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 **Topic: Marketing Plan**

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**Develop a marketing plan for any existing or hypothetical company?**

First of all, we discuss what marketing plans are.

**Marketing Plan:**

1. A marketing plan is a strategic roadmap that businesses use to organize, execute, and track their marketing strategy over a given time period.
2. A marketing plan details everything you need to know in order to successfully promote your business.

**Marketing Plan for my business:**

1. **Business:**

Starting an online clothing store business is a great idea .it doesn’t matter if whether you have a real world boutique, are breaking into the fashion world, or just want to earn income through your great sense of style. With an online store, you’ve got limited costs but big time earnings .That’s why I am starting online clothing business. In which I will design casual shirts, floor gowns and tail frocks. And I will try to meet the demands of my customers by providing them beautiful clothes according to their own requirements by using the best fabric. In addition I will use different types of designs which everyone can wear easily.

The main target audience will be teenagers and young adults

1. **Business plan:**
* I have created my own site with the better photos description, and to promote my site to the potential customers. And I will analysis the market so that I can build a sustainable brand for that I will find out the latest trends ,investigate the targeted fashion segments and find out which brands are popular ,I will find out my potential competitors .in addition I will chose a name for my clothing brand . Find a good partner that can produce your clothes. Who works on long term he be doing the quality control secondly I will fix the price of my cloths by looking my competitors that how much they ask for the same cloth.
1. **Market analysis:**

In the past 15 years women’s outdoor wearing has grown into a billion dollar in clothing industry. The popularity of internet launched a number of online stores for women’s outdoor wear and has generated the launching of a number of online stores by companies selling to that market segment. In my perspective I should promote my business by following these steps.

## Grow my ecommerce with a fantastic website.  Because a strong, responsive website is paramount when it comes to bringing in more money for your clothing business.  Really get to know my customers because doing market research and determining information about your customer base and even developing a user persona is always important.

## Customer services and marketing:

##  In my point of view Good customer service is about understanding your customer's feelings, desires, and needs in every situation. You may perceive a situation differently than the customer, but since you are serving him, you must default to his point of view. There is usually a very clear difference between good and bad customer service.

## Good customer service:

## The key to good customer service is building good relationships with your customers. Thanking the customer and promoting a positive, helpful and friendly environment will ensure they leave with a great impression. A happy customer will return often and is likely to spend more.

1. **Bad customer service:**

Bad customer service can be defined as when businesses fail to meet the customer expectations in terms of the quality of service, response time or overall customer experience.

1. **External and internal marketing:**

I can promote my online clothing business by taking several steps. Like first should have my own brand websitewhere I can base all my activities around and build my brand image. Be active on social media is also very important because no one will follow your brand if all you do is use social media to sell your products .give my brand personality because I will be having less than 7 second to capture someone’s attention when they first land on my web store .

By using custom packaging, my customers will be more likely to share photos of their new purchase amongst their social media followers. It is also a good way to make my brand memorable for first time buyers as well as web site visitors.

Blogging is also a good way to promote a business because Blogs provide visibility for any website by being easier to find on Google.

Email marketing has also gone hand in hand with ecommerce. Email marketing gives fashion brands a tremendous opportunity to create personalized customer experiences focused on the needs of individual customers.

Good media coverage starts by figuring out where your ideal customers spend their time online. What blogs and magazines they read, which social media networks they frequent and who influences their decision making.Once I know who my core customer is and what makes my brand newsworthy, then I’ll be able to draft a pitch that resonates with a specific magazine or blog’s readership.

1. **SWOT Analysis:**
2. **Strengths:**

Innovative production methods provide the potential for new designs**.**

1. **Weaknesses:**
* No experience in distribution of clothes in different shops.
* No experience in marketing fashion product.
1. **Opportunities:**
* Large market.
* Consumer demand for fashion goods creates a demand for innovative products.
1. **Threats:**

Strong competition with concentrated market shares.

Possibility of new market entries.