

❖ Phase 1: Brand Management Strategy

Online plan:

Influencer Prompts

Influencers show off personal tees → they invite their followers to participate by drafting their own. Exemplary user designs are recognized or showcased and sometimes receive free merch or invite to work with CF.

Drops Are Now Based on How We Feel Weekly

For example, some themes are “**Concert Core**”, “**Heartbreak Fit**”, “**Main Character Energy**”

Best designs are given limited edition drops and the name of the creator is mentioned.

#YouWearWhatYouShape Challenge

They post their design/story using the hashtag.

Free tees, Eco Coins or being chosen for the next group release.

Offline plan:

The **Live Tee Lab**, a lively pop-up experience set up only at cultural fests and concerts.

- Anyone at the concert can visit the kiosk, request a tee with “Coldplay and galaxy” on it and have the AI design it for them on the spot. They create the designs, have them printed or woven and then the band members wear them on stage during the concert.
- The kiosk has a Magic Mirror, so once the design is complete, users can view a video of themselves trying on the tee. It allows people to completely relate to the characters.
- Trash or Trend? and Design Duel are quick interactive games visitors can join while on breaks or even in the middle of performances.
- ‘Social-First Design’ means the whole experience looks nice, invites them to engage and actively encourages them to share their results online. With a QR code, users are taken right to their design history and dashboard of available rewards.

❖ Phase 2: Growth Strategy Execution

Getting new customers.

Try a campaign named “**First Tee, First Impact.**”

New users create their first outfit → they receive a discount of ₹100 and see an impact indicator (e.g., “You helped 1 family”).

Lets users feel a connection + buy the product for the first time.

Growth Hacking

Tactic: Set Up 48-Hour Flash Drops each week.

Custom design order slots are open for a short time (just 100 per drop)

Make the event feel more important, generate sales over the weekend and allow users to share with countdowns.

❖ Phase 3: Social Media Analysis:

A fall in Instagram followers

Drop: Period Between 2022 and 2024

The amount shrunk by 30% from 200,000 to 140,000.

Method to Increase Engagement: Make a “Fit of the Day” Reels series. People who have bought pieces show their looks with the brand’s clothes, Enter our competitions by tagging us = the chance to win Eco Coins or a feature

An acceptable goal is to have 4.5% engagement like ZestWear.

Competitive Benchmarking: TrendTide makes up 5% of the market and gets 1.2% of attention on Instagram. ZestWear holds a market share of 15.49% with 4.5% of its users engaged on Instagram |

Strategies for Bringing Closer Together: Design, print and sell “Creator Collab Tees”. Having rising micro-influencers co-create and shout out their own tees is a good idea.

Reach their engaged users = get more leads and a larger audience.

❖ Phase 4: BCG Matrix Analysis

Category	Revenue (Cr)	Growth Rate	BCG Position
Casual Wear	₹79.17	5%	🐮 Cash Cow
Party Wear	₹84.17	10%	★ Star
Athleisure	₹83.33	15%	★ Star
Accessories	₹71.67	8%	🐮 Cash Cow
Sustainable Line	₹1.67	20%	? Question Mark

Category Strategies

- **Casual Wear:** Optimize supply chain, promote through mass campaigns.
- **Party Wear:** Collaborate with nightlife brands & creators.
- **Athleisure:** Launch a collaboration with fitness influencers + “Designed to Move” challenge.
- **Accessories:** Bundle with tees for upsell (“Complete the Fit” popups).
- **Sustainable Line:** Push via college activations & impact storytelling.

❖ Phase 5: Porter's Five Forces.

1. Threat of New Entrants

- Main obstacle: Needing large funds and resources from tech + sourcing – some products
- Raises barriers to entry, yet fast uptake in the market can be risky.
- Method: Rely on the chatbot's intellectual property and the artists' network to distinguish from others.

2. Bargaining Power of Buyers (Gen Z)

- Strong effect on choices based on oneself
- Strategy: Invest ₹10 Cr in advertising related to social impact. Every tee I make has a clear effect on our environment (such as waste and food shared with my family)

3. Competitive Rivalry:

- ZestWear (15.49%), VibeVogue and ThriftTrend control a large share of the online fashion industry.
- Emphasize that TrendTide lets users instantly share their personal style.
- Place custom tee chats, green screen experiences and pop-up booths around concert sites.
- Rely on technology and ethics → USP competitors aren't available