

Internship Report on

An analysis of ANZARA BANGLADESH LIMITED's influencer marketing campaigns and their impact on customer engagement.

Submitted by
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An internship report submitted to the BRAC Business School in partial fulfilment of the requirements for the degree of **Bachelors of Business Administration**

BRAC Business School
BRAC University
May, 2023

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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 have acknowledged all main sources of help.

Student's Full Name & Signature:

Meharin Islam Onty

17104139

Supervisor's Full Name & Signature:

Dr. Larry Leung Sau Kei, Assistant Professor, BRAC University.

Letter of Transmittal

Dr. Larry Leung Sau Kei,

Assistant Professor,

BRAC University

66 Mohakhali, Dhaka-1212

Subject: **Submission of internship report for course completion.**

Dear Sir,

I am thrilled to have been given the opportunity to write and turn in a report on the company AN ZARA BANGLADESH Limited for the internship programme that I am now participating in.

In addition, the requirements of the BUS400 course will be satisfied by the report.

My internship report was entitled "An analysis of ANZARA BANGLADESH Limited's influencer marketing campaigns and their impact on customer engagement." I would like to express in a polite manner that I have finished the report for my internship.

Working with this company provided both educational and satisfying opportunities.

I sincerely appreciate your assistance, cooperation, and advice while I prepared this report. I finished this internship report using my best efforts and diligent work. I would appreciate it if you would accept this report. I hope you were satisfied with my internship report. It would be my pleasure to answer any queries or issues you may have regarding these cases.

Sincerely yours,

Meharin Islam Onty

17104139

BRAC Business School

BRAC University

Date: May, 2023.

Non-Disclosure Agreement

Meharin Islam Onty, a student at BRAC University, and ANZARA BANGLADESH LIMITED have created and entered into this agreement in order to prevent the unlawful disclosure of the company's confidential information. Each party pledges not to disclose or exchange any private information acquired during the internship.

Meharin Islam Onty
ID: 17104139
BRAC Business School
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Executive Summary

Anzara is a well-known clothing brand that was established in the Bangladeshi city of Banani. The company maintains a strong presence on the regional market and offers clients an extensive selection of fashionable men's and women's clothing. Anzara's success can be attributed to its dedication to providing high-quality products, contemporary designs, and complete customer satisfaction. In recent years, influencer marketing has become an integral part of Anzara's overall marketing strategy, making it one of the company's most significant marketing initiatives. The promotion of Anzara's products through influencer marketing requires the company to collaborate with individuals who have a substantial fan base on multiple social media platforms. This strategy allows the business to capitalize on the influencers' credibility, reach, and engaged audience in order to improve consumer interaction and raise brand awareness. Anzara's influencer marketing strategy is comprised of multiple essential components. The organization carefully selects the influencers with whom it collaborates to ensure that their content, approach, and audience align with its target market. Anzara is able to advertise its products effectively by leveraging the influence and trust of the influencers by establishing partnerships with those individuals who already have a genuine connection with their followers. When engaging with influencers, the organization places a heavy emphasis on authenticity and candor. Anzara takes steps to ensure influencers are transparent about their affiliations and encourages them to discuss their genuine experiences with the company's products and opinions. This strategy aids in establishing trust and credibility among the influencers' followers, thereby enhancing the marketing activities' effectiveness. In addition, as part of Anzara's influencer marketing strategy, the company will provide influencers with specific instructions to ensure message and brand representation consistency. The organization ensures that the content created by influencers aligns with its brand image and values while granting influencers complete creative control. The use of influencer marketing by Anzara affords numerous advantages. When the company employs influential individuals, it is able to reach a larger audience and increase the brand's visibility. Customers can be connected to a brand in a more meaningful manner, and engagement can be increased, with the assistance of influencers who create authentic and relatable content. In addition, due to influencer marketing, Anzara can access new client subgroups and expand its existing customer base. However, in order for Anzara's influencer marketing strategy to be successful, it must surmount obstacles. These obstacles include the possibility of varying content quality, the risks associated with the behavior of influencers, and the need to routinely evaluate the effectiveness of campaigns. Anzara may mitigate the effects of these challenges by establishing unambiguous guidelines, keeping a close watch on the activities of influencers, and regularly evaluating the efficacy of influencer partnerships. In general, Anzara's influencer marketing strategy was successful in boosting brand awareness, customer engagement, and customer loyalty. Anzara can continue to leverage the potential of influencer marketing to achieve its marketing objectives and generate business growth by refining its approach, maintaining strong relationships with influencers, and keeping abreast of industry developments.

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Chapter 1

Internship Overview

1.1 Student Information

Name: Meharin Islam Onty

ID: 17104139

Program: Bachelor of Business Administration

1.2 Internship Information

Company Name: ANZARA BANGLADESH LIMITED

Department: Marketing

Address: Plot 43, Road no 11, Block F, Banani, Dhaka , Bangladesh.

Internship Company Supervisor's Name: Naureen Iman Era.

Designation: Managing Director.

1.2.1. Job Description

As a marketing intern, I started working for ANZARA BANGLADESH LIMITED.

The company specializes in the import and sale of women's couture wedding and party wear.

In order to meet the demand for highend fashion in Bangladesh, the fashion industry imports wedding and couture clothing from India.

My primary role as a marketing intern at ANZARA was to provide support for the marketing and sales department in all of their day-to-day operations and special projects.

Researching the market and competitors, developing strategies for effective product advertising, and spotting untapped opportunities to expand the company's consumer base were all part of this.

1.3 Internship Outcomes

1.3.1 My contribution to the company

During the time that I spent working as a marketing intern for ANZARA, I was able to make significant contributions to the company.

One of the key responsibilities I had was to act as an assistant during sales meetings, during which I would showcase the many products and services that the company had to offer to potential clients.

How much money did they make in the previous year, and what actions did they take to boost the awareness of their brand through the use of influencer marketing?

In addition, I researched the current state of the market and the industry as a whole to further guide my marketing strategy.

In addition, I was given the opportunity to work directly with customers and contribute to the management of their relationships, both of which enabled me to earn the customers' trust and to establish enduring partnerships with them.

My experience as a marketing intern, which I recently finished, gave me every reason to believe that I was instrumental in the company's achievement of its goals of higher revenue and a wider base of customers.

1.3.2 Experience I earned from working in ANZARA BANGLADESH LIMITED

The opportunity to work at ANZARA was one of the most rewarding experiences of my life. I was given an inside look at their company. What a typical day looks like for them in Dhaka, and how they communicate with customers using the many different digital channels available to them. The experience and abilities that I gained during my internship will prove to be extremely useful to me in my future career endeavours. My supervisor, Naureen Iman Era, and the rest of the ANZARA team have been extremely helpful and supportive throughout this process.

1.3.3 Difficulties I have faced

Working for a company that is so unique presents me with a number of different challenges every day. Their work is quite distinctive in comparison to those of other companies. In this position, I am required to conduct ongoing research on the most recent marketing trends, produce new video content on a continuous basis with the products and the influencers, and maintain an open line of communication with customers, not only in the physical store where they shop, but also on various online platforms, given that the majority of their business is conducted online due to the fact that they ship their products to every region of the country also in other countries. In addition, not being able to collaborate with a senior employee not only wastes my time but also negatively impacts my mental wellness. At first, it was quite challenging for me because I did not have anyone to guide me or serve as a mentor.

Keeping up with a single course while participating in an internship programme was the primary challenge for me. Additionally, conducting research on marketing activities and producing internship reports at the same time was occasionally detrimental to my mental health. The insights

I was receiving, on the other hand, inspired me to put out my best effort in both my studies and the work I was doing for the organisation.

1.4 Recommendations to the company

It is recommended that ANZARA implement the following suggestions to better serve future interns-

*Interns are given instruction in the technical aspects of the company's products and industry so that they can better carry out their responsibilities.

* Assisting interns with complex financial transactions and ensuring their successful completion by providing them with the resources and information they need to do their jobs successfully.

* Lastly, more opportunities should be made available for interns to work with senior members of the team so that they can gain valuable industry experience.

Chapter 2

Organization part

Company Introduction

2.1 History

Naureen Iman Era is the one who initiated the establishment of ANZARA in 2014. The company began its adventure in 2016, when it launched an online endeavour, with the goal of eventually being the most successful clothes manufacturer in our country. By the year 2019, they had already opened two locations in Banani, both of which displayed their customised collections. ANZARA gives consumers the opportunity to pre-order dresses and offers a variety of payment methods, taking into account customers' varying financial constraints. They have everything, from designer apparel to ghagras, lehengas, salwar kameez, kurtis, and even capes with sparkling embellishments. In the first place, the only type of cloth they produce in Bangladesh is wedding cloth. However, once they realised that their clients have a strong preference for Indian wedding and party attire, they began importing the clothes directly from India. Their primary objective was to win over clients from all demographic backgrounds for their big day. They not only sell in every part of the country, but also in other countries across the world. At the moment, they only operate one boutique that is solely dedicated to selling their wedding and party dress lines. They have six designers, and they always aim to combine different styles in order to come up with something original while keeping the most recent trend in mind. This gives a positive feature and a welcome change from the conventionally styled garments that are available.

2.2 Vision & Mission

2.2.1 Vision

A company's vision statement is an affirmation of what it hopes to accomplish in the future.

Here is ANZARA BANGLADESH LIMITED's vision statement:

“To bring consumers affordable and fashion and trendy Asian inspired clothing that looked great on everyone.”

2.2.2 Mission

A company's mission statement should serve as an introduction to the company. It lays out the long-term goals and aspirations of the company. The goals of ANZARA are as follows:

“We sought to alter the mentality that outside countries like India are the only destination for fashion aficionados. Products we offer are unparalleled in their class in terms of innovation, durability, and price.”

2.3. Services

Since ANZARA is a leading clothing brand in Bangladesh, their services include:

*Import:

From India, ANZARA imports many different types of clothing that are influenced by Asian cultures and ethnicities, such as bridal lehengas, designer party wear, designer sarees, salwar kameez, gowns, ghararas, and shararas. In addition, they bring in a wide variety of fabrics such as cotton, katan, net, and chinon silk, which enables them to design cloths that are tailored to the preferences of individual consumers.

*Logistic networks:

ANZARA is also in charge of delivering the fabrics to the addresses the clients provide. Since they offer their services all over the country and the world, they have set up an extensive logistics network to guarantee the timely and effective delivery of all products.

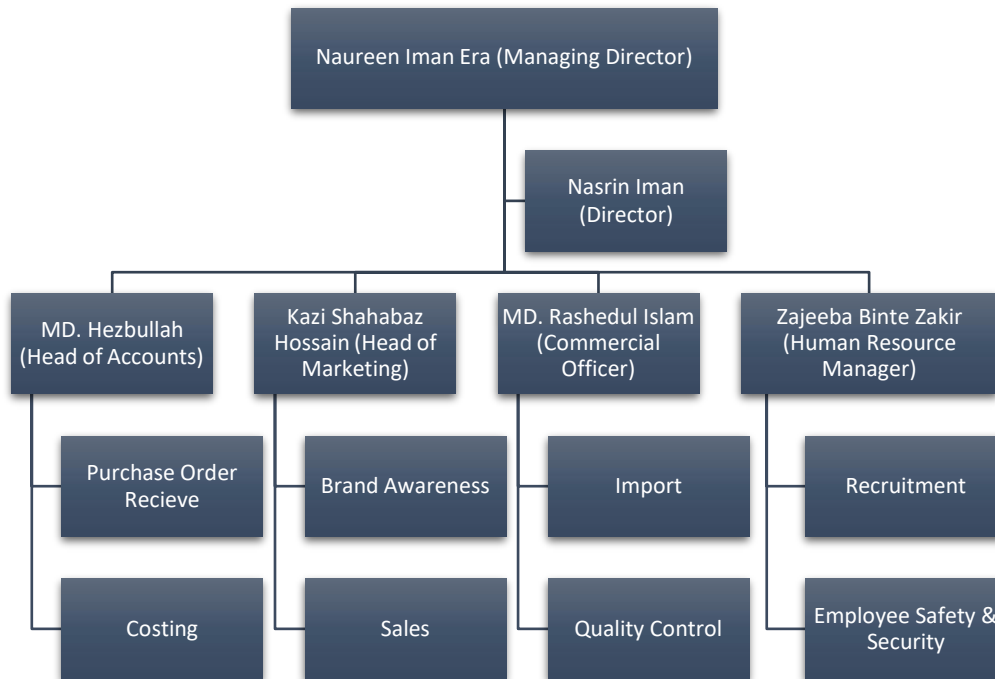
* Customized process:

Since ANZARA imports huge quantities of fabric from India, consumers can customise their purchases to their personal preferences and body types. Duo dresses, such as mother-daughter gowns, are a popular request from consumers who want to coordinate their outfits. They also supply cloth for use in a variety of beauty pageants, allowing them to create any style of clothing that consumers choose.

*Quality Inspection:

ANZARA employs a stringent quality control process to ensure that the garments they import and deliver are up to the company's exceptionally high standards of quality. They also have a team of experts that inspect the cloths to make sure that they satisfy the appropriate design and quality requirements before delivering them to the customers. This is done before the cloths are sent out to be sold.

2.4. Management team of ANZARA:



2.5. Methods used by ANZARA's management:

There are some certain methods that are used by ANZARA's management team. Those are given below-

2.5.1 *ANZARA's approach to leadership:

According to reports, ANZARA BANGLADESH LIMITED's management style is a combination of authoritarian and democratic approaches. While upper management is ultimately responsible for making all of the company's major choices, they encouraged suggestions from all employees when developing marketing strategies. Using this method, upper management can make decisions quickly while still considering the thoughts of their staff, striking a good middle ground between efficiency and originality. This also facilitates rapid communication between higher and lower levels of management.

2.5.2 *Human resource planning at ANZARA:

HRP is the procedure through which an organisation determines its manpower requirements and makes plans to meet them.

Several of the more typical phases of HR planning are outlined below.

1. Investigating the company's current and projected labour force needs in order of variables including growth, attrition, and retirement.
2. Compiling a list of the skills and knowledge that will be required to realise the organization's objectives. It can help the company to understand what the company's goal or achievement is.
3. Creating strategies for hiring and selecting top people to fill open positions in the company. This process helps the company to achieve best candidate for the particular position.
4. Giving workers the opportunity to take part in training and professional development programmes and give them trainings. It is a great way to ensure they have the skills and knowledge they need to do a job.
5. Creating a market-competitive structure of remuneration that includes a base wage, bonuses, and benefits in addition to other compensation components. Workers also have the ability to progress their careers based on their accomplishments and the amount of time they have been employed by the company.

2.6. ANZARA's advertising and sales strategies (Marketing)

ANZARA has a well-defined marketing strategy that places an emphasis on developing close relationships with customers, producing items of a high quality, and keeping prices that are competitive. The company positions itself as a trustworthy and reasonably priced clothing brand, and the majority of its marketing efforts are directed towards garment producers and brands as potential clients.

2.6.1 *Customer Niche, Positioning, and Targeting:

Women who are interested in traditional attire who value quality and fashionable designs are ANZARA's target market. Customers tend to be middle- to upper-class persons who are fashion-conscious and prefer traditional clothes to western dress. This group of people can be further subdivided by age and income.

ANZARA markets itself as a luxury label because its heirloom-quality, traditionally-inspired garments never go out of style. The company's goal for positioning itself is to set itself apart from other conventional apparel businesses in Bangladesh by providing designs that are both novel and trendy. ANZARA markets their goods to a wide range of consumers by presenting them as a synthesis of ancient and contemporary styles. They are known for being an approachable company that provides high-quality goods at reasonable costs. ANZARA is able to reach more consumers with this approach because of its reputation for producing traditional apparel of the highest quality and in the most fashionable styles.

2.6.2 *Marketing channels of ANZARA:

ANZARA promotes its brand and products through a number of different channels in order to reach its intended audience. These are:

-ANZARA uses Instagram and Facebook extensively for marketing purposes, posting photos of its items and interacting with customers.

-ANZARA's products can be purchased online through the company's e-commerce website. Traditional garments like sarees, salwar kameez, and kurtis, as well as modern styles, are among the many options available for women on the website.

- ANZARA has a physical store in highly renowned areas of Bangladesh, such as Banani. In these stores, customers can view and try on items prior to making a purchase decision.

- ANZARA promotes its products by participation in events and exhibitions, both domestically in Bangladesh and internationally.

- To expand awareness of its traditional clothing designs, ANZARA collaborates with a wide variety of social media influencers, bloggers, and celebrities.

2.6.3 *The Evolution of New Products and Business Strategies:

The apparel brand ANZARA is widely recognised for its timeless designs, but the company also frequently launches new product lines in order to cater to its customers' ever-evolving preferences. Extensive market research, understanding customer desires and preferences, and working closely with product designers are all elements that are typically included in the process of developing new products for the organisation. ANZARA often launches new collections and modifications to design so that it can continue to be relevant. When it originates to its business practises, ANZARA differentiates itself from its competitors through the utilisation of a variety of strategies. One of these strategies is to place an emphasis on the craftsmanship and quality of the work. ANZARA never uses anything less than the best possible standard fabrics and materials available in order to assure the durability and lifespan of the products it sells. ANZARA stands out from its competitors, some of which could depend on mass-produced, low-quality products, because the company employs skilled artisans and designers who create one-of-a-kind, intricate designs. This allows ANZARA to differentiate itself from its competitors. An approach that is focused on the needs of the customer is one of ANZARA's competitive strategies. Whether there are any questions or concerns, feel free to get in touch with the customer care department of the organisation, which is run by knowledgeable and experienced individuals. This commitment to the customer helps ANZARA to separate itself from its competitors while also retaining more of its current customer base.

2.6.4 *Critical deficiencies and problems in marketing:

Considering ANZARA's marketing and branding successes, the company still faces a number of significant problems and opportunities in this area that must be resolved if it is to maintain and increase its current levels of success. Some of these flaws and shortcomings are listed below.

-While online sales are available through ANZARA's website, the company's digital footprint isn't nearly as extensive as that of some of its competitors. ANZARA may benefit from investing in digital marketing strategies if doing so increases the number of people visiting the company's website.

- The majority of ANZARA's business comes from Bangladesh, while the company has a little presence in other countries. Growing the company's international presence through e-commerce or partnerships with retailers in other countries presents promising growth opportunities.

- Despite the fact that ANZARA has built a strong reputation on the back of its timeless clothing styles, the brand could do better by expanding the variety of goods it offers. Which means introducing new product lines or branching out into related industries like accessories or clothing. They worked hard to stay aware of fashion developments to ensure they could provide their clients the most current styles available.

2.6.5 *ANZARA's Promotional and Communication Strategy

The retail store that ANZARA operates, which is situated in the Banani neighbourhood, is the primary point of distribution for the company's goods. Customers have the option to make purchases of the company's products through the company's dedicated e-commerce website. Furthermore, ANZARA collaborates with various other wholesalers and retailers in order to broaden its channel of distribution and attract a wider audience. In terms of promotion, ANZARA implements numerous marketing and advertising tactics to advertise its products and build brand awareness. These various strategies are as follows:

1. ANZARA maintains a prominent position on social media platforms such as Facebook and Instagram, where it interacts with customers and promotes its products.
2. In order to encourage its products and reach new audiences, ANZARA works with celebrities and other influential people.

3. ANZARA promotes its products as well as its retail stores through the use of print advertising, which is published in regional newspapers and magazines.
4. ANZARA frequently hosts activities and offers in its physical stores in order to draw in consumers and create buzz around its products.
5. ANZARA keeps its subscribers up to date with the latest information regarding its products and deals by sending them regular email newsletters.

2.6.6 *The 4p's of ANZARA



The 4Ps, or product, price, place, and promotion, are the traditional elements of a marketing mix that help businesses create effective marketing campaigns. One way in which ANZARA might employ the 4Ps is as follows:

- **Product:** ANZARA offers a wide selection of women's clothes in both traditional and innovative designs, like as sarees, salwar kameez, kurtis, and more. They set themselves apart from the competition by investing heavily in premium components, intricate craftsmanship, and meticulous attention to detail in all of their goods.
- **Price:** Pricing decisions at ANZARA are based on analysis of the market, the strength of the competitors, and consumer demand. They have adopted a pricing strategy that finds an

appropriate balance between the quality, value, and cost of their products to ensure that they are well received by clients in their target market.

- **Place:** The physical ANZARA store is in Dhaka's flourishing Banani shopping district; however, the company has begun selling the products via websites, expanding its consumer base both within Bangladesh and beyond.
- **Promotion:** ANZARA uses both traditional approaches and modern web-based ones to get the word out about their wares. They also use advertising, events, and alliances with powerful people to spread the word about their company and its wares. They extensively invest in influencer marketing, which entails promoting goods and services through influential people like celebrities and contestants in beauty pageants.

Analyses and Competitive part of ANZARA

2.7. Porter's five forces of analysis



The competitive landscape in which a business or industry works can be examined using the framework of Porter's Five Forces. Here is a quick look at ANZARA via the lens of Porter's Five Forces:

- **Threats of new entrants**

New competitors are a major threat in the market since they Competition in Bangladesh's traditional clothing market is fierce due to the presence of numerous established labels. It's not hard at all to start a regular fashion company in Bangladesh, so new competitors aren't seen as posing much of a danger. With its well-established name and loyal customer base, ANZARA may be able to withstand the entry of new competitors.

- **Bargaining power of suppliers**

ANZARA sources its primary components from a wide range of domestic and international vendors in Bangladesh. Due to the abundance of service providers competing for clients' attention, even those who individually hold moderate bargaining power represent only a small fraction of the market's total.

- **Rivalry among existing competitors**

Threat of competition from well-established companies that are already operating in the market As a result of the fact that numerous significant corporations are contending for a share of Bangladesh's traditional garment market, the level of competition is extremely high. Even though ANZARA is up against intense competition from firms that have been around for longer, the company remains certain that its dedication to producing goods with the highest possible value and inventing original designs will help it stand out from the crowd.

- **Threats of substitutes**

Bangladesh is home to a wide variety of stores selling Western-inspired and ethnic clothing that can be worn as a substitute to the country's traditional wear. Traditional clothing is still appealing to many customers, and ANZARA's focus on quality and originality in its offerings could set it apart from the competition.

- **Bargaining power of buyers**

Buyers acquired a significant amount of bargaining power in the traditional clothes market since there are so many different options for purchasers to choose from. ANZARA must compete against other long-established companies in the industry in order to attract and keep customers, which may limit the company's capacity to charge premium rates for its products.

2.8. SWOT Analysis of ANZARA



The strengths, weaknesses, opportunities, and threats analysis, or SWOT analysis, is a technique that evaluates the internal and external elements that can have an impact on the success of a firm. The following is an excerpt from ANZARA BANGLADESH LTD.'s SWOT analysis:

Strengths:

- The brand is instantly recognisable and has a solid reputation for making high-quality, time-honoured clothes.
- Full range of products, including clothes for ladies and children.
- E-commerce prowess and an established online presence that makes shopping online a breeze.
- Retail properties in desirable locations, such as Dhaka, Bangladesh's Banani, one of the city's wealthiest areas in our country.
- They have established relationships with our suppliers and manufacturers, allowing them to provide high-quality goods at competitive prices.

Weaknesses:

- They don't really make an impact in the worldwide market.
- In addition to blogging and influencer marketing, a specific quantity of other marketing and promotional efforts.
- Its potential appeal to younger customers, who tend to be more interested in fashion as it evolves, may be hampered by the brand's reliance on conventional clothing.
- When there is less room for creativity and fewer ways to set one's items apart from the competition, standing out can be challenging.

Opportunities:

- To appeal to a younger, trendier clientele, they are broadening their product selection to incorporate more modern silhouettes.
- A growth strategy that includes expanding into new overseas markets in order to boost profits and attract a wider range of customers.
- Spending money on marketing and advertising to get the word out and attract new customers. This includes using social media and influencer marketing.
- Collaboration between ANZARA and well-known figures has increased exposure for the brand's clothing.

Threats:

- Many other established clothing companies operate in Bangladesh, each of which is a tough competitor.
- Business activities and earnings in Bangladesh may be impacted by the country's ongoing economic and political instability.
- The fluctuation in the cost of inputs has the potential to increase production costs and reduce profit margins.
- The demand for traditional clothing may decrease as a result of changes in customer tastes and in fashion trends.

2.9. Comparing ANZARA with VASAVI

Vasavi Bangladesh is a highly formidable competitor in Bangladesh as a result of its reputation for cutting-edge style. The organization also offers to a large customer base due to the breadth of product lines it provides. In addition to penetrating new nations and markets, the firm has also created an enduring and dynamic presence in the social media sector. Both of the companies engage in a comparable market, but they are very different in terms of the goods they make, the kind of clients they target, and the methods of promotion they employ.

As a starting point, ANZARA is well-known for selling traditional garments including sarees, salwar kameez, and kurtis. In contrast, VASAVI provides a wider variety of items, such as clothes, shoes, and accessories for both sexes.

Second, VASAVI has an energetic and strong position on social media platforms and collaborates with influencers to promote their brand, whereas ANZARA relies heavily on traditional marketing strategies like promoting through word of mouth and in-store promotions.

Thirdly, whereas ANZARA's clientele tends to place a premium on preserving the nation's history and traditions, VASAVI's clientele tends to be younger, trendier, and more interested in avant-garde styles.

Fourthly, VASAVI faces competition from both traditional and modern apparel corporations in Bangladesh, while ANZARA faces competition from other widely recognized conventional clothing businesses in the country.

Fifthly, In contrast to ANZARA's large network of retail establishments scattered throughout Bangladesh, VASAVI mostly operates through websites and has a limited number of physical sites.

Sixthly, ANZARA's prices are generally lower than VASAVI's, allowing their products to appeal to a wider audience.

Next, while VASAVI primarily operates in Bangladesh, it also has a little presence in a few other nations, ANZARA has a much larger influence in Bangladesh and has expanded to other countries.

In addition to a substantial footprint in Bangladesh, ANZARA has also expanded its international reach into a select number of additional nations.

Furthermore, comparing with work details, VASAVI is well-known for its innovative style, ANZARA is revered for the high-quality materials and beautiful embroidery work it produces.

Finally, both of these companies have demonstrated their dedication to acting in an ethical and moral manner. VASAVI has established programs like using ecologically friendly products and helping economically underprivileged communities, while ANZARA has launched activities like delivering free health screenings and donating toward charity causes.

3.0. Conclusion and Recommendations

ANZARA has become a leader in the fashion industry primarily to its consistent high-quality product offerings and excellent customer service. Because of this, the business has become a dominant force in the fashion industry. The company's focus throughout its history has been on fostering lasting relationships with its customers and providing them with superior products. The company's commitment to innovation, high quality, and meeting customer needs is expressed in both the vision and mission statements. The SWOT analysis highlighted the company's strengths, like its strong customer connections and its adaptability to market changes, as well as its opportunities for improvement, like the need to diversify its supply chains and enhance its inventory management. According to Porter's Five Forces analysis, there is a moderate amount of rivalry in this sector, with new entrants posing a low threat and substitutes posing a moderate threat. In conclusion, benchmarking against competitive brands provides insight into opportunities to enhance performance and expand market share. After giving this matter great thought, we recommend the following course of action:

- **Expand target market:**

ANZARA should give considerable consideration to extending its current market to include persons of moderate means. One way to do this is to introduce a line of products at more accessible price points without sacrificing the high quality or innovative design that has made the brand popular in the first place.

- **Improve distribution channels:**

To increase its customer base and product availability, ANZARA should investigate the possibilities of creating partnerships with more retail outlets to improve its distribution channels. The company might also think about selling its products on online marketplaces like Daraz to expose them to more customers and increase sales.

- **Provide customers the ability to customize their purchases:**

Give clients more control over their purchases by letting them choose specific details like fabric, color, and design elements ANZARA may offer this service in the future. It's possible that if customers felt like their purchases were unique and tailored to them, it would increase their loyalty to the business.

- **Address major marketing issues:**

Currently, ANZARA is in a position to take on the significant marketing concerns that have been brought to light. Its marketing mix needs work, and there are holes in its advertising and communication strategies that need to be filled.

- **Invest in proper employee development and training:**

ANZARA has the resources to invest in its employees' professional growth and development, ensuring that they possess the knowledge and abilities necessary to provide outstanding customer service and significantly impact the company's bottom line. Worker happiness and loyalty could both increase as a result of this.

- **Place an emphasis on sustainability:**

Put an emphasis on long-term viability by considering how to integrate ecologically sound practices into ANZARA's day-to-day operations and product development. Environmentally preferable materials, less waste, and fair-trade practices are all examples of what this could include. Doing so would set ANZARA apart from its competitors and make the brand more appealing to clients with a social conscience.

- **Enhance product development:**

To ensure that ANZARA continues to be at the forefront of the industry in terms of design and quality, the company may decide to devote more resources to improving the product development process. To achieve this goal, money might be invested in R&D while also forming relationships with artisans and designers to create products that are both innovative and original.

- **Broadening the product line:**

ANZARA could consider including accessories like purses, shoes, and jewelry in its offerings. The company would benefit greatly from this possibility. Sherwanis, punjabis, shirts, shoes, and other menswear may be the primary focus of their collections. Having everything they need in one place would be convenient for customers, and it would bring in more money for the business.

Chapter 3

Project part

3.1. INTRODUCTION

This internship report will analyze ANZARA's influencer marketing initiatives and the impact they've had on customers' propensity to make purchases. Influencer marketing is a growing tactic in the modern Bangladeshi advertising ecosystem. People's attention is captured by the films, and the subsequent interest in the products increases the likelihood that the viewers will make a purchase. After the Corona virus epidemic of 2020 forced the closure of many traditional retail businesses, business owners were left scrambling to find new ways to attract clients. The technique of influencer marketing was one of these approaches. Users have noted that this method is simpler for them when it was implemented. This is because customers can now easily identify the website's selling points as they navigate its numerous pages. In addition, it's a great way to get in front of a huge number of potential buyers across the country and the world. This study employs a number of research methodologies to show how shifting a customer's frame of reference might affect a purchase decision. Alongside with recommendations for improving current sourcing procedures and making preventative measures more effective. Multiple types of disruptions are accounted for in the study.

3.1.1 LITERATURE REVIEW

ANZARA's influencer marketing strategy most likely involves collaborating with celebrities in the fashion and lifestyle industries that share the same values as the company. By working with these influential individuals to promote the goods they sell and generate excitement around new product launches, ANZARA is able to increase their exposure to new audiences and strengthen their relationships with existing customers. ANZARA must ensure that the influencer partnerships they have established are yielding quantifiable results for the company by doing regular studies of their efficacy. This internship report's title, "An Analysis of ANZARA BANGLADESH LIMITED's Influencer Marketing Campaigns and Their Impact on Customer Engagement," conveys the report's purpose: to analyze the company's influencer marketing initiatives and learn how they affect customer engagement. aims to investigate how influencer marketing influences consumers' opinions about a product. Reading the relevant literature is essential for learning about the history of thought on and investigation into the topic at hand. My research will benefit from my ability to synthesize all available information about ANZARA's use of influencer marketing and its effect on customers into a coherent report.

3.1.2 BROAD OBJECTIVE

The primary goal of this article is to complete the required educational research for the internship.

3.1.3 SPECIFIC OBJECTIVE

The primary goal of this study is to ascertain the extent to which ANZARA's influencer marketing initiatives contribute to the company's bottom line. Furthermore, have customers' impressions of ANZARA or its products changed as a result of this? If so, how do influencers would affect their

purchase decision? Finally, ANZARA's recommended strategy can be evaluated by contrasting it to the approaches used by competitors selling similar brands.

3.2. WHAT IS INFLUENCER MARKETING

The concept of "influencer marketing" refers to the practice of forming promotional partnerships with online personalities who have amassed substantial fan bases on platforms like Instagram, YouTube, and TikTok. Partnership marketing is another name for this type of promotion. Collectively known as "influencers," these individuals are looked up to as leaders or authorities in their fields. Consumers are often influenced greatly by the suggestions and endorsements of influential people.

There is no one set formula for influencer advertising; it could encompass things like paid endorsements, product evaluations, and cross-promotions with complementary businesses. When brands work with influencers, they may promote their products, raise awareness, and reach new customers. Strategic partnerships with important people allow businesses to tap into the influencers' established fan bases and capitalize on the trust and respect their followers have for them.

3.2.1 ANZARA'S INFLUENCER MARKETING BENEFITS

An important part of ANZARA's overall marketing strategy is the company's focus on influencers. The company forms alliances with influential people who have a large online following and a profile on popular social media platforms like Instagram and Facebook. ANZARA's influencer marketing strategy focuses heavily on benefiting from the credibility and authority influencers have built up within their fan bases. Since ANZARA has worked with influencers whose audiences align with the brand's target demographic, the advertising for the company's products comes across as genuine and credible to the target audience. The influencers that ANZARA collaborates with often create sponsored posts featuring the company's apparel and accessories. These submissions provide professional-quality images or films showing the product in a stylish and up-to-date context. The influencers will typically show multiple ways to adorn themselves with the product or use it in their daily life. This type of content is effective at boosting brand recognition and moving product because of its accessibility and readability. There are many advantages for ANZARA when they use influencer marketing which are mentioned below-

- Relationships of confidence and reliability have been built between influencers and their audiences; ANZARA can benefit from these by developing partnerships with influencers. It's possible that if more people took the recommendations of people, they previously respected, ANZARA's sales would increase.
- By teaming up with intellectuals in their field, ANZARA can learn what components of their brand resonates most with their customers. This can be used to better target future

product development and advertising efforts, keeping ANZARA fresh in the minds of its consumers.

- By collaborating with public figures who have a sizable and engaged fan base, ANZARA has the ability to reach a wider audience and raise its profile. Potential customers who are unfamiliar with ANZARA can benefit from being introduced to the brand by influencers.
- Influencer marketing gives ANZARA a way to promote its products that looks natural and unforced to the end user. Customers are more likely to purchase ANZARA products if influencers showcase them in a way that seems natural and integrates inconspicuously with the content they create.
- ANZARA has the competence to select influencers who are consistent with the demographic it is targeting, guaranteeing that its products reach the right customers. This increases the likelihood that clients will be interested in and ultimately buy products from ANZARA.

3.3 DATA TYPE AND METHOD TO COLLECT DATA

This research paper employs a qualitative approach to data collection because ANZARA prioritizes high-quality information over quantity. The goal of qualitative research is to gain a thorough comprehension of social phenomena by studying them in their "natural" setting. Instead than analysing the "what" of social phenomena, it analyses the "why" by turning to people's everyday experiences for explanations.

I created a set of questions to ask clients, and I used their responses to help me compile the data I needed for my research report. Before I ever approach them with questions, I've had them sign a written consent form giving me permission to use their phrases in my research study. They also provided me permission to record our conversation so that I could get the answers to my questions.

Due to the fact that not everyone feels confident speaking English, I have conducted 13 interviews in their native languages. In every conversation, which lasted approximately an hour and a half, I asked the subjects my questions. While most of the interviewees are regular customers of

ANZAARA, I've found that by talking to visitors as well, I've been able to glean useful information that I've been able to compare to the experiences of our regular customers.

3.4 ANSWER THAT HAVE BEEN FOUND FROM INTERVIEW



Interestingly, some people think that influencers at ANZARA affect their purchasing decisions, while others believe it's just a waste of money. When asked where they had heard about ANZARA, 9 out of 13 people answered that they had seen ANZARA on Facebook, while others discovered ANZARA on Instagram. When questioned about the professionalism of the models' speech patterns and expressions, most people feel that Barisha Hauque, the famous public figure who serves as their brand ambassador, shares this opinion. The majority of people agree with this statement. In terms of clarifying the specifics of the work or fabric, her tone of voice is not particularly professional. However, most customers prefer Ishaya Tahsin, another brand promoter, because her voice is much warmer and provides more information compared to the other brand promoters. Some people believe that authoritative individuals are not necessarily powerful, but eleven out of thirteen people think that influencers are the best option for ANZARA to attract the desired customers. Due to the widespread spread of the Coronavirus, many people have discovered the convenience of online shopping. This is because there are simply too many people living in Bangladesh in relation to the number of cars on the road. The dreadful state of traffic congestion in our country is a direct result of this. As a result, people have a really tough time physically getting to shops. Many people would rather not leave the comfort of their homes to get the necessities they need, so they opt to conduct their shopping online instead. Some of the clients are from out of the country and would also like to try on the dresses. Influencer marketing is becoming increasingly popular among these customers because it helps them imagine how the garment might look on them. One of the many benefits highlighted by patrons is this. Customer interviews revealed that 90% of viewers prefer ANZARA's live videos to more traditional video formats like reels. Many people mistakenly believe that they cannot learn the appropriate way to wear a lehenga or other traditional Indian dress by watching a few films or reels. Watching a live video demonstration of a product gives viewers a sense of what it's like to use the item in question. Furthermore, consumers can easily and quickly ask those influencers about the goods via live video if they have any questions. They can also see for themselves that the product is performing as

expected. Due to their aesthetic appeal, people tend to favour models with a simplistic design. If you wear too much makeup, your lehenga or dress could end up looking tacky. If ANZARA is serious about expanding its customer base, it needs to put more effort into promoting its garments and lehengas. Dividing the customer's attention between the model's face and the outfit being displayed is a sure-fire way to dampen sales. As a result, clients look for models who don't try too hard to stand out. It is surprising that forty-five percent of respondents believe that they prefer more western styles and bold-looking designer wear. However, the majority of them favor traditional attire for their wedding outfits because it is more compatible with Bangladeshi culture. Following the interviews, individuals tend to have the opinion that influencers working for ANZARA are superior to those working for Vasavi, the most successful brand in Bangladesh. The primary reason they pointed out is that ANZARA exclusively uses fixed models' faces when categorizing subjects, while VASAVI has a tendency to use a variety of random model faces. For instance, they have a consistent brand promoter named Meharin Islam for bridesmaids and designer clothes. Meharin Islam has a face that is more baby-like and prominent than other brand promoters, such as Barisha Hauque and Ishaya Tahsin, who represent the bridal and adult face.

3.5. FACTORS FOUND FROM INTERVIEW

Following the interview, I have received conflicting feedback from our clients. Therefore, both the positive and the negative aspects of this situation have been outlined below:

- **Enhance the familiarity with the brand**

By forming partnerships with influencers who command the attention of a sizable and actively interested audience, ANZARA will be able to expand its customer base and increase its brand's visibility. Some of the clients mentioned, "ANZARA is able to communicate with a greater number of individuals because of these influencers." When introducing ANZARA to potential customers who are not aware of the brand, influential people may be able to provide a hand in the process. The fact that it is easier for customers to rely on the content that influencers develop for selling ANZARA's products is yet another advantage of maintaining a constant face for the influencers who promote the brand. Additionally, clients mentioned, "ANZARA's influencers are always engaging in conversation with their followers, which makes them especially attentive to the questions, comments, and messages that we send them." One customer mentioned, "I have a misconception that ANZARA is maybe only for bridal outfits, but after seeing lives, it makes me clear that they are also selling affordable clothes, which makes me interested to buy the dress from them." This interaction indicates the influencers' dedication to their respective audiences while also contributing to the development of a sense of community among those audiences. It is beneficial to an influencer's credibility and trustworthiness

when they maintain open channels for contact with individuals who follow them and engage in discourse with those followers.

- **Enhance Trust and Reliability**

Individuals who have established a strong level of credibility and trust with their followers are influential. By forming alliances with those in positions of authority, ANZARA may be able to capitalize on their existing credibility and level of confidence. There is a possibility that ANZARA's sales will rise as a direct result of customers placing a higher level of faith in the recommendations provided by individuals that they already admire and follow. The reliability and credibility of the ANZARA brand are directly correlated to the influencers that are affiliated with the brand. When an influencer recommends an ANZARA product, the influencer's followers interpret the promotion as a personal endorsement from an individual that the influencer admires and regards as a role model. Some of the clients mentioned, "When Ishaya says ANZARA is the best place for affordable designer clothes, I blindly trust her because she always gives her followers true information." ANZARA is looking for influencers who can reliably develop a presence across all of their many social media platforms and continuously deliver high-quality content. Trust is earned over time by influencers who continuously produce engaging content, adhere to their publishing schedules, and make trustworthy recommendations. From the interview, luckily, there was a customer who came from Germany. She put her statement like this, "I was born in Germany and I had no idea where to find Bangladeshi dresses and which shop can ship the dresses here. Finally, when I saw ANZARA's live with Meharin, I was so happy with the designs and everything, and finally, I became their regular client because I fully trust Meharin's opinions." This constancy gives the impression that they take their duty as influencers seriously, which contributes to the development of trust with the audience. In addition, ANZARA works with influencers whose aesthetics and ideas are congruent with those of the company to create new products. When influential people have a natural love for ANZARA's style and can easily incorporate the brand's items into their material, the validity and authenticity of the link are both increased. An influencer's audience may find it simpler to place their trust in the influencer as a result of the connection between their own personal identity and the brand ideals of ANZARA.

- **Enhance Knowledge and a sense of Responsibility**

ANZARA collaborates with influencers who have already established themselves as authorities or leaders in the fashion and lifestyle industries. These influential individuals typically possess a broad knowledge base, years of experience in relevant fields, and a proven track record of delivering interesting and high-quality fashion-related content. Clients expressed their opinion during the interview, stating, "ANZARA's best part is they have very selected influencers who are well-informed about the materials, work details, and many more." These influencers can be relied upon for reliable guidance and assistance

due to their in-depth expertise in the fashion industry. Additionally, ANZARA places a high level of importance on authors whose writing emphasizes transparency and honesty. By openly disclosing the influencers' relationships with the companies they review and providing their followers with honest feedback on the products, trust can be enhanced among the influencer's audience. Most of the customers mentioned, "By being transparent and honest with their audience about their collaboration with ANZARA, influencers can ensure that their audience is aware that they are promoting the company based on actual experiences and opinions rather than a sponsored association." This allows influencers to establish that they endorse the company based on genuine experiences and ideas.

- **Enhance Authenticity and Creativity of the product**

By employing influencer marketing, ANZARA effectively promotes its products in a manner that conveys authenticity and natural appeal to customers. The ability of influencers to seamlessly showcase ANZARA's products in a way that integrates seamlessly with their content makes the brand more enticing to buyers. ANZARA allows influencers to share their genuine experiences with the products by documenting these encounters online and sharing them with the public. As mentioned by clients during the interview, "ANZARA's influencers always wear their dresses on public programs, which makes me believe that they are actually selling these beautiful dresses that I have only seen in Hindi serials." The focus is not on creating staged or overtly commercial content, but rather on demonstrating how the products are used in the influencers' daily lives and how they align with their personal style. This approach fosters a sense of authenticity and helps build trust among the respective audiences of the influencers. As one client mentioned, "The way Ishaya wears the designer saree from ANZARA and creates a video, I feel like it's my dream saree that I have to get." It indicates that customers appreciate the promotional videos created by ANZARA's influencers. Moreover, ANZARA grants influencers the freedom to create content that resonates with their unique aesthetic and appeals to their audience. By giving influencers the opportunity to share their novel ideas and unique perspectives, ANZARA ensures that the content reflects the influencer's genuine interest in the company and appears authentic. Additionally, this fosters a deeper connection between the influencer and the brand. As mentioned, ANZARA prioritizes cultivating long-term relationships with key opinion leaders rather than engaging in one-time collaborations. A client who visited an ANZARA store to purchase her wedding lehenga expressed, "I watched a promotional video of a bridal lehenga from here, and it was the most beautiful red lehenga I had ever seen. And now I'm here to buy it for my big day." This approach allows influencers to develop a deeper understanding of the organization and its products over time. It leads to the creation of more genuine content and enhances the influencer's authenticity when promoting ANZARA.

- **Perceived Risks**

It seems that ANZARA has encountered challenges with certain influencers whose actions sow discord and have a negative impact on the brand's reputation. Clients mentioned influencers such as Faria's Mirror and Barisha Haque, who exhibit rude behavior or engage in scandalous actions to gain more views. The clients express their dissatisfaction with Faria's Mirror, stating, "She always talks about herself in a scandalous way so that she got more views. Moreover, she doesn't know anything about the dress. I personally unfollow those pages where she does live because those pages hire her for more views." Another client points out, "Barisha Haque justified that she got so many followers, but she is not that much popular. She is popular because of her scandalous actions like requesting free gifts on her birthday on Facebook. This kind of brand promoters are only thinking about herself. ANZARA shouldn't work with these kinds of influencers because, as a viewer, I can't accept this." The presence of such influencers poses a real risk to ANZARA. The brand's reputation may suffer due to their association with scandals, unethical practices, or public controversies. It is crucial for ANZARA to exercise extreme caution when selecting influencers to ensure that the relationship brings about genuine results and reaches a respectable audience. Even with measures in place to protect ANZARA's reputation, influential figures may still make mistakes or become entangled in questionable activities. Inappropriate behavior, offensive comments, and involvement in debates are all examples of such occurrences. To minimize the likelihood of negative press, ANZARA must establish clear guidelines and maintain open channels of communication with influencers. Some consumers have developed a healthy skepticism, which makes them more aware that sponsored content is, indeed, advertising. They may misinterpret an influencer's endorsement as a paid advertisement rather than a genuine recommendation. If met with such skepticism, the credibility and trust ANZARA has built through its engagement with influencers could be at risk. An example of a negative influencer is Barisha Haque, who engages in dubious practices to advance her profession. As a result, the majority of buyers do not consider her judgment about the products to be reliable. In conclusion, it is crucial for ANZARA to exercise caution when selecting influencers, set clear guidelines, and maintain open communication channels to minimize the potential negative impact. By doing so, the brand can safeguard its reputation and the credibility and trust it has earned through its influencer collaborations.

- **Limited scope of Information**

ANZARA may face challenges with its influencer marketing strategy, as highlighted by customers in the interviews. One customer expressed disappointment, stating, "ANZARA is currently working with extremely bold influencers who showcase more body. These types of pictures only bring negative attention. I did not expect this from ANZARA." This negative association could lead to the loss of valuable clients and harm ANZARA's strong brand positioning. To avoid this, ANZARA should refrain from collaborating with such

influencers and instead seek positive influencers whose audience aligns with the target demographics and geographic regions. Furthermore, clients mentioned another concern: "Faria's Mirror has its own bad name in social media. She portrays herself more than ANZARA and mostly promotes bad products. I can't trust any page she works with. ANZARA should boycott these kinds of influencers." By boycotting negative or self-promoting influencers, ANZARA can safeguard its brand image and appeal to its target customers. Lastly, inauthenticity in influencer relationships can hinder engagement and conversions. A customer shared their experience, saying, "A few months ago, an unpleasant video by Barisha Hauque claimed that ANZARA sells its wearable clothes at high prices. I was shocked to discover that I had actually worn a second-hand dress. However, when I learned that Barisha did this intentionally for more views, I regained trust in the brand." Such incidents can damage a customer's faith in a company and their preference for a particular brand, highlighting the importance of ensuring authenticity and transparency in influencer partnerships.

3.6. RECOMMENDATIONS

After conducting interviews with ANZARA customers, the following elements, among others, were identified as having a significant impact on consumers' perceptions of risk and should be the primary focus of mitigation efforts:

- **Align with influential people in the field:** Concentrate on forming partnerships with influential people whose writing, aesthetic, and audience are highly congruent with ANZARA's ideal customer. This makes it such that the influencer's followers have a greater chance of being interested in ANZARA's items, which in turn results in higher engagement and conversion rates.
- **Place an emphasis on long-term partnerships:** Develop and maintain long-term connections with influential people who are really enthusiastic about the ANZARA brand and the items it offers. Long-term partnerships give influencers the opportunity to gain a more in-depth familiarity with the brand, which ultimately results in content that is more genuine and powerful. Influencers are more likely to have a sense of devotion and dedication as a result of this.
- **Give Authenticity and Transparency the Highest Priority:** Make it a priority to ensure that influencers declare their affiliations with ANZARA in a straightforward and consistent

manner. In order to highlight the genuine nature of the relationship, encourage influencers to share genuine experiences they've had with ANZARA's products as well as honest thoughts they have about those things. This contributes to the growth of trust and credibility among their followers.

- **Encourage Creativity:** While it is vital to provide influencers with instructions, it is equally important to enable them creative licence to exhibit ANZARA's products in a way that is unique to them. This helps the influencer keep their own unique style and authenticity, which ultimately results in material that is more engaging and relatable for the influencer's audience.
- **Investigate Micro-Influencers:** Think about forming partnerships with micro-influencers that have niche audiences who are highly engaged despite their tiny size. Micro-influencers typically have a closer connection with the people who follow them, and as a result, they are able to inspire greater levels of trust and sincerity. This strategy has the potential to be especially effective when it is used to the targeting of a specific market.
- **Monitor the Behaviour of Influencers:** It is important to continuously monitor the behaviour and actions of influencers to ensure that they are aligned with the brand values of ANZARA. Review their material on a regular basis, as well as their involvement with followers and any difficulties with their public image, in order to reduce the potential for unfavourable associations.
- **Diversify all Marketing Channels:** In spite of the fact that influencer marketing is effective, they should still give some thought to broadening all marketing efforts by investigating various marketing avenues such as advertising on social media platforms, marketing via search engines, content marketing, and partnerships with complementary businesses or newspapers. This ensures a comprehensive marketing approach that is able to reach a greater number of people.
- **Make relatable information available:** It is very important to make relatable information available to the customers as well as the influencers since it can allow the customers to quickly learn about the items, and it can also enable the influencers to easily and naturally promote the products.

- **Develop Special Discounts and deals: Collaborate with Influencers to Develop Special Discounts and Offers** Work with influencers to develop special deals, discounts, or sales for their following. This motivates ANZARA's audience to interact with the company's brand and products, which in turn increases website traffic and leads to more sales. Additionally, it provides value for the audience of the influencer, which helps to strengthen the partnership.
- **Motivate Users to contribute Feedback and Reviews: Encouraging influencers to motivate the people who follow them to contribute feedback and reviews of items or services offered by ANZARA.** The presence of positive user-generated content and testimonials can help develop trust and credibility, which in turn encourages prospective customers to evaluate ANZARA's products and services.
- **Stay Current on Influencer Trends: Make sure to up to date on all of the most recent trends and breakthroughs in influencer marketing.** This comprises newly developed platforms, ever-evolving content formats, and ever-shifting tastes held by consumers. ANZARA is able to take advantage of new possibilities and keep a lead in the competition by being flexible and remaining one step ahead of the competition.
- **Making use of public relations (PR) techniques: ANZARA needs to make use of PR strategies in order to keep its trends and customers segmented.** It might help them understand where to take their brand or on what kind of customers they should focus the majority of their attention. Additionally, using this method might assist them grasp the amount of profit or loss they have accumulated over the course of the preceding years.
- **Avoid placing an excessive amount of reliance on influencers: Although influencer marketing may be effective for a limited amount of time. However, this is not a viable plan for the long run. Therefore, ANZARA ought to place a greater emphasis on both the promotion of their physical stores and the marketing of their influencers marketing.**
- **An update on other brands: ANZARA's other significant competitor brand is VASAVI, which enjoys a great deal of popularity among clients. The primary thing that VASAVI is concentrating on is the modernization of both its brick-and-mortar stores and their internet platforms. Their primary objective is to acquire customers using traditional and online social media platforms. Therefore, they advertise the brand in a certain manner in order to entice customers to patronise their brick-and-mortar establishment, which is located in**

Gulshan-1. In order for clients to have a better understanding of ANZARA's brick-and-mortar locations, the company ought to put greater emphasis on this strategy. VASAVI focuses on providing discounts and offers for their physical stores, whereas ANZARA solely provides discounts and offers for their online customers, such as providing free delivery. It encourages clients to shop online rather than going to traditional brick-and-mortar establishments. In conclusion, VASAVI offers a wide variety of product ranges, including men's sectors, baby's sectors, and shoe sectors catering to both male and female customers. In a nutshell, VASAVI is the one-stop shop for clients looking to purchase everything and anything. Anazara ought to also concentrate on these various markets, as this will allow the company to recruit a diverse set of influencers who are experts in a variety of fields in order to promote its wares on both offline and online distribution channels.

3.7. CONCLUSION

In conclusion, the entirety of ANZARA's marketing plan incorporates influencer marketing, that has become an integral component of the strategy and presents both opportunities and challenges. By collaborating with influential individuals, ANZARA was able to reach a larger audience, increase brand awareness, and establish a more genuine relationship alongside the customers it is attempting to attract. As a direct result of utilising influencers, ANZARA has been able to capitalise on the trust and credibility that influencers have developed among their followers, which resulting in an increase in engagement and the prospect of conversions. ANZARA's influencer marketing strategy has proved effective in showcasing the company's products and generating excitement about the brand. Due to the company's careful selection of influencers who align with the brand's core values and target market, ANZARA has been successful in creating content that is authentic and approachable for consumers. The creation of more profound connections and a more consistent brand message has been aided by the development of long-term relationships with influential individuals. However, ANZARA must continuously monitor and evaluate the performance of its influencer marketing initiatives. This includes monitoring vital data to determine the effectiveness of campaigns. Such metrics include engagement rates, audience reach, and conversions. ANZARA will be able to adapt its influencer marketing strategy to shifting consumer preferences and market dynamics if it maintains regular contact with industry influencers and stays current on industry trends. Although there are numerous benefits to be obtained from influencer marketing, ANZARA must also overcome numerous obstacles. The potential for inconsistent messaging is one of these issues, as is the risk of influencer behaviour affecting the business's reputation and the need to evaluate the authenticity and dependability of influencers on a regular basis. ANZARA is able to minimise potential risks and optimise the positive impact of its influencers by addressing these issues with clear guidelines, consistent monitoring, and transparent communication. This enables ANZARA to establish an authentic and influential market presence.

Appendix

QUESTION FROM THE INTERVIEW

The questions that have been asked to the clients are mentioned below-

- Have you noticed that we have models in social media to talk about our fashion, what do you think about it?
- Do you think there are any problems to have some models in talking or in expressions?
- Is our influencers make a customer happier? Are they affected your purchase decision?
- Point out the factors about aptitude on the camera or the presentences or how fluent their information provides?
- Do you notice the background of the videos? How did you like it?
- How would you like to see our models and presenters on screen? With minimal look or with proper bride or bold look?
- What kind of styles do you prefer western or traditional for our bridal attire?
- Is ANZARA's influencer are better than Vasavi?
- Do we focus on more lives instead of videos and reels?

- Should we hire more faces for ANZARA?

Questionnaire Consent Form

I [respondent's name] hereby give my permission to Meharin Islam (researcher) who is a student of Brac University to allow me to respond to a questionnaire and quote my responses in a scholarly research Paper. I understand that her work is for academic purposes/

I also understand that the researcher Meharin Islam and Brac University both will maintain my anonymity with regard to my responses to Questionnaire items.

I also understand that the researcher and the institution will keep the data records for maximum four months. I understand what will happen to the data at the end of the project.

I understand that I have to give interview for this research, and I have given my consent to record the interview. I know the participation is voluntary and I can withdraw my data at any time and without any adverse consequences.

I hereby give my permission in the form of my signature below:

Signature

Date

Contacts of Researcher:

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ID:17104139

