THESIS ON

TRANSFORMING SMALL SCALE AND LOCAL BUSINESSES INTO WIDELY RECOGNIZED INTERNATIONAL BRANDS

By

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An thesis report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration (BBA)

Brac Business School
Brac University
February 2022

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Full name of Supervisor

Designation,

Department

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of thesis on transforming small scale and local businesses into widely recognized international brands

Dear Sir,

This is my pleasure to present my internship report on "Transforming small scale and local businesses into widely recognized international brands" In this thesis report, I have given a pathway about how an apparel business go to International and recognize them as a Brand.

I have made every effort to conclude the report with the necessary data and recommendations in the most concise and thorough manner feasible.

Therefore, I request you to accept my thesis report and oblige thereby.

Sincerely yours,

_____

Resalat Jawad

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BRAC Business School

BRAC University

Date: February, 2022

ABSTRACT

I am Resalat Jawad, for the Bachelor of Business Administration degree in Computer Information System and E-Business, presented on (DATE OF DEFENSE), at BRAC University.

The main goal of this study is to figure out how to keep a national local business going in foreign markets. The more businesses do business all over the world, the more important it is for them to make good decisions about how to turn national brands into global ones. Make sure you understand the similarities and differences between branding in local and international markets so that you can show that a national brand can compete in all kinds of markets around the world! The way to make a national brand into a global one hasn't been studied much at all to this point, but that could change. If you want to know how a national company gets into foreign markets, there are very few studies that are more in-depth and only look at that. The main goal of this study is to come up with a way to think about how a national business can move to another country. An investigation into the field of international branding found out about the most important things that brands do in foreign markets and how they are affected by them. If you want to build your international brand, there are at least four stages: (1) branded product vs generic product, (2) manufacturer brand vs private brand (3) single vs various brand (4) global brand vs. local brand, the most important thing is to make people aware of the brand, then think about how the brand looks. The image is formed by the brand's essential essence or positioning, which gives customers a unique extra value. The methods used in the domestic market to strengthen the brand may not work in other markets. When choosing an international brand, both internal and external factors should be taken into account. Internal parts of the company also play a role in supplying. This group of factors focuses on the following: how much money is spent on brand building, how much centralization there is in the business, and how much money can be saved by cutting costs. When making an international brand, it is important to think about the differences between domestic and international markets. Consumer behavior, marketing infrastructure, competitive landscape, level of economic growth, cultural values, and state regulation are all things that could be different in different markets, but they aren't the only things. These differences could have a big impact on how the brand is formed and managed outside of the United States. There is a new way to turn a national brand into an international one that is based on theory. Situation analysis, brand decisions in foreign markets, adapting brand identity roots and integrated brand communications, and monitoring brand success in a market are all part of this model. When introducing a national brand to a foreign market, the strategy outlined below will help the organization focus on making the brand work in the new country. The quantitative research method was used to reach the research goal. It was important for me to get data from both primary and secondary sources in order to do this research quantitatively. It's done by talking to people, filling out questionnaires, and looking at things. Secondary data comes from a wide range of publications, such as newspapers, business pieces, and periodicals about internationalization. The study is based on numbers. This research method allows me to write down my findings numerically and to include statistical data in my presentation. The study used questionnaires to do a survey descriptive method. The sample size was 80 and calculated in random sampling technique. By using regression analysis, the findings are presented in the presentation section that will help you to understand the branding strategy of MAVEN Apparels Ltd. The result of r=0.4931 shows the relationship between corporate branding strategy

and the competitive market. The conclusion shows the organizational ability of MAVEN Apparels Ltd. and the recommendation part will give an idea of an effective corporate branding strategy to enhance its business position in the international market.

Research questions:

- How are national business organizations transforming the form of ownership?

- What is the brand-building strategy the company follows to recognize it as an international business organization?

- What are the influences of social media marketing to get into international markets?

- What are the roles of international PPC?

- How does international SEO affect brand promotion?

- What marketing strategies help to reach products to overseas customers?

- How do newly internationalizing businesses increase brand value?

- What target marketing strategies does the company follow to increase customers?

- How does the business ensure growth and sustainability through marketing?

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CHAPTER 1:

1.1: Introduction:

This research is based on small-scale business organizations and the transformation process of an organization into international business. To accomplish research aims, I have chosen an organization namely MAVEN Apparels Ltd. under the readymade garments industry in Bangladesh. This is a Bangladeshi fashion brand that the startup business in Bangladesh. The main focus of the company is to provide fashion with comfort and increase shareholders' net worth. Effective brand management helps business organizations to expand business activities in the international market and facilitates the company to recognize as one of the global brands. Globally recognized brands focus on their business performance and look towards consumers satisfaction to expand the business and make the business activities ongoing. Nowadays, branding acts as a marketing tool that helps business organizations to get competitive advantages in the marketplace. Consumers are aware and they prefer to have products and services from well-recognized global companies. Small scale organizations that are wanting to transform ownership from local to international are focusing on strategic bands management practice. This facilitates the company to become more successful, profitable, and sustainable. Today's economy is characterized by consumers' sophistication. Business organizations focus on identifying customer needs and demands and meeting these needs and demands through effective products and services. Brand recognition is an effective marketing tool that helps companies to sell more products and the preference of consuming products from globally recognized brands is increasing exponentially. Effective business promotion, letting the customer know about products and services and their features, packaging, and strategies to get enter into the international market allows business to become successful in the respective field. Newly internationalized business organizations use different strategies to compete with other established organizations in the country and make differences among products, services, practices, systems, procedures, and regulations. The study shows the transforming process of newly internationalizing business, MAVEN Apparels Ltd. and recommendations for future operations.

1.2: Research aim:

My research aims to identify the transformation process of a national business organization into an international business.

1.3: Objectives:

This research will find the process of transforming from a national organization to an international one. Another objective of the research is to identify markets and how to expand them by increasing brand value. In the era of globalization, people are seeking products from different international brands that can provide value and satisfaction. The strategies that business organizations follow to improve products and meet global needs and what promotional measures they often do to let the customers know about the feature and the services. This study will also identify the target

marketing and branding strategy of an internationalizing business. Another objective of this research is to determine the influence of social media and the interaction of business with people through social media applications. Another significant objective of the research is to understand the role of international PPC in consideration of a newly internationalizing business organization. This study has also established an objective to understand the effects of international SEO in brand promotion. Another objective of the research is to determine and understand marketing & branding strategies to reach global markets. Successful accomplishment of research objectives will help you to understand the adaption policy of the customers in the case of a newly internationalized brand and how the company transforms into an international business.

1.4: Scope of the study:

The study on transforming the small-scale business organization into a widely accepted international brand will provide the opportunity for the business managers and owners to make their organization internationalized. Business organizations nowadays think about expanding activities worldwide. This helps the organization to become more sustainable and get more profits. Research on transforming the small-scale business organization into a widely accepted international brand identifies various theories and applications of marketing and brand management that will help businesses to adopt new strategies and make the business activities more improved. Talent management strategies, branding, production and product, selling strategy, market analysis, target market strategy, supply chain and distribution strategy, financing and strategic decision making, etc. are covered by the study. Identifying and conforming to import-export laws and determining the needs, wants and demands of the international customers are the scope of the study.

1.5: Limitation of the study:

I have faced some limitations in my study. To accomplish research objectives, I have taken data from a wide range of sources. The reliability of primary data was less than secondary data. The sample selected for the study especially from the employees of MAVEN Apparels Ltd. was faulty and I had to recheck these and make the correction in it. I have also faced difficulties in selecting the method of research i.e., the quantitative research method. This method allows me to collect numeric data, but the collection and allocation process was so tough and the primary data I collected for the study was very difficult to handle. Besides, the cost of collecting data from secondary sources was high. The data I collected from published books were old. I had to collect data online to meet the research objectives as the data I collected from books was old and provided faulty information. In addition, I had a shortage of time to complete the whole procedures of the research. I have completed the research in just four weeks. Time limitations in the study made obstacles to find more data on transforming the small-scale business organization into a widely accepted international brand. Sufficient time in collecting information and calculation could have helped me to make the research more effective. Sample size also created a limitation in the research process.

CHAPTER 2: Literature review

2.1: Market Analysis:

Market analysis is the qualitative and quantitative assessment and evaluation of a market. It helps business organizations to expand their product line and allows them to expand business activities worldwide. This works as an important tool of business by which an organization can enter into a new market especially in the international market. Business organizations need to determine the demands, needs and wants of the customers to produce products and sell them into the international market. By identifying demands, business organizations can improve their products, add new features and make a strong marketing position. Market analysis works as a tool that looks into the market size, potential consumers, trends, social values, and preferences of the consumers. By dividing the market into markets segments, market analysis helps business organizations to enter into a new market. Market analysis also gives focus on competitor analysis and this helps businesses to identify strategies of the competitors and their products. By providing high-quality products and faster services, a newly internationalized organization can create a brand value in the international market that will also help them to get more global consumers (Kolb, 2021; Levin, 2020). Market analysis also helps a newly internationalized organization to understand the environmental and business policy in the operating country. It also determines the effectiveness of the relationship between two countries., the hosting country and the operating country. This allows newly internationalized business organizations to conform to the rules and regulations and understand the barriers in entering into the business in another country. The major objectives for a newly internationalized organization to analyze the market are to know the market, identify current and potential customers, and how to make the business sustainable in the country. To make effective market analysis, a newly internationalized organization can follow market segmentation, demographics, target market strategies, determine market needs, determine the level of competition, barriers to entry into the market, and the rules and regulations.

2.1.1: Demographics and segmentation:

During assessing the market size, a newly internationalized organization should divide the market into some parts according to humanistic needs. To make planning to operate in an international country, the business should understand the demand for the products in the country or the products that have huge demand in that country. When business organizations plan for operating a business (fashionwear) in another country, they should assess the market before going into production. The business organization should divide the market based on market size and it should be relevant to its competitors on certain segments. By understanding the population in an area, business organizations especially garment industries can decide to enter the market (Agyei, 2018; Kolb, 2021). This will help the company to understand the potential demand for the products.

2.1.2: Value and volume:

When entering an international market, a business organization should focus on two factors such as the number of potential customers and the value of the market. These two factors will help the company to assess the market. This is important to look at these two factors separately because this will help to understand the demands and the quantity required to fulfill demands (Dwivedi et al., 2021; Huang & Rust, 2021).

2.1.3: Potential customers:

The company should focus on the total number of people who could be customers. This will help the company figure out how much more it needs to make to keep up with extra demand. Each business has a different term for a person who might be a customer: "possible customer." For example, if you start a small business selling office furniture, your market will be all businesses in your delivery area. As in the previous example, most businesses would have just one person who buys furniture, so you would not take into account the size of these businesses when figuring out how many people could buy furniture. You would, however, take it into account when figuring out the value of the market.

2.1.4: Market value:

Business organizations should estimate market value if they want to expand their business in the international market. Assessing marketing value is very difficult for a newly internationalized organization. The first thing the organization can do is it can see the figure of market value if it is publicly available by a consultancy firm or public body. By understanding, the market value, a newly internationalizing company can take effective decision to enter into a new market. Business organizations can also check the potential cash inflows by supplying an old product in a new market (Morden, 2016; Morgan et al., 2018). In the case of exporting or supplying products into different regions especially in the rural areas, this strategy might help.

2.1.5: Target market:

The target market is the market in which a business organization wants to provide goods and services for sale or exchange. This is a type of market where the organization identifies customers within the market. If a business organization operates business in the garments industry, they should target the customers who have a huge demand for garments products such as sportswear, workwear, casual wear, etc. The business organization should also target customers based on their age and gender. The business organization must focus on the qualitative side of the international market analysis by looking at what drives the demand (Dwivedi et al., 2021; "Mastering Strategic Management," 2016).

2.1.6: Understanding market demand:

Business organizations should understand the market demand before going into production and even before starting a business in another country. This section is very important because in this section the owners of the business organizations may find potential investors and owners must show potential to the investors by which they will be interested to invest. From a tactical point of view, this section is also important because in this stage business owners place a competitive edge without monitoring explicitly. Business owners should do a SWOT analysis of their products, procedures, and people. This will help the company to get a competitive market advantage by improving products, innovating new features, and improving human resources. This will also allow the company to get effective market positioning and can recognize the company as a global brand. To do so, business organizations need to highlight some of the drivers that competition has not been focusing on. Understanding demand and meeting demand will act as a key driver to gain success in the international market and recognize as a global brand. This will also facilitate the company to achieve sustainability (Eckhardt et al., 2019).

2.1.7: Understanding global competition:

Business organizations should focus on the competitors. Competitors are the real threats for a newly internationalizing company. It can be a cause of facing business losses. To recover weaknesses and increase strengths, business organizations should focus on competitor's strategy, their products, and innovative features. This will help the company to find a strategy to get more market position and raise consumer demands on its products. A newly internationalizing company will analyze the market from competitors' angles and must find their weaknesses. This can also be used in a market positioning strategy. Business organizations should also focus on the product quality, its price, service, features, add-on services to establish their name as a brand. This will help the company to recognize it as an international brand. By understanding global competition, a newly internationalizing company can set target market and customers and can also take an effective position in the marketplace ("Mastering Strategic Management," 2016).

2.2: Distribution Strategy:

Distribution is a strategy for a business organization by which it makes plans to supply products and services to its customers. To distribute the company's products to the target customers this strategy plays an important role. This helps the organization to meet market demands. This is a strategy that is related to the supply chain management department of an organization. It designs the entire procedure to make the company's product available to the market. Nowadays, the demand for global brand's products is increasing exponentially. A newly internationalized company should understand the market demand by doing market research and take an effective distribution strategy to supply its products to the customers as per the demand and support them with a faster delivery service. It must take input from the marketing campaigns where the target audience is served. Before entering into an international market, a business organization must

decide their supply channels whether the company distribute its products with its channels or form partnership with other delivery companies. This will help the newly internationalized company to curtail excess cost and that will help them to increase profits and ensure sustainability. This is a kind of strategic decision made by the marketing manager to ensure that the product of the company can reach the potential customers at minimum distribution cost (Steiss, 2019; Witcher, 2019). For a newly internationalized company, three major types of distribution strategies are available i.e., exclusive distribution, intensive distribution, and selective distribution.

2.3: Financing Strategy:

A newly internationalized company should take three major financing decisions before starting the business in other countries. The finance manager must identify the sources to take finance, dividend decision, and the project in which the company will invest. Before investing in a project, the company must take cash flow into account. By calculating the net cash outflow and expected cash inflows, the company will get an idea about the loss and profits. It will show the present value of future cash inflow. Cash flow projection and ROI are important for the business to determine the amount of financing the company needs. To invest in the business, the company may raise capital from a variety of sources such as bank loans, selling shares to the public, subsidies, and government loans (Barbosa et al., 2020; Knight et al., 2020).

2.4: Strategic decision making:

A newly internationalized company should hire people from the operating and hosting country. Employees have a better idea about the choice, preferences, and needs of the customers. They also know business insights and can give an idea about operating business activities. Business organizations should involve employees in the decision-making process. To take decisions about operating business in another country, business managers should state business mission and vision clearly. This is important for a newly internationalized company to keep the health of the company top of mind. Business managers should make a strategic planning outline to process business functions and must narrow the area they need to focus on. To improve an organization's performance, the business must involve existing talents and remember to measure the efforts of the talents. A business organization must take a strategic decision from these four such as analytical decision making, heuristic decision making, expertise decision making, and random choice decision making (Bogers et al., 2019).

2.5: Social media marketing:

Social media marketing influences business and customers nowadays. People like to have products that have positive reviews. Business organizations also take reviews from customers to improve products and services and it also increases innovation. This is an opportunity for a newly internationalized company to take ideas about business, product, and service. This acts as an important tool to promote a product or service for a newly internationalized company. Social media platforms and websites help to promote products in other countries. Customers can also find their

preferred products from the website. They can also know the product quality, price, country of origin from the website. By customized websites and effective data management, organizations can provide superior service to their customers (Appel et al., 2020; Morgan et al., 2018).

2.6: Brand promotion:

A brand is a representation of a product. It carries emotion and symbolic perception that influences consumers' thoughts, felling, and purchasing behavior. A newly internationalized organization should focus on its brand value by providing good quality products and services. Strategic brand management supports newly internationalized companies to improve brand recognition, boost revenue, and achieve long-term goals. To manage the brand, a business organization should consider the multitude of aspects, from centralizing digital assets to upholding brand consistency across various touchpoints (Majerova et al., 2020; Veloutsou & Delgado-Ballester, 2018).

CHAPTER 3: Research methodology and procedures

3.1: Research methodology:

I have made independent research on transforming small-scale and local businesses into widely recognized international brands. By following some strategies, I have done my research with the successful accomplishment of my research aims and objectives. I have done my research by following the quantitative research method. This helps me to collect data in a numeric form that helps in calculating. This will also help the reader of this report to understand the value of the data. This will give a clear idea about the strategies and procedures that firms are using to transform their local business organization into widely recognized international brands. This research method has helped me to get easy access to data, facilitated me to collect data from the people involved in the business of Snowtex Apparels Ltd., and allowed me to make accurate evaluations. Because Snowtex Apparels Ltd. Is same type of industry like maven apparels. The correct interpretation of data in the quantitative research method has helped me to understand the strategy and make recommendations. Several methods are used to calculate data. Some statistical tools that I have used in my calculation to understand the transforming process such as correlation, sampling, etc. will also help the reader to determine the validity of the research. To collect and allocate information, I have taken two sources, for example, primary data sources and secondary data sources. These data sources have helped me to gather information about the MAVEN group and their strategies to make the business internationalized and I have understood the branding strategies for a local organization when they transform the business into international business. Primary data are collected from several interviews with the marketing manager, general manager, and employees of MAVEN Apparels Ltd. Interviews have helped me to get real-time data and this also helped me to justify my research method to check the objectives whether these are met or not. I have also observed the work of some employees from the marketing department of MAVEN Apparels Ltd. and have identified their promotional strategies and activities. I have also surveyed to collect data and these data have helped me to understand the global needs meeting strategy of

MAVEN Apparels Ltd. I have also taken data from secondary sources. These are collected from a variety of sources such as newspapers, books on marketing and brand management, online articles based on brand management, research papers on newly internationalizing companies. By studying several published books on Entrepreneurship, Marketing, Brand management, Strategic management, and supply chain management I have found significant information about transforming the small-scale business organization into a widely accepted international brand. The data I have collected from secondary sources have helped me to understand strategies and evaluate these with the strategies followed by MAVEN Apparels Ltd. I have used a variety of research instruments to collect and allocate data, interpretation, evaluation, and find results. I have used Semi-structured and structured questionnaires, self-observation and interview of the marketing manager, and a survey of the employees. To analyze data and to interpret to make research findings, I have applied several statistical tools. I have taken data of 80 people for sampling. To design the sample, I have used probability sampling which is based on quota and convenience. By filling up the questionnaire as the sample media, I have taken data. Data analysis, interpretation, and reflection are made to meet the objectives and aim of the research.

3.2: Work breakdown and cost management:

3.2.1: Time frame:

The research on transforming small-scale and local businesses into widely recognized international brands took four weeks to meet its aims and objectives. In the first week, I have identified the sources of information such as primary and secondary data sources and determined the scope and application. I have also collected my research instruments to collect, allocate, interpret, analyze and evaluate data. I have applied a variety of statistical tools to calculate, analyze my collected data. I have identified statistical tools to make this happen and in the same week, I have set the stand of data for collecting accurate and meaningful data. In the second week, I have collected quantitative data by applying several primary research tools such as interviews, surveys, and observations. These primary sources have helped me to get real-time information and first-hand data to make calculations. I have collected primary data from employees and the Marketing Manager of MAVEN Apparels Ltd. I have also collected secondary data on this week from a variety of sources such as published books, online articles, newspapers, and magazines. The data I have collected from secondary sources are based on marketing and branding strategies that help local business organizations to transform into international organizations. In the third week, I have made calculations with the data I collected from primary and secondary sources. This calculation has helped me to evaluate the effectiveness of the strategies followed in MAVEN Apparels Ltd. From secondary sources, I have got data on strategic brand management, marketing, and promotional activities of a newly internationalized organization and how the organizations increase shareholders worth and recognize the business as a global brand. I have evaluated these data in week 3. In the last week, I have reviewed my calculations, analysis, interpretation, and evaluation to make a summary of the finding and made presentations on my findings. This will

help the reader to understand the strategy of a newly internationalizing organization. I have also checked my report for finding errors. This week, I have also made a recommendation for MAVEN Apparels Ltd. By which they can establish the company as a widely recognized international brand. The work breakdown structure and the Gantt chart are attached below:

3.2.2: Work breakdown:

Project name: Transforming small scale and local businesses into widely recognized international brands	**Task one:** Data information	**Sub-task-1:** Identify data sources, check to resource availability, determine available instruments, identify scope and limitations of using research instruments, set data standards
	Task Two: Data collection	**Sub-task-2:** Take interviews and observe employees, make surveys on their working procedures and determine strategies. Take a wide range of theoretical data from secondary resources
	Task 3: Data analysis	**Sub-task-3:** Selection of data analysis tools, analyze data by using appropriate tools, data interpretation**,** evaluation.
	Task 4: Decision making	**Sub-task-4:** Review of the performance, check errors, correction, decision making, provide recommendations for MAVEN Apparels Ltd.

CHAPTER 4: Presentation and findings:

4.1: Primary research: By applying primary research methods such as interviews, surveys, and observations I have got the following data.

4.1.1: Interview questionnaires:

- Under what circumstances do you select countries for expanding business operations?

- Is there a demand for your products?

- Do you face stiff competition there?

- What are your chances to stand out from the competition?

- Is your product unique to attract customers?

- What are the characteristics of the market?

- How do you select the right products?

- Did you do a market analysis before entering the international market?

- How did you set your target marketing strategy?

- What is the trend in the market?

- How your value chain is structured?

- What are the distribution channels and how did you segment the market?

4.1.2: Interview responses:

Before deciding to expand business in other countries, MAVEN Apparels Ltd. Considered some factors such as business needs, the condition of the market in that country, viability of the country, import and export laws, government rules and regulations in that country for operating international business, customers preferences for consuming global products, relationship of the country with Bangladesh, legal footprints, talent pool, employees and labor availability, labor law of the country, cultural differences, taste, and preferences towards consuming cultural products, demographics of the country, international expansion compliance requirements, operational logistics, supply chain and distribution channels in the country. There is a huge demand in Europe, Australia, and South Asia for Bangladeshi products (ready garments products). MAVEN Apparels Ltd. identified demands for cloths in those countries and decided to start operating business in those countries to meet excess demands and to make profits. MAVEN Apparels Ltd. faced huge competition and stiff challenges as global products were available in those countries. Some renowned fashions outlets were already there such as ZARA. Providing good quality products, faster services, innovations, fashion sense, understanding customers' preferences, tastes, needs, wants demands, demographics, culture, etc. helped MAVEN Apparels Ltd. to challenge its competitors. MAVEN involves in continuous improvement in its products and regular innovation, thus, helping the company to attract global customers. The online application also helps the company to get a huge number of customers worldwide. Unique design, fashion sense, and forecasting towards future changes have helped MAVEN to attract and retain customers. Europe, Australia, and South Asia have a very competitive market. To ensure proper cash inflows and business sustainability, MAVEN Apparels Ltd. provides new products every two days a week. By understanding the environment, demographics, identifying culture, taste, and preferences, MAVEN chose the right products to expand business internationally. MAVEN did an effective market analysis to enter into a new market. It has given opportunities to the company to produce a product in the right quantity and quality. It has also facilitated them to understand the demand, needs, the culture of the consumers. By segmenting the market effectively. MAVEN sets market strategies such as target market and consumers. The value chain of the company is structured under five primary activities such as inbound logistics, operations, outbound logistics, marketing and

sales, and services. By understanding demographics and the taste & preference of the consumers, MAVEN Apparels Ltd. segmented its market in Europe, Australia, and South Asia. MAVEN follows direct selling, dual distribution, and reserve logistics channels for distributing its products to the final consumers.

4.1.3: Observations:

By observing the employees of the production and sales department, products and packaging I have got an idea about the products of MAVEN. This company produces workwear, sportswear, fashionwear, and safety wear for meeting demands in international markets such as Europe, Australia, and South Asia. There is a huge demand for Bangladeshi products. It provides excellence in quality and measures market demands effectively. It produces both men's and women's wear and exports in different countries. The SWOT analysis of MAVEN is given below.

Strengths	Weakness
• Excellent quality • Appropriate quantity • Affordable price • Strategic location • Fast changing collection • Store image • Global outreach	• Massive distribution • Storage • Competitors • Communication • Marketing
Opportunities	**Threats**
• High demands for fashion wear • High market growth • Market stability	• Stiff competition with global companies • Dilution of brand equity • Imitation of goods

4.1.4: Market Analysis:

Market analysis of MAVEN Apparels Ltd. is given below.

Consumer behavior analysis: Consumers in Europe, Australia, and South Asia behave differently. In South Asia and Europe, a large portion of consumers prefers cultural products whereas Australian consumers prefer trends. In Europe and Australia, people seek good quality products whatever the price is. But in the South Asian market, consumers prefer low prices with excellent quality.

Retail analysis: The retail sector analysis of the markets shows that $300.6M revenues by selling garments products, 2.44M customers, and an average transaction price of 3.60M

Gap analysis: MAVEN Apparels Ltd. needs to understand the demands for sportswear and clothes for summer and winter. Excessive production for summer clothes can cause business loss for MAVEN.

Competitor analysis: Some established global brands such as ZARA, Uniqlo, H&M are huge threats for MAVEN. It needs to upgrade product lines, distribution channels, and provide superior service than its competitors to ensure business stability.

Sales analysis: This is a huge opportunity for MAVEN to increase revenues this year. In 2019 its estimated sales were $12,142M and in 2020 it was 10,123. After the pandemic, this opportunity needs to be grabbed by the company.

Promotion analysis: It promotes products through online media such as social media, and provides offers such as 30-50% sale, giving leaflets to the customers, etc.

4.1.5: Target Market Strategy:

MAVEN follows a target marketing strategy to identify potential customers and reach its products to the final consumers. By segmenting the market based on needs, it selects the target market. It also follows online targeting to find new customers and new markets where it can expand its business. Target segmentation and online revenue contribution have helped the company to expand its business and ensure sustainability. It also applies customer lifecycle targeting to produce products and understand the demands of each segment.

4.1.6: Distribution Strategy:

MAVEN Apparels Ltd. follows an intensive distribution strategy to distribute its products to foreign markets. It produces fashionwear in a huge quantity. To ensure effective distribution of its products it uses this strategy that helps the company to reach its final products to the target customers. By following the strategy, it has established so many outlets in operating countries. By maximizing outlets, it increases sales that help the company to ensure revenue and profit maximization. This is a strategy that MAVEN Apparels Ltd. Follows to distribute mass products to the maximum target audience. A massive production requires a huge distribution system to clear stock and produce new products.

4.1.7: Financing Strategy:

MAVEN Apparels Ltd. has taken government financing to raise capital. It took soft loans from the Bangladesh government with better conditions to repay. It has helped the company to minimize capital costs because the interest rate is very low in comparison to bank loans. It has an agreement with the UK government for 50% subsidies. The UK government provides 60% reimbursement of the marketing research cost and for business matchmaking to the company.

4.1.8: Strategic decisions:

MAVEN Apparels Ltd. follows an analytical decision-making approach to make business decisions. By applying this approach, business managers of MAVEN Apparels Ltd. Examine much information before taking an action. This strategy allows decision-makers to tolerate high ambiguity. It helps MAVEN to become highly adaptable. By applying this strategy to make decisions, the company can take control of its action. But it takes much time to make decisions.

4.2: Secondary research:

In my secondary research, I have found the following information that might help newly internationalized companies.

4.2.1: International SEO role for new global brand promotion:

International SEO provides an opportunity for a newly internationalized organization for using diverse languages. It looks forward to relevant content materials in the different languages spoken, i.e., French in France, Italian in Italy, Hindi in India, Chinese in China, etc. It also plays a display of content everywhere. Because google search engine is not available in every country, it facilitates companies to become available in other search engines such as Yandex, Baidu, Bing, etc. It helps the users of mobile applications and websites to get a fair amount of traffic that it is likely to generate in the search bar. It facilitates people to spend a substantial amount of time, money, and effort on international websites. International SEO provides choices to get access to three types of websites and allows companies to get global customers worldwide. It promotes international brands through subdomains, subdirectories, and country-code-domains (Iyer et al., 2021; Veloutsou & Delgado-Ballester, 2018).

4.2.2: International PPC role in newly internationalizing an organization:

The main role of international PPC is to enable the country's search characters to unfold. It makes a ball rolling for avoiding competition in the international market allies. It allows newly internationalized organizations to understand insights into a country's search character.

4.2.3: Influence of social media marketing:

Excellent social media marketing helps to establish a new brand. It makes the company's products available worldwide. Nowadays, global consumers prefer global products that are highly reviewed and provide superior services. Digital marketing helps organizations to find new customers and let them know the new updates. It also helps them to know where they locate, what products they offer, and enable online purchases. Social media marketing influences customers to buy products facilitates the organization to get profits and ensures sustainability. It also helps a newly internationalized organization to recognize itself as a global brand (Dwivedi et al., 2021; Jacobson et al., 2020).

4.2.4: Target audience:

A newly internationalized company must target its audience first. By understanding the markets, demographics of the region, taste and preference of the consumers, income and consumption ratio of the consumers, economic stability of the region, and culture of the area, a newly internationalized business organization will set the target audience (Iyer et al., 2021).

4.3: Data presentation:

By doing a survey among 262 customers of Apparels Industry I got the following responses.

Survey questions:

- Your age?
- Your gender?
- Your profession?
- Your satisfaction criteria on consuming products?
- Which type of clothing do you buy most often?
- What is your usual clothing size?
- What is your favorites pattern to wear?
- Do you follow current fashion trends?
- How much do you spend on clothing per year?

Statistics

		Your Gender?	Your Age?	Your Profession?	Your satisfaction criteria on consuming products?	Which type of clothing do you buy most often?	What is your usual clothing size?	What is your favorites pattern to wear?	Do you follow current fashion trends?	How much do you spend on clothing per year?	
N	Valid	262	262	262	262	262	262	262	262	262	
	Missing	0	0	0	0	0	0	0	0	0	

Frequency Table

Your Gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	142	54.2	54.2	54.2
	Male	120	45.8	45.8	100.0
	Total	262	100.0	100.0	

Your gender?
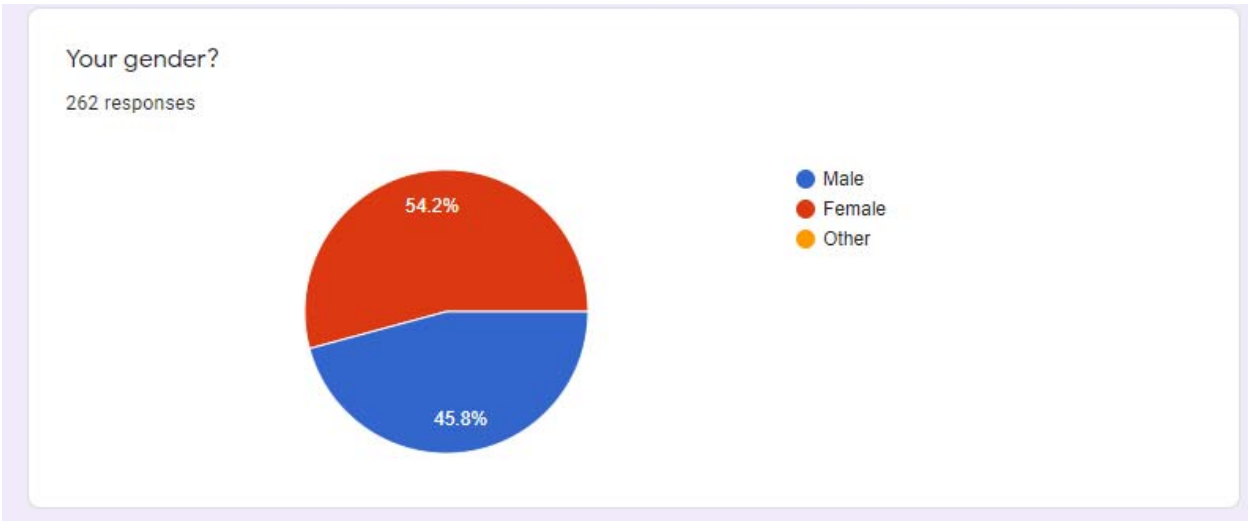
262 responses

In my research on my appeal industry survey, I got 54.2% female responses from 262 responses. Other 45.8% are male.

Your Age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-15	4	1.5	1.5	1.5
	16-24	98	37.4	37.4	38.9
	25-30	141	53.8	53.8	92.7
	30 or ab	19	7.3	7.3	100.0
	Total	262	100.0	100.0	

Your age?
262 responses
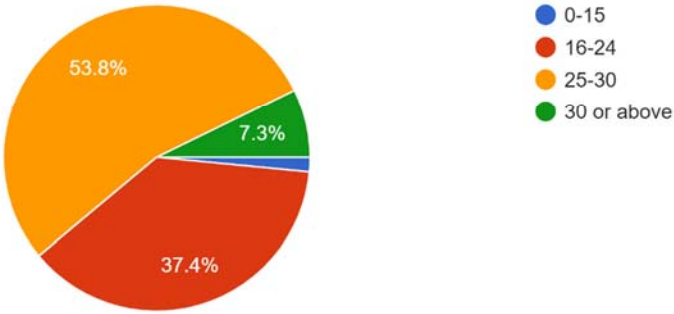
In my survey result 25-30 age people are most of the customer of apparel business. Then 16-24 year people are interested in cloth purchasing.

Your Profession?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	60	22.9	22.9	22.9
	Gov't Se	61	23.3	23.3	46.2
	Private	73	27.9	27.9	74.0
	Student	68	26.0	26.0	100.0
	Total	262	100.0	100.0	

Your profession?
262 responses
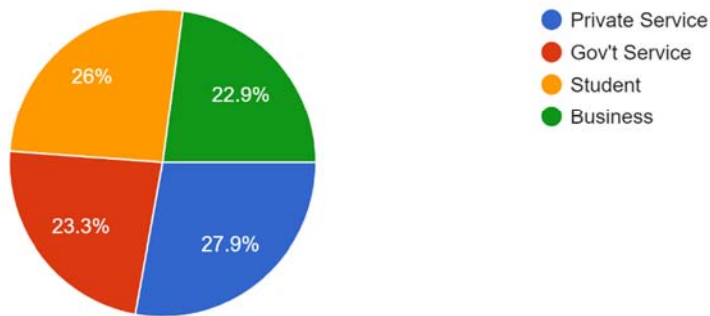
The profession of buyer is almost same all but private service holder are more most purchaser.

Your satisfaction criteria on consuming products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Product	117	44.7	44.7	44.7
	Simplist	85	32.4	32.4	77.1
	Sustaina	60	22.9	22.9	100.0
	Total	262	100.0	100.0	

Your satisfaction criteria on consuming products?
262 responses
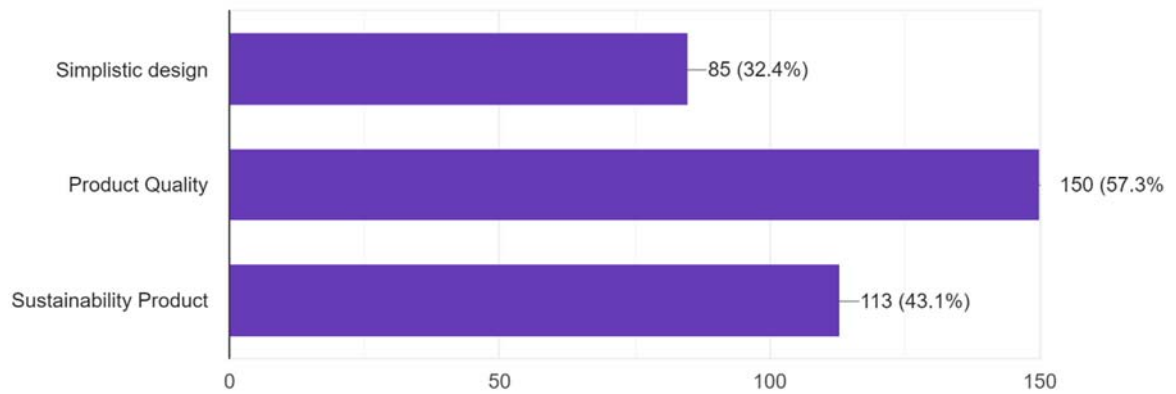
Most of the consumer are concern about product quality and sustainability product.

Which type of clothing do you buy most often?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Boots, s	30	11.5	11.5	11.5
	Gaskets,	105	40.1	40.1	51.5
	T-shirts	89	34.0	34.0	85.5
	Trousers	38	14.5	14.5	100.0
	Total	262	100.0	100.0	

Which type of clothing do you buy most often?
262 responses
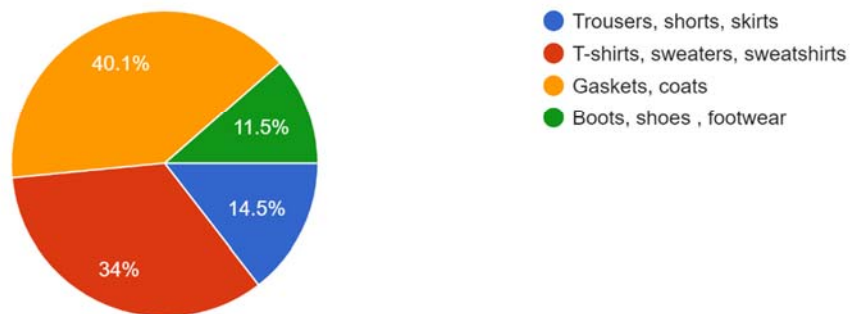
Jacket, Coats are most buying product in my survey next people are interested about T-shirt, sweaters, sweat-shirts.

What is your usual clothing size?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	L (Large	69	26.3	26.3	26.3
	M (Mediu	80	30.5	30.5	56.9
	S (Small	29	11.1	11.1	67.9
	XL (Extr	59	22.5	22.5	90.5
	XS (extr	9	3.4	3.4	93.9
	XXL (Ext	16	6.1	6.1	100.0
	Total	262	100.0	100.0	

What is your usual clothing size?
262 responses
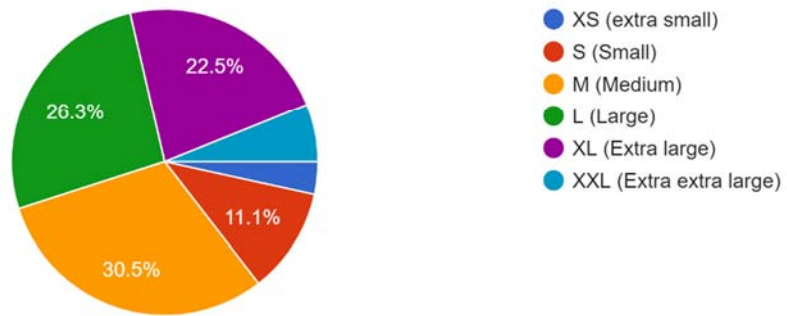
Medium size apparel people are mostly consumer.

What is your favorites pattern to wear?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dice	24	9.2	9.2	9.2
	Dots	61	23.3	23.3	32.4
	No patte	98	37.4	37.4	69.8
	Stripes	79	30.2	30.2	100.0
	Total	262	100.0	100.0	

What is your favorites pattern to wear?
262 responses
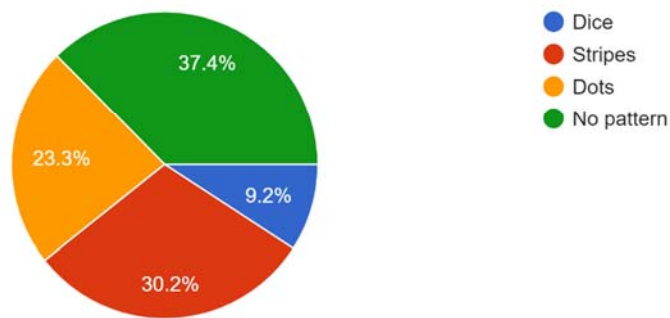
Most of the people love simplistic design that's why they choose no pattern and stripes.

Do you follow current fashion trends?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	2.3	2.3	2.3
	Yes, but	159	60.7	60.7	63.0
	Yes, I f	97	37.0	37.0	100.0
	Total	262	100.0	100.0	

Do you follow current fashion trends?
262 responses
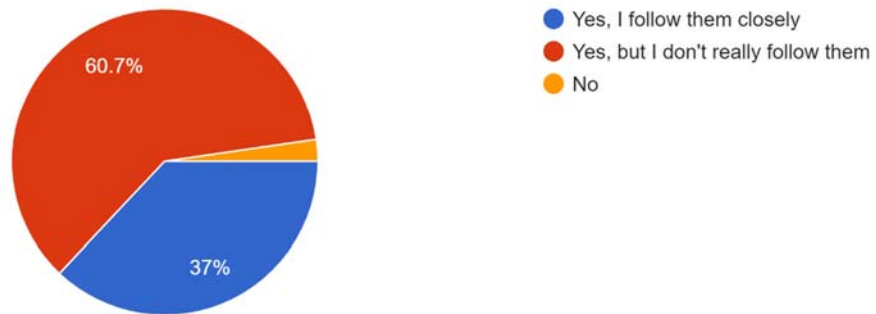
Most of the people aware about fashion trend but they don't follow that.

How much do you spend on clothing per year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 5000	7	2.7	2.7	2.7
	10000-25	80	30.5	30.5	33.2
	25000-50	95	36.3	36.3	69.5
	5000 - 1	36	13.7	13.7	83.2
	50000+	44	16.8	16.8	100.0
	Total	262	100.0	100.0	

How much do you spend on clothing per year?
262 responses
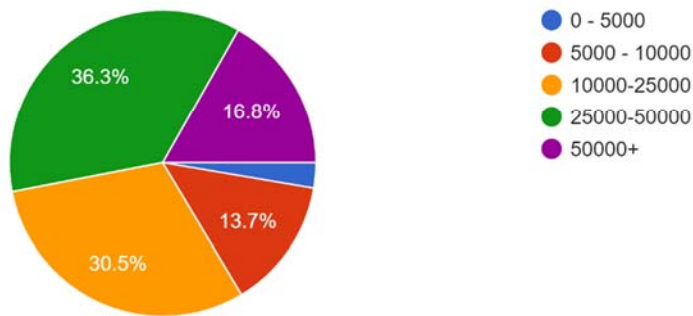
Clothing industry is a billion-dollar industry. Most of the people spending 10000 to 50000+ BDT every year.

Correlation Graph
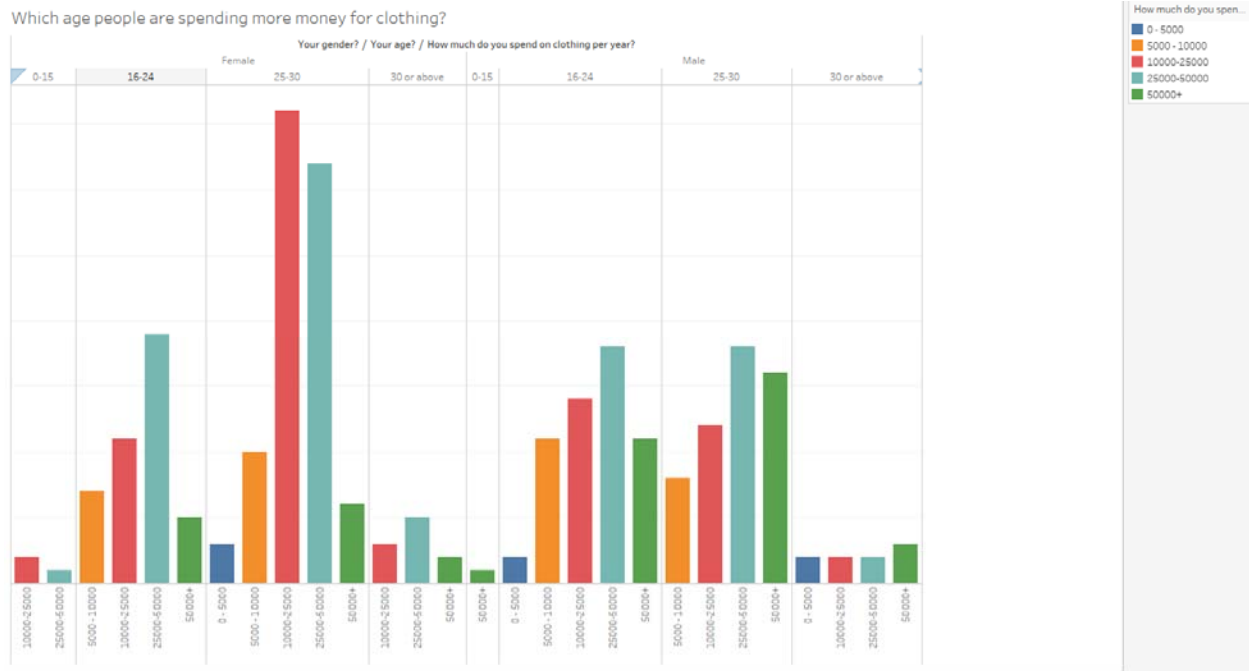
25-30 years women are mostly spending more money on clothing.

Which type of clothing size what type of cloth people buy most?

What is your usual clothing size? / Which type of clothing do you buy most often?

| L (Large) | M (Medium) | S (Small) | XL (Extra large) | XS (extra small) | XXL (Extra extra large) |

Legend — Which type of clothing ...
- Boots, shoes, footw..
- Gaskets, coats
- T-shirts, sweaters, s..
- Trousers, shorts, ski..
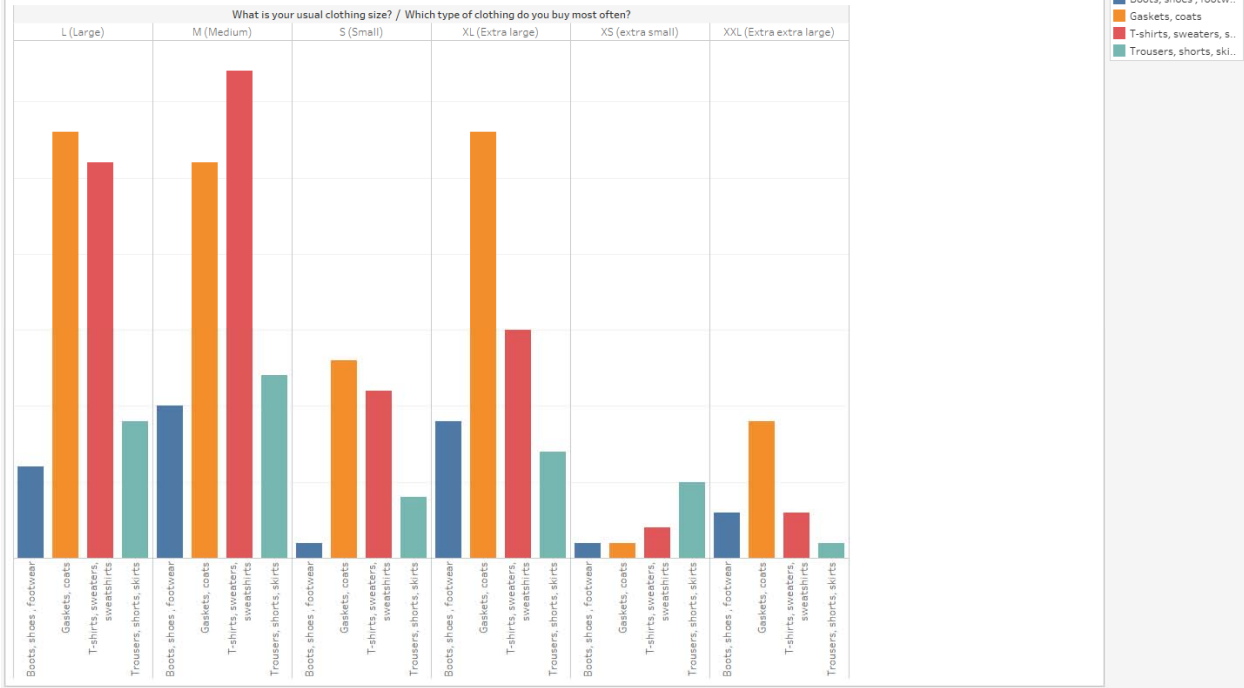
Medium size T-shirt is most buying item according to survey.

According to survey I got the market behavior of apparel market. Here show that female consumers are spending more money on clothing than men. And also, they are most buying jackets and coats. So, for select target market company should more focus on 24-30 years women as their customer.

CHAPTER 5: Conclusion and recommendations

5.1: Conclusion:

There is a huge opportunity for small-scale and local businesses to transform into widely recognized international brands because of globalization. People love to have international products that provide superior quality at affordable prices. By using social media, local businesses can influence global consumers towards the goal attainment of the organization in the means of selling local products into international markets. To enter into the international market, local businesses must consider some facts such as taste and preference of the consumers, culture, and tradition of the people, the environment of the country, labor law and legal requirements, availability of workers, the economy of the country, effectiveness of supply chain, delivery channels, value chain, and brand recognition. An effective market analysis can help a newly internationalized business to meet its business goals. It will help the company to meet consumers' demands and needs effectively which might help the company to earn more revenues and ensure sustainability.

5.2: Recommendations:

I have some recommendations for MAVEN Apparels Ltd. and these might help the company to improve its performance in the international markets and facilitate the company to ensure profits and sustainability.

- Effective management of real-time inventory

- Upgradation of its OS so that online ordering can be easily done

- Upgrading functionality and networking

- Increase the effectiveness of data management system

- Need to increase networking and this might help the company to get better information access to make effective business decisions.

- Better demand understanding and forecasting towards future changes can help the company to produce goods and it will also facilitate the company in innovating products that might match with the trends

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Appendix

https://public.tableau.com/views/ConsumerBehaviourofApparelIndustry_16433033917720/Which agepeoplearespendingmoremoneyforclothing?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Your gender?	Your age?	Your profession?	Your satisfaction criteria on consuming products?	Which type of clothing do you buy most often?	What is your usual clothing size?	What is your favorites pattern to wear?	How much do you spend on clothing per year?
Female	16-24	Student	Product Quality	Boots, shoes , footwear	M (Medium)	Stripes	10000-25000
Male	16-24	Student	Product Quality	Gaskets, coats	M (Medium)	No pattern	5000 - 10000
Male	25-30	Business	Product Quality	Gaskets, coats	L (Large)	Dice	25000-50000
Female	16-24	Student	Simplistic design, Product Quality	T-shirts, sweaters, sweatshirts	M (Medium)	Dots	5000 - 10000
Male	30 or above	Business	Product Quality	Boots, shoes , footwear	XL (Extra large)	Dots	50000+
Female	25-30	Private Service	Product Quality	Trousers, shorts, skirts	L (Large)	Dots	25000-50000
Male	25-30	Private Service	Product Quality	Gaskets, coats	M (Medium)	Stripes	25000-50000
Female	25-30	Student	Product Quality, Sustainability Product	Gaskets, coats	M (Medium)	Stripes	25000-50000
Female	25-30	Private Service	Product Quality	Gaskets, coats	XL (Extra large)	No pattern	10000-25000
Male	25-30	Student	Product Quality	Gaskets, coats	M (Medium)	Dots	25000-50000
Female	16-24	Private Service	Product Quality	Gaskets, coats	XL (Extra large)	Dice	5000 - 10000

Gender	Age	Occupation	Preference	Products	Size	Pattern	Income
Female	25-30	Student	Sustainability Product	Gaskets, coats	L (Large)	Dots	10000-25000
Male	25-30	Business	Product Quality	T-shirts, sweaters, sweatshirts	L (Large)	Dots	25000-50000
Female	25-30	Gov't Service	Product Quality	T-shirts, sweaters, sweatshirts	M (Medium)	Dots	25000-50000
Female	16-24	Student	Simplistic design	Boots, shoes , footwear	L (Large)	Stripes	10000-25000
Male	16-24	Student	Product Quality	T-shirts, sweaters, sweatshirts	M (Medium)	Dots	25000-50000
Female	25-30	Private Service	Simplistic design	T-shirts, sweaters, sweatshirts	XL (Extra large)	Dots	10000-25000
Female	25-30	Student	Simplistic design, Product Quality	Gaskets, coats	S (Small)	Dots	25000-50000
Male	16-24	Private Service	Simplistic design, Sustainability Product	T-shirts, sweaters, sweatshirts	M (Medium)	Dots	25000-50000
Female	25-30	Business	Sustainability Product	T-shirts, sweaters, sweatshirts	XL (Extra large)	Stripes	25000-50000
Male	25-30	Gov't Service	Product Quality, Sustainability Product	Trousers, shorts, skirts	L (Large)	Stripes	25000-50000
Female	25-30	Business	Simplistic design, Sustainability Product	T-shirts, sweaters, sweatshirts	L (Large)	No pattern	10000-25000
Female	25-30	Student	Product Quality, Sustainability Product	Boots, shoes , footwear	M (Medium)	Stripes	10000-25000
Male	30 or above	Private Service	Simplistic design, Product Quality	Boots, shoes , footwear	L (Large)	Dice	50000+
Female	25-30	Student	Product Quality, Sustainability Product	Boots, shoes , footwear	XL (Extra large)	No pattern	10000-25000
Female	25-30	Student	Product Quality,	Gaskets, coats	L (Large)	Dots	10000-25000

Gender	Age	Occupation	Preference	Products	Size	Pattern	Budget
			Sustainability Product				
Male	25-30	Private Service	Simplistic design, Product Quality	T-shirts, sweaters, sweatshirts	L (Large)	Dots	5000 - 10000
Male	25-30	Gov't Service	Sustainability Product	T-shirts, sweaters, sweatshirts	XL (Extra large)	Dots	5000 - 10000
Female	25-30	Gov't Service	Product Quality, Sustainability Product	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	10000-25000
Male	16-24	Student	Sustainability Product	Boots, shoes , footwear	M (Medium)	Dice	25000-50000
Female	16-24	Student	Product Quality, Sustainability Product	Gaskets, coats	L (Large)	Dots	25000-50000
Female	25-30	Business	Product Quality	Trousers, shorts, skirts	S (Small)	No pattern	10000-25000
Female	16-24	Gov't Service	Product Quality	T-shirts, sweaters, sweatshirts	L (Large)	No pattern	10000-25000
Female	25-30	Private Service	Product Quality, Sustainability Product	Boots, shoes , footwear	L (Large)	Stripes	5000 - 10000
Female	16-24	Student	Product Quality, Sustainability Product	T-shirts, sweaters, sweatshirts	XL (Extra large)	No pattern	10000-25000
Female	16-24	Private Service	Product Quality, Sustainability Product	Boots, shoes , footwear	M (Medium)	No pattern	10000-25000
Female	25-30	Gov't Service	Product Quality, Sustainability Product	T-shirts, sweaters, sweatshirts	L (Large)	No pattern	10000-25000
Female	16-24	Student	Product Quality, Sustainability Product	T-shirts, sweaters, sweatshirts	L (Large)	Stripes	10000-25000
Female	25-30	Student	Product Quality, Sustainability Product	Gaskets, coats	XL (Extra large)	No pattern	10000-25000
Female	25-30	Student	Sustainability Product	Gaskets, coats	L (Large)	Stripes	10000-25000
Female	16-	Student	Product	T-shirts,	M	Stripes	25000-

Gender	Age	Occupation	Priority	Product	Size	Pattern	Price
	24		Quality, Sustainability Product	sweaters, sweatshirts	(Medium)		50000
Female	25-30	Business	Product Quality, Sustainability Product	Boots, shoes , footwear	XL (Extra large)	No pattern	25000-50000
Female	16-24	Student	Simplistic design, Product Quality	Trousers, shorts, skirts	L (Large)	No pattern	25000-50000
Female	25-30	Student	Product Quality, Sustainability Product	Gaskets, coats	XL (Extra large)	No pattern	10000-25000
Female	25-30	Gov't Service	Product Quality, Sustainability Product	Gaskets, coats	L (Large)	Dots	10000-25000
Male	16-24	Gov't Service	Simplistic design, Product Quality	Trousers, shorts, skirts	XL (Extra large)	No pattern	10000-25000
Female	25-30	Private Service	Simplistic design, Product Quality	Gaskets, coats	S (Small)	Stripes	10000-25000
Female	25-30	Student	Product Quality, Sustainability Product	Gaskets, coats	XL (Extra large)	Stripes	10000-25000
Female	25-30	Private Service	Simplistic design	Trousers, shorts, skirts	S (Small)	Dots	5000 - 10000
Female	16-24	Business	Sustainability Product	T-shirts, sweaters, sweatshirts	M (Medium)	Dots	10000-25000
Female	16-24	Gov't Service	Product Quality, Sustainability Product	T-shirts, sweaters, sweatshirts	S (Small)	Stripes	25000-50000
Male	30 or above	Private Service	Sustainability Product	Gaskets, coats	XXL (Extra extra large)	Dice	25000-50000
Female	0-15	Gov't Service	Simplistic design	Gaskets, coats	XL (Extra large)	No pattern	10000-25000
Female	25-30	Private Service	Product Quality	T-shirts, sweaters, sweatshirts	XL (Extra large)	No pattern	10000-25000
Male	25-30	Gov't Service	Product Quality,	Gaskets, coats	XL (Extra	No pattern	10000-25000

			Sustainability Product		large)		
Male	25-30	Gov't Service	Simplistic design, Product Quality	Gaskets, coats	M (Medium)	Stripes	25000-50000
Female	30 or above	Business	Simplistic design, Product Quality, Sustainability Product	T-shirts, sweaters, sweatshirts	L (Large)	Dots	25000-50000
Male	16-24	Gov't Service	Product Quality	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	25000-50000
Male	16-24	Private Service	Simplistic design	T-shirts, sweaters, sweatshirts	S (Small)	Stripes	25000-50000
Female	30 or above	Gov't Service	Simplistic design, Product Quality	Trousers, shorts, skirts	XL (Extra large)	Dots	50000+
Male	25-30	Student	Sustainability Product	Gaskets, coats	L (Large)	No pattern	25000-50000
Male	16-24	Private Service	Product Quality	Gaskets, coats	S (Small)	Dice	10000-25000
Female	25-30	Gov't Service	Sustainability Product	Gaskets, coats	S (Small)	No pattern	50000+
Male	25-30	Business	Sustainability Product	Gaskets, coats	XXL (Extra extra large)	Dots	50000+
Female	25-30	Business	Product Quality, Sustainability Product	Gaskets, coats	L (Large)	Stripes	0 - 5000
Male	25-30	Gov't Service	Sustainability Product	Boots, shoes , footwear	L (Large)	Stripes	5000 - 10000
Male	25-30	Gov't Service	Sustainability Product	Gaskets, coats	S (Small)	Stripes	50000+
Male	25-30	Business	Product Quality, Sustainability Product	T-shirts, sweaters, sweatshirts	XXL (Extra extra large)	Stripes	10000-25000
Male	16-24	Student	Simplistic design	T-shirts, sweaters, sweatshirts	M (Medium)	No pattern	0 - 5000
Female	25-30	Student	Product Quality, Sustainability Product	Gaskets, coats	L (Large)	No pattern	5000 - 10000

Gender	Age	Occupation	Values	Product	Size	Pattern	Income
Male	25-30	Business	Product Quality, Sustainability Product	Gaskets, coats	S (Small)	Dots	5000 - 10000
Male	16-24	Student	Sustainability Product	Boots, shoes , footwear	M (Medium)	Stripes	50000+
Female	16-24	Student	Simplistic design, Product Quality	Boots, shoes , footwear	S (Small)	Dice	5000 - 10000
Male	25-30	Business	Simplistic design	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	10000-25000
Male	16-24	Gov't Service	Product Quality	Gaskets, coats	S (Small)	No pattern	10000-25000
Female	25-30	Gov't Service	Simplistic design	T-shirts, sweaters, sweatshirts	XL (Extra large)	Dots	10000-25000
Female	16-24	Gov't Service	Product Quality, Sustainability Product	Gaskets, coats	M (Medium)	Stripes	10000-25000
Male	16-24	Gov't Service	Product Quality, Sustainability Product	T-shirts, sweaters, sweatshirts	XL (Extra large)	No pattern	5000 - 10000
Female	16-24	Business	Sustainability Product	Gaskets, coats	XXL (Extra extra large)	No pattern	25000-50000
Male	30 or above	Gov't Service	Product Quality	T-shirts, sweaters, sweatshirts	S (Small)	Dots	0 - 5000
Female	16-24	Gov't Service	Sustainability Product	Gaskets, coats	L (Large)	Dots	50000+
Female	30 or above	Private Service	Product Quality, Sustainability Product	Trousers, shorts, skirts	XL (Extra large)	Dots	25000-50000
Female	25-30	Student	Product Quality, Sustainability Product	Gaskets, coats	L (Large)	No pattern	10000-25000
Female	25-30	Student	Product Quality	Gaskets, coats	M (Medium)	Dots	50000+
Female	25-30	Gov't Service	Simplistic design, Product Quality	Gaskets, coats	M (Medium)	Stripes	25000-50000
Female	25-	Student	Simplistic	T-shirts,	XXL	Stripes	25000-

Gender	Age	Occupation	Factor	Products	Size	Pattern	Budget
	30		design, Sustainability Product	sweaters, sweatshirts	(Extra extra large)		50000
Female	16-24	Student	Sustainability Product	T-shirts, sweaters, sweatshirts	M (Medium)	No pattern	25000-50000
Female	25-30	Student	Simplistic design, Product Quality	Gaskets, coats	XL (Extra large)	Dots	10000-25000
Female	16-24	Gov't Service	Product Quality	T-shirts, sweaters, sweatshirts	L (Large)	Dots	10000-25000
Female	16-24	Student	Simplistic design, Product Quality, Sustainability Product	Trousers, shorts, skirts	L (Large)	No pattern	5000 - 10000
Male	16-24	Student	Product Quality	T-shirts, sweaters, sweatshirts	XL (Extra large)	No pattern	5000 - 10000
Female	25-30	Private Service	Sustainability Product	Boots, shoes, footwear	L (Large)	Dots	50000+
Female	30 or above	Gov't Service	Product Quality	Gaskets, coats	XL (Extra large)	No pattern	10000-25000
Male	25-30	Business	Product Quality	Gaskets, coats	XL (Extra large)	No pattern	50000+
Female	25-30	Business	Sustainability Product	Gaskets, coats	M (Medium)	Stripes	25000-50000
Female	25-30	Student	Product Quality	Gaskets, coats	XL (Extra large)	No pattern	5000 - 10000
Female	25-30	Gov't Service	Product Quality, Sustainability Product	Gaskets, coats	XL (Extra large)	No pattern	25000-50000
Female	25-30	Student	Product Quality, Sustainability Product	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	10000-25000
Female	16-24	Student	Sustainability Product	Gaskets, coats	XL (Extra large)	No pattern	25000-50000
Female	25-30	Business	Product Quality	T-shirts, sweaters, sweatshirts	L (Large)	No pattern	25000-50000

Gender	Age	Occupation	Preference	Product	Size	Pattern	Budget
Female	25-30	Student	Sustainability Product	Gaskets, coats	XXL (Extra extra large)	No pattern	25000-50000
Female	25-30	Student	Sustainability Product	Gaskets, coats	XXL (Extra extra large)	Dots	10000-25000
Female	16-24	Gov't Service	Product Quality	T-shirts, sweaters, sweatshirts	M (Medium)	No pattern	25000-50000
Female	25-30	Student	Sustainability Product	T-shirts, sweaters, sweatshirts	M (Medium)	Dice	25000-50000
Female	0-15	Private Service	Product Quality, Sustainability Product	Gaskets, coats	L (Large)	Dots	10000-25000
Female	25-30	Business	Sustainability Product	Gaskets, coats	L (Large)	Stripes	25000-50000
Female	25-30	Business	Product Quality	Gaskets, coats	L (Large)	Stripes	10000-25000
Female	25-30	Business	Sustainability Product	T-shirts, sweaters, sweatshirts	L (Large)	Dots	25000-50000
Male	25-30	Student	Simplistic design	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	25000-50000
Female	25-30	Gov't Service	Product Quality	Gaskets, coats	M (Medium)	No pattern	10000-25000
Female	16-24	Student	Product Quality	T-shirts, sweaters, sweatshirts	L (Large)	Dots	25000-50000
Female	25-30	Student	Sustainability Product	T-shirts, sweaters, sweatshirts	M (Medium)	No pattern	10000-25000
Female	25-30	Business	Sustainability Product	Gaskets, coats	L (Large)	No pattern	10000-25000
Female	25-30	Business	Simplistic design	Gaskets, coats	M (Medium)	Dots	25000-50000
Female	30 or above	Gov't Service	Simplistic design, Product Quality	T-shirts, sweaters, sweatshirts	L (Large)	No pattern	25000-50000
Female	25-30	Private Service	Product Quality	Gaskets, coats	XL (Extra large)	No pattern	5000 - 10000

Female	25-30	Business	Sustainability Product	T-shirts, sweaters, sweatshirts	XL (Extra large)	No pattern	10000-25000
Female	25-30	Gov't Service	Sustainability Product	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	25000-50000
Female	16-24	Gov't Service	Product Quality	Boots, shoes , footwear	XXL (Extra extra large)	Stripes	25000-50000
Female	25-30	Student	Product Quality	Gaskets, coats	L (Large)	Dots	25000-50000
Female	30 or above	Business	Simplistic design	T-shirts, sweaters, sweatshirts	XXL (Extra extra large)	Dots	10000-25000
Female	25-30	Student	Sustainability Product	Boots, shoes , footwear	XXL (Extra extra large)	Dots	10000-25000
Male	25-30	Business	Product Quality, Sustainability Product	Gaskets, coats	S (Small)	Stripes	25000-50000
Female	25-30	Student	Product Quality, Sustainability Product	Gaskets, coats	S (Small)	Stripes	50000+
Female	16-24	Student	Sustainability Product	Boots, shoes , footwear	XL (Extra large)	Dots	25000-50000
Female	25-30	Student	Product Quality, Sustainability Product	Gaskets, coats	L (Large)	Stripes	10000-25000
Female	16-24	Business	Product Quality	T-shirts, sweaters, sweatshirts	L (Large)	No pattern	25000-50000
Female	25-30	Business	Simplistic design	Trousers, shorts, skirts	XS (extra small)	Dice	0 - 5000
Male	16-24	Private Service	Product Quality	Trousers, shorts, skirts	XL (Extra large)	No pattern	25000-50000
Female	30 or above	Business	Sustainability Product	Gaskets, coats	S (Small)	No pattern	25000-50000
Female	16-24	Business	Product Quality, Sustainability Product	Gaskets, coats	XL (Extra large)	No pattern	25000-50000
Female	16-	Business	Simplistic	T-shirts,	XL	Dice	50000+

Gender	Age	Occupation	Preference	Product	Size	Pattern	Income
	24		design	sweaters, sweatshirts	(Extra large)		
Female	0-15	Gov't Service	Simplistic design	T-shirts, sweaters, sweatshirts	S (Small)	Dots	25000-50000
Female	25-30	Business	Sustainability Product	Boots, shoes , footwear	XL (Extra large)	No pattern	50000+
Female	25-30	Business	Sustainability Product	Boots, shoes , footwear	M (Medium)	Stripes	50000+
Female	25-30	Business	Sustainability Product	Gaskets, coats	XL (Extra large)	No pattern	25000-50000
Female	25-30	Private Service	Simplistic design	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	5000 - 10000
Male	25-30	Business	Simplistic design, Product Quality	Boots, shoes , footwear	XL (Extra large)	No pattern	25000-50000
Female	25-30	Student	Sustainability Product	Gaskets, coats	L (Large)	No pattern	25000-50000
Female	16-24	Gov't Service	Product Quality	T-shirts, sweaters, sweatshirts	XL (Extra large)	No pattern	25000-50000
Female	25-30	Business	Product Quality	Gaskets, coats	XL (Extra large)	No pattern	25000-50000
Female	25-30	Gov't Service	Simplistic design, Product Quality	T-shirts, sweaters, sweatshirts	L (Large)	Dots	25000-50000
Female	25-30	Business	Product Quality	Gaskets, coats	XXL (Extra extra large)	No pattern	25000-50000
Female	16-24	Business	Simplistic design	Boots, shoes , footwear	XS (extra small)	No pattern	10000-25000
Female	25-30	Student	Product Quality	T-shirts, sweaters, sweatshirts	M (Medium)	No pattern	0 - 5000
Male	16-24	Student	Sustainability Product	T-shirts, sweaters, sweatshirts	L (Large)	No pattern	10000-25000
Female	16-24	Gov't Service	Product Quality	T-shirts, sweaters, sweatshirt	L (Large)	No pattern	25000-50000

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Female	25-30	Gov't Service	Product Quality	Gaskets, coats	XXL (Extra extra large)	Stripes	10000-25000
Female	25-30	Business	Product Quality	Gaskets, coats	XS (extra small)	Dots	10000-25000
Female	25-30	Business	Product Quality, Sustainability Product	Gaskets, coats	XL (Extra large)	Dots	5000 - 10000
Female	25-30	Student	Simplistic design	Gaskets, coats	L (Large)	Dots	25000-50000
Female	25-30	Gov't Service	Product Quality, Sustainability Product	Gaskets, coats	XL (Extra large)	No pattern	25000-50000
Female	16-24	Gov't Service	Simplistic design	Trousers, shorts, skirts	XL (Extra large)	Dots	5000 - 10000
Female	25-30	Gov't Service	Simplistic design	Trousers, shorts, skirts	S (Small)	Stripes	10000-25000
Female	25-30	Private Service	Product Quality, Sustainability Product	Boots, shoes , footwear	M (Medium)	Stripes	25000-50000
Female	16-24	Gov't Service	Simplistic design	Gaskets, coats	S (Small)	Dots	25000-50000
Female	25-30	Gov't Service	Sustainability Product	Boots, shoes , footwear	L (Large)	No pattern	25000-50000
Female	25-30	Gov't Service	Sustainability Product	Boots, shoes , footwear	M (Medium)	Dots	25000-50000
Female	25-30	Student	Simplistic design	Boots, shoes , footwear	XXL (Extra extra large)	No pattern	25000-50000
Female	25-30	Gov't Service	Sustainability Product	Gaskets, coats	XL (Extra large)	No pattern	10000-25000
Female	16-24	Gov't Service	Simplistic design, Product Quality	Gaskets, coats	XL (Extra large)	Stripes	25000-50000
Male	25-30	Business	Product Quality, Sustainability Product	T-shirts, sweaters, sweatshirts	S (Small)	No pattern	10000-25000
Female	25-30	Business	Product Quality	Boots, shoes , footwear	M (Medium)	Stripes	10000-25000

Gender	Age	Occupation	Preference	Product	Size	Pattern	Income
Female	30 or above	Business	Product Quality	T-shirts, sweaters, sweatshirts	M (Medium)	No pattern	10000-25000
Male	25-30	Business	Sustainability Product	Gaskets, coats	M (Medium)	Stripes	5000 - 10000
Male	16-24	Gov't Service	Product Quality	T-shirts, sweaters, sweatshirts	L (Large)	No pattern	25000-50000
Female	25-30	Business	Sustainability Product	Trousers, shorts, skirts	L (Large)	Dice	25000-50000
Female	16-24	Business	Sustainability Product	Boots, shoes, footwear	XL (Extra large)	No pattern	50000+
Male	16-24	Gov't Service	Product Quality	T-shirts, sweaters, sweatshirts	XL (Extra large)	No pattern	10000-25000
Female	25-30	Student	Product Quality, Sustainability Product	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	25000-50000
Female	16-24	Gov't Service	Product Quality, Sustainability Product	Gaskets, coats	L (Large)	Stripes	50000+
Female	16-24	Private Service	Product Quality	Gaskets, coats	L (Large)	No pattern	5000 - 10000
Female	16-24	Business	Product Quality	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	10000-25000
Female	16-24	Gov't Service	Product Quality	T-shirts, sweaters, sweatshirts	XL (Extra large)	No pattern	25000-50000
Female	25-30	Gov't Service	Product Quality	Gaskets, coats	L (Large)	No pattern	5000 - 10000
Male	25-30	Student	Simplistic design	T-shirts, sweaters, sweatshirts	S (Small)	Stripes	25000-50000
Female	25-30	Business	Product Quality	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	10000-25000
Female	25-30	Student	Sustainability Product	Gaskets, coats	M (Medium)	Stripes	10000-25000
Female	16-24	Gov't Service	Product Quality	Gaskets, coats	XL (Extra large)	No pattern	50000+

Female	30 or above	Business	Sustainability Product	Boots, shoes, footwear	XL (Extra large)	No pattern	50000+
Female	25-30	Gov't Service	Product Quality	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	25000-50000
Female	16-24	Student	Simplistic design, Product Quality	T-shirts, sweaters, sweatshirts	XS (extra small)	Dots	5000 - 10000
Male	30 or above	Gov't Service	Sustainability Product	Gaskets, coats	M (Medium)	No pattern	25000-50000
Male	25-30	Business	Product Quality	Gaskets, coats	XL (Extra large)	Dots	25000-50000
Male	16-24	Student	Simplistic design	T-shirts, sweaters, sweatshirts	M (Medium)	No pattern	5000 - 10000
Male	16-24	Private Service	Product Quality	Trousers, shorts, skirts	M (Medium)	Stripes	5000 - 10000
Male	16-24	Private Service	Simplistic design	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	10000-25000
Male	25-30	Student	Product Quality	Trousers, shorts, skirts	S (Small)	No pattern	50000+
Male	25-30	Student	Sustainability Product	T-shirts, sweaters, sweatshirts	XL (Extra large)	No pattern	25000-50000
Male	25-30	Private Service	Simplistic design	Trousers, shorts, skirts	L (Large)	Stripes	10000-25000
Male	16-24	Business	Sustainability Product	Gaskets, coats	XL (Extra large)	No pattern	10000-25000
Male	16-24	Student	Simplistic design, Product Quality	Gaskets, coats	S (Small)	No pattern	10000-25000
Male	25-30	Student	Sustainability Product	Gaskets, coats	M (Medium)	Stripes	5000 - 10000
Male	25-30	Business	Product Quality, Sustainability Product	Trousers, shorts, skirts	L (Large)	Dots	10000-25000
Male	30 or above	Private Service	Sustainability Product	Boots, shoes, footwear	XL (Extra large)	Dots	0 - 5000

Male	30 or above	Business	Product Quality	Gaskets, coats	XL (Extra large)	Dots	50000+
Male	25-30	Student	Simplistic design, Product Quality	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	25000-50000
Male	25-30	Gov't Service	Product Quality	T-shirts, sweaters, sweatshirts	L (Large)	No pattern	10000-25000
Male	25-30	Gov't Service	Simplistic design, Product Quality	T-shirts, sweaters, sweatshirts	M (Medium)	Dots	5000 - 10000
Male	16-24	Private Service	Simplistic design, Product Quality	Gaskets, coats	M (Medium)	Dice	5000 - 10000
Male	25-30	Business	Sustainability Product	T-shirts, sweaters, sweatshirts	L (Large)	No pattern	50000+
Male	25-30	Gov't Service	Product Quality, Sustainability Product	Gaskets, coats	M (Medium)	Stripes	50000+
Male	16-24	Private Service	Simplistic design, Product Quality	Trousers, shorts, skirts	M (Medium)	No pattern	50000+
Male	16-24	Gov't Service	Simplistic design	Trousers, shorts, skirts	M (Medium)	Dice	25000-50000
Male	25-30	Private Service	Simplistic design, Product Quality	T-shirts, sweaters, sweatshirts	L (Large)	Stripes	50000+
Male	25-30	Private Service	Simplistic design, Product Quality	Gaskets, coats	XL (Extra large)	No pattern	50000+
Male	25-30	Student	Simplistic design, Product Quality	T-shirts, sweaters, sweatshirts	L (Large)	Stripes	25000-50000
Female	25-30	Private Service	Product Quality, Sustainability Product	T-shirts, sweaters, sweatshirts	S (Small)	Dots	5000 - 10000
Male	25-30	Student	Simplistic design, Product Quality	Gaskets, coats	M (Medium)	Stripes	10000-25000
Male	25-	Private	Product	T-shirts,	M	Dots	10000-

	30	Service	Quality, Sustainability Product	sweaters, sweatshirts	(Medium)		25000
Male	16-24	Business	Sustainability Product	T-shirts, sweaters, sweatshirts	L (Large)	No pattern	25000-50000
Male	25-30	Private Service	Simplistic design	Trousers, shorts, skirts	M (Medium)	Stripes	10000-25000
Male	25-30	Business	Product Quality	Gaskets, coats	M (Medium)	Stripes	10000-25000
Male	16-24	Gov't Service	Simplistic design	T-shirts, sweaters, sweatshirts	L (Large)	Dots	10000-25000
Male	16-24	Business	Product Quality	T-shirts, sweaters, sweatshirts	M (Medium)	No pattern	10000-25000
Male	25-30	Gov't Service	Product Quality	Gaskets, coats	XL (Extra large)	No pattern	50000+
Male	16-24	Private Service	Sustainability Product	T-shirts, sweaters, sweatshirts	L (Large)	No pattern	0 - 5000
Male	16-24	Private Service	Simplistic design	Trousers, shorts, skirts	XS (extra small)	Dice	50000+
Male	16-24	Private Service	Simplistic design	Gaskets, coats	L (Large)	Stripes	5000 - 10000
Male	16-24	Private Service	Simplistic design	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	5000 - 10000
Male	25-30	Private Service	Product Quality	Gaskets, coats	M (Medium)	Dice	50000+
Male	16-24	Private Service	Simplistic design	Trousers, shorts, skirts	L (Large)	Dice	10000-25000
Male	25-30	Private Service	Product Quality	Trousers, shorts, skirts	M (Medium)	Dice	50000+
Male	16-24	Private Service	Simplistic design	Trousers, shorts, skirts	L (Large)	Stripes	50000+
Male	16-24	Private Service	Simplistic design, Sustainability Product	Gaskets, coats	L (Large)	Dots	25000-50000
Male	16-24	Private Service	Product Quality	Trousers, shorts,	M (Medium)	Dice	50000+

				skirts	m)		
Male	16-24	Private Service	Simplistic design, Product Quality	Gaskets, coats	L (Large)	Stripes	50000+
Male	16-24	Private Service	Simplistic design	T-shirts, sweaters, sweatshirts	XS (extra small)	No pattern	50000+
Male	16-24	Private Service	Simplistic design, Product Quality	Trousers, shorts, skirts	M (Medium)	Stripes	10000-25000
Male	25-30	Private Service	Product Quality	Gaskets, coats	M (Medium)	Stripes	50000+
Male	16-24	Private Service	Simplistic design	Trousers, shorts, skirts	XS (extra small)	No pattern	5000 - 10000
Male	25-30	Private Service	Simplistic design	Trousers, shorts, skirts	M (Medium)	Stripes	50000+
Male	16-24	Private Service	Simplistic design	Trousers, shorts, skirts	XS (extra small)	Dice	25000-50000
Male	25-30	Private Service	Product Quality	T-shirts, sweaters, sweatshirts	L (Large)	Dice	25000-50000
Male	16-24	Private Service	Simplistic design	Gaskets, coats	M (Medium)	Stripes	50000+
Male	25-30	Private Service	Sustainability Product	Trousers, shorts, skirts	M (Medium)	Stripes	50000+
Male	30 or above	Private Service	Simplistic design	Boots, shoes , footwear	M (Medium)	No pattern	10000-25000
Male	25-30	Private Service	Simplistic design	Trousers, shorts, skirts	XS (extra small)	Dots	50000+
Male	16-24	Private Service	Simplistic design	T-shirts, sweaters, sweatshirts	S (Small)	Stripes	10000-25000
Male	25-30	Private Service	Product Quality	Trousers, shorts, skirts	M (Medium)	No pattern	50000+
Male	16-24	Private Service	Sustainability Product	Gaskets, coats	XL (Extra large)	No pattern	50000+
Male	16-24	Private Service	Simplistic design, Sustainability Product	Gaskets, coats	S (Small)	No pattern	25000-50000

Male	16-24	Private Service	Simplistic design, Product Quality	T-shirts, sweaters, sweatshirts	M (Medium)	Stripes	25000-50000
Male	16-24	Gov't Service	Sustainability Product	Gaskets, coats	M (Medium)	No pattern	25000-50000
Male	16-24	Private Service	Sustainability Product	Trousers, shorts, skirts	M (Medium)	No pattern	25000-50000
Male	16-24	Private Service	Simplistic design, Product Quality	Gaskets, coats	M (Medium)	Stripes	10000-25000
Male	16-24	Private Service	Simplistic design	T-shirts, sweaters, sweatshirts	S (Small)	Stripes	25000-50000
Female	16-24	Gov't Service	Sustainability Product	Gaskets, coats	L (Large)	Dots	25000-50000
Male	16-24	Student	Simplistic design	Gaskets, coats	L (Large)	Dice	50000+
Male	25-30	Private Service	Product Quality	Trousers, shorts, skirts	XL (Extra large)	No pattern	5000 - 10000
Male	25-30	Private Service	Simplistic design	Gaskets, coats	M (Medium)	Stripes	25000-50000
Male	16-24	Private Service	Simplistic design	Trousers, shorts, skirts	M (Medium)	Dice	50000+
Male	0-15	Private Service	Sustainability Product	Trousers, shorts, skirts	XXL (Extra extra large)	No pattern	50000+
Male	16-24	Business	Product Quality	Gaskets, coats	XXL (Extra extra large)	No pattern	25000-50000
Female	30 or above	Private Service	Simplistic design	Trousers, shorts, skirts	XL (Extra large)	No pattern	25000-50000
Female	25-30	Business	Sustainability Product	T-shirts, sweaters, sweatshirts	XL (Extra large)	No pattern	5000 - 10000
Male	16-24	Private Service	Simplistic design	T-shirts, sweaters, sweatshirts	S (Small)	Dots	25000-50000
Male	25-30	Private Service	Product Quality	Gaskets, coats	L (Large)	Dice	10000-25000
Male	25-30	Student	Product Quality	Gaskets, coats	XXL (Extra extra	Dice	25000-50000

				large)			
Male	30 or above	Business	Sustainability Product	T-shirts, sweaters, sweatshirts	S (Small)	Stripes	10000-25000
Male	16-24	Student	Product Quality	Gaskets, coats	M (Medium)	Stripes	5000 - 10000
Male	16-24	Private Service	Simplistic design, Product Quality, Sustainability Product	T-shirts, sweaters, sweatshirts	L (Large)	Dots	5000 - 10000