/4th of the sample set being concerned regarding the adverse effects of fast

fashion. Data also showcases a strong need to create greater platforms for information to help create awareness about sustainability and sustainable apparel. **Conclusion:** In conclusion of the above mentioned research analysis it can be noted that there has been a positive shift towards sustainable apparel in the customers with regards to awareness and conscious practises while shopping for apparel. This also proves the cost and lack of information being the two biggest setbacks and demotivating factors in the customer motivation regarding the purchase of sustainable apparel. It is also observed that in creased ethical and environmental conscience regarding the ill effects of fast fashion have been a great motivating factor towards this change. That being said it is evident that the there is a lack ofadequate resources for customer knowledge and understanding of sustainable apparel. Greater the customer education greater the customer motivation.

References:

- https://www.researchgate.net/publication/351023167_Consumer_behaviour_towards_sustainable_clothing
- <https://www.texmin.nic.in>
- <https://pib.gov.in/PressReleasePage.aspx?PRID=1582685>
- <https://www.textiletoday.com.bd/consumer-behaviour-fast-fashion-sustainability/>

Name: Harshit Bali

Contact No: 7042304604

Name of the Company: LAFANI

Industry mentor: Drishti Modi

Faculty Mentor: Dr. Anannya Deb Roy



Ishani Chakrabarti

Topic: Intersection of the personal care industry and mental well being

Introduction

This study is an attempt to dive deeper into the nuances of mental well-being, overall emotional wellness and the factors it is linked to. The experience of health, happiness, and prosperity is referred to as well-being. It entails good mental health, a high level of life satisfaction, a sense of meaning or purpose, and the ability to cope with stress. It encompasses so many positive aspects, such as feeling happy, healthy, socially connected, and purposeful, well-being is something that almost everyone strives for. Mental well-being is susceptible to a number of external factors, such as quality of life, physical health, social interactions and intellectual wellness. Mental wellness is very much prone to societal expectations, beliefs and standards of beauty. This paper takes into cognisance how mental wellbeing is perceived in the personal care industry and how brands are beginning to talk about it.

Research Objective

To understand the concept of beauty and well-being independently and interdependently
To study the personal grooming industry in India
To understand how personal grooming products impact mental well being
To study how beauty brands are supporting the cause

Research Methodology : This paper entails studying a phenomenon. The phenomena of consuming and engaging in beauty products and services. The tools used here are secondary research and narrative enquiry.

Result: The study reveals how most millennials and GenZ are personal care goods consumers and are prone to unrealistic standards of beauty and norms. However, in this age of social media and IOT, they are conscious consumers. Especially when brands of

their preference stand for a cause, it heavily influences their purchasing decisions.

Conclusion : While most brands are set out to carve a profit margin for themselves, some brands are also putting themselves out there above and beyond their CSR initiatives and taking a stand for causes that matter especially in the present circumstances.

References

P. Murali Doraiswamy, Professor of Psychiatry and Medicine, Duke University Medical Center
Anna Chandy, Chairperson, The Live Love Laugh Foundation



L'Oreal India (Maybel-line)

Name of the Student: Ishani Chakrabarti

Contact No. 8582948850

Email Id: chakrabartis-hani@gmail.com

Name of the Industry Mentor: Smruthi Rajagopalan

Name of the Faculty Mentor: Dr. Anannya Debroy

Jagriti Bharti

Topic: A study to understand the consumer knowledge towards Maternity Wear/Products and level of awareness and likelihood to purchase from Charismomic.

Introduction: Previously, maternity clothing was used to cover the baby bump, regardless of fit. Women have recently grown more cognizant of the importance of clothing fit. Increased fashion awareness among new mothers has resulted in an increase in demand for outerwear in both the casual and business wear categories. Even during pregnancy, many mothers are self-conscious about their physical appearance as a result, maternity apparel has become increasingly diverse based on consumer preferences and contexts. Due to increased demand for formal clothing among pregnant working women in major cities in developed and emerging nations the outerwear category held a considerable part of the market and is predicted to rise further.

Research Objective:

- To understand the consumer knowledge towards Maternity Wear/Products and level of awareness and likelihood to purchase from Charismomic.
- To study the competitive analysis of Charismomic with its competitors.
- To assess the criteria and opinion of consumers related to selection of maternity/products.

Research Methodology: The research uses a mixed method which involves both qualitative and quantitative (survey) approaches. For data collection, both primary and secondary data sources are used. For data collection a questionnaire was used which was divided into Likert scale and demographic questions. The statistical tools used for the interpretations are percentage and cross-tabulation.

Result: Survey infers that female respondents are more familiar with the product as compared to male respondents. Respondents consider Quality, Reviews on the products and Utility, important while purchasing a Maternity Product while image, description and price are secondary factors affecting the purchase. The age group from 18-38 years are more likely to buy maternity products

like lactation cookies, harmony balls, teething jewelry and breast massagers while the older age group of 38 years and above, consider these products as non-essential.

Conclusion: We can conclude that today's consumers are well informed about the availability of maternity wear/products and the brand offerings. The shoppers are willing to try new products available, to make their motherhood journey easy and comfortable.

References:

- <https://www.indian-retailer.com/article/sector-watch/fashion/industry-analysis-of-maternity-clothing-in-india.a6649/>
- <https://www.fibre2fashion.com/industry-article/7237/ever-evolving-maternity-wear>
- https://www.researchgate.net/publication/320443178_Maternity_Clothing_A_comprehensive_Review



Charismomic

Name: Jagriti Bharti

Contact No.-
+918271519979

Email ID: jagritibharti13@gmail.com;
jagriti.bharti1@nift.ac.in

Company Name; Charismomic

Industry Mentor Name: Dr. Veena S Nair

Faculty Mentor Name: Ms. Bharti Moitra

Topic: : Order Execution and Lead-time Minimization for an International Brand at Interdecor.

Introduction: India is a rapidly expanding economy in the field of home textiles, producing a wide range of products like home furnishings, household linen, etc. Indian home decor goods are acquiring enormous popularity among buyers all over the world due to its ethnic, weaves, pattern themes, motifs, colour schemes, and workmanship. India's percentage of home textile exports is growing tremendously. The sector has now occupied an important place in Indian national economy. However, it faces numerous challenges. In this study attempts have been made to find out the ways to face the competitive business environment by using an efficient management strategy to minimise lead time. The main purpose is to analyse the business process of the home textile sector to find out its lead time minimization process.

Research Objectives: The purpose of the present study is to focus on reducing the lead time in relation to the business process and supply chain management. However, the objectives are;

1. To analyse the order lead time management process.
2. To determine the relationship between lead time management practices and customer satisfaction.

Research Methodology: In order to conduct the analysis, a survey is conducted using questionnaire as a data collection tool. Mainly, the data are collected from manufacturers, multiple vendors & suppliers and employees of the merchandise department. The survey is helpful to highlight the problematic areas that caused the prolonged lead time. Secondary data are also collected from some reports and articles. The collected literature, data and information have been analysed in line with the objectives of the study.

Result: According to the findings, technological integration, working with numerous suppliers, and queue management systems all

all have a beneficial influence on customer satisfaction. Also, specific reasons that are analysed as the major causes of lead time extension through the findings of the study include inadequate material requirement forecasts, capacity planning, imprecise demand analysis, decreased resource efficiency, and shipment delays. **Conclusion:** The conclusion of this study shows that the fundamental issue is management in several areas such as human resources, quality, information acquisition, technology advancements, and operational efficiency. Also, it has been proposed that implementing lead time management strategies will improve customer satisfaction.

References:

<http://texmin.nic.in/sites/default/files/IIFT%27s%20-%20Textile%20Project%20Report%2020th%20March%20%281%29.pdf>
<https://icrier.org/pdf/WP%2094.pdf>



Interdecor

Name of the Student: Kavya Jindal

Contact No. 8872664566

Email Id: Jindalkavya29@gmail.com

Name of the Industry Mentor: Pankaj Syal

Name of the Faculty Mentor: Ms. Bharti Moitra

Topic: Social Media Marketing In Today's Business

Introduction: Social media as a marketing tool is already implemented by many businesses. This reports analyzes how effectively social media can be used as a marketing tool. The comparison of social media versus traditional media for marketing was studied. This report also analyzes how small business start-ups can benefit from the ever growing social media industry.

Research Objectives:

- To study the effectiveness and implementation of social media marketing for different businesses
- To study how social media can be useful for small businesses and new business start-ups.
- To compare and contrast social media marketing to traditional marketing.

Research Methodology: The research type is qualitative in nature. For the collection of secondary data, external sources are used from various publications, publishes reports, books, magazines as well as the internet. This report uses academic journals, magazine articles, live survey and newspaper articles which gives an idea about the relevance of social media as a marketing tool.

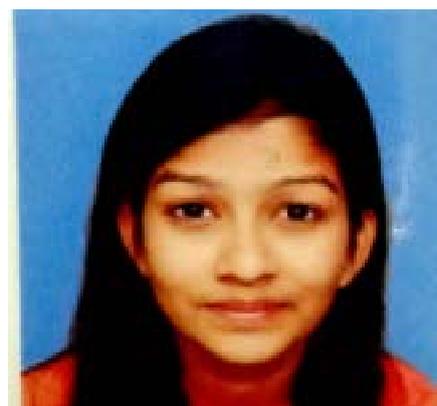
Result: Social media presence is definitely an advantage for all kinds of businesses. Social media marketing has wider market appeal and is relatively cheaper than traditional advertisements. With a huge number of audiences and high customizability of social media for required content, social media marketing emerges as an exciting and effective tool for marketing.

Conclusion: Social media is working more as a search engine these days because people trust people rather trusting companies. Also people think that it would be cheaper to buy from the people directly rather than going to the company website. Hence, an area of interest is searched on a social media and concerned people are found and communicated with. Social media marketing creates a positive effect on many business markets such as financial institutions, travel and tourism businesses, retail businesses, knowledge

businesses, entertainment industry, and so on. Since the process of social media marketing saves money, time and is highly engaging and interesting social media marketing seems to be the next big thing to hit the world as a whole. One of the biggest advantages of social media marketing as opposed to traditional advertising is that potential customers can be precisely targeted. The biggest advantage for small business start-ups is that the amount of money to be spent on advertisements can be massively cut down and brand building can be done effectively.

References:

- <https://neilpatel.com/what-is-digital-marketing/>
- <https://influencermarketinghub.com/what-is-influencer-marketing/>
- <https://pegfitzpatrick.com/12-strategic-ways-use-pinterest-marketing/>
- <https://blog.hubspot.com/marketing/what-is-digital-marketing>



Brand Affair

Name – Komal Daga

Contact No. – 7044066983

Email Id – komal.daga@nift.ac.in

Company Name – Brand Affair

Industry Mentor Name – Jinal Thakkar

Faculty Mentor Name – Ms. Bharti Moitra

Topic: A Study on The Development of Baby Wear Ranges Based on Elements That Can Enhance Baby's Quality of Life

Introduction: Babywear refers to clothing for infants and toddlers. Childrenswear is the fastest-growing and one of the most profitable categories in the garment business, outpacing both menswear and womenswear in terms of growth. Children's clothing must meet the following criteria: comfort, playability, rest, and, above all, safety. Although accessories are only supplementary components worn with clothing, they play an important role in not only enriching and beautifying the overall appearance of a garment but also in providing utilitarian benefits. Children want clothing that is both fashionable and functional. Children's clothing prioritizes safety and comfort. The physical comfort of children's clothing is influenced by the fabric and design.

Research Objectives:

- To understand the necessity of baby clothing that is both comfortable and safe.
- To understand the level of satisfaction parents have in terms of infant clothing, conduct an infant apparel survey.
- To understand the factors that can improve a baby's quality of life.

Research Methodology: The aim of this study was to examine customers' preferences when buying kid's clothing and the essential requirements of kids' clothing in the development process. This research is based on analyzing primary data and secondary data. Secondary research is based on literature review and internet research and primary research is conducted in the form of a questionnaire, in order to explore the consumers' perception regarding Kidswear. The research area is India. Non-interventional and descriptive research designs were adopted for the study. . Accidental sampling which is a non-probability sampling technique was used to sample parents and guardians for the study.

Results: Kids need clothes that are both fashionable and functional to hold up to their active lifestyle. Parents nowadays are ready to

spend more money on their children. The comfort, safety, and functionality of the garment are more important to most of parents than the style of the garment.

Conclusion: The children's ability to have good health is dependent on their ability to choose appropriate clothing. The outfit should not irritate the sensitive skin of children's bodies. As a result, the structure of children's clothing should be basic and comfortable. When creating children's apparel, one should consider a wide range of other factors as well as the preferences of customers' needs and expectations.

References:

- <https://www.factmr.com/media-release/606/global-children-wear-market>
- <https://www.imarcgroup.com/india-kids-apparel-market>
- <https://mediasmarts.ca/digital-media-literacy/media-issues/marketing-consumerism/how-marketers-target-kids>.



Just Get It Pvt.Ltd

Name : Lakshmi Geddada

Contact No - 9497608689

Email id - lakshmi.geddada2@nift.ac.in

Industry mentor name - Shekhar Chandra

Faculty mentor name - Ms Bharti Moitra

Md. Sahir Firoz

Topic: Requisites of Tenovia and Improve product assortment suggesting better choices for women's footwear to enhance sales for client Paragon.

Introduction: E-commerce industry is a booming industry, with more and more growth opportunities and has been giving Indian market a whole new face. It allows customers to buy goods and services online on a click of a button. In the current world scenario as per (Statista, 2021), retail e-commerce sales amounted to approximately 4.9 trillion U.S. dollars worldwide. This figure is forecast to grow by 50 percent over the next four years, reaching about 7.4 trillion dollars by 2025.

Majority of products which are launched now a days are extensions of a brand. These extensions are often launched as line extensions where the new product which are developed within the existing product category. The use of line extensions has affected customer's evaluations and purchase decisions, and the factors impacting these are important to consider.

Research objective: To analyse assortment depth gap in Paragon's Sub-brands

Results: After the gap analysis it was found that the Women casual footwear category was struggling amongst other categories, further product depth analysis was carried out and SoV and competitor analysis was carried out along with latest trend analysis from social media sites and WGSN and suggestions to enhance assortment depth for Sub-brand Stimulus was proposed.



Conclusions: Sales dip in women's casuals styles, recommendations to improve assortment depth for Paragon's sub-brand Stimulus.

Tenovia Solutions private Limited

Name of the Student: Md Sahir Firoz

Contact No.: +91 8100514217

Email Id: md-sahir.firoz@nift.ac.in

Email Id Mentor: jaya@tenovia.com

Name of the Industry Mentor: Jaya Agarwal

Name of the Faculty Mentor: Ms. Bharti Moitra



Topic: Assortment planning for the new stores opening, along with the gap identification and solutions for custom tailoring.

Introduction:

With increased competition and changing industry dynamics, each organisation focuses on how to keep industry goal value at a reduced cost of the product and flexibility in design, quality, delivery, and speed to market. Women's clothing accounts for 17% of India's total apparel market and is constantly rising due to changes in working women's wearing trends. Cross-national migration and employment in MNCs have also enhanced working and younger women's preference for branded Western and Indo-western clothes. The primary goal of many firms is to provide the right goods to the right consumers at the right time and at the right place at a right price.

Research Objective:

1. Implementing the assortment planning for new stores based on prior sales data analysis.
2. To enhance the revenue by identifying gaps and solutions in custom tailoring of women's wear to avoid fitting related issues

Research Methodology:

Sales figures for the previous year were gathered. The data was analysed to determine the core reason of sales, refunds, and customer complaint. To collect relevant data, a primary research was conducted using surveys, questionnaires, and competitive analyses.

Result:

As the proportion of working women increases, so does the demand for workwear. Working women prefer to experiment with western clothing over Indian attire in the workplace. People prefer to buy clothing online rather than in stores. The majority of consumers who purchased things online used to return them due to fit difficulties. People want to experiment with custom tailoring since it allows them to customize their own outfits. However, when it comes to online custom tailoring, the browser must be highly user friendly.

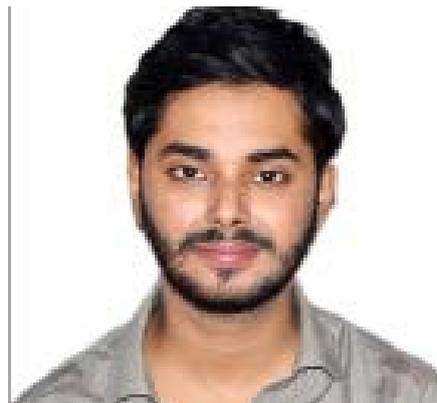
Conclusion:

To enhance the percentage of sales performance of any product, it is necessary to understand the target customers associated with that product.

As the retail business is one of the fastest expanding industries, and with increased competition, a firm should always focus on bringing new items, collections, designs or anything unusual into the market, as income and profit can only be generated through the products and consumers.

References:

- Thomas Smale, "Why an Online Business is the Best Investment You Will Ever Make", Entrepreneur.com, January 14, 2015
- Fang, Eric (2008), "Customer Participation and the Trade-Off Between New Product Innovativeness and Speed to Market," Journal of Marketing, 72 (July), 90-104.



SALT Attire (Mimoto Technol- ogies Pvt. Ltd.)

Name of the Student: Md Shazid Gazi

Contact No.: 7980305693

Email Id Mentor: gauri@saltattire.com

Name of the Industry Mentor: Ms. Gauri Popli

Name of the Faculty Mentor: Ms. Bharti Moitra

Nikita Devde



Topic: To amplify mix of dresses for girls kids wear brand

Introduction: The following study aims to amplify the mix of dresses for girls wear by defining ideal option mix plan and to understand the buying behavior of kid's girls towards dresses.

Research Methodology: The objective is framed to study the consumer perception, likings and pattern of buying towards dresses. The objective is fulfilled with the help of competitors store display analysis & internal brand evaluation. Structured questionnaire is developed to understand the buying behavior of kid's girls towards dresses. Internal store display manual is analyzed and compared with competitors existing product mix on floor.

Result: The study helped to understand the liking's of girl's kids when they want to shop dresses which will be utilized to make pantaloons a brand of dress shop for kid girls. SDM analysis helped to identify the ideal option count required to set brand as a dress destination brand for kid's girls.

Conclusion: The analysis conducted will help to create an effect dress shop for the brand. Significant option mix is created with the help of store display manual which will be utilized in up-coming season to create dress shop.

ABFRL, Panta- loons

Name: Nikita
Devde

Email id:
srisudha.k@
abfrl.adityabir-
la.com

Industry Men-
tor: Sri Sudha
Kunaparaju

Faculty men-
tor: Ms. .Bharti
Moitra

Nirali Desai



Topic: Importance of targeting and searcher's intent

Introduction: The following paper focuses on the importance of targeting and searcher's intent. This paper classifies the queries into types and how to target them in the best possible way.

Research Methodology: The objective is framed to study the intent of the user in order to interpret the intent and create the content that meets user needs, and contributes to improving your search rankings, PPC ads.

Result: The study helped to identify the gaps and the possible reasons for low performing search terms.

Conclusion: The paper helps in analyzing "what the users " are looking for and "Are they getting what they want". Moreover, understanding the reasons for the loopholes and ensuring that their search results align with their search queries.

Nykaa Fashion

Name: Nirali Desai

Email id: niralidesai486@gmail.com

Name of the organization: Nykaa Fashion

Industry Mentor: Priyanka Iyer

Faculty mentor: Ms. Bharti Moitra

Om Prakash Chandan



Topic: Brand online reputé growth management, Customer experience management, Digital growth & marketing for hand-crafted apparel brand.

Introduction: To conduct an in depth analysis of brand online presence, competitors, target audience, identity and its existing marketing strategy and to align the marketing strategy with the brand objective.

Research Methodology: Observation & Experiments: Reviewing the brand past strategies, datas, competitors observations & brand auditing.

Result: The study helped to develop & implement new brand growth strategies & also in improving the brand online experience.
Conclusion: There was significant growth in brand online experience & customers buying experience

References: <https://www.semrush.com/analytics/overview/?searchType=domain&q=https%3A%2F%2Fwww.tjori.com%2F>
<https://www.tjori.com/>

Tjori Apparels

contact
-8081998231

email-design.
om1991@
gmail.com

company-Tjori
Treasures

Industry men-
tor – Snigdha
Johar

Faculty Men-
tor Name – Dr
Dibyendu
Datta

Pallavi Jethoo

Topic: Luxury Consumer Behavior - Comparative Brand Study for Hemant & Nandita Brand at LINTL Clothing Private Limited

Introduction: Lalwani International Pvt. Ltd is a manufacturing business founded by Hemant & Nandita, who began their fashion career in 2003 with the debut of the label Hemant & Nandita, which was followed by the establishment of another label, Rococo Sand, in 2014. The company's headquarters are located in B-116, Sector-63, Noida-201301, Uttar Pradesh, India. Nandita and Hemant! The lyrical and feminine style of the brand is conceptualised and produced by a team of distinct designers, led by the dynamic duo of Hemant and Nandita, who are based in New Delhi, India. The brand is sold in retailers all over the world and is known for its bold prints and modern bohemian aesthetic.

Research Objectives:

- To analyze the Gaps and summarize findings.
 - To research on the Brand and competitor's website manually and find out the gaps for improvement.
 - Consumer knowledge & its implications for aspects of consumer purchasing behaviour in the case of information intensive products.
- Research Methodology (Primary Data):
- Understanding the Behavioral reports from survey.
 - Studying the underperforming and important pages of Brand's own website and competitor's website.

Result:

- Consumer Behavior Analysis
- Social media marketing, influencer cooperation, conventional marketing, editorials, fashion weeks, digital marketing, public relations, and brand partnership are some of the marketing tactics used to spread the popularity of the items.

Conclusion: As companies are designed to focus on long-term customer value, brands require benefits that aid in client retention. Due to the widespread use of E-commerce, the benefit of location has faded, and enterprises now rely more heavily on information advantages. Providing the greatest items to consumers will aid in achieving customer happiness.

References:

- <https://www.hemantandnandita.in/>
- <https://www.hemantandnandita.com/>



LINTL Clothing Private Limited

Contact No. –
9413254080

Email Id – pal-
lavi.jethoo1@
nift.ac.in

Compa-
ny Name -
Lalwani Inter-
national Pvt.
Ltd

Industry Men-
tor Name –
Deepshikha
Gopalka /
H.O.D Ecom-
merce Opera-
tions

Faculty Men-
tor Name - Dr.
Sougata Ba-
nerjee

Raj Nandini



Introduction: E-commerce has made items simpler to find and buy through on the web retailers and commercial centers. Autonomous specialists, independent companies, and enormous organizations have all profited from online business, which empowers them to sell their labor and products at a scale that was unrealistic with conventional disconnected retail.

Research Objectives:

□ To study and analyze the gap between the Lifestyle's online channel and other market places (Myntra, Ajio)

Sub Objectives:

- To analyze the Lifestyle Pvt label brand-Ginger with its competitive brands.
- To analyze the Lifestyle Pvt label brand – Ginger brand on different channels.
- To analyze the price point & total number of options of 'Brands' which are being offered at Lifestyle's online channel & its competitor.

Research Methodology: Descriptive and Analytical method. A representative sampling method was used for collecting the primary data to understand customer perception towards online buying. Random sampling was done among male and female of 18-45 years who are inclined towards online shopping. Result: There was a hike in number of sales and customer visits in online channel of Lifestyle after the implementation of Drop Ship model.

Conclusion: Drop ship model for online channel was implemented. Market places attracts customers because they follow Drop ship model where they can offer more options and brands to the customers at the same platform. It was found through analysis that majority of the customers are inclined towards the market place (Myntra, Ajio) while shopping online rather than shopping from the official website.

Reference: Pradana, M., & Ichsan, M. (2018). Analysis of an Indonesian e-commerce website: Gap between actual performance and users' expectation. *Jurnal Manajemen dan Bisnis Indonesia*, 6(1), 65-75.

Lifestyle International Pvt Ltd, Landmark Group

Name of the Student: Raj Nandini

Contact No.: 8887750644

Email Id: rajnandini.rajnandini@gmail.com

Name of the Industry Mentor: Sunny Kumar, Imtiyaz Merchant

Name of the Faculty Mentor: Dr Dibyendu Datta

Topic: A Study on Indian E-commerce kids wear Market

Introduction: In recent years, a surge in Internet and smartphone usage, as well as a growth in digital literacy and the government's digital push, have revolutionized the way Indian customers purchase. According to the study, the pandemic has expedited the move to online purchasing, and the advent of new virus varieties would further push consumers to shop online. India is a major contributor to the worldwide garment-retail business, and it is also becoming a hub for children's clothes and fashion stores. The kids apparel market is divided into two categories: boys' wear and girls' wear, and it serves to children aged 0 to 14. The boys-wear sector in India now has the majority of the market share. The girls' clothing segment, on the other hand, is experiencing substantial growth, with a progressive shift in tastes as a result of changing trends.

Research Objectives: To analyze the competitive landscape of children's wear e-commerce brands concerning Firstcry.com. and analyzing the category gap and recommending a new category for Firstcry.com. Also, To determine a new explore feature for the app concerning Firstcry.com.

Research Methodology: The study is based on both primary and secondary data.

Primary Data: The data is collected through questionnaire between Parents in India.

Secondary Data: The data is collected through the various sources like books, journals, magazines, newspapers etc. In the study a set of 50-100 parents were selected to know about consumer perception towards kids wear e-com brands, market presence & categorical-products gaps. The study was majorly focusing on Firstcry.com brand perspective in order to make the brand grow in future.

Result: This study will aid brands in comprehending a few ideas of consumer perception, such as how customers choose a product and what criteria are crucial to them when purchasing children's clothing.

Although Firstcry.com is a reseller and has established itself as premium-kid's wear in the Indian market, the study suggests that when compared to its competitors, Firstcry.com lags in the category of personalized wear.

Conclusion: The kid's wear e-commerce business in India has a lot of potential because only a few players are catering to the kid's wear category at the moment, so there's still a lot of room for new brands to establish themselves. The brand can launch new product line through on-boarding some personalized brands that are specialize in different product line.

References:

Franco, D. C. (2016). Advantages And Challenges Of E-Commerce Customers And Businesses: In Indian Perspective. International Journal of Research . <https://www.ibef.org/industry/ecommerce>



FIRST CRY

Name: Reiya Singh

Contact : 7080866689

Email Id: reiyap.singh@nift.ac.in

Industry Mentor Name : Chanchal Sadh

Industry Mentor Email id : Chanchal.sadh@firstcry.com

Faculty Mentor : Dr. Dibyendu Bikash Datta

Topic: Exploring young consumer interpretations of frequently used words to promote brand behaviours and imagery

INTRODUCTION: Some study has been done on young consumers, such as their approaches to product categorization and decision-making techniques; nevertheless, more work has to be done to understand how young consumers build brand loyalty, preference, and dependence. Social media is a topic that is now being heavily debated. Users/consumers can express their feelings, criticize, applaud, recommend, or expect as the internet and social media platforms become more widely available. In today's world, user engagements with a brand page like as posts, likes, shares, and comments are becoming increasingly important. The studied data may provide decision-makers with new ways to manage their business, understand their brand value in comparison to rivals, and even better ways to present their brand imaging to consumers or potential customers.

RESEARCH OBJECTIVES: To study user perceptions toward young consumer-facing words used by Campus Sutra to stimulate consumption and post consumption behavior.

To identify the gap in perception of brand imagery amongst the youth with respect to Campus Sutra.

To identify the new marketing strategy for brand imagery with respect to Campus Sutra.

RESEARCH METHODOLOGY

Data Collection The study is based on both primary and secondary data.

Primary Data: The data is collected through questionnaire amongst the youth in India. The questionnaire was divided into likert scale and demographic.

Secondary Data: The data is collected through the various sources like books, journals, magazines, newspapers etc.

RESULT: For fashion brand marketers, a lack of understanding and comprehension of key applied Furthermore, there is growing evidence language terminology used frequently in user-facing communications is problematic because the impact of their

messages is often unclear, distributed, and more likely to lead to user frustration rather than positive engaged consumer decision-making and action.

CONCLUSION Brand messages should be conveyed with the goal of inducing behaviours that are central to one main brand theme, so that user decision-making is consistent with the core brand values. This will increase the chance of brand trust, ethical business behaviour, and higher brand imagery clarity.

REFERENCES

Hogg, M. K., Bruce, M., & Hill, A. J. (1998). Fashion brand preferences among young consumers. *International Journal of Retail & Distribution Management*.
Teixeira, A., & Laureneo, R. M. (2017). Data extraction and preparation to perform a sentiment analysis using open source tools: The example of a Facebook fashion brand page. *12th Iberian Conference on Information Systems and Technologies (CISTI)*.



Campus Sutra Retail Private Limited

Name of the Student: Ritwika Pal

Contact No.: 974788454

Email Id Mentor: sougata.banerjee@nift.ac.in

Name of the Industry Mentor: Sonal Agarwal

Name of the Faculty Mentor: Dr. Sougata Banerjee

Topic: Optimizing the Range Plan of Spunk Active Wear.

Introduction: In recent years, sports clothing has become more than just an activity base; it has also become a part of our everyday wardrobe, for everyone. Sportswear attire are traditionally use only for activities but now a days, Indians increasingly prefer using it. This is the perfect opportunity for retailer to push active wear and athleisure inspired garments to fulfill customers hunger to get in shape. More consumer is exercising and prioritizing their health, which is fueling the active wear market for on trend performance items. Retailer are more evolve at active wear to next level. Spunk is a sportswear brand, comes under the future retail. For men's wear, ladies wear and kids wear. Sportswear to look good while keeping fit/healthy, young in mindset. Spunk is more about being comfortable- easy- sporty. This study is based on secondary data, analysis the brands and find the gap in their existing range and fulfil it in range.

Research Objectives: To study market trends and analyses sportswear of men's category in at the point of product, price, fabric, features and find a gap in spunk active wear to increase a rate of sell. And increase profitability.

Research Methodology: This project based on secondary data comes under the qualitative research. The fact that much information exists in documented form – whether deliberately processed or not – means that such information cannot be ignored by the researcher, and generally saves time and effort collecting data which would otherwise have to be collected directly.

Result: I compare this range with spunk power dry range to understand the gap between them. There are few gaps which I find out through this study in finishes, utilities, material blend and product missing.

Gap –

- Zero odour
- 2 in 1 short for phone pocket or coin pocket
- Body mapping

- Material blend (Bamboo +Cotton)
- Printed polyester shorts
- Skinny fit pant
- Vest polyester
- Sleeveless hoody
- Sustainable polyester

Conclusion: A. On that basis we understood on which point we can improve the existing range. While making a range we already focus on targeted market. The brands are analyzed from online Indian niche market to understand the gap and improve the existing range so far.

References: https://zymrat.com/?source=google&gclid=CjwKCAjw9e6SB-hB2EiwA5myr9hWxt-stE7P6HPGW_WeaTOY-1MEEk3wpJhg8e-PErGS-Jdqd4ScnCYIHhoC18sQAvD_BwE
<https://truerevo.in/>
<https://alcissports.com/?gclid=CjwKCAjw9e6S-BhB2EiwA5myr9hB-5dr28uyHNdbEBOmjC-1CZPcdAyK09FAH4DwGZ-OjXExGjVrkuROehoC->



Future Group

Contact-
9021443795

Email- rucha.ykamble@gmail.com

Company name- future group

Industry mentor name- Omprakash Choudhary

Faculty mentor name- Dr. Dibyendu Bikash Datta

Mentor email id – Omprakash.choudhary@futureretail.in

RUCHI



Topic: Digital Brand Management for Sustainable Womenswear Label with focus on Brand Growth, Creative Strategies and Implementation of Brand Growth Formulas. Launch of Spring Summer 2022 Collection.

INTRODUCTION: The report focuses on newer brand growth strategies and how it can be implemented for better ROI. Digital growth in terms of marketplaces and larger brand width.

RESEARCH METHODOLOGY: Observation & Experiments. Method for Data collection – Direct observation and Document Reviews

RESULT: The study helped to implement newer strategies and in turn grow the brand well on digital front.

CONCLUSION: There was significant change in Brand's visibility online and A successful new collection launch.

**MEDHYA
JODHPUR**

Name: Ruchi

Contact-
8448410788

email id-
ruchiroy27@
gmail.com

Company-
Medhya Jodh-
pur

Industry Men-
tor- Mr. Basant
Soni

Faculty Mem-
ber- Dr. D B
Dutta

Topic: A Study on Social Media to Increase the Growth of the Brand

Introduction:

I worked with Taana Bana. It is a boho ethnic brand based out of Delhi. It offers timeless products which aim to contemporize Indian Ethnic wear. Each of the designs is made to perfection from artisans across India. During my internship period, I worked on social media accounts like Facebook, Pinterest, LinkedIn but my major focus was on Instagram. From planning of the feed layout, daily stories to the innovative ideas for reels, I worked on all areas of Instagram. To increase the follower's engagement, I kept an eye on insights and planned accordingly and handled the Instagram and Facebook account of the brand.

Research Objective:

The main objective is to study the preference on social media users, analyze the brand performance and increase the growth of the brand.

Research Methodology:

The study is based on both primary and secondary data. To achieve my goal, the data is collected through questionnaire between users of social media and through various sources like books, journals, websites, newspapers, etc. For the study, non-random sampling method is used in the study. 100 users were selected to know about the follower's preference towards social media.

Result:

During my internship period the number of followers increase from around 4000 to 7500 which is on track according to my initial goal. The numbers are still increasing every day. The reason behind this growth is the amount of work and research that goes in the initial days of the internship which help us to target our customer more precisely.

Conclusion:

Any brand on Instagram account should organise their feed and publish properly, as aesthetics are quite essential these days and can help you earn more followers. Posting high-quality content is one of the most crucial considerations for any Instagram account. In this day and age, everyone is on social media, making it incredibly easy for anyone to forget about a specific page. Being visible is one of the most crucial things for a brand, whether it's through daily photographs or daily tales.

Reference:

1. <https://about.instagram.com/features>
2. <https://www.tailwindapp.com/blog/instagram-shadowban>



Sejuti Roy Sarkar

Topic: Are we ready for Digital dress? Fashion marketing in the future world of metaverse

Introduction: Social networking sites such as Facebook, Instagram, WhatsApp, the major platforms of all forms of virtual interaction, comes under the company called Meta, which recently announced a digital revolution of Web 3.0. The concept of Metaverse, which few years back was an alien concept of futurism, is slowly coming existence with technological development. Fashion industry is not far behind from the upcoming Metaverse. Brands like Gucci, Nike have started creating their Meta world which comprises of Avatars (the digital form of human representation in that world) and the NFT or Non-Fungible Tokens. Fashion shows are being organized in digital space with digital dress. The feasibility and the accessibility of the approach especially for a start up is yet to be uncovered.

Research Objective:

1. Understanding the perception of Indian consumer about digital and their willingness to invest.
2. Exploring the ways for introducing and marketing fashion in the metaverse
3. Feasibility of startup for marketing in metaverse

Research Methodology: Qualitative research has been conducted in order to understand consumer perception. Data considered is primary. A questionnaire had been shared through WhatsApp and responses were collected. Sample size of 100 was taken from focus groups of youths associated with social media. In order to identify the ways of marketing in metaverse, secondary data collection method was applied.

Result: As per the data accumulated and hypothesis made and justified, the paper found Indian youths to be inclined towards the idea of metaverse and willing to invest in the digital dress in moderate amount. Several instances has been found from secondary data where metaverse has been employed to promote products or for marketing, relationship building with consumers.

Conclusion: Metaverse is the upcoming or better to say ongoing digital revolution. The concept of digital media, social media as well as the retail marketing will be integrated to create a whole new consumer experience. For any apparel start up focusing on youths like Campus Sutra, the investment in NFTs and creating its own metaverse will be hugely time and money consuming. However, with the rise in the interest of digital gaming and connectivity among youngsters and their willingness to invest moderately in digital dress, could open new doors for these brands.

References:

Jooyoung Kim (2021) Advertising in the Metaverse: Research Agenda, Journal of Interactive Advertising, 21:3, 141-144,
Dionisio, J. D. N., Burns III, W. G., and Gilbert, R. 2013. 3D virtual worlds and the metaverse:



Campus Sutra Pvt Ltd, Bangalore

Name of the student: Sejuti Roy Sarkar

Contact No.: 9123937274

Email ID :sejuti.roysarkar@nift.ac.in

Name of Industry mentor: Sonal Aggarwal, co-founder, Campus Sutra

Name of Faculty mentor: Dr. Ananya Deb Roy

Topic: E-Commerce analysis for AD by Arvind on different channels to improve listing, visibility and identifying common issues.

Introduction: When e-commerce initially emerged in India in 2007, many firms scoffed at the notion that people would ever buy clothing online. Many high-street retailers in India are taking notice of online garment sales, shattering the myth that they can't sell their merchandise online because their sales percentage has risen dramatically year-on-year when compared to off-store sales.

Research Objectives:

The research's primary objective is to examine the eCommerce marketplace for Arvind's AD brand on various channels to increase the brand's listing and exposure in comparison to other competitors' brands present on the marketplaces. The goal will assist us in gaining a common understanding of the market and purchasing behaviour to improve the marketplaces where the brand is offered.

- To understand the process of listing on multiple E-Commerce platforms along with a general idea of how each platform functions
- To identify common issues regarding listings on different platforms and the resolution To check inventory health for AD by Arvind across each channel.
- To analyse competitors and create observations for the products offered, price range and the visibility given.
- Collate new marketing opportunities for AD by Arvind on each marketplace
- Ideate new ideas on how to improve AD by Arvind's presence on NNNOW

Research Methodology: The research design is partly exploratory and partly conclusive, which tends to be quantitative in nature and can be qualitatively summarized to come to a conclusion. Customer satisfaction surveys are pervasive, surveys are popular because customers like to share their opinions.

Result: Consumers' online buying behaviour is influenced by a variety of characteristics and product qualities, according to primary and secondary studies. It has also been claimed that variables can be classified as

main or principal factors depending on the findings.

Conclusion: The purpose of the graduation research project was to have a thorough grasp of how a business function as a whole. The main goal was to enhance the functionality of the assigned marketplaces for company. And to perform a research based on primary data to get the idea about the consumers online buying behaviour on the marketplaces.

References:

- Jacobucci, D., & Churchill, G. A. (2018). *Marketing Research: Methodological Foundations* (12th ed.). CreateSpace Independent Publishing Platform.
- Banerjee, S., & Banerjee, T. (2019). An Analytical Study on the Men's Demin Wear Market in India - Identification of the Key Factors Influencing the Consumer Buying Behaviour in the Economy Segment. *Amity Journal of Marketing*, 46-63.
- Fibre2Fashion News Desk (KD).



Shruti Dalaria



Topic: Implementation of Lead-time Reduction during Order Execution at Fabindia

Introduction: Lead times have been identified as a critical issue in garment manufacturing. The prominent examples of Fabindia demonstrate the critical influence of both the external, macro environment and actor-specific, operational practices on manufacturers' lead times. Data has been collected through surveys done through the questionnaire from different departments within PH of all over India. A literature review on manufacturing operations and an analysis of experts' opinions towards the understanding of the factors influencing the lead time have been conducted. It has been found that there are various factors that influence the lead time and thus it is very essential to manage and plan them accordingly.

Research objective:

- To analyse the causes of delay in shipment of garments in fabindia.
- To analyse the impact of activities on the overall time of delay.
- To study the factors that will lead to lead time reduction in order shipment.
- To implement the findings and solution in the season AMJ.

Results: After the analysis it was found that the major reason for the delay in shipment is because of the pre-production activity which is followed by production activities. Also, some of the issues with respect to fabric-in house date and communication gap have been found as per the survey.

If there is any extension required it should be informed immediately to planning team so that PO can be approved well in

References

- Benjamin, N., Wongker, P., & Butar, M. B. (2021, February). Design of standard operational procedure for purchase demand. IJCRT, 140-146.
- Dasgupta, K. (2021). Standard operating procedure for purchase operations. kaydeejee, 1-43.
- Jaswadi, J., Sulthan, N., & Sulistiono, S. (2021, September). A case study of a retailer in east java, indonesia. DIJEFA, 320-328.
- Vasconcelos, D. M., & Kaminski, P. C. (2013, December). A case study on development of supplier and purchase order management. DOI, 125-135.

Fabindia Ltd.

Name of the Student: Shruti Dalaria

Contact No.: +91 7296055611

Email Id: Shrutidalaria99@gmail.com

Name of the Industry Mentor: Palash Pan (PH Head- Kolkata)

Name of the Faculty Mentor: Ms. Bharti Moitra

Topic: Standard Operating Procedure of Purchase Order (PO) Making Process

Introduction: The following study aimed to focus on the SOPs while making PO, which is an official confirmation of an order sent from a buyer to a vendor. The main purpose of this study is to streamline the entire process with all the cross-functional teams to avoid loss of sales due to last minute changes in PO making process.

Research Objectives

To study and optimize the PO making process and suggest new SOP to reduce the overall leadtime in PO process. And to improve the efficiency and accuracy in PO making by reducing the no. of corrections throughout the process.

Research Methodology

Research method is partly qualitative and partly quantitative. Data type include both primary and secondary data where observations and questions were asked internally from the organization. Secondary data is collected from online websites and journal articles. The research is descriptive since internal secondary data is collected and analysis is done using excel and findings are interpreted.

Result: As per the analysis, 40% of the PO got delayed due to the change in delivery dates or OTB approval while most of the POs i.e. 82% got approved within 45 days before not before date. For 80% of the POs, there is no change in delivery dates and for remaining 20%, delivery dates has been amended. As per SOP, POs has to be created before 60 days but only 40% of the PO got created 60 days before delivery date. This has to be corrected.

Conclusion

So to avoid loss of sales, system should automate the ordersheet which will help to create the PO on time and delays can be avoided. The current alignment of PO creation and approval should be followed strictly i.e., PO should be created 60 days before delivery date and it should be approved 45 days before delivery date.

If there is any extension required it should be informed immediately to planning team so that PO can be approved well in

References

Benjamin, N., Wongker, P., & Butar, M. B. (2021, February). Design of standard operational procedure for purchase demand. IJCRT, 140-146.

Dasgupta, K. (2021). Standard operating procedure for purchase operations. kaydeejee, 1-43.

Jaswadi, J., Sulthan, N., & Sulistiono, S. (2021, September). A case study of a retailer in east java, indonesia. DIJEFA, 320-328.

Vasconcelos, D. M., & Kaminski, P. C. (2013, December). A case study on development of supplier and purchase order management. DOI, 125-135.

Lifestyle International Pvt. Ltd.

Name - Simmi Agrawal

Contact no. - 7004957455

Nift id - simmi.agrawal@nift.ac.in

Personal id - agrlsimmi009@gmail.com

Company Name - Lifestyle International Pvt. Ltd

Industry Mentor - Manish Sahu

Faculty Mentor - Dr. Dibyendu Dutta



Topic: Women's wear accessories market : A study for Benetton

Introduction: The Women's apparel global industry was \$621 Billion in 2014 which was a 12% increase over the last five year period. Women's apparel would cover outerwear, footwear, blouses, slacks, jeans, dresses, skirts, hats, and accessories. Also, the changing landscape of fashion has led to the next wave of socially conscious consumerism which will be driven by inclusion and diversity which are inextricably linked. The following study aimed to study the customers of United Colors of Benetton to understand their perception towards the brand, consumption patterns, and their demands about the accessory range in women's wear category.

Research Objectives:

To study the Consumer Perception of UCB on the extension of the Accessory line offered and to analyze what consumer expects in future in terms of product innovation and introduction.

To study the most demanded product from UCB kids' accessory category.

Research Methodology:

The data for competition mapping has been collected through primary research by store visits & consumer survey. The secondary research includes data from brand's online website & past data. The data is then analyzed via MS Excel through pivots and sell through analyses. The study is entirely primary research where the data has been collected through personal interviews and consumer survey. The questionnaire was filled 75% offline and 25% online. We collected data by visiting stores in a mall, contacting women to fill out the form.

Results:

UCB customers are high on fashion consciousness and are quick in noticing latest trends. It is seen that high fashion consciousness leads to higher consumption which is a problem that needs to be addressed. It also leads to reluctance to repeat the same outfit resulting in a moderately high discarding rate of apparel. Rather most of the adjectives of whose factor loading was similar were in-

dependent of any gender signifying that stereotypes associated with a particular gender may no longer hold true in today's time.

Conclusion: It makes comparison comprehensible, by clearly analyzing the range, trend, and techniques offered by other brands around the same price points as Benetton. This is important as it helps the buying team understand the difference between what they had expected of the range and how it is currently performing in the market.

References:

1. <https://www.marketresearch.com/Consumer Goods c1596/Consumer Goods Retailing c80/Accessories c107/>
2. <https://www.imarcgroup.com/women apparel market>
3. <https://www.statista.com/statistics/730992/women s apparel market size india/>
4. <https://hej support.org/the sustainability of fashion what role can consumers play/>



Benetton India Private Limited

Name of the Student: Sonam Roy

Contact No.: 8294124889

Name of the Industry Mentor : Avantika Gupta

Name of the Faculty Mentor : Dr. Sougata Banerjee

Topic: Merchandise planning for a new collection launch with the help of footfall conversions and automation

Introduction: I have done my graduation project in Da Milano, it is based out of New Delhi. The DA MILANO family has worked continuously for over sixty years, from the leather tanning sector to today's premium, high-end leather accessories and home furnishings brand. The characteristic Da Milano style has always been based on timeless beauty and sophistication, backed up by cutting-edge technology and inventiveness. The project I did in this organization was on a new line of collection of their ladies shoes. The entire project was based on collecting data about consumer behavior, nature of the luxury market, stores' sales performance, conversion on the basis of footfalls and implementation of automation for more accurate data.

Research Objectives: The objective of this research was to do a well thought out assortment planning for the launch of a new line of ladies shoes for the brand with the help of conversion in the stores with respect to footfall and automation for accurately processing the data.

Research Methodology: The research methodology consists of collection of primary data and secondary data. The primary data was collected from a survey, which was conducted to get a feedback about consumer preference. For the secondary data, analysis of past sales data, walkin data from a third party agency named tango eye was analysed. On the basis of the analysis a plan was chalked out so that an effective execution can take place.

Result: After analysing the data it was learned that the stores in Delhi NCR and Punjab region were the best suitable ones for launching the new line of collection of the ladies shoes. Also the shoe sizes of 37,38,39 were the most preferred among the consumers. After implementation of the plan the stores performed very well and the daily target for the new shoes was reached.

Conclusion: In conclusion it can be seen that with a correct assortment planning the desired results could be reached and at the same time with the help of automation the collection and analysis of data becomes more reliable. Store walkins are one of the most important parameters of conversion in a retail shop.

References:

J.J. Kacen and J.A. Lee . (2002). The influence of culture on consumer impulsive buying behavior . J. Consum.Psychol. Angel, James, F., & David, T. (1968). Consumer behaviour. dryden press. Illinois. D.I. Hawkins, R.J. Best, K.A. Coney. (2006). Consumer Behavior.



Da Milano

Name of the Student:
Soumyadeep Sarkar

Contact No.
: +91 98368
00602

Name of the Industry Mentor:
Veral Sharma

Name of the Faculty Mentor:
Dr. Dibyendu Bikash Datta

Topic: Future of visual merchandising with respect to adidas stores- SPC & Originals.

Introduction: The retail industry since the pre pandemic and during has been very different and challenging, as the retail outlets witnessed zero footfalls at a stage. For These recent years, omnichannel ways of communication has turned out fruitful to the market, demanding every way of brand communication to be so. Based on the needs of the segment market and the organization's interest, a suggestion in the aspects of in-store VM for Adidas stores was made.

Research Objectives:

- To study the brand's retail space and suggest feasible in-store VM idea.
- To study possible changes expected in consumer shopping behaviour due to covid- 19/ Pandemic.
- Identifying opportunity gap and finding ways to enhance consumer experience in DTC stores.
- Identifying creative ways to enhance consumer experience in DTC stores while help in increasing the store revenue.

Research Methodology: The research design of the study is partly exploratory and partly descriptive in nature. As a data collecting tool, the researcher has used a structured non-disguised questionnaire. Under non-probability sampling techniques, Quota Sampling has been implemented using Age group and Annual Family Income as interrelated quota controls. Sample unit and size: Element – Active runners and Fitness lovers, Gender – Men and Women, Age – GenZ & Gen5, Income class – 3 - 12 lakhs, Extent – Pan India, Time – January- Feb 2022. The sample size is 200.

Result: From the analysis made on the survey data, an attempt has been made to suggest an in-store VM set up that caters to all the pain points observed under CB and their expectations. The suggestion of introducing a set up for BOPIS/BORIS zone in-store which will convert already existing 'Activation area' of every adidas store.

Conclusion: Adidas has been making creative approaches in the aspects of the window VM, ISCs etc, it needed a new approach into its VM aspects that is different and profitable in the market, introduction of the BOPIS/BORIS Zone into the stores will be a great utilization of existing resources and fulfilling all the customer's expectations.

References: Hefer, Y., & Nell, E. C. (2015). Creating a store environment that encourages buying: a study on sight atmospherics. *Journal of Governance and Regulation*, 4(4), 471-475.

Hussain, R., & Ali, M. (2015). Effect of store atmosphere on consumer purchase intention.

International Journal of Marketing Studies, 7(2).

ADIDAS Group HO

Name of the Student: Sruti

Contact No: 7019432455

Email Id Mentor: sougata.banerjee@nift.ac.in

Name of the Industry Mentor: Ms. Kirti Singh

Name of the Faculty Mentor: Dr. Sougata Banerjee.



Topic: Extensive research on sale and error on other related channel led to sale reduction.

INTRODUCTION- In the current scenario, where trends and fashion plays an important role in the garment industry it very important to know your customer behavior, how frequently there preferences' changes on what basis, what kind of fashion or trend the target customer is following and how known our brand is to them in term of size, region and opportunities to expand it. Also the after the pandemic D2C has been a great opportunity for apparel industry to expand in all region along with that there are several points which is usually ignored and leads to a great lose as in misunderstanding among the customers while buying a product results in sales reduction and bad brand image.

RESEARCH OBJECTIVES-

- Customer preferences according to the sales report based on color, silhouette, price, pattern, style, etc.
- Customer buying behavior in women's ethnic and western wear.
- Error found on the different channel related to the product display.

METHODOLOGY- This study is focused on the sales of the brand on monthly based on which we can identify the trend or the demand of the customer, buying behavior and pattern of buying with the help of a supportive survey I have create which is regional base. It gives the market view and the brand identity and brand image.This will provide the brand the idea of existing customers as well as the future expectations in the same segment. The study will provide a base as a future reference for women's apparel related studies. It would contribute to knowledge about women's current needs and preference in fashion.

RESULTS- The got an idea about the customer base in different channels are different and have different choices and demands. Along with the we found out the error in the different channel some of them where very popular shopping app making mistake while displaying the product which led to zero sale and misunderstood the product and made is unwearable.

CONCLUSION- The got an idea about the customer base in different channels are different and have different choices and demands. Along with the we found out the error in the different channel some of them where very popular shopping app making mistake while displaying the product which led to zero sale and misunderstood the product and made is unwearable.

REFERENCES-

- <https://serialsjournals.com/>
- <https://www.nnnow.com/>
- <https://www.myntra.com/>

Contact No.
8582997928

Email id- smi-
ta.ved351@
gmail.com

Industry men-
tor- Sanjana
dash

Academic
mentor- Dr
Dibyendu Dut-
ta. sir

Topic: Identifying Customer Touchpoints and Elevating Customer Experience in Birkenstock Own-retail store

Introduction: Customer experience is co-created through the multiple customer interactions with the several shopping experience elements or clues set along the customer's journey. These elements are the context within which an experience takes place and, are generally called touchpoints. In order to elevate customer experience from time-to-time companies need to measure customer satisfaction on all these touchpoints using various tools. One such tool is customer journey mapping which aims to identify and visually represent all touchpoints encountered during the customer's journey and subsequently analyze their response in terms of satisfaction for different personas.

Research Objectives: The study first aims at identifying touchpoints with which customers engage in their buying journey in-store with Birkenstock, understanding their experience at each one of them, and then mapping the same using a customer journey map. The primary focus of the customer journey maps is to identify touchpoints in the in-store purchase and post-purchase decision-making process where customer experience can be optimized. Lastly, the research aims to formulate strategies to elevate the in-store customer experience and loyalty based on the touchpoints, customer journey map, and feedback

Research Methodology: The research design is partly exploratory and partly descriptive. The researcher has tried to find out various touchpoints and create customer journey maps using data collected through structured, non-disguised questionnaires and one-on-one interviews as primary data. **Result:** The customer feels undifferentiated with the overall in-store experience of Birkenstock, indicating that the brand needs to elevate the same in all aspects such as soft skill training of store staff, in-store pricing, and

promotions, and information provided to consumers during and post-purchase period, etc. It was found that Birkenstock has an NPS of 60, CES of 5.3, and CSAT of 56%

Conclusion: Customers engage with various touchpoints which help in outlining the entire buying decision for them. Their experience at these individual touchpoints when measured and mapped using customer journey maps helps in understanding the overall customer experience. As per the data collected, different customers engage with touchpoints in their manner, resulting in differentiated customer journey maps for each persona.

References:

Lemon, K. & Verhoef, P., 2016. Understanding customer experience throughout the customer journey. *Journal of Marketing*, Volume 80, pp. 69-96.
Rossenbaum, M. S., Otalora, M. L., & Ramirez,

Birkenstock India

Name of the Student: Tanisha Gupta

Contact No.: 9899757556

Email Id Mentor: monica.bora@birkenstock.com

Name of the Industry Mentor: Mrs. Monica Bora

Name of the Faculty Mentor: Dr. Sougata Banerjee



The Team of Fashion Management Studies



Dr. Anannya Deb Roy, Associate Professor & Centre Coordinator FMS Department

Ms. Bharti Moitra, Associate Professor FMS Department

Dr. Dibyendu Bikash Datta, Associate Professor FMS Department

Dr. Ritu Malhotra, Professor FMS Department

Dr. Sougata Banerjee, Associate Professor FMS Department

Mr. Sudip Bhattacharya, Research Assistant FMS Department

Mr. Uttam Ghoshal, MTS FMS Department



Department of Fashion Management Studies

National Institute of Fashion Technology

Ministry of Textiles, Government of India

NIFT Campus,
Plot - 3B, Block-LA,
Sector III, Salt Lake City,
Kolkata - 700 106