

**Report On**  
**Customer Experience Analysis and Social Media Marketing. A case study and a**  
**thorough analysis on Creativo**

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the  
requirements for the degree of  
Bachelor of Business Administration

BRAC Business School  
Brac University  
January,2021

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**Declaration**

It is hereby declared that

1. The internship report submitted is its own original work while completing the 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 that has been accepted or submitted for any other degree or diploma at a university or other institution.
4. All of the primary sources of help were acknowledged.

**Student's Full Name & Signature:**

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**Wahid Sorwar**

Student ID: 16304063

**Supervisor's Full Name & Signature:**

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**Mahreen Mamoon**

Assistant Professor, BRAC Business School

BRAC University

## **Letter of Transmittal**

Mahreen Mamoon

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report titled "Customer Experience Analysis and Social Media Marketing. A case study and a thorough analysis of Creativo."

Dear Madam,

This is a pleasure to submit the internship report "Customer Experience Analysis and Social Media Marketing. A case study and a thorough analysis of Creativo." under your supervision as a part of the BUS 400 course required to complete a BBA degree from BRAC Business School.

I have tried my hardest to finalize the report with the essential data and the recommended proposal in a significant, compact, and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

---

Wahid Sorwar

16304063

BRAC Business School

BRAC University

January 09, 2021

### **Non-Disclosure Agreement**

This agreement is made and entered into by and between Creativo and the undersigned Student Wahid Sorwar at BRAC University.

### **Confidentiality Agreement**

1. The three parties agree that the internship report, in a draft or final form, is not considered a confidential document, and the internship report may be shared with other parties by the Student, employer, or faculty advisor. The faculty supervisor will maintain a copy of the internship report for at least one year (in case of a grade review), at which time the supervisor may elect to destroy the file copy.
2. The three parties agree that all documents and data provided by the employer to the Student in the course of the internship remain the property of the employer, but except where expressly requested by the employer, these will not be treated as confidential information by the faculty supervisor and the Student.
3. The three parties shall not be prohibited from disclosing any information obtained during the internship if such information was in the public domain.

\_\_\_\_\_  
Touhid Sorwar  
Chief Operating Officer  
  
Creativo

\_\_\_\_\_  
Wahid Sorwar  
Student  
  
BRAC University

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Mahreen Mamoon  
Assistant Professor  
  
BRAC Business School

## **Acknowledgment**

This report was prepared to analyze Customer Experience and Social Media Marketing for a custom clothing & lifestyle brand on winter collection 2020 with mutual assistance of BRAC University and Creativo. This favored getting such help and collaboration all through the cycle.

Most importantly, I would like to thank academic supervisor Mahreen Mamoon, Assistant Professor at BRAC Business School, for supporting me during the internship. Also, demonstrating with the primary rule for completing the study, she gave her precious time by phone and texts and via online sessions taken on google meet in the hours of conversation.

Special thanks to BRAC University Centre for entrepreneurship development for their constant support to build a start-up like Creativo.

Finally, thanks to all the people who have been in BRAC Business School since the beginning of my undergrad program.

## **Executive Summary**

Creativo is a personalized clothing start-up as well as a famous f-commerce brand. Every day at Creativo, there is a new chance to learn more about the current product line and create new concepts. As a local start-up, there is an ongoing commitment to minimize environmental emissions by using recycled fabrics for every product designed for consumers.

Creativo's journey has not been too long, but Creativo has earned corporate and local clients' trust over these five years. With their Tan Brog product line, which is now all the rage among young people, their retail lifestyle brand has already set a fashion trend. Creativo's products and services have had a significant impact on the minds of youngsters.

In 2015, two brothers established an idea to create an online custom group clothing service in the garments industry by figuring out the lack of service providers. They found a gap between export-oriented factory owners and end customers. At the same time, they launched their retail lifestyle product line with unique and trendy designs followed by the European style. In 2018, they participated in the Business plan competition organized by the Centre for Entrepreneurship Development. Eventually, it accelerated its business operations, and a fundamental business idea turned into a promising start-up company. Now Creativo has more than 20 corporate clients and an outstanding reputation as an online lifestyle brand.

The management practice of Creativo is very friendly and agile. From purchasing fabrics to finalizing a sample, from getting approval from the buyer to complete the production on time, everything is controlled by the founders. From designing new content to shoot for new products, every task is done with the group discussions.

As a start-up company, Creativo does not have any dedicated accounting and finance departments. To minimize the risk of losing entries, they have a strict policy of making each transaction via bank payment. Due to the Covid-19 lockdown situation, they could not operate for four consecutive months and reopened their service in August 2020.

As Creativo provides the professional custom-clothing solution in both short and large quantities, they have contracts with a different range of factories; as Bangladesh is the home of an export-oriented garment factory, they do not have to bear any factory fixed expenses. Their main competitor is Fabrilife, an online custom T-shirt store. Without any doubt, they are technologically advanced than Creativo, but Creativo is advanced in terms of production and ensuring quality. Fabric life can only provide T-shirts, whereas Creativo is capable enough to provide customization on any garments, such as T-shirts, shirts, jackets, Hoodies, fashion

items, and whatnot. As a part of the business expansion, Team Creativo has many plans to provide better and faster service to the customers and be the industry leader.

This report was prepared with the guidelines set out by BRAC University and based on the outcomes of the entrepreneurial journey at Creativo. As one of the co-founders, I had to look after every field of this start-up, i.e., from market growth to manufacturing, I had to be involved and closely with every business operation as this report is based on customer experience analysis and social media marketing. A road map was made for the projects that will be finished before the internship period comes to an end, and three big tasks in these three months were completed; Customer survey before launching the winter 2020 clothing line, shoot for the products including an OVC, rapid marketing campaigns over all social media channels.

The study's significance is to consider customers' viewpoints on Creativo Lifestyle and the evaluation of their social media ads after a pandemic. Furthermore, the findings will help research this subject even more for the improvement of the start-up. So the start-up will have an academic report that will help them showcase their growth to their future investors.

Creativo is doing well as a start-up venture. With the help of technology and management support from the CED, they can keep growing and be one of the leading apparel brands.

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## **List of Acronyms**

CED	Centre for Entrepreneurship Development
CEO	Chief Executive Officer
COO	Chief Operating Officer
CTO	Chief Technology Officer
R&D	Research and Development
HR	Human Resource
MKT	Marketing
IT	Information Technology

## Chapter 1

### Overview of Internship

#### 1.1 Student information:

<b>Name</b>	Wahid Sorwar
<b>Student ID</b>	16304063
<b>Program</b>	Bachelor of Business Administration
<b>Major/Specialisation</b>	Major in Marketing, Minor E-business

#### 1.2 Internship Information:

##### 1.2.1 Company Information

<b>Period</b>	October 2020 – January 2021
<b>Company Name</b>	Creativo
<b>Logo</b>	
<b>Department</b>	Business Development & Marketing
<b>Address</b>	43, Mohakhali, Aqua Tower, Level 13

##### 1.2.2 : Internship Company Supervisor's Information

<b>Name</b>	Touhid Sorwar
<b>Position</b>	Chief operating officer, COO
<b>Email</b>	touhid.sorwar@gmail.com

### **1.2.3 Job Scope – Job Description/Duties/Responsibilities**

As one of the start-up's co-founders, the roles were immense. Everything was included as work responsibilities, from the development of the business plan to the concepts' execution. But during these three months of the internship period, the job responsibilities were as follows;

- **Digital marketing across all social media platforms:** As an e-commerce brand, social media marketing is the most crucial digital marketing tool for Creativo. Creating effective and efficient campaigns analyze the weekly report, and fix the error on the next campaign.
- **Design marketing content:** Lead the in-house graphic designers to create daily content followed by the brand guidelines. Plan and execute product shoot in collaboration with the creative team.
- **Social media management:** Responding to general queries from the customers, regular story, and post an update, monitor, and supervise the comments on a post.
- **Retail order management online:** Follow up the customers' queries about the product and confirm the order via an online order form. Create an invoice for the orders and input the data on the delivery agency.
- **Prepare weekly sales reports:** Collect all the data from the delivery agency, prepare a sales report, and cross-check with the bank transactions.

### **1.3: Internship Outcomes:**

#### **1.3.1 Student's contribution to the company:**

The internship program is known as the undergraduate Student's learning process, where a student learns about the corporate world, gets actual working experience, and contributes to the organization's development. Nevertheless, as a co-founder of the organization, the Student's commitment appears to be greater than a typical intern. To get funding for the start-up, the Student had to pitch to numerous investors; he had to create a team to recruit new employees to the venture, prepare and implement the overall business plan, etc. The Student contributed to the following business operations for the winter 2020 clothing line during the three-month internship period.

- Led the R&D team to launch winter collection 2020 on time.
- It was ensured that the company is doing marketing promotional activities to ensure sales increment over time.

- Prepared weekly digital marketing campaigns using the ad manager and used the analytics tool to ensure the best ROI from the marketing budget.
- Has Guided the R&D team to develop more innovative clothing lines to ensure product line diversity.
- Found the gaps between business strategy and worked for the solutions in each sector of the start-up.

### 1.3.2 Benefits to the Student:

A student gets the maximum advantage he can get through the entrepreneurship experience, allowing him to learn everything from scratch. This helps him learn more about the business world independently, which allows him to have more vital leadership and negotiation abilities than any other student without experience. Most notably, the ultimate advantage is that he has his well-structured organization right after graduation, where all academic learning can be applied. There are some unique advantages that the Student receives, aside from all these corresponding statements.

- Helping to complete the undergraduate degree successfully.
- Real-life experience of running a business.
- Getting more real working experience in several fields.
- Access to implement academic knowledge directly on marketing campaigns.
- Improving entrepreneurial skills from learning by working.
- Opportunity to create an impact on the community & be a part of a growing brand.

### 1.3.3 Problems/Difficulties:

As a CED funded start-up, Creativo has many benefits and an excellent working environment. But there were some difficulties as well;

- **Health risk during a pandemic:** Due to the type of business, regular factory and warehouse visit was mandatory. It was risk-oriented because interacting with people may cause a Covid-19 effect.
- **Excessive workload:** It is hard to make work-life balanced and have personal time when there is a lack of employees, and the founders have to work more to fill up the gap. This excessive workload made life a bit difficult and exhausted

with time. Due to Covid-19 there was a lack of human resources during the period which made a challenging situation manage business operation uninterruptedly

#### **1.3.4 Recommendation:**

- Focus mostly on the schedule and workload, like 10 hours a day is very tough to work. So recruiting new employees will be recommended.
- Reopening the corporate office is a must because it is not easy to keep consistency at work without a proper office setup.
- Making sure health protection during a pandemic will highly be recommended
- Each department should have at least one more executive to keep it going without stress.
- Preparing to participate in global competitions will be highly recommended because it would be tough to grow with the market competition without series A investment.
- Having a proper HR strategy is highly recommended to have better efficiency at work.

In addition to the given recommendations, Creativo should work on developing their website or app as soon as possible. This approach will enable them to have a new window of opportunity, and more customers will be aware of their products and services.

## **Chapter 2**

### **2.1 Introduction**

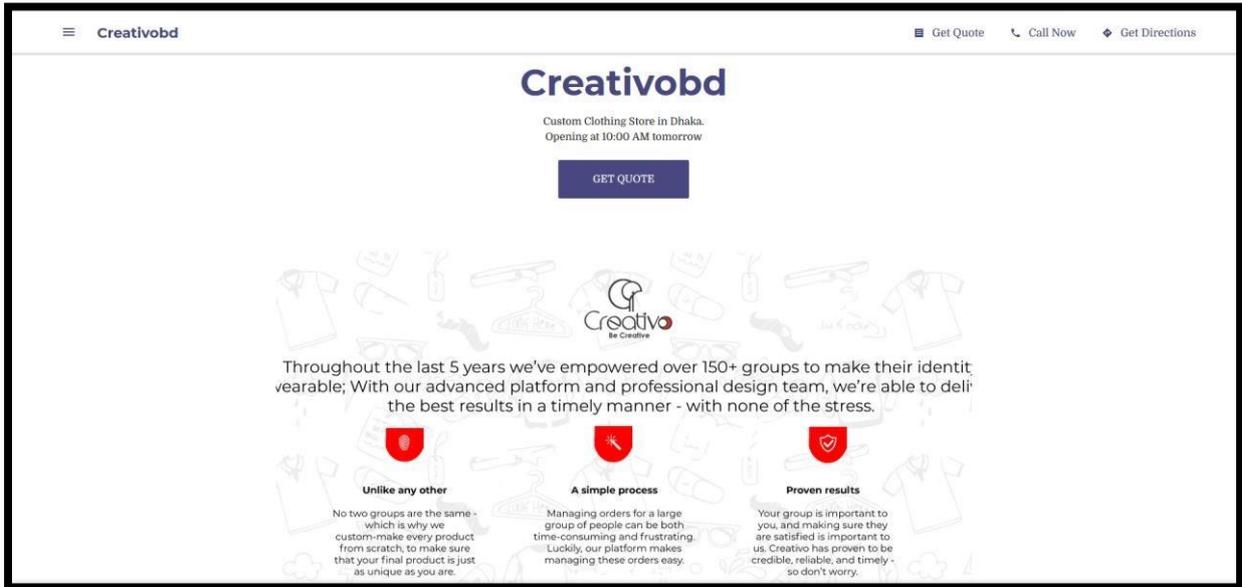
Creativo is a Custom Clothing start-up as well as a famous e-commerce brand. The start-up was established in 2015 as a partnership firm with a vision of building a world-class custom clothing brand here in Bangladesh. They started their journey to provide export quality group-clothing products to the organizations at a very reasonable price. Besides that, they started to develop a retail fashion & lifestyle brand. The constant development and improvement made Creativo secure seed funding and office facilities from BRAC University Centre for Entrepreneurship Development in 2019.

Every day at Creativo, there is a new chance to learn about the current product line and to create new concept designs. Not only is the organization committed to delivering the highest quality products for its consumers using modern, best-in-class manufacturing factories regularly, but also to sustain social commitments by delivering sustainable clothing lines. As a local start-up, there is a consistent commitment to minimize environmental emissions by using recycled fabrics for every product made for consumers.

The journey of Creativo has not been too long, but Creativo has gained the trust of both corporate and retail customers within these five years. Group clothing initiatives have been actively distributed to over twenty local and international corporations and at least fifty unique academic institutions. With their Tan Brog product line, which is now trending among young people, their retail lifestyle brand has already created a fashion trend.

The product and services of Creativo have significantly impacted Bangladeshi customers' minds for more than five years with premium quality products and high-speed customer service. People have adopted the brand very well because of the company's value for the past years. The company is growing every day and according to the plan.

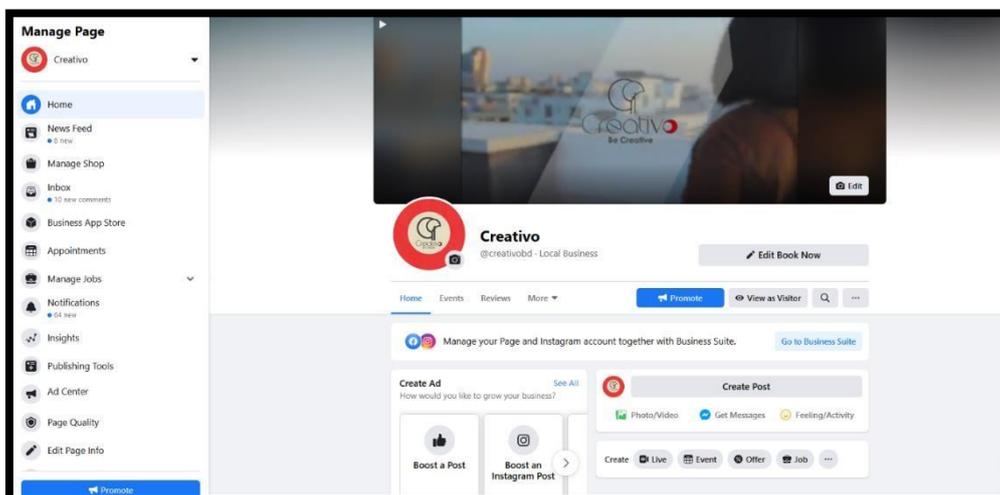
Figure 1- Website Of Creativo



## Origins of Creativo

In 2015, two brothers established an idea to create an online custom group clothing service in the garments industry by figuring out the lack of service providers. They found a gap between export-oriented factory owners and end customers. They solved the problem by establishing a brand 'Creativo' with a promise of providing premium quality custom group-clothing to the organizations and groups within the shortest possible quantity and affordable Price for all. They initially contracted with two factories as their manufacturer instead of setting up their factory to reduce the fixed expenses. At the same time, they launched their retail lifestyle product line with unique and trendy designs followed by the European style.

Figure 2- Facebook Page of Creativo



In 2018, they participated in the Business plan competition organized by the Centre for Entrepreneurship Development (CED, BRAC University). They reached the final and became winners. As the competition awards, they secured seed funding and office facilities from CED for five years. Eventually, it accelerated its business operations, and a fundamental business idea turned into a promising start-up company. Now Creativo has more than 20 corporate clients and an outstanding reputation as an online lifestyle brand. They now have a team of 10 full-time and part-time employees. And an uninterrupted distribution channel in 50 districts.

### **Mission, Strategies, and Vision**

**Vision:** The vision is to build a world-class custom clothing brand by creating considerable value and automating the entire process with an augmented reality-based mobile app.

**Mission:** The mission is to provide premium custom group-clothing service within the shortest possible quantity at a very reasonable price and to create a lifestyle trend among youngsters. As a start-up, their mission is to-

- Bring innovation in designs to create a trend in the market;
- Create brand awareness through customer engagement campaigns;
- Ensure product quality with an easy return policy;
- Develop a strong delivery network across the country;
- Research and develop existing products & services for constant growth.
- Extend the company's market share and brand loyalty;
- Automate the group-clothing industry with an augmented reality mobile app.

### **Values:**

- Performance-driven
- Trust and accountability
- Teamwork
- Diversity and innovation
- Quality over quantity

## 2.2 Overview of the company

Creativo is a custom clothing start-up and a partnership farm funded by BRAC University Centre for Entrepreneurship Development. The philosophy of Creativo is to bring innovation to the custom clothing industry both for organizations and groups. The company was founded to deliver premium quality goods at a very reasonable price and bring innovation in their service to make their customer's life easier. Within only five years of their business, they have gained trust from local and multinational companies, and they are getting more corporate orders every month. They also have an excellent reputation among university clubs as a premium custom group-clothing service provider.



Figure 3- Visiting Card Of Creativo

### 2.2.1 Clients

They have five years of operational experience in this field, and so far, they have worked with some leading organizations like Norman Group, Smartex, Square, MGH group, Runner Group. Also, they have worked with 15 different public & private Universities & 10 different Schools & colleges. They are very serious and careful about their product manufacturing to ensure the top quality products.



Figure 4- Clients

## 2.2.2 Products

Creativo has two different segments; Bulk custom clothing service and retail lifestyle brand. For custom clothing, each of their goods is made-to-order, which means that before they obtain the design, not a single button is sewn. Although most firms store (and print or embroider on a variety of products, their process provides for almost unlimited customization possibilities to guarantee that the ultimate result is a product that fit the company uniquely. On the other hand, their retail lifestyle brand follows the European style that combines both style and comfort with a premium look and feels.

### List of their products:

- (a) **Custom Group clothing:** This segment is mostly focused on the groups that belong to an organization. Educational or corporate they have the same packages for all with different prices.

The list of the products with endless customizations are as follows;

- T-shirt (Polo& Round Neck);
- Winter apparel (Hoodie, Sweatshirt, Jacket, Joggers)
- Haldi Group-clothing
- Corporate Gift Item
- Digital Printing Solution

Figure 5- Products-Group Clothing



**(b) Lifestyle:** The lifestyle segment follows the European style. The first lifestyle product was launched in 2014 with a very niche target market. Later they continued their graphic tees line for three consecutive years. Due to excessive loads on group clothing, they stopped selling retail lifestyle products till 2018. In 2019 they relaunched their retail lifestyle brand, and currently, they have three trending retail product lines

- Premium Basic Tees
- Premium Tan Brog Cord Jacket
- Classic Denim Jacket



*Figure 6- Lifestyle Products*

### 2.2.3 Factories & Production:

They believe in ensuring a proper connection with their manufacturers and employees. Furthermore, they acknowledge that they have enough bargaining power with suppliers. They currently have contracts with four different factories, including one woven factory. Under this support, once the samples are accepted, they can produce 1000+ units every day.



*Figure 7- Factory & Production*

## **2.3 Management Practices:**

The management practice of Creativo is very friendly and agile. Here everyone works together at the same desk, followed by the concept of co-working space. This means the CEO and the employees sit at the same desk, plans their projects together, and the higher authority always prioritizes their employees ' opinions. They follow sprint methodology for their day-to-day operations to have a target each week and a deadline to fulfill the target at the end of a week. Besides that, they have three different departments to run their daily operation.

**2.3.1 Research & Development department:** This department combines both the production and designing team, and they all work under the CEO's supervision. This department's main responsibilities are to generate new ideas for upcoming productions, figuring out the flaws of post-production, and come up with the best possible solutions.

**2.3.2 Production Department:** The production department is an essential part of the organization; The COO directly looks after this department. From purchasing fabrics to finalizing a sample, from getting approval from the buyer to complete the production on time, everything is controlled by this department under the company's supervision.

**2.3.3 Marketing and Sales Department:** This department of Creativo works with the R&D team. From designing new content to shoot for new products, every task is done by this department. Moreover, online sales distribution is also controlled by this department. Only three employees in this department are handling branding, promotions, and sales with the CEO.

**2.3.4 Supply chain management:** This department handles daily sales distribution with the delivery partner and manages the warehouse inventory. They have the structural process to complete daily orders with a success rate of 0% errors in product shipping meaning none of their customers get wrong orders while shopping online.

## 2.4 Marketing Practices

As an online brand, Creativo uses online marketing channels only, and every marketing content is developed and designed by their in-house team. They have an outstanding marketing team with creative minds who can work independently and create regular marketing content for online channels followed by the brand guidelines.

Their marketing practices include;

- Defining Target Market.
- Establishing an exact Brand Identity.
- Using Facebook advertising followed by the defined target market.
- Using all available marketing channels: Instagram, IMO for business, LinkedIn, Pinterest, Youtube
- Using Google my-business page.
- Email marketing via mail chimp.
- Prioritizing content marketing for better exposure.
- Influencer marketing via giveaway campaigns.
- Customer feedback surveys
- Telemarketing for after-sales service.



To boost and advertise their content effectively, they have a contract with an agency, 'Ten's 360', which promotes their branded content via Facebook boosting and google ads.

## **2.5 Financial Performance & Accounting Practices:**

As a start-up company, Creativo does not have any dedicated accounting and finance departments. Their higher management looks after their accounting and tracks every transaction. To minimize the risk of losing entries, they have a strict policy of making each transaction via bank payment. Their initial investment and distributions are given below.

*Table 1- Financial Data*

<b>Description</b>	<b>Amount</b>	<b>Source</b>
<b>Seed Capital</b>	<b>500,000</b>	<b>Investment from CED</b>
<b>Fixed Investment</b>	<b>300,000</b>	<b>Founders capital</b>
<b>Inventory</b>	<b>250,000</b>	<b>Founders capital</b>
<b>Total Investment</b>	<b>10,50,000</b>	

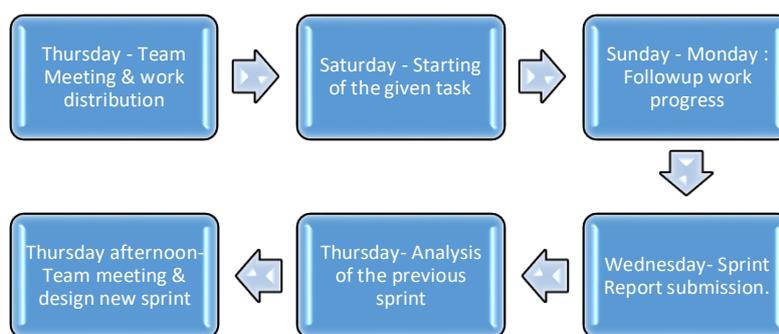
According to the annual report of December 2019, they had total revenue of 900,000 BDT with a marginal profit of 30% with only 10% left stock in inventory. Due to the Covid-19 lockdown situation, they could not operate for four consecutive months and reopened their service in August 2020. Within these four months' lockdown, they lost around 250,000 BDT due to order cancellation, warehouse rent, employee salaries, and fixed expenses. After reopening their service, they have relaunched their retail lifestyle segment and generated BDT 365,000 as of November 2020.

## 2.6 Operations Management and Information System Practices:

Creativo is a start-up company, and the founders control its operational management under CED's supervision. Their management works independently, but they have to submit reports quarterly to the CED program manager to get feedback and consultancy support. As a process of the start-up ecosystem, the management and the employees of Creativo gets free training sessions conducted by the CED.

As mentioned earlier in chapter 2.3, they follow sprint methodology for their daily operations, and their operations management model is given below.

**Figure 2.6**



## 2.7 Industry and Competitive Analysis

Group clothing is a 'must' when it comes to arranging an event, a school rag day, or even for a marketing campaign. But in Bangladesh, professional custom clothing providers can rarely be found because it is dominated by local service providers who do not care about quality service. What they do at Creativo is, they provide professional custom clothing solution in both short and large quantities. Their platform allows endless customization that meets the brand requirements of a company or individual choice. As they have contracts with a different range of factories, as Bangladesh is the home of an export-oriented garment factory, they don't have to bear any factory fixed expenses. So with this great support, they are hopeful of automating the entire service, and at the same time, they want to introduce unique clothing lines using their resources for the retail lifestyle segment.

Their main competitor is [fabrilife.com](http://fabrilife.com), an online custom T-shirt provider. Without any doubt, they are technologically advanced than Creativo, but Creativo is advanced in terms of production and ensuring quality. Fabric life can only provide T-shirts, whereas Creativo is capable enough to provide customization on any garments, such as T-shirts, shirts, jackets, Hoodies, fashion items, and whatnot. As a part of the business expansion, Team Creativo has many plans to provide better and faster service to the customers and be the industry leader.

### 2.7.1 SWOT Analysis

<b>Strengths</b>	<b>Weakness</b>
<ul style="list-style-type: none"> <li>• Creativo can customize any Knit &amp; Woven Product at a very reasonable price and the shortest possible quantity, and this is their biggest strength and the reason for surviving in a very competitive market.</li> <li>• Export quality production helped to achieve goodwill in the market.</li> <li>• Having zero fixed factory expenses is another major strength because it helped them operate their business without a huge investment.</li> <li>• Corporate office support from BRAC University is another strength because it reduces their operating cost yet gives a well-maintained corporate image.</li> <li>• Useful human resources is always a strength for a company. Creativo can hire BRACU students as part-time employees with a very reasonable salary with a similar mindset.</li> </ul>	<ul style="list-style-type: none"> <li>• Creativo has a lack of investment, and this is why their growth is slower than other start-ups that started in the same period.</li> <li>• Lack of technological advancement is another weakness. In 2020, to survive the challenging competition, their technological advancement is not yet up to the standard.</li> <li>• In Bangladesh, the Copyright act is not so strong, and this is why competitors can easily copy their designs and saturate the market.</li> </ul>

Opportunities	Threats
<ul style="list-style-type: none"> <li>• Real advancement in the custom clothing industry is not yet implemented in Bangladesh; if they can implement their Augmented reality-based App idea within the next few months, they can still be the industry leader and have the first-mover advantage.</li> </ul>	<ul style="list-style-type: none"> <li>• Too many local competitors in the lifestyle segment</li> <li>• Progress of Fabrilife is their biggest threat because they are acquiring more market shares every day with their advanced technology</li> </ul>

### 2.7.2 Porter's Five Forces Analysis:

#### **Threat of new entrants: High**

The penetrating e-commerce industry is straightforward in Bangladesh because there are no legal obligations and barriers to entry. An individual or firm can quickly start a new venture that will provide a similar product and services. Also, it can be started with a minimal amount of investment. So the threat of new entrants is high.

#### **Threat of substitutes: Low**

Creativo provides all types of custom clothing solutions in all quantities. There are no group-clothing products that they do not customize. Moreover, endless customization options, unlike other companies, make them beat the substitutes. So the threat of substitutes is low.

#### **Competitive rivalry: High**

In this industry, competition is intense because of the local suppliers. Only sustainable competitive advantage is here through innovation. As the number of competitors is high, there is always a risk of losing the market share if others are also adopting the technology.

#### **Bargaining power of suppliers: Low**

Creativo has more than three different factories for their products. If any of the factories start to bargain much, they always have a second option. They have multiple vendors for their

accessories, and with the support of the local market, they always have multiple options for every element they need for their production. So the bargaining power of the suppliers is low.

### **Bargaining power of customers: Low to Moderate**

It is high to moderate for custom group-clothing because there are many competitors in the market, and many of them are offering Lower-Price. Also, buyers have enough information available, so each customer has minimal bargaining power in the group clothing segment. But for the retail lifestyle brand, prices are fixed, and there is no way to bargain. So bargaining power is low to moderate.

### **2.7.3 Differentiation Strategy**

A differentiation strategy is an approach that marketers build by selling something unique, differentiated, and distinct to consumers from goods that their rivals can sell in the marketplace. Rising competitive advantage is the primary goal of the execution of a differentiation strategy. Typically, an organization can evaluate its strengths and disadvantages, its clients' desires, and the potential benefit. (McGee, John, 2014).

Creativo's most unique feature is its endless customization on any garment. This means they can customize each part of the garment according to the buyer's requirement, even on the short quantity orders. For example, in recent times, they had a custom order on their 'Tan Brog Cord Jacket' from BATB. The client wanted to customize Creatvo's retail product for their group at the Sylhet division. The customizations include an individual name on the back, a branded logo on the inner pocket, and a black Sherpa instead of white.

Furthermore, the team Creativo provided precisely the same customized order within the given time-bound, which is impressive and makes them different from other competitors because customizations like these are almost impossible at other service providers.

So with the professional service and endless customization on any garment, they differentiate them from the rivals.

## **2.8 Summary and Conclusion**

Creativo is doing well as a start-up venture. They get more orders every day, the whole team works tirelessly to retain continuity, and their brand's strong reputation is impressive and an indication that Creativo is growing.

CED is providing regular professional training and mentoring to the members of Creativo. With the help of technology and management support from the CED, they can keep growing and be one of the leading apparel brands with time.

As per their business model, if they can develop their app like the prototype, it will introduce real automation in this sector. Because this is such an underdeveloped section of the garment industry, that will be revolutionized if they can launch their updated app with augmented reality. Global customers will show their interest to make their group clothing from Bangladesh, and a new window of opportunity to export will open, which is both beneficial for the company and as well as for the nation.

Creativo's work environment is also healthy and a way to learn how to start a company. They should keep focused and successfully execute their strategies, business plans, and promote their service effectively. Without question, it can be predicted that they will sooner reach their vision if they can maintain their consistency and promise.

## **2.9 Recommendation**

Here are a few recommendations based on the working experience.

- Creativo's members need to operate in at least two departments, ensuring that the same individual handles several tasks. To keep the operation going, they should take it seriously and hire some more staff.
- As they grow, they should work on Series A investment to keep growth constant, unless they might face a crisis after a few years.
- Their marketing team should have more budget to keep the quality up for video productions.
- Most notably, to deal with competitors, they can start their website now.
- As they receive more online orders, as many of their clients want to have hands-on experience before buying their product, they should think about display centers.
- Not but least, because of a significant shortage of their account statements, this is high time to recruit an account executive for their start-up.
- Proper health guidelines must be maintained during the pandemic situation as the numbers of Corona positive patients gradually increase.

## **Chapter 3**

### **3.1 Research Title:**

Customer Experience Analysis and Social Media Marketing. A case study and a thorough analysis on Creativo.

#### **3.1.1 Origin of the report:**

This report was prepared with the guidelines set out by BRAC University and based on the outcomes of the entrepreneurial journey at Creativo. This report reflects the overall experience, learning, successes, and difficulties the intern has been through. As one of the co-founders, he had to look after every field of this start-up, i.e., from market growth to manufacturing, the intern has to be involved closely with every business operation. Nevertheless, during this three-month internship period, he has focused more on the marketing and business development department than on the team's decision.

The report is based on customer experience analysis and social media marketing based on Creativo. To make it a useful study, a blueprint was made for the projects that will be finished before the internship period comes to an end. During the research, three big tasks were completed; Customer survey before launching the winter 2020 clothing line to understand the market, shoot for the products including an OVC, rapid marketing campaigns over all social media channels to create brand awareness, and reach out to target customers.

The first task involves analyzing customer service. To understand, what they think, what they feel, and what they want from an online brand like Creativo. The other two main tasks are associated with social media marketing, determining if the campaigns are performing well or not, and the possible solution to solve the issues.

**The objective of the study:** Creativo is viewed as a promising custom group apparel brand, and they have mostly relied more on bulk orders rather than on their retail lifestyle brand, but since the Pandemic, their group clothing orders have plummeted quickly and, in order to thrive, they have had to rely more on retail sales in order to have revenues. As stated in the report's objectives – this study's fundamental purpose is to see what consumers are actually looking for and build brand value through social media marketing. The goal would be to determine how more revenues can be generated from their retail market segments through a proper evaluation. So the objectives are listed below;

**Broad objective:** Analyse the customer experience and social media marketing outcomes on winter collection.

**Specific objectives are to**

- Understand what their customer wants to have to upgrade their wardrobe;
- Find out how social media marketing will enable them to achieve more revenues;
- Evaluate the sort of content their user base has been engaging with;
- Survey and investigate post-purchase feedback from the customer;
- Figure out the best digital marketing tools for their retail sales.

**Significance of the study:** The study's significance is to consider the viewpoints of customers on Creativo Lifestyle and the evaluation of their social media ads after a pandemic. As the newest product line for the start-up is being relaunched, the management team can better understand the results. Furthermore, the findings will help research this subject even more for the improvement of the start-up. On top of that, this internship report is unique because this is the first internship report based on the company. So the start-up will have an academic report that will help them showcase their growth to their future investors. This report is also an example of how BRAC University encourages and supports its Student to become an entrepreneur.

## **3.2 Methodology**

For a research method, the technique is essential. It has various steps, and each step was shown, taken the description into account, and then go to the review. It requires the creation of research, which is the principal framework of research. Without this, it is not easy to get across the right direction of the study. It is a technique for Analysis that puts the initiative on the right track. It helps the researcher to answer the original question of the issue statement. It also helps to answer a reasonable question that allows determining if the initial interview is needed, which requires determining if the research will be qualitative or quantitative, measuring the sample size and whether it will be detailed or descriptive. It is all about discovering the correct direction for research besides. The data compilation method will be applied and analyze the details. After data collection, the review is essential because it will offer some concrete outcomes of this research, concentrating on the collected data. (Nassaji, 2015)

In this report, the descriptive research method was used because of the title that indicates it is a case study on a custom clothing and lifestyle brand.

### **3.2.1 Research Design**

To do a proper analysis, every researcher has to follow a predetermined design framework. There are three types of research approaches exploratory, analytical, and causal research. The method of study design that we used is descriptive. This study aims to evaluate the consumer engagement and social media marketing results of the 2020 winter collection. Both quantitative and qualitative data are analyzed in this research.

## **3.3 Findings and Analysis**

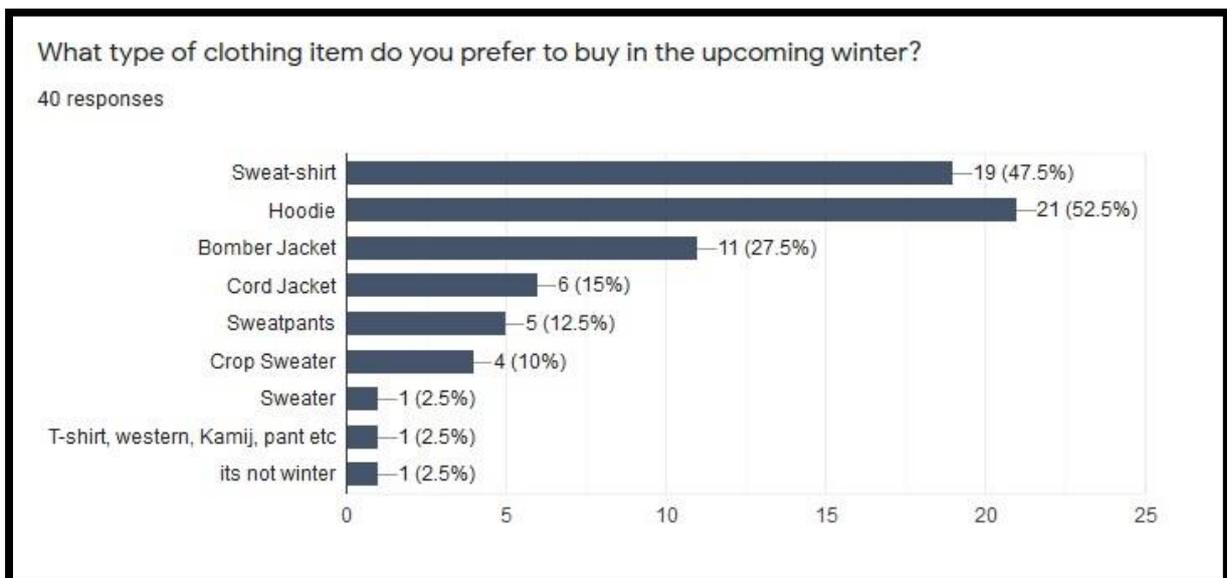
**3.3.1 Data Collection:** For this Analysis, a group of 60 individuals was selected from 400+ clients. The selection method was random. The samples are mostly made up of the database of Creativo. Most of the data were collected is primary data. For conducting the survey, google form was used with proper consent and permission to use the academic study data.

**3.3.2 Quantitative data:** Quantitative data is supplied in numerical form. The detailed figures and details represent the data. It is convenient to understand the quantitative data figures, which can be recorded in traditional charts and graphs. Numbers are used to displaying essential data, such as the degrees of interaction in the measurement between the different dependent variables and population statistics. Quantitative data enables it to be inferred. (Nassaji, 2015)

In this Analysis, we can use quantitative and qualitative data, but perhaps more quantitative data we have collected through the survey.

### 3.3.3 Data Analysis:

(a) **Customer Experience findings & Analysis:** Earlier in September 2020, during the COVID-19 Pandemic, Creativo surveyed their customer's shopping behavior (*uying\_behavior\_during\_COVID19\_Pandemic\_Wahid\_Sorwar\_Joy\_dam(1)*, 2020). They learned that 15 per cent of their current customers wanted them to relaunch their signature cord jacket, and their customers even proposed a few different product lines. However, over time, as things begin to feel more usual, Team Creativo agreed to relaunch their iconic Tan Brog cord jacket product line and obtained a massive response within the first week of the pre-order announcement. Within the first seven days, they collected more than 50 pre-order units.



*Figure 9- Customer opinion Survey*

replenish the item with better quality and finish after receiving the response. The goods shipped to the customers under the specified commitment during the internship began to occur shortly after sales discussions with the consumers. The positive review was provided by 99 percent of those who bought at least one unit. Many of the customers left their reviews through inbox messages. Nevertheless, it was not organized to use those data that can be shown in an academic report, so the team started to select 60 random customers who purchased any of the winter 2020 products. After the selection, they were asked to fill up a short survey on their experience.

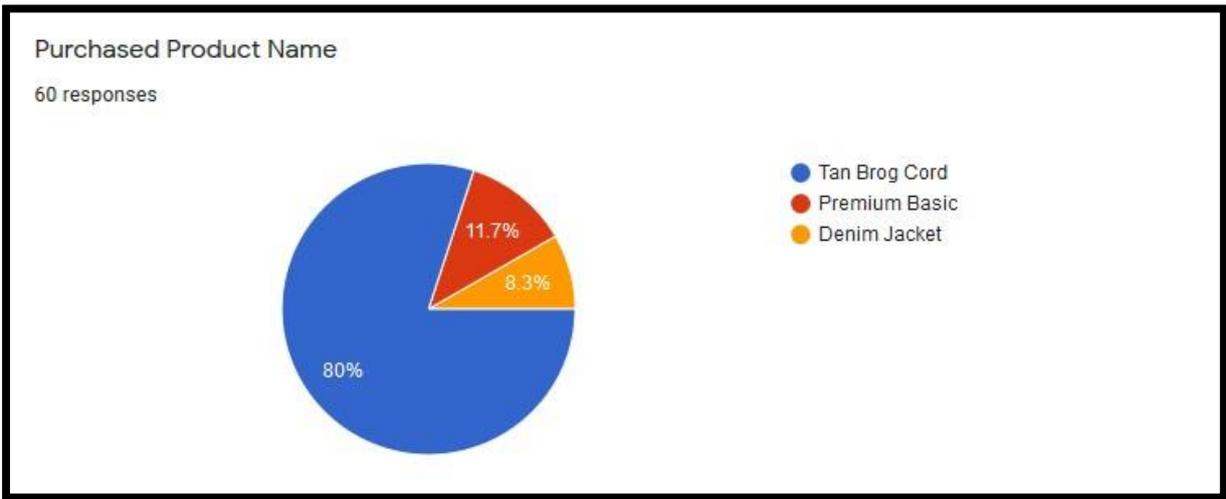


Figure 10-Product Purchase report

Within that survey, they found that 80% of the respondents purchased 'Tan Brog Cord,' 11.7% of them purchased basic premium tees to pair up with the jacket, and 8.3% of them purchased denim jacket.

To figure out the customer-experience, each respondent was asked what their experience was after purchasing the product.

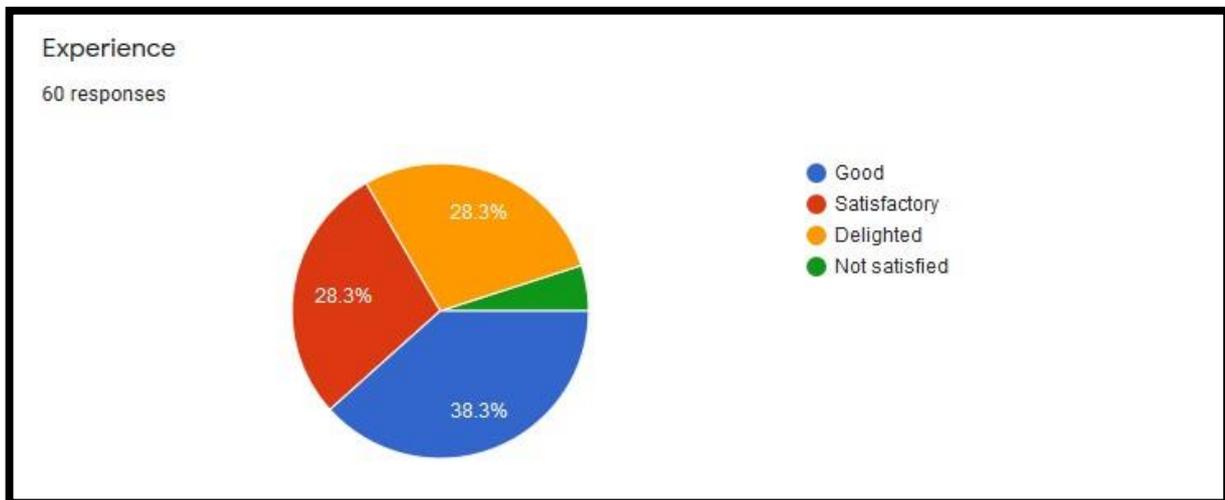
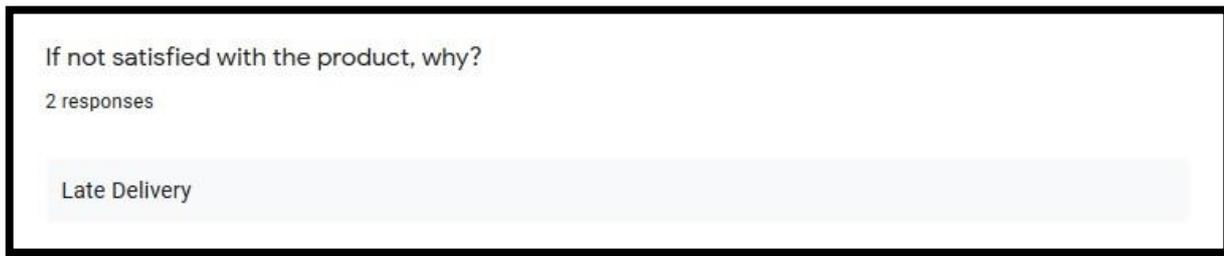


Figure 11- Customer Experience Data

28.3% of them were satisfied with the product, meaning they have no complaints about it. 38.3% of the customers' had a good experience with the product and service, 28.3 of the customers were delighted, and last 5.1% of the customer was not satisfied with the service.

Dissatisfied customers were asked to share their reasons precisely.



*Figure 12- Negative response*

The main reason behind the negative feedback was the delayed delivery to the customer. Due to the delivery system error, the team found that a few of the customers got their order late, so they were not happy with the service. Nevertheless, no complaints against the product quality were found.

That result indicates that they have successfully produced better quality products after reviewing the data they have collected from the buying behavior research (*buying\_behavior\_during\_COVID19\_Pandemic\_Wahid\_Sorwar\_Joy\_dam, 2020*) and gained 95% positive feedback from that product's users.

**(b) Social Media findings & Analysis:**

Social networking is used by billions of people worldwide and has soon become one of today's defining innovations. For e.g., Facebook reported having 2.38 billion users worldwide and 1.56 billion active daily users. (Facebook,2020). It is not shocking that brands have adopted social media as a marketing tool, given the vast potential audience available who spend several hours a day accessing social media through different channels. Social media has also been adopted academic achievement, and a vast body of study has been built on social media marketing and related subjects, such as online word of mouth (WOM) and online networks. (Appel *et al.*, 2020)

A recent study on the users of the internet and social media in Bangladesh was very promising. In Bangladesh, there were 66.44 million internet users in January 2020. Between 2019 and 2020, the number of Internet users in Bangladesh grew by 5.8 million (Data Portal, 2020)

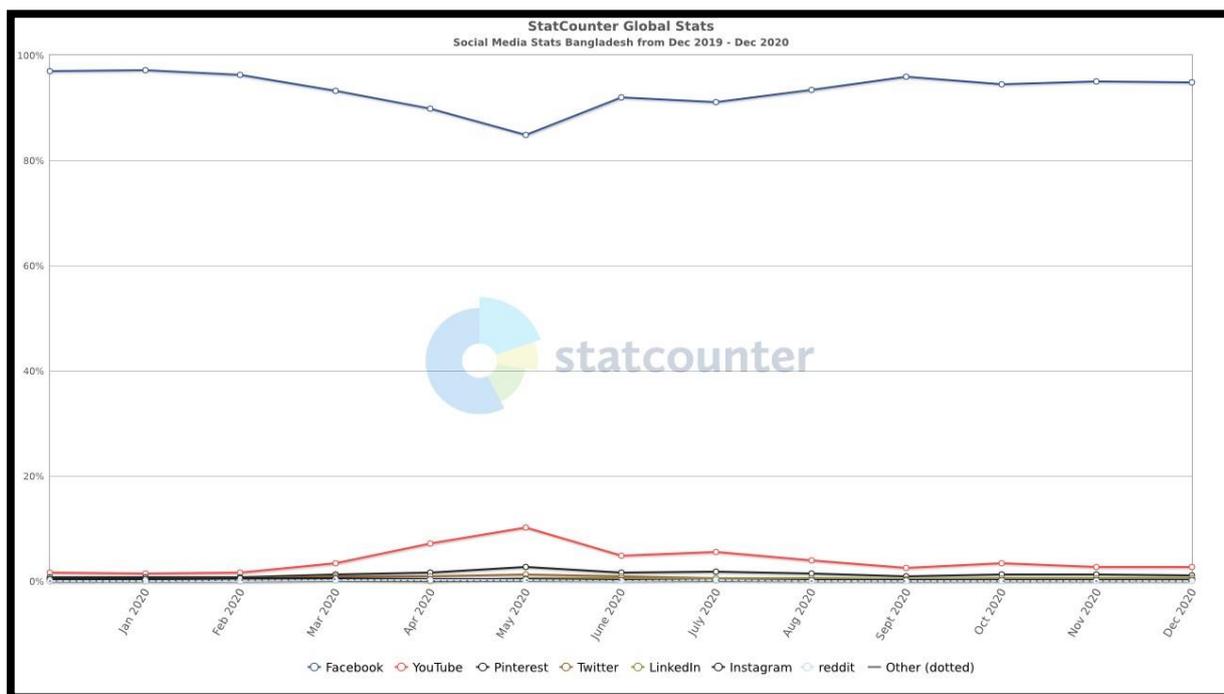


Figure 13- Social Media Stats Bangladesh

Among these internet users, 94.88% of them are using social media platforms. (Counter, 2020)

As Facebook and other social media allow to target customers and promote business through boosting service, this is now one of the most popular marketing tools to promote business, products, and services.

For the last couple of years, Creativo has developed a robust social media statistic with fifteen thousand organic followers. However, they had to put in improvements in their business model

because of COVID-19. It was very tough for them from bulk operation to wholly based on retail lifestyle because, contrary to Creativo, the other lifestyle rivals were way ahead of time. Furthermore, they would have to prepare carefully for their content and videos because it is tough to get exposure without appealing content.

They made another promo video of their signature Tan Bro Cord Jacket as a plan of action,

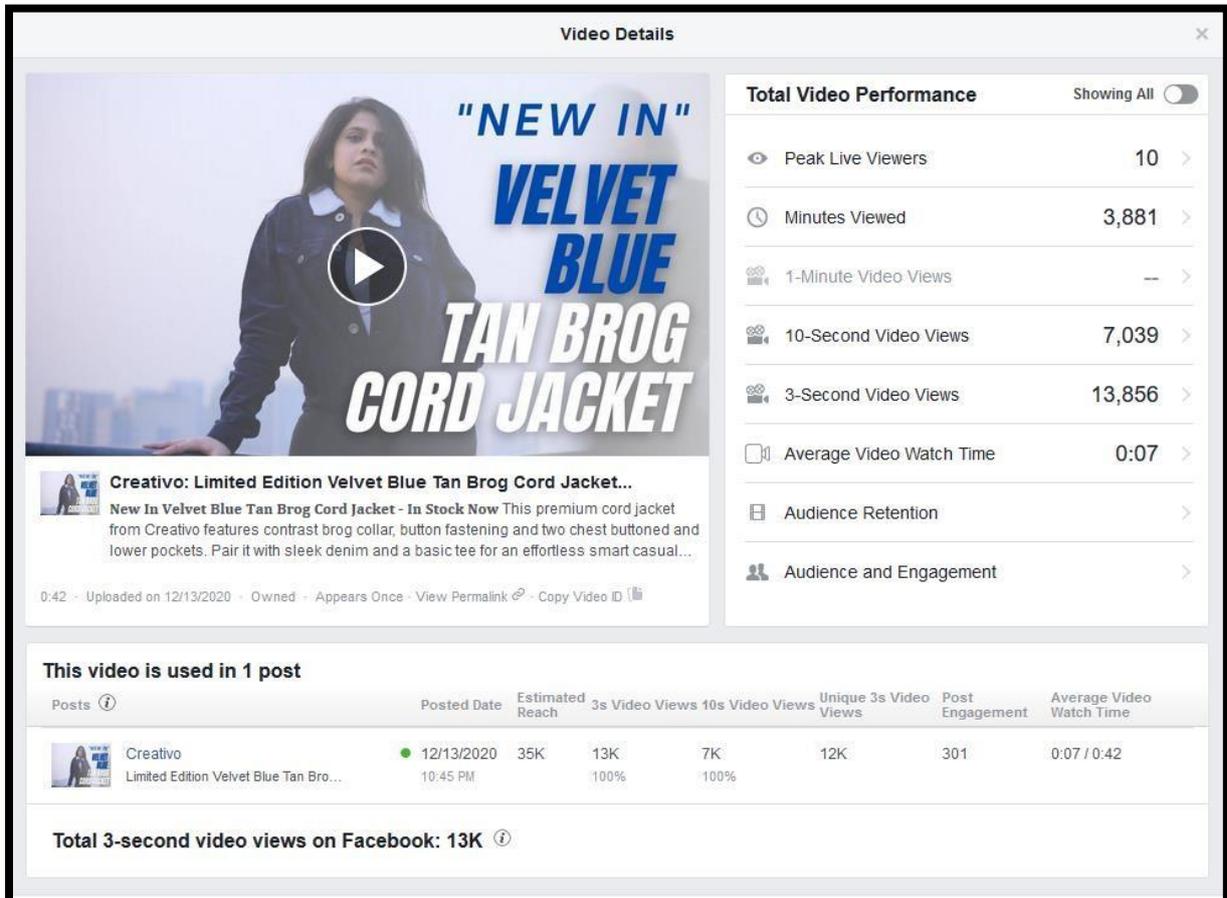


Figure 14- Marketing Campaign results

which comes with a new color variant (Velvet Blue). After a seven days' campaign, this promo video reached 35,000 audiences, where it acquired up to 13,000 3s views, 7000 10s views, and 301 unique potential customers engaged with the content. With all these efforts, they generated 50% sales in 7 days. With these statistics from social media, they predicted the market demand and produced two more stocks to meet the market demand and supply them on time.

Apart from this content, they have an active presence on social media to keep updates on Instagram and Facebook. The following statistics clearly show that they have reached 8900 audiences without any paid promotion, but after promoting the same content, they could reach 42000 audiences. That shows their current market scenario because without boosting, they can barely reach their potential customers.

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/01/2021 3:06 PM	 New year, New Creativo. Well, definitely your very own creativo with a	📄	🌐	947	8 22	<a href="#">Boost Post</a>
12/25/2020 1:45 PM	 Merry Christmas 🎅	📄	🌐	1.1K	10 9	<a href="#">Boost Post</a>
12/16/2020 2:16 PM	 Let the promise of building a golden Bengal of Bangabandhu's dream in	📄	🌐	1.9K	17 27	<a href="#">Boost Post</a>
12/15/2020 11:00 AM	 New In Velvet Blue Tan Brog Cord Jacket - In Stock Now This premium	📄	🌐	42.3K	10.7K 675	<a href="#">Boost Post</a>
12/13/2020 10:59 PM	 New In Velvet Blue Tan Brog Cord Jacket - In Stock Now This premium	📄	🌐	8.9K	1.8K 363	<a href="#">Boost Post</a>

See All Posts

Figure 15- Social Media post results

Apart from this content, they have an active presence on social media to keep updates on Instagram and Facebook. The following statistics clearly show that they have reached 8900 audiences without any paid promotion, but after promoting the same content, they could reach 42000 audiences. That shows their current market scenario because without boosting, they can barely reach their potential customers.

So before planning for any new production or product lines, they should keep that on their mind about the pricing and boosting budget. With the help of demographic statistics, they should plan and design their product to those niche markets that they are targeting because their statistics show that their majority of the customers are male and aged between 18-24 and 25-34. With this stat, they can formulate their product lines and attract more customers by diversifying their product lines, such as women's clothing,

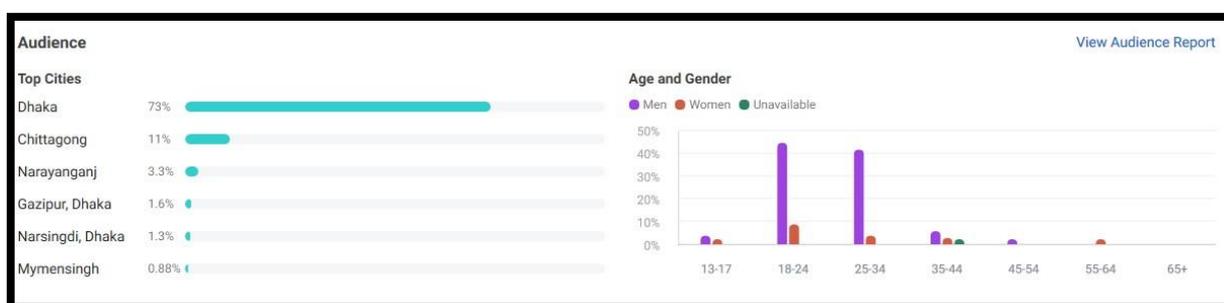


Figure 16- Customer demographic profile

**(c)Google My Business Findings & Analysis:**

Google my business plays a huge role in reaching more customers with a very affordable budget. Creativo also has an active presence in the google my business page and getting better reviews and more net searches. In January, Creativo was searched 652 times and had up to 2000 activities on google.

So after interpreting all relevant data from the observation of a marketing expert. Creativo is doing better, but some flaws should be eliminated otherwise, the issues will never be solved. Being consistent is the key to success at social media platforms, the more quality content you post on social media platforms. The more exposure you will get. Here Creativo lacks daily updates, and this is why their statistics are less than new pages. So they should keep up the consistency and post regularly instead of just boosting or promoting because there is no shortcut in the digital platform now. The built-in algorithm will always give priority to the better contents where customers will interact.

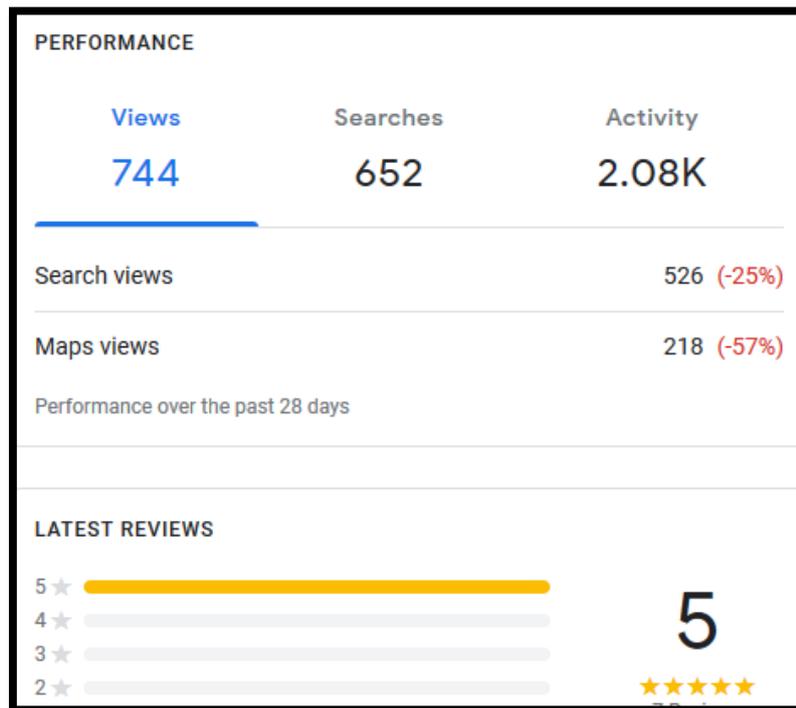


Figure 17- Google Analytics stat

### **3.4 Summary and Conclusion**

This report has been prepared according to the guidelines defined by BRAC University and the results of an entrepreneurial journey at Creativo. This report reflects the overall experience, learning, successes, and difficulties the intern has gone through.

Creativo is seen as a promising custom group clothing brand, and they have mainly relied more on wholesale orders than their retail lifestyle brand, but since the Pandemic, their orders of group clothes fell rapidly and, to prosper, they started focusing on their lifestyle brand. As they had to focus more on retail, they had to operate differently, and this research has the findings that will help them determine what to do next and how. Because before that, they have never come up with any detailed analysis with relevant data like this before.

With the report's findings, Creativo can compare their success rate with other rivals and come up with a better solution to retain more customers and generate more revenues with time. Social media marketing is booming in Bangladesh; with proper Analysis of data and better targeting tools, it is possible to reach out to every potential customer within a minimal budget and short time. However, for that, proper knowledge of digital marketing is needed.

To conclude the research, like other international businesses, Creativo should also set up their concrete digital marketing strategy with a target and a time-bound to work more effectively and bring immense success in their business. Furthermore, this research will accelerate their digital marketing practices with the best return on investment.

### **3.5 Recommendation**

- Keep consistency on social media post;
- To reach more customers on social media, create a weekly based plan and promote to the niche market;
- Before launching any new product line, take customer opinions to predict the market demand;
- To create customer engagement, design campaigns like give away and shoutouts from the page;
- An increase in sales means increased pressure on the distribution channel, so changing the current delivery agency would be a wise decision;
- Lastly, launching the website would be the best decision for Creativo to have the first-mover advantage.

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## Appendix

### Questionnaires:

**1. What is your gender? \***

- Female
- Male
- Prefer not to say

**2. What is your occupation? \***

- Student
- Part-time Job
- Full-time Job
- Businessman

**3. Your regular monthly income? \***

- 0-10,000
- 10,000-20,000
- 20,000-30,000
- 30,000-50,000
- 50,000-80,000
- 80,000+

**4. Did you shop online during the COVID-19 Pandemic. \***

- Yes
- No
- Maybe

**5. What was your most preferred item? \***

- Grocery
- Medicine & hygiene
- Fashion & Lifestyle
- Maybe

**6. Do you think your buying behavior has changed due to the COVID-19 Pandemic?**

\*

- Yes
- No

**7. If yes, how?**

**8. Did you buy any clothing item during this Pandemic? \***

- Yes
- No
- Maybe

**9. If yes, what did you purchase & the Price of the product?**

**10. What type of clothing item do you prefer to buy in the upcoming winter? \***

- Sweatshirt
- Hoodie
- Bomber Jacket
- Cord Jacket
- Sweatpants
- Crop Sweater

**11. What should be the price range for winter items from an online clothing brand? \***

- 600-800
- 810-1200
- 1200-1500
- 1500-2000
- 2000+

**12. Is your company/Club/Organization is making any group clothing for this winter?**

\*

- Yes
- No
- Maybe

## **Questionnaire 2**

**1. Name**

Answer:

**2. Purchased Product**

- Tan Brog Cord
- Premium Basics
- Classic Denim\

**3. Experience**

- Good
- Satisfied

- Delighted
- Not Satisfied

**4. If not satisfied, why?**

# Resume of the Intern

## WAHID SORWAR

Marketer

Dynamic and motivated fresh graduate, with a proven record of generating and building relationships, managing projects from concept to completion, and designing business strategies to establish organizational goals.

✉ wahid.sorwar@g.bracu.ac.bd    📞 +88 01684806941    📍 Dhaka, Bangladesh    🌐 [linkedin.com/in/Wahid-Sorwar](https://www.linkedin.com/in/Wahid-Sorwar)



### WORK EXPERIENCE

#### Co-founder Creativo

06/2017 - Present      43, Mohakhali, Level 13

*Creativo is a BRACu Business plan competition-winning custom clothing startup that provides a one-stop custom clothing service through its interactive website and social media platform.*

*Achievements*

- Winner of CED Entrepreneur's Den Competition and secured Seed Funding along with office space for 5 years.
- Pitched solely for Startup Istanbul and accepted for the Startup Istanbul Acceleration Startup program, 2020

*Contact: MD Mofazzal Karim Kayes - Program Manager, CED, BRAC University.*

### PERSONAL PROJECTS

#### BUDTF Official Promo (2019)

- Designed and directed official promo video for BRAC University Drama and Theatre forum, which was later recognized as the best Club Promo video of 2019 and became a benchmark for other clubs.

#### Agro Express (2019)

- Made and pitched a business model for an agriculture-based startup idea and became Semi-finalist in campus Hult Prize Official event.

### EDUCATION

#### Secondary School Certificate Jamalpur Zilla School

2013      GPA 5.00 out of 5.00

#### Higher Secondary Certificate Dhaka City College

03/2015      GPA 5.00 out of 5.00

#### Bachelor of Business Administration BRAC University

06/2016 - 01/2021      CGPA 3.10 out of 4.00

*Major in*

- Marketing      • E-Business (Minor)

### SKILLS

Content Marketing    Business Communication

Digital marketing    Advertising    Presentation    SEO

Brand Management    Team Work    Leadership

Design Sprint    MS Office Word, PowerPoint, Excel

### CO-CURRICULAR ACTIVITY

#### Vice President- BRAC University Drama & Theatre Forum (02/2019 - 03/2020)

*I was nominated as vice president of the club in 2019 after three years of hard work and three promotions. We have arranged three in campus event, one national event, two theater tours, and three free for all workshop during this one year panel.*

### CERTIFICATES

#### Fundamentals of Digital Marketing (2019)

*An online course offered by Google digital Garage*

#### The Strategy of Content Marketing (2020)

*An online course offered by University of California, Davis*

#### Content Marketing (2020)

*An online course offered by Udemy, Inc.*

### ORGANIZATIONS

#### Bkash Limited (06/2019 - 06/2020)

*Campus Ambassador*

### LANGUAGES

English      Full Professional Proficiency

Bangla      Native or Bilingual Proficiency

### INTERESTS

Branding    Social Media Marketing    Music

Event Management    Public Speaking

Startup ecosystem    Cinematography