

## Strategy Analysis Tasks

### Phase 1: Brand Management Strategy:

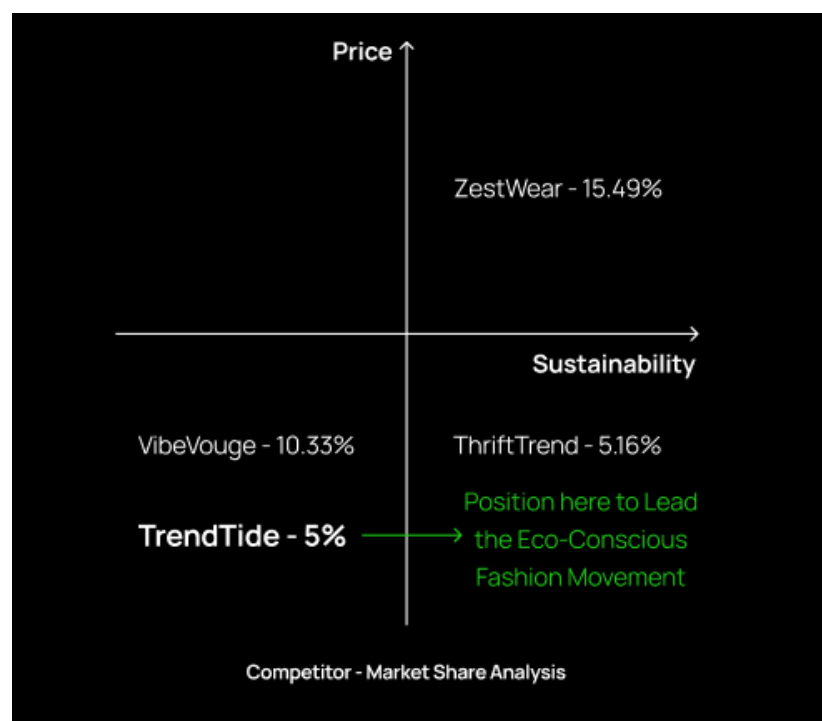
- Brand Awareness Campaign:
  - Online Tactic:
    - Launch a Social Media Content Series, showcasing (Instagram & TikTok) called “Style the World with TrendTide,” showcasing user entries styled for dream destinations — pushed through paid influencers and advertisements for maximum reach. The campaign builds organic brand buzz through social networks by turning customers into creators.
  - Offline Tactic:
    - Set up interactive pop-up booths at high-footfall locations like college fests, shopping malls, and TrendTide stores. These set-ups will let fashion-forward audiences upcycle TrendTide’s past inventory on the spot, promoting our brand’s sustainability values. Participants can take home their creations for free, turning every outfit into a walking advertisement and social engagement opportunity.
- Audience Engagement and Retention:
  - Customer Engagement Strategy:
    - AI Personalization: TrendTide must build an AI Personalization capability for our customers with two touch points namely our Website and in-store (through interactive styling screens). This will enhance customer engagement by helping them discover and style outfits tailored to their preferences. This tactic will engage both GenZ and Millennials.
  - Customer Retention Strategy:
    - Based on Case Study Data one of the major issues that affects customer retention is Product Quality and Durability. To address this, TrendTide should strengthen its quality control processes by reassessing supplier partnerships. This will also help in reducing the Customer Churn Rate.

### Phase 2: Growth Strategy Execution

- Customer Acquisition: We could use Influencer partnerships to acquire new customers. Influencers can provide discount codes or links as part of their online content which will encourage their followers to try our product.
- Growth Hacking: TrendTide should partner with Travel and Hotel brands to provide discounts and concessions for trips and stays. This waiver would attract the general audience to engage in the Style the Destination Campaign and buy clothes from our store.

### Phase 3: Social Media Analysis

- Instagram Follower Decline:
  - Percentage Drop:  $(159090 - 140000) / 159090 = 12\%$
  - Tactic: Social media contests and challenges will serve as an effective tool to drive online engagement. As part of the *Style by Destination* and *Remake the Rack* campaigns, customers will be encouraged to share photos and actively participate, fostering a sense of community and brand interaction.
- Competitive Benchmarking: TrendTide holds 5% market share and 1.2% Instagram engagement, significantly trailing ZestWear's 15.49% market share and 4.5% engagement rate—highlighting key opportunities for growth in visibility and reach. ZestWear is engaging its customers through attractive campaigns while also providing high-quality sustainable clothing for all sizes. TrendTide must position itself as the go-to brand for purpose-driven / experience-based clothing that is sustainable and cheap.
  - Tactic: Launch Creator-Led Challenge Series - Collaborate with micro-influencers to host themed "Style by Destination" challenges, encouraging user-generated content with exclusive discounts on Travel. This increases community interaction, builds FOMO, and boosts engagement organically—similar to ZestWear's tactics but tailored to TrendTide's brand.



#### Phase 4: BCG Matrix Analysis

- Portfolio Analysis:
  - Average growth rate: 11.6% for product categories
  - Relative Market share is calculated by finding the ratio of revenue for each category by the maximum revenue in a category ( Casual wear ).
  - Casual Wear - High Market Share (1), Low Growth Rate
  - Party Wear - Low Market Share (0.46), Low Growth Rate
  - Athleisure - Low Market share (0.36), High Growth Rate
  - Accessories - Low Market Share (0.18), Low Growth rate
  - Sustainable line - Low Market share (0.18), High Growth Rate



- Category Strategies: It is important to note that we don't have any Product Categories in Star Categorization that is High Growth and High Market Share (BCG Matrix). Athleisure and Sustainable Line have the potential to become Star Categories with proper investment and planning.
  - Casual Wear (Targeted Audience - GenZ, Millennial)
    - Casual wear is the only product category that has good revenue ( market share ) but a low growth rate. Investing in casual wear may support immediate cash flow but offers minimal future growth prospects, thus a reasonable investment to maintain cash flow is required. The Brand shall tailor the “Style By Destination Campaign” to promote this Category.
  - Party Wear - (Targeted Audience - GenZ, Millennial)

- Given its low revenue and market growth, party wear requires minimal strategic focus and investment. But party wear should be preserved to ensure a comprehensive fashion experience for customers.
  - Athleisure - (Targeted Audience - GenZ, Millennial)
    - Athleisure currently has low revenue but comes with high growth opportunities. The brand shall tailor both campaigns (Style by Destination & Remake the Rack) for this category.
  - Accessories - (Targeted Audience - GenZ, Millennial)
    - Given its low revenue and market share, accessories require minimal strategic focus and investment. But accessories should be preserved to ensure a comprehensive fashion experience for customers.
  - Sustainable line - (Targeted Audience - GenZ)
    - Sustainable line currently produces low revenue but has a very high growth potential (from the Case Study Data GenZs prefer a Brand that supports Sustainability). The Brand shall tailor “Remake the Rack” campaign for this category.
- Budget Allocation: The percentages are decided based on BCG Matrix Categorization, the same category in the matrix will have the same percentage.

| Category    | Amount (Rs) | Percentage (%) | Justification  |
|-------------|-------------|----------------|--|
| Casual Wear | 1Cr         | 20             | Casual wear is the brand's cash cow and the primary revenue-generating category. While it is essential to continue investing in this segment to maintain steady cash flow, its limited growth potential needs a balanced allocation of investment. |
| Party Wear  | 0.5Cr       | 10             | Party Wear does not provide revenue and it does not have potential growth opportunities. But it is important to invest in this category to provide comprehensive customer experience.  |
| Athleisure  | 1.5Cr       | 30             | Athleisure has low revenue currently but has huge growth potential, especially among the GenZ Audience. Therefore, it is important to invest and promote this category in our campaigns.   |
| Accessories | 0.5Cr       | 10             | Accessories do not provide revenue and it does not have potential growth   |

|                  |       |    |   |
|------------------|-------|----|---|
|                  |       |    | opportunities. But it is important to invest in this category to provide comprehensive customer experience.   |
| Sustainable Line | 1.5Cr | 30 | From customer data, sustainability has been an important factor influencing GenZ in choosing clothing brands. Additionally, the market research from the case study suggests there is huge growth potential in the sustainable line even though the revenue is minimal at present. Thus we have to invest and promote sustainable lines in our campaigns. |

## Phase 5: Porter's Five Forces Analysis

### 1. Threat of New Entrants:

- **Fragmented Market:** The fast fashion industry in India is highly fragmented, with market share dispersed across numerous brands. Consumers often purchase from multiple labels, leading to increased competition for customer attention.
- **Limited Differentiation:** Most players in the fast fashion space offer similar styles and trends, making it easy for competitors to replicate any unique offerings, reducing long-term competitive advantage.
- **Low Barrier to Entry:** The industry has minimal barriers to entry, with relatively low capital requirements and easy access to suppliers, enabling new brands to enter the market quickly.
- **Weak Brand Loyalty:** Customers in this segment face little to no switching costs, and due to the industry's lack of strong differentiation, brand loyalty remains low.

TrendTide has to strengthen its competitive advantage by gaining brand loyalty - Thus has to position itself as the go-to brand for Experience-based fashion, serving both everyday consumers and style-savvy individuals.

### 2. Bargaining Power of Buyers:

- The Bargaining Power of GenZ/Millennials on price offering is huge due to their digital savviness, price sensitivity, demand for sustainability, and inclusivity. Additionally the switching cost is non-existent. Therefore TrendTide has to commit to sustainability as part of its brand offering and provide products with fabrics made of sustainable materials to meet the needs of GenZ and Millennials. TrendTide must invest in the sustainable line product category and promote the sustainable line through paid influencer marketing targeting eco-conscious consumers.

### 3. Competitive Rivalry:

- Each Competitor of TrendTide has a specific differentiation strategy that has made them stand out in the market.
  - ZestWear ( Market Share: 15.49% ) - A Brand promoting personalized and sustainable clothing at a premium price
  - VibeVouge ( Market Share: 10.33% ) - A Brand promoting cheaper and trendy clothing
  - ThriftTrend ( Market Share: 5.16% ) - A Brand promoting cheap and sustainable secondhand clothing.
- All competitors have primarily leveraged social media as their key channel for building brand awareness and driving customer engagement.
- The fast fashion industry often overlooks purpose-driven shoppers—those who dress for trips, events, and experiences. TrendTide can position itself as the go-to brand for Experience-based fashion(that is sustainable and cheap), serving both everyday consumers and style-savvy individuals to provide a differentiated offering and increase brand loyalty.