

# Strategic Analysis Tasks

## Strategic Analysis Tasks

### Phase 1: Brand Management Strategy

#### Brand Awareness Campaign:

**Online campaign:** Collaborate with 10 mid range fashion influencer who would urge their audience to to innovate and break down the fashion norms and curate something out of the box breaking the stereotypes of fashion, post a story on the instagram account with the **#trendwithtide** and also tage trendtide on their account and also to make their account public for 24 hours while they have participated in the competition, the follower should be asked to challenge their friends as well by tagging them on their stories hence increased participation. The best curated fashion would get to feature on the official page of Trendtide Story and would get vouchers worth 3500Rs . The winner will also have to tell on the Instagram story that how efficient the Trend Tide AI assistant on the app is, it helps in fashion curation according to the person's needs, body type, and tells about the colour combinations which helped them stand out.

**Offline campaign:** Collaborate with malls in tier 1 cities and set up clothes donation stalls with banner telling about the sustainable line of trend tide, where people would donate their old clothing and in return they would get discounted coupons to purchase from trend tide, hence highlighting that their products are made from recycling, upcycling and hence sustainable fashion. There should be volunteers as well distributing the pamphlets about the company, its features and about the sustainable clothing line.

The slogan of the sustainable line would be **“Made for the planet. Styled for you”**. Record the donation campaign and interview a few of the donors about how they feel about the environmental damage caused by the fast fashion companies and what initiative do they feel should be taken by the companies and their accountability for the same as well.

Make reels of all the recordings and post them on the official page of Trend Tide.

Collaborate with 10 mid range educational influencers which highlight the severity of damage caused by fast fashion corporations to the environment i.e. depletion of water , soil degradation, highlighting about the importance of sustainability and hence emphesizing over choosing trend tide's sustainable fashion line at the end of the reel, not just this but short interviews of people living near factories of such corporations , hence emphesizing to wear trend tide's sustainable fashion.

On the official page of trend tide make behind the scene reels on how the old clothes are being recycled and upcycled into new clothes and statistical reports on how much difference that act has created over the environment.

## Phase 2: Growth Strategy Execution

### Customer Acquisition:

- Issue them with reward points and with every new purchase they would earn new points, the reward point would not just help them fetch discount but
- Integrate **App+website+instagram handle**
- Buy online pickup at store options.
- Use eco friendly packaging for the sustainable collection(the name suggested : **"Trend Tide earth"**)
- Launch a "recycle for rewards" program , give credits for returning old clothes.
- Send follow up email:
  1. "How did it fit" reviews.
  2. Complete the look suggestion from the trend tide app or purchase further emails.

### Growth Hacking:

- Sponsor mid-level fashion shows or collaborate with a mid-tier magazine company and launch an offline contest as well for the college students, where participant would curate their own fashion, hence the winner would get a discount voucher from Trend Tide.
- Launching gender gender-neutral casual wear line, such as printed T-shirts, casual wear shirts, shorts, Denim jackets, and printed hoodies, which have prints of hyped TV series such as:
  - Friends
  - The Godfather
  - Rick and Morty
  - The family guy
  - Harry Potter
  - Wednesday
  - Popular Animes (One piece, Attack on titan, Naruto)
- Launch a whole range of Renaissance printed T-shirts
- The Marvel and DC universe
- The whole range of **Pinterest aesthetic** design range
- Apart from this launch a whole range of vintage printed Tshirts and everything highlighting the retro era(1950-1990s US era: the beetles etc) (buying the liscense of the copyright.) in their casual wear line, the pricing should be at

par with famous street markets such as the famous delhi street market “sarojini market”. Include exceptional sizes such as 4XL and XXS.

The slogan for the casual line should be “**Neutral never looked so good**”, emphasising gender neutrality in the casual line.

“**Neutral never looked so good**” This shall be the USP for the casual line.

- Launch bi-weekly flash sales targeting specific niches such as anime casual tees line, Marvel universe tees line, etc, with pop-up notifications having catchy phrases having the referencing of the segments.
- AI recommendation on the app: Launch the AI assistant, which would help the party wear line in curating their own style and suggesting the most appropriate style depending on the type of events, on the body type, suggesting the most appropriate colour combinations, help them chose among their wishlist.
- Collaborate with hyper local delivery startups making the 10 min delivery possible with respect to a fast fashion corporation.
- To work with the designing team and work on the diverse range of clothing in the party wear segment , since 65% target audience is female and income wise 70% audience has income between 2-5 lakh, the emphasis should be more on girls party wear for girls age group: 18-27 with segments: office party, ethnic parties, informal parties, further sub classification should be there, the range should be as competitive just like other ultra fast fashion companies and the pricing should also be competitive, what matters more among girls party wear is the range of different styles, colour combinations, different texture material, hence working with the designing team accordingly. Along with that, strong specifications with respect to the product: hips, waist, bust, shoulder, the model wearing exactly which size, and the measurement of the display model. If the product is out of stock on the website, then details of the nearest store where the product might be available.
- **Sustainable line:** Redefining the way denim used to be worn; introducing denim crop tops, denim lehenge, denim saree skirt, denim printed t shirts, whole range of denim kurti wear, denim casual shirts, denim party gowns (all variety: offshoulder, backless, single strap) every possible clothing made up of denim.
- Denim accessories: denim jewellery, denim bracelets, denim earrings.
- Making Instagram reels highlighting this unique fashion line with the help of ugc creators and a few of the famous fashion influencers via paid partnership. The slogan “**Made for the planet. Styled for You**”. Hence, highlighting this unique fashion genre.  
Create Instagram hype around this unique fashion line, hence making the public curious about this fashion genre.

### **Phase 3: Social Media Analysis**

Instagram Drop:

From 159,090 to 140,000 = 12% drop.

Engagement Tactic: All the online and offline campaigns discussed above.

Competitive Benchmarking:

TrendTide: 5% share | 1.2% engagement

ZestWear: 15.49% | 4.5% engagement

Tactic: All the online and offline campaigns as discussed above.

## **BCG Matrix**

Category	Revenue (₹ Cr)	Growth %	Classification	Strategy
Casual Wear	9.17	5%	Stars	Launch of the Hyped series printed T-shirt
Party Wear	4.17	10%	Cash cows	Competition in the online and offline modes
Athleisure	3.33	15%	Dogs	Collaborating with fitness influencers
Accessories	1.67	8%	Question Marks	Since accessories matter more to girls, merge this section with the party wear, where AI would help in curating this with the overall outfit
Sustainable Line	1.67	20%	Star (early)	Launch of the denim line

**Budget Tip:** Prioritise “Star” categories, allocate 50% to Sustainable Line alone. Rest 30% for casual and 20% for party wear.

## Phase 5: Porter's Five Forces

### 1. Competitive rivalry:

#### 1. ZestWear

- Operations: 20 stores and a strong e-commerce platform with AI-driven personalisation.
  - Strengths: 600,000 Instagram followers with 4.5% engagement, sustainable materials (e.g., 30% recycled fabrics), and inclusive sizing (XS–4XL).
  - Market Share: 15.49%

#### 2. VibeVogue

- Strengths: 400,000 TikTok followers with 6% engagement, driven by viral dance challenges and flash sales (e.g., 20% off campus promotions).
- Market Share: 10.33%.

#### 3. ThriftTrend

- Strengths: Sustainable, community-driven model with 80% upcycled inventory.
- Market Share: 5.16%.

### 2. Threat of new entrants:

The barriers to entry in the fast fashion industry are moderate, meaning new entrants can enter relatively easily, but scaling and sustaining a profitable brand is much harder due to intense competition and fast-changing trends.

### Ease of Entry – Fast Fashion Industry

Factors That Make Entry Easier:

#### 1. Low Initial Capital via E-commerce:

Anyone can start a brand using platforms like Shopify, Amazon, Flipkart, or Instagram.

No need for physical stores initially.

#### 2. Contract Manufacturing:

Easy to outsource design and production to third-party manufacturers in India, Bangladesh, China, etc.

#### 3. Digital Marketing Leverage:

Instagram, influencers, and reels allow new brands to go viral quickly with low budgets.

#### 4. Fast-changing Consumer Trends:

Consumers are open to trying new brands if they're trendy and affordable.

#### 5. No Major Licensing/Regulatory Barriers:

Compared to industries like pharmaceuticals or telecom, fashion has fewer regulatory roadblocks.

### **Challenges That Make Scaling Hard:**

#### 1. Brand Loyalty to Giants:

Established players dominate the space.

Hard to differentiate unless you have a niche (e.g., sustainable, size-inclusive, ethnic-modern fusion).

#### 2. High Inventory Risk & Short Product Lifecycles:

Fast fashion requires keeping up with rapidly changing trends.

Mistimed inventory leads to losses.

#### 3. Logistics & Supply Chain Complexity:

Speed and efficiency are everything.

Giants have optimized global supply chains — hard to match for a new entrant.

#### 4. Price Wars & Thin Margins:

Consumers expect low prices.

Competing with large-scale production costs is tough.

#### 5. Marketing & Customer Acquisition Costs:

CAC (Customer Acquisition Cost) is rising on digital platforms.

Without a strong brand identity, repeat purchases are low.

### **Conclusion:**

Threat of New Entrants: Moderate to High

Entry is easy due to low capital needs and digital tools.

Sustained success is difficult without innovation, strong branding, or niche targeting.

### **3. Threat of substitutes:**

#### 1. Direct Substitutes:

Other fashion alternatives that serve the same purpose of trendy, affordable clothing:

Thrift and preloved fashion platforms (e.g., Instagram thrift stores)

Ethnic wear brands offering Indo-Western fusions

Tailor-made/Customised clothing from local designers or boutique stores

Impact: These options can attract price- or style-conscious consumers seeking uniqueness.

Moderate to High threat, especially among Gen Z and sustainability-conscious buyers.

## 2. Product Substitution (Lifestyle choices):

Increasing trend of minimalism or capsule wardrobes.

Some consumers choose experiences over products, reducing fashion purchases.

Impact: Changing consumer behaviour can reduce demand for frequent apparel purchases.

## 3. International Alternatives:

Platforms like H&M or online cross-border e-commerce.

Impact: These brands offer similar or better styles, pricing, and brand perception.

High threat if TrendTide lacks unique brand value or trend agility.

**Overall Threat of Substitutes for TrendTide: MODERATE to HIGH**

## 4. Bargaining power of buyers:

Looking at the current condition of the trend tide:

- Sale decline of 22% from 2021 to 2024
- Average Order Value: ₹1,100 in 2024 (down from ₹1,400 in 2022), reflecting price sensitivity and reduced perceived value
- Market share of trend tide: 5% (down from 7.6% in 2022, calculated as ₹25.64 crore ÷ ₹337.37 crore, assuming a 5% annual market growth)
- Overall negative customer feedback and social media performance

In addition to the share of rival companies in the market, it is pretty obvious that the bargaining power is high to very high, as Trend Tide needs to do whatever it takes to overcome the overall loss incurred to date with rivals existing, making it even more difficult for its survival.

## 5. Bargaining power of suppliers:

### **1. Supplier Fragmentation:**

The textile and garment manufacturing industry in India is highly fragmented, with numerous small to mid-sized suppliers.

Result: Low supplier power — TrendTide can switch suppliers easily and negotiate better terms.

### **2. Standardised Inputs:**

Fast fashion typically uses common fabrics (like cotton blends, polyester, denim, and viscose) that are widely available.

Result: Inputs are non-specialised, reducing supplier leverage.

### **3. Switching Costs:**

Since suppliers are interchangeable and TrendTide can shift between local and regional vendors without significant penalties.

Result: Low switching costs → Lower supplier power.

### **4. Speed and Dependability Needs:**

Fast fashion relies on rapid production cycles — delays from suppliers can affect inventory, trends, and sales.

If TrendTide depends on a few reliable manufacturers for time-sensitive orders, some niche suppliers may gain power.

Result: Moderate power for high-performance or premium suppliers.

### **5. Sustainability/Innovation Requirements:**

Since TrendTide aims to offer eco-friendly fashion, suppliers offering organic fabrics, ethical sourcing, or low-waste dyeing may have higher bargaining power due to limited availability.

Result: High power for specialised or certified suppliers.

Low for general fabrics and accessories due to a fragmented, competitive supplier base.

Moderate or High if TrendTide depends on exclusive suppliers for speed, sustainability, or specialised products.





