Report On

Data driven marketing and its implications

A case study on TAAGA and Noir Clothing

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
March, 2020

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.

Student's Full Name & Signature:

S.M. Shadab
15204042

Supervisor's Full Name & Signature:

Supervisor Full Name
Designation, Department
Institution

Letter of Transmittal

Ms. Tania Akter

Lecturer,

Department

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on "Data Driven Marketing and its implications – A case study on TAAGA and Noir Clothing".

Dear Madam,

With due respect, I hereby submitting my internship report on "Data Driven Marketing and its implications – A case study on TAAGA and Noir Clothing". It is an outstanding learning opportunity from Brac University BBA program for me.

To arrange this report, I have gone through a lot of qualitative data to show how data drive marketing program, which I have learnt from my day to day practical knowledge from ADA as well as from my personal research.

I'm presenting this to you for the evaluation of my internship report. I would love to thank you for your special guidance and support throughout my entire internship period.

Sincerely yours,

_____

S. M. Shadab

15204042

BRAC Business School

BRAC University

Date: March 31st, 2020

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between [Name of Company] and the undersigned student at BRAC University ………………………………….

Acknowledgement

This internship paper was supported by Ms. Tania Akter and I thank her for providing insight and expertise that greatly assisted this internship paper. Her suggestions have greatly improved the manuscript and we would also like to show our gratitude to her for sharing her insights and his pearls of wisdom with me during my internship period. I am also immensely grateful to her for her comments and suggestions on the earlier version of this paper, which helped me to improve the quality for this paper as well as for the guidance she has offered me during times of peril and mistakes. I am humbled and heartily grateful to her for conducting the course in an inspiring manner and bringing out the best in us. Lastly, I would like to thank by boss and collogues to help me out regarding this internship report.

Thank you.

Executive Summary

This report analyses and evaluates the significance of Data Driven Marketing in Bangladesh based on current data.

Bangladesh's Data Driven Marketing is a new idea and it has become much easier since the Bangladesh government's e-commerce policy and is now popular in Bangladesh. A latest survey shows that Bangladesh is an evolving online market with a growing market of approximately BDT 2 billion. The launch of 3G and 4G mobile internet has significantly boosted the online retail market as well, which shows us the importance of online marketing, that is executed by Data Driven Marketing. In this research paper I try to analyze the factors that could eventually make the Data Driven Marketing sector more significant and by doing so I tried to visualize the future of this sector for our country Bangladesh.

The aim of this paper is to identify the significance of Data Driven Marketing in Bangladesh. For my analysis, I have considered two companies, this first one is TAAGA and the another one is Noir Clothing. Through comparing these two brands, I will show how much Data Driven marketing can help any business to grow and flourish in the era of globalization.

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Chapter 1

Introduction

1.1 Background of the study

STP is one of the most relevant selling principles when we are catering to provide of a specific commodity on the market. Defining the segments which have similar characteristics and responses to marketing activities is very critical. Then we need to decide which divisions we should care for in their minds and how we will be positioned. Yet the desired outcome is not reached as it cannot meet the realistic goals and thus miss out on the market value and the expected revenue. This is where data-driven marketing falls in.

We will not only determine our targets but also meet prospective consumers with the aid of data-driven marketing. Through utilizing big data analytics, we are able to respond and build our audience's character. Data scraping helps people categorize the entire universe into segments based on their behavior, likes, dislikes, interests, pattern buying and what is not recorded on their devices. Such reported data are then collected and processed, and our ideal identity is generated on the basis of data scrapping and the selection of their computer IDs. Later notifications produced depending on the characteristics of the user developed and disbursed to those received app IDs to ensure that our message hits our potential clients and the reaction is generated from them due to the formulated message that would cause their point of pain or passion. Eventually, the strategy is cost-effective, because we may meet future consumers clinically.

1.2 Rationale / Significance of the Study

The advertising industry has continued to grow in an unprecedented way over the past number of years, fueling the pace, and data-driven digitalization has also increased with the greatest of haste. The results of this change are extremely visible right now in every sector including advertisement business from their latest media activities in particular.

The biggest concern confronting businesses nowadays is that customers have been increasingly sensitive to the goods they are purchasing or drinking. Nowadays customers have been taking their bets on products motivated by sentiment rather than understanding and predicting the product's practical application. As a consequence, it has become even difficult to convince customers to purchase some single good or service with conventional strategy, because this technique has become outdated for buyers and advertisers alike.

As the approaching industries depend solely on analytical and digital approaches, data is the best path forward for both the advertisement industries and businesses whose commodity process ends with customer demand to grasp the wealth. After data processing, understanding customer preferences and providing the best information to the same audience on the correct channel at the same time is even simpler. Data analytics software and data scientists are the cornerstones of an entire new Data-driven marketing cycle

1.3 Problem Statement

- A short overview of Data-driven marketing: Data-driven marketing is the mechanism from which advertisers obtain knowledge and patterns based on research. Data-driven marketing applies to the insights-built campaigns. The aim in terms of planning is to pick a product / service objective correctly and to ensure that the communications are aimed.

- A short overview of the essence of the issue This is very essential, in the sense of Bangladesh, that all interactions related to the product / services of the following company will concentrate on a particular goal. However, the contact communications are prone to disperse around the mass citizens owing to the large populace and exposure to various information resources for all, rendering the ads whilst undignified and repetitive. Therefore, it is very important for data-driven marketing to be implemented, provided that it offers valuable information for the S.T.P cycle and guarantees that contact communications and other types of advertising are oriented towards the future goal.

- Review of significant factors impacting the issue the main reasons that play a critical role in how data-driven marketing contributes to competitive advantage are –

    1. Cost–efficiency: Cost reduction provides a strategic edge by providing the industry's lowest operational costs. Company performance, complexity, volume, reach and collective expertise also determine cost leadership.

    2. Targeting: Targeting applies to the method of selecting a category of clients to whom a business aims to offer its goods and services, and to which it channels its marketing activities. Consumers who constitute a target market share similar characteristics including geography, purchasing power, population and income.

    3. Potential reach: An estimation of the number of individuals who become a potential group explicitly or implicitly

1.4 Research Questions

1. Will data powered marketing add to a company's cost-effectiveness

2. Will appropriate targeting be achieved by ads guided by the data?

3. Is significant possible impact attained by marketing powered by data?

4. Will Data-Guided Marketing gain a type of competitive advantage?

1.5 Research Objectives

It has two Objectives. First of all, the general objective which is, Implication of data driven marketing. Secondly, the Clear and Specific objectives such as –

Data driven marketing help us to get competitive edge

Data driven marketing is also cost effective

Data driven marketing will increases the percentage of success

Data driven marketing help us to find the correct TG

1.5 Research Hypothesis

1. Marketing powered by data ensures cost-effectiveness

2. Proper targeting is assured

3. Data driven marketing succeeds in a positive way of meeting capacity

4. Data driven marketing provides competitive advantages

1.6 Limitations of the Study

1. Short Time: First of all, data driven marketing is a really big and unknown topic in our country. Besides that, during our internship period we have to go through a lot of work.

During this time, it is really difficult for us to secure time for our internship report. On the other hand, the topic that I have chosen, is a really big. Thus, I had really short amount of time to work with.

2. Unavailability of data: Secondly, my research was based on online, because of which I could not find all the important data because of security issues and confidentiality.

3. Use of online Data: Thirdly, we cannot believe in online data. Sometimes there are a lot of invalid data that we don't know about and as I already discussed that majority of my data are driven from online search, thus we cannot rely on it 100%.

4. Lack of funding: If someone wants to get 100% correct data from online, they must invest money to get better or approves articles or journals. As I had no funding, it was very difficult for me to find those recent and valid data.

Chapter 2

Literature Review

2.1 Literature Review based on Evolution of Research Topic

When the first framework for Consumer Relationship Management (CRM) was developed, the launch of a Data-driven communication strategy occurred.

CRMs are essentially the systems used to capture, monitor and store consumer details that played a vital role in that revenue, up-selling or cross-selling, etc.

Substantial research indicates that 52 percent of shoppers (and 65 percent of B2B buyers) claim they're going to swap products if a business doesn't tailor interactions with them. CRMs are really relevant when it comes to monitoring, gathering and utilizing data which can contribute to customized marketing strategies.

The first CRM programs were introduced in the '70s, and communications tactics such as sales force management, customer knowledge databases, and hotline numbers were widely embraced. Yeah, it is hard to imagine, but we have been plagued for nearly 50 years now by unwelcome telemarketer calls!

Database marketing started to become a trend throughout the 80s-decade. It was during this time that marketers discovered that engaging with their consumers on a personal level might contribute to higher sales. But instead of cold contacting each future user with the very same letter, advertisers were developing specific contact scripts for various individuals and specific consumers.

Automation of the selling force was the first genuine CRM system in the 90s. One portal that could handle the connections, leads and future prospects of an organization through a common

framework. The first smartphone CRM was introduced before the end of the century but its penetration remained restricted due to the technological limitations at the time.

CRM becomes central to social media today and information can be delivered directly to the correct goals – so much so that social analytics is almost as relevant as 'normal' analytics.

Automation and the advent of cloud-based CRM technologies also facilitated the processing of applicable data, opening the way for the development of targeting strategies powered by the results. Today advertisers can quickly formulate innovative approaches to communicate with consumers at a personal level based on behavioral trends seen in existing and future consumer data gathered.

So far as Bangladesh is concerned, so few organizations have a portfolio of delivering data powered ads for other businesses. ADA, a private service, manages the BPO (Business Process Outsourcing) for businesses who are able to invest adequately on data processing and the implementation of plans and promotions.

2.2 Literature Review based on the Theoretical aspect of the Research

Consumers are more likely than ever to utilize internet and social networking, with one third of global advertisement budgets expected to be invested on new platforms and social media. In the article "The Role of Digital and Social Network Marketing in Consumer Behavior," the author sheds light on the manner in which digital marketing strategies project consumer attitudes against a specific product, as well as how consumers perceive the product (Oliver, 2013).

Going forward, Hananoa's report also drew heed to the importance of data-driven market strategies. The author sheds light on the value of including market intelligence in strategic management activities in this essay, "Integrating business intelligence with organizational

strategic management." This report also comes with the structure of the BSC-BI to incorporate in the organizational decision-making phase (Hananoa, 2016).

Most businesses are trying to rationalize data and sell their big data assets to the public, so to compensate for the limitation, the prospect of actionable insights sounds great. Throughout the article "Actionable Insights: The Missing Connection Between Information and Business Quality," the author stated that the parks at the top of an information pyramid can be actioned. Clearly, insights that cause customers to force out their behaviors are more important than one that merely addresses a question; particularly where an insight forces one to reconsider something and move to a different path (Brent Dykes).

Writer Traore relates knowledge producing to a supply chain model in another situation. He mentioned in his article "How to transform your data into actionable insights [Framework]," that the richer the meaning, the greater the insight's importance would be for the main stakeholders. In the final production (Moulaye Traore) growing operation of the cycle of transforming data into insights plays a significant part.

Chapter 3

Methodology

3.1 Introduction

This chapter would discuss the methodology to our work on the subject Marketing Data guided and its Significance- A case study on TAAGA and Noir Clothing. This chapter deals with the essence of the analysis.

3.2 Research Design

In this analysis, concise architecture was introduced as a Definitive Work in order to achieve the study's objective. The scope of analysis would be a conceptual review through historical and case studies.

3.3 Unit of analysis and Unit of Observation

Analysis unit would be the performance of an organization in meeting consumers while the evaluation unit is the company's marketing reach level.

3.4 Nature of the Study

In this analysis, the three variables were used to quantify the student progress. It was primarily a causal * study where quantitative types of analysis were done to gain insight among business graduates about student progress. Reliable sources of data that provide both main and secondary data is used to research the effects of the market for business cases. The study was conducted in two phases.

1. A summary of the literature to research variables

2. Main data collection by ad procurement, and even X- Ceramics multimedia strategy – ADA and CBC tiles Ceramics.

3.5 Data Collection Types

All main and secondary knowledge sources were used for this study's data gathering.

3.6 Primary data

Primary data are obtained from the automated data management firm ADA which is responsible for technology-driven Venus ceramics marketing. This info, whilst it was collected for internship purposes in confidence to the public
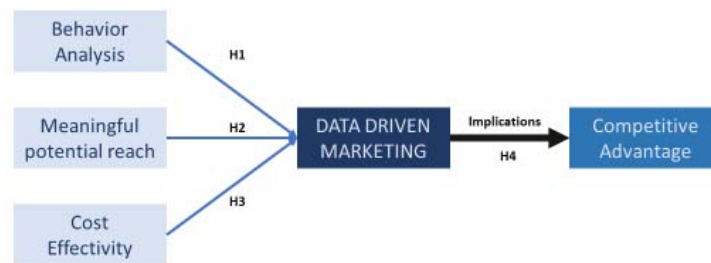
3.7 Secondary data

Secondary evidence outlets include:

a) reports and posts on Evidence-driven marketing written in magazines, web platforms, etc.

b) Recently conducted academic papers relating to the factors that include the context and data-driven marketing upbringing.

The theoretical Framework is as follows

Chapter 4

Data Analysis/ Results

4.1 Descriptive Analysis

TAAGA & TAAGA Man

Taaga is a part of Aatong Bangladesh & they mainly focuses on lifestyle of Man. Aarong - Bengali for 'village fair' - is the most famous retail lifestyle chain in Bangladesh. In 1978, this sustainable company started as a modest way of inspiring poor artisans to rise above poverty. Currently, Aarong helps 65,000 artisans in free trade words, in 20 retail outlets throughout Bangladesh and over 100 apparel and luxury product lines. Revolutionizing the fashion sector with high expectations of product and creativity, this legendary company combines the conventional with the modern in ways that at home and abroad never fail to attract market appeal.

When BRAC–the largest development agency in the world–recruited a limited group of rural women to manufacture crafts in 1976, their only purchasers were a few dispersed traders in Dhaka. Over the past four decades, through 850 small entrepreneurs and the Ayesha Abed Base, Aarong has built a new consumer niche for crafts, reviving Bangladesh's rich cultural heritage and improving the lives of more than 325,000 people. The foundation serves as the development center for Aarong, where artisans find jobs and exposure to comprehensive resources from BRAC including maternal health care, sanitation knowledge and affordable latrines, micro-credit, legal aid, day care and schooling for their kids.

Product: Mans life style & clothing.

Consumer

- Urban Tread Setters
- Conscious Professionals

Business Nature: Retail & Online Distribution

Communications Partner: ADA

ADA (Analytics. Data. Advertising), a member of the Axiata Group that emerged from the strongest telco foundations, strives to be a digital leader in a dynamic business environment where disruption is a true constant. ADA is a firm that combines part-marketing consulting, part-data analysis, part-marketing consulting; built to crack barriers in this traditional market by leveraging its wide-ranging and infallible data center, ultimately transforming these details into practical insights to develop strategies and appropriate business plans for winning the market. This is Asia's largest organization that blends info, perspectives, technology and media to carry amazing market results on board.

ADA is rising increasingly in Asian world. It is a rebrand of numerous products on the go-to-market (AdReach, AdParlor, and Internet Reach).

ADA stands on its 3 service pillars, which are, Consultancy, Agency and Data Lab.
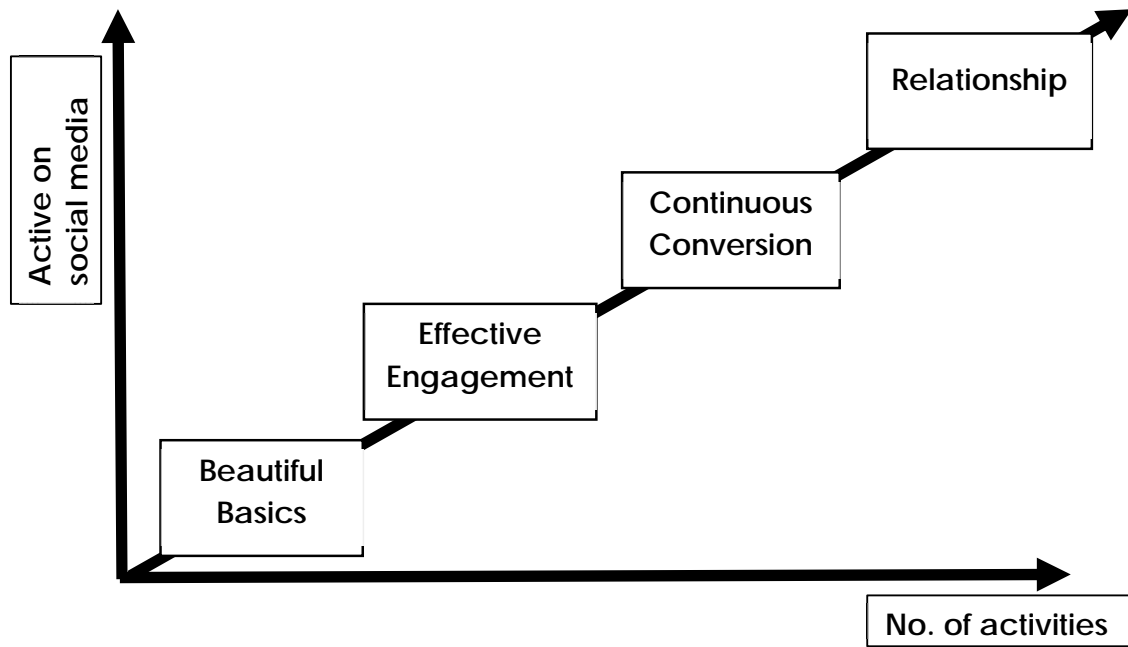

Data-driven approaches of ADA

Only a few years back, the only tool possible for understanding the view of the clients was to pose them questions face to face. Although internet is creating an abundance of knowledge in today's period and putting it right in your pocket. Because the economies have modified their patterns completely, and the interaction between buyers and vendors has been more consistent on practical ideas, advertisers have adopted different strategies to target consumers every now and again. There have been some approaches in the past, such as FGD, on-ground surveys to perform a business study and learn the pressure points and areas of concern of customers. Only answering consumers questions on such specific topics is no longer enough to learn their characteristics or to assess their consuming patterns. As a consequence, certain ad strategies and product placement were going bad, there were also a number of items that the consumers were already left out. Marketers will ought to dig even further at evaluating and segmenting customer behavior. Marketers have come a long way over the past few years, from tracking their User ID to checking their device consumption activity regularly. They keep collecting

data during all of this; data raises concern that advertisers won't be able to ask when conducting on-ground testing. Data offers an in-depth view of user preferences, everyday internet use trends, items they are searching for, goods they want, sites they are going, goods they are searching for, and the moment they are most inclined to purchase from online. All in all, these details allow segmentation of the customer market smoother and move the product placement strategy into the exact aspect, and offer a reasonable justification for choosing the best way to reassure the viewer. This overall process makes targeting them across digital channels much more successful, and at the same time offers digital solutions. In fact, the overall advantage of walking on this path is to place both online and offline data in the same basket fashion up a far more sophisticated software approach to optimize result. According to Bangladesh's up-to-date profile of ITU, 88.1 percent of the population is now subscribing to cell phones, while 30 percent of the population is wired to cell broadband. The 2017 e-Cab study reveals that Bangladesh has an impressive portion of 99 percent of voice and internet service coverage globally.

Activities VS. Time Quadrant

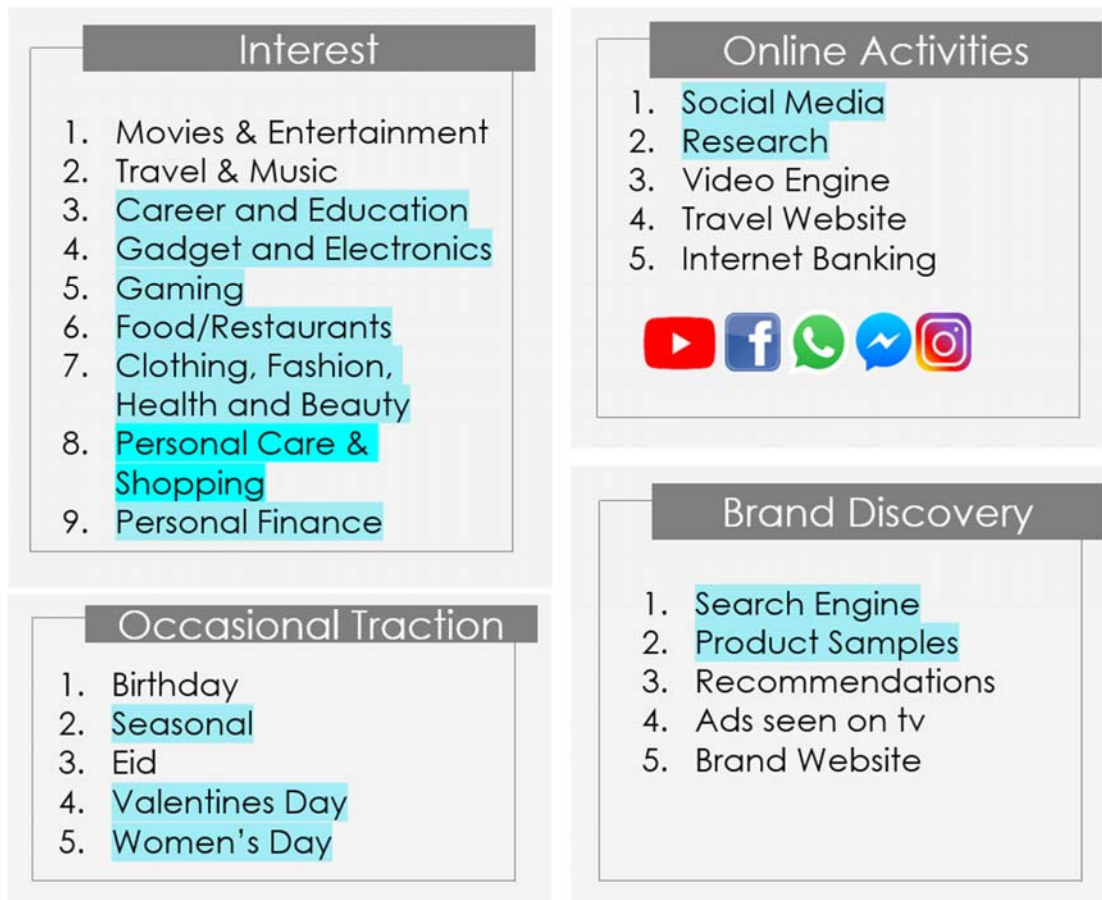1. Taaga & Taaga Man comes under the beautiful quadrant of basics which includes getting a website and a fitting digital media footprint.

2. In 2020, quarter-specific thematic strategies will involve the TG as a lifestyle collaborator with the corresponding contact route and adaptation of Taaga and Taaga Man.

Objective: In 2019, our objective will be optimizing the beautiful basics and shift the brand to effective engagement.

Active on social media (y-axis) vs No. of activities (x-axis)

- Beautiful Basics
- Effective Engagement
- Continuous Conversion
- Relationship

Segmentation

Urban trend Setters	Conscious professional
18-24 years	25-35 years
Studying in high school or universities, major presence in online media platforms such as Facebook and YouTube, Focuses on personal relationships, user internet exclusively for entertainment.	Primary priority to score the ideal job and career growth, focuses on expending relationships, frequent visitors of social media platforms and uses online media for information.

Interest

1. Movies & Entertainment
2. Travel & Music
3. Career and Education
4. Gadget and Electronics
5. Gaming
6. Food/Restaurants
7. Clothing, Fashion, Health and Beauty
8. Personal Care & Shopping
9. Personal Finance

Online Activities

1. Social Media
2. Research
3. Video Engine
4. Travel Website
5. Internet Banking

Occasional Traction

1. Birthday
2. Seasonal
3. Eid
4. Valentines Day
5. Women's Day

Brand Discovery

1. Search Engine
2. Product Samples
3. Recommendations
4. Ads seen on tv
5. Brand Website

Tools used to draw out data

XACT, the ADA data management network, composed of data from 280 million individual devices across continents, has been able to collect a humongous volume of mobile-first data, in addition to providing the ability to access 20,000 monthly active users per industry. The data includes more than 200 characteristics including millions of smartphones, various telco companies, different operating systems, applications and position details. ADA has also concentrated on the relentless collection of data to extend their data source cap. We have then invested a lot of capital to hold their activities running and fill their inventories with any form of specific data that can be used to provide digital solutions. That's why they have over 250

Southeast and South Asian computer scientists, technology developers, designers, and machine learning specialists. They constantly monitor about 50 million specific Computer IDs in the Bangladesh sector, most of which are backed by the telco provider. This method displays the behavior while a computer is online, often detects special character characteristics. It often shines light on other details such as Ethnicity, Internet Use Tendency, Place and Proclivity, Segmented Network Consumers.

There are several important results that arose from researching real individuals by reading their digital fingerprints, recording their digital habits, measuring footfalls at desired places, and many other facets that take an image of the path of certain customers.
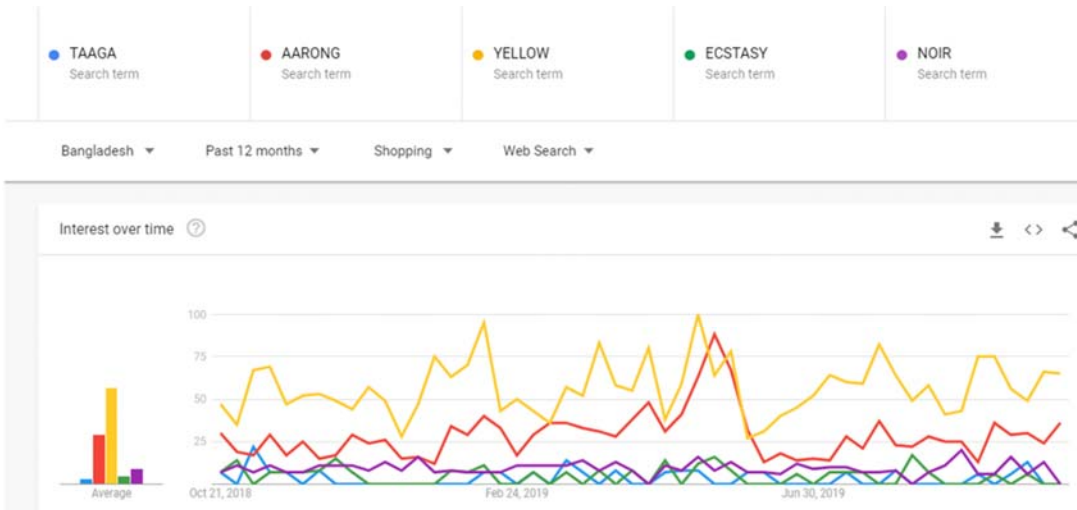
- The percentage of shoppers driving more than 5 kilometers for grocery stores is fewer than 40%, and just 50% prefer to drive up to 3 km.

- When making big financial purchasing choices, such as buying a vehicle at a dealer's office or making financial deposits in banks, about 80% of people are able to drive up to 11 km, seeing brand confidence as a main component.

- Food and beverage industry may have an effect on catching groups of 16 km, especially in Malaysia, where food cultivation is of paramount importance.

Talkwalker, an online and networking platform specialized in communication, blogging and review. Its tool will examine in one personalized dashboard just web participations, trends in social network use, print and TV or radio content. This delivers information and warnings real time by providing a broad range of controlled and received media real 187 languages, which offers direct exposure to 2 years of historical evidence. They use a highly impactful advanced AI; besides it has the potential to monitor more than 30,000 brand photos using patented technologies for product recognition. It guarantees the independence under one unified application network. Its catch-up to social network insights facilitates the BI solutions effortlessly as well as the development of a customized data analytics system by promptly integrating own data sets into Talkwalker framework. Most notably, it utilizes social network monitoring, which by Hootsuite Incorporation helps maximize efforts.

ADA uses this method to track and control Hashtags and Campaign Tracking (commitment, reference, exchange and reach), Sentiment Analysis (Factors for Negativity and Positivity Pouring), Icon Recognition (strong recognition and trademark-secured), Talkwalker in tandem with Google Analytics to view ROI in mainstream networking, virality (reaching material through site and social network platforms), influencer marketing (recognizing industry-specific influencers and brand ambassadors).

Aside from these resources, ADA requires assistance from several other popular platforms such as SimilarWeb, Likealyzer, Cruchbase etc. on the basis of estimating traffic analysis and audience engagement. These tools are highly effective in the calculation and evaluation of Organic Traffic, Trends, SERP, ARPU and other critical factors.
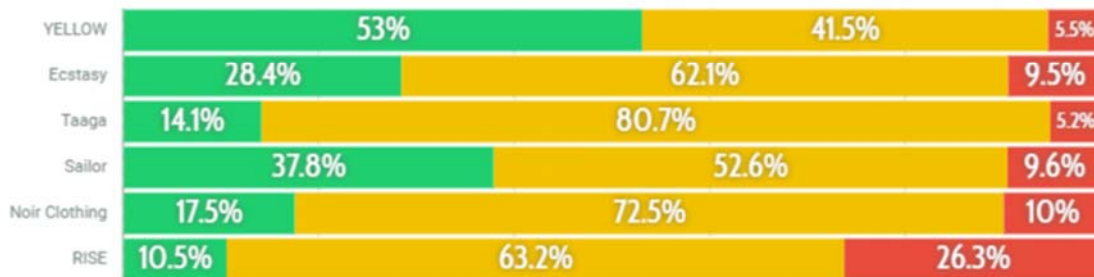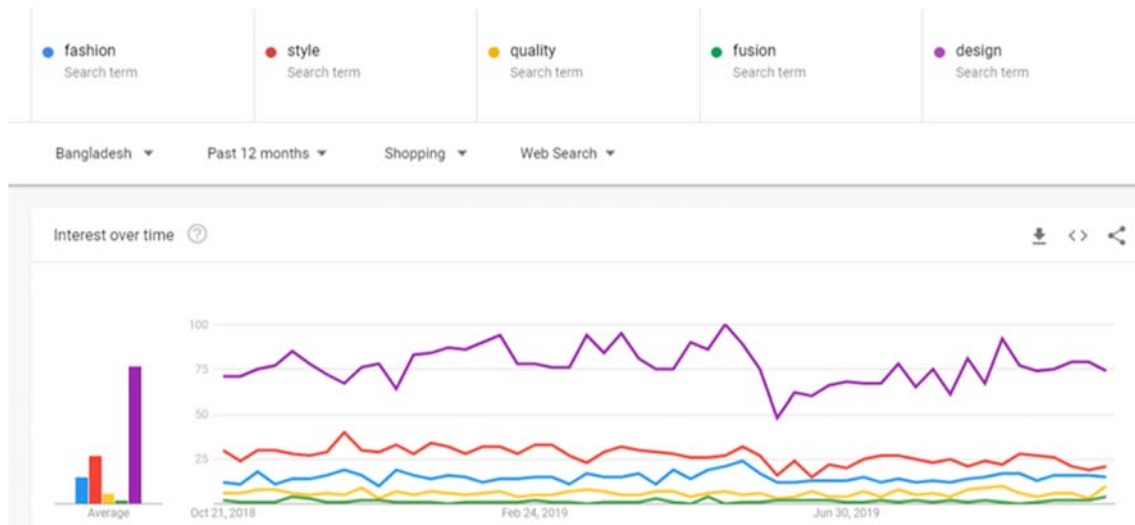
Bangladesh ▼   Past 12 months ▼   Shopping ▼   Web Search ▼

Interest over time ⑦

Aarong's Top performing articles and blogs across the web includes following. None around Taaga exists.

Influencers ☑	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
YELLOW	1.1K ↗ 8.2%		4B ↗ 8.2%	3.5M ↗ 0%	701.9K ↙ 11.3%	613 ↙ 18%
Sailor	563 ↗ 176%		812.5M ↗ 176%	1.4M ↙ 0%	254.3K ↗ 241.4%	451.7 ↗ 23.7%
Taaga	817 ↗ 67.4%		321.2M ↗ 67.5%	393.2K ↗ 0%	66.6K ↗ 121%	81.5 ↗ 32%

Taaga is the 3rd most engaging brand in Facebook.

| Brand	Green	Yellow	Red
YELLOW	53%	41.5%	5.5%
Ecstasy	28.4%	62.1%	9.5%
Taaga	14.1%	80.7%	5.2%
Sailor	37.8%	52.6%	9.6%
Noir Clothing	17.5%	72.5%	10%
RISE	10.5%	63.2%	26.3%

Survey

Sample Size: 90
Gender: Male and Female
Age: 18-35
Location of Research: RAK Centre, Mascot
Plaza, Gulshan 1, Banani 11, Police Plaza,
Tejgaon BRAC,

7. While going to university or office which fashion brand do you prefer the most?

68 responses

- Taaga
- Noir
- Ecstasy
- Taaga Man
- Yellow
- Sailor
- Raw Nation
- GENTLE PARK

1/2 ▼
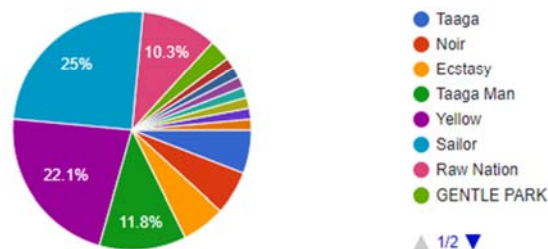
Influencer Marketing

Traveler	Visual Expressionist	Orthodox
Modernist	Trend Custodian	Creator
Bold	Sociable	Creative

She is not afraid to stand out from the crowd and walk a different path

__bonnita__ • Follow
Kuakata Sea Beach

#sea #seamood #travelbook
#nostalgia #throwbackwednesday
#poeticjustice #kuakata #ootd
#aarong #taaga #madeinbangladesh

Traveler	Visual Expressionist	Orthodox
Modernist	Trend Custodian	Creator
Bold	Sociable	Creative

she creates her own fashion statement with curated small pieces that define her personality

Noir Clothing

Noir is a one stop approach to fashion patterns around the globe. It is a retail brand of youth-centric apparel and accessories where the goal is to provide all their consumers with the best service possible. The patterns are special, the numbers are small and depending on seasons and developments our types are still evolving. At Noir, we insist on holding tradition untouched; but we build our goods around Bangladesh's cultural context – hence, our fashion is regarded as an East-West hybrid. The company currently has 4 stores based in Dhaka, Bangladesh. Noir is a concern of the Bangladesh-based Evince Group, a major producer of fabrics and textiles.

SWOT Analysis

Strength	Weakness	Opportunity	Threat
Variety of product.	Price.	Reach mass youths.	Competition.
Quality Fabrics.	Availability.	Increase Sales.	Design Perspective of customers.
Famous among youth.	Lack of market reach.		Switcher mentality of customers.
Design.	Low Store capacity.		
Seasonal Dresses.			

PESTLE Analysis

P	Political instability can create short term but should not impact in the long run on this industry.
E	Pricing in noir can get very high sometimes but for most of its items the prices are quite moderate, because of which – mid and high-income people can shop from noir.
S	Noir Clothing are focused on local and international culture.
T	Technology based industry as most of the fabrics are made by machines with the help of human labor.
L	Law influence every industry as every organization have to maintain consumer law, in order to survive in the industry.
E	Environmental factor does not affect this industry that much.

STDP Analysis:

1. Segmentation:

As a clothing brand any people ca buy from noir clothing. But noir clothing mainly segmented its customers in two. They are:

i.   Young Generation: Noir mainly focused on young generations as they started their business focused on that particular segment.

ii. Others: As a clothing brands any other category of people can also buy clothes from Noir Bangladesh.

In terms of economical segmentation, noir divided its customers in two types:

i. High-end Customers: Noirs high end product lines are for their high-end customers.

ii. Mid-range Customers: Noirs mid-range product lines are for its mid-range customers.

2. Target Market:

Noirs main target market is their urban young generations. Most of their cloths design are focused on young generation. Besides that, all of their stores are situated in Dhaka. They are now a days one of the go-to brand for young generations in Dhaka city.

3. Positioning:

- Design: The first positioning strategy that noir clothing following, is to provide a cross cultural mix design between foreign and local culture which is modern and attractive.

- Price and Quality: Bangladesh is really good in garments industry; thus, the price of noir goods is really good comparing to its quality.

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Appendix A.

An Example of an Appendix

Appendices should be used for supplemental information that does not form part of the main research. Remember that figures and tables in appendices should not be listed in the List of Figures or List of Tables. Refer to the Thesis Template Instructions for more information.