

Marketing strategy and customer response of HERSTORY: Designers wear by Aarong



Inspiring Excellence

BUS 400

Internship Report Submission

Prepared for

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Internship Report on **HERSTORY**

HERSTORY/ Aarong

Date: 30 August, 2017

Letter of Transmittal

30 August, 2017

Ahmed Abir Choudhury
Internship Supervisor
BRAC Business School
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Dear Sir,

It is a great pleasure for me to submit to you the report on my experiences and learning from my internship at Aarong. Being a student of marketing concentration, I always felt the significance of having some practical exercise of what I have learnt in theory. In my internship I felt this need even more as I faced the practical dimensions of the real business world. I am grateful that you extended me all the support and guidance I needed in this course.

Lastly, I would like to thank you for giving your valuable time in helping me out at various stages during this internship.

Sincerely,

Fahmid Ahmed Chowdhury
ID: 13304062

ACKNOWLEDGEMENT

I would like to take the opportunity to thank them who helped us at the time of preparing this report. I am very grateful to my internship supervisor for his continuous guidance henceforth. His guidance has been of extreme help to me. I also gratified for all the times I seek advice from him and he answered with the paramount patience and perseverance. In addition to this, his requirements for the report made it mandatory for me to seek contacts externally, which proved to be very rewarding. I am also grateful to **Aarong** who are providing some important information on their company's websites for which it was very time saving for me that I did need for run for searching those. I would also like to thank my Aarong supervisor, Executive, Marketing Department for giving me the opportunity to contact and work with her. I am also grateful to other co-workers of Aarong marketing department who always supported me with every kinds of information I needed. Last but not the least; I would like to thank staffs of Gulshan Outlet who showed much patience in answering my questions out of their busy times.

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Executive Summary

Aarong one of the largest retail chain of Bangladesh is constantly developing it's brand value and trying to take it to a new height. Following this restless effort, HERSTORY was launched on 13th May, 2017 which was revealed as designer wear under the tag of Aarong. Although it's not a separate brand but it has its own identity apart from Aarong. The main goal of this report is to find out whether Aarong is following the existing strategies to represent this new exclusive wear or they are doing something out of the box. This report will also help us to learn how to create a brand image from the very beginning and how to maintain it throughout the journey.

As we go inside the report, we will find how Aarong started its journey back in 1978. How they overcome all the difficulties and a brief about their production flow. Since our main goal was to analyse the marketing strategy therefore we will be analysing more about their marketing department and discuss about their activities and department structure. This report will also help us to know about my attachment with the marketing department as an intern along with my learning and benefits. After proper analysis of the marketing strategies we will try to reach to a conclusion followed by recommendations.

Chapter 1: Company Overview

1.1 Introduction

Aarong, an ethical brand of our country operating under BRAC, started its journey in 1978. From the beginning of its journey, this lifestyle retail chain is acting as a means to empower rural artisans specially women. In 39 years, a small retail chain turns out to be a giant lifestyle brand of Bangladesh with 18 stores throughout the country covering all the major cities like Dhaka, Chittagong, Sylhet, Comilla, Narayangonj etc.

Aarong strictly maintains fair trade policy to support its 65000 artisans. Other than their contribution, it would not be possible to maintain over 100 fashion and lifestyle product lines. Its products ranged from clothing, toys, household items, gifts, fashion accessories, ethnic wear and many more. From a single shop , Aarong had become country's leading fashion and lifestyle brand; a "must shop" store according to Bella's review in tripadvisor.com.

Aarong's stunning marketing team is working continuously to take the brand into a new height of fashion and lifestyle. As a result of their effort, HERSTORY created a vibe among the existing and new customers of Aarong in a short period. HERSTORY, a designer brand for women was launched on 13th May, 2017 followed by a grand fashion show.

HERSTORY means story of an artisan (woman). This name has special significance. We know, Aarong do not have a large production Centre at the city hubs. Rather they preferred to have many small sub-centers in almost every district of our country. Their core goal is to make it easy for the artisan who works for Aarong to work from home or from a neighborhood. Most of the HERSTORY products are hand embroidered and stitched. Therefore, the name signifies every stitch in a cloth carry stories of joy and sorrow of an artisan. This is how the name creates emotional attachment between an artisan and a customer. Also it helps an artisan to earn more from a HERSTORY product than usual Aarong clothes which helps her to come out of poverty line.

1.2 Background

Tamara Abed says, "Aarong has made a continuous effort in linking crafts to fashion and to the market, both at home and abroad." (Wee, 2015, p. 04)

Designer brand like HERSTORY is clearly a successful footprint in the world of fashion. In 1976, Ayesha Abed, the wife of Sir Fazle Hasan Abed, initiated many activities after identifying and experimenting various kinds of crafts that women could produce at home such as nakshi kantha, baskets and embroidery goods, items made of cane, jute and bamboo. However, there were two main obstacles behind this step. One was maintaining good quality and the other was proper marketing. To overcome those obstacles, in 1978, BRAC entered into a joint venture with the Mennonite Central Committee, the international development arm of Mennonite Church. They agreed to open a shop in Dhaka named Aarong- meaning ‘Village Fair’. The Mennonites had experience of handicraft production for income generation and had established a program, “Ten Thousand Villages” that worked with artisan groups around the world and sold their products through catalogues and retail shops in the United States and Canada. In the very first year, Mennonites assisted with the marketing part and BRAC worked to develop the skills of its artisans. This journey found a new shape in the early 80’s. Then they started to visit museums and elderly craftsman to collect motifs of traditional art forms and catalogue the designs. In 1982, the Ayesha Abed Foundation (AAF) was established by family and friends to commemorate the memory and work of the late Ayesha Abed who died leaving behind her newborn son, Shameran, and young daughter, Tamara. AAF's first project, the Manikganj center, was opened on 3rd September 1983. The foundation buys handicrafts made by the village women, other NGOs and handicraft producers. In addition to starting the AAF, Aarong opened four retail outlets and began exporting a small percentage of goods to fair-trade organizations during the 1980s. By the mid to late 1980s Aarong began to emerge as a fashion brand despite the fact that Bangladesh was still new to the fashion industry. Aarong was the first brand to start organizing photo shoots along with fashion shows, exhibitions and other forms of media-focused events. Through these groundbreaking marketing initiatives, Aarong was able to expand its popularity and brand identity within the country by the early 1990s.

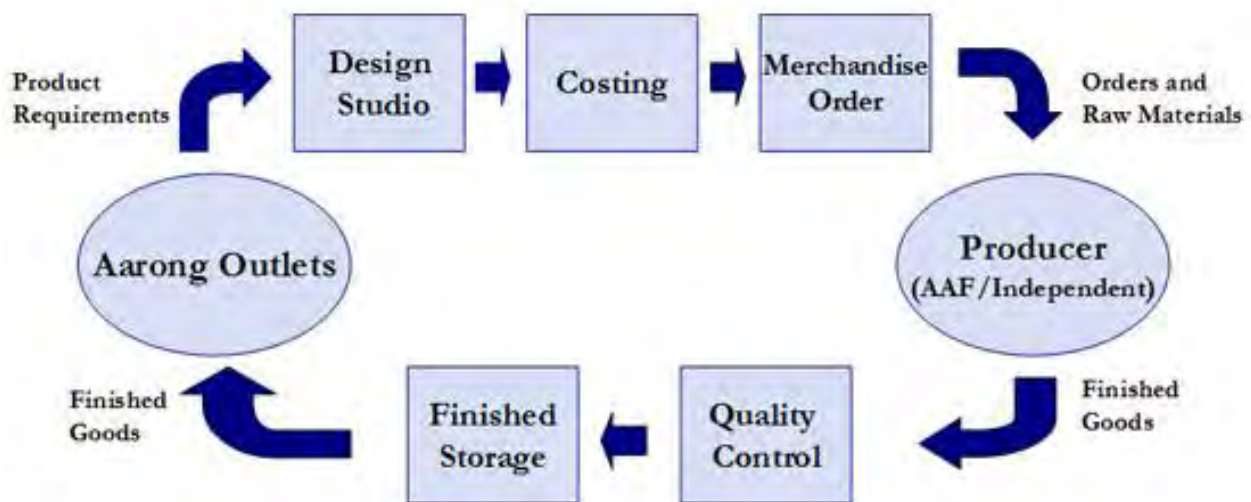
However, from 2000 the business began to suffer from poor inventory control and a lack of innovation, brand development and strong management. From 2001 to 2004, the company was restructured to tackle issues in costing, pricing, design and marketing. In 2004 a new management team came in action under the supervision of Tamara Abed, Aarong achieved sales of almost US\$14 million in 2004, compared to US\$1.07 million in 2000. It earned a profit of US\$1.96 million for BRAC, which was distributed amongst its agriculture, education and health

programs, with the bulk of the funds going to a program for the very poor. By 2013, sales had crossed the US\$50 million mark. (Wee, 2015)

HERSTORY: a fresh new take on designer wear for the modern woman. Each line of the new collection was on display in the finest form (Hossain, 2017)

A designer of HERSTORY says, “HERSTORY is couture wear and will not be available in multiple copies; those who buy one piece, will do it because they can identify themselves with the particular style, cut, motifs or stitch. They can find their own stories transcribed into fashion with this particular fashion line,” (Chowdhury, 2017)

1.3 Production flow



Aarong’s production flow is carried through an extensive process. Starts from product requirements ends at finished goods. Between these boundaries there are many small/large steps to follow.

Step 1: Product requirements

Aarong being one of the largest retail chain of Bangladesh needs a large quantity of products in almost every occasion. Therefore, they don't ask for products just before the occasion rather they predict their requirements at least 1 year before the occasion. Following the requirements, all the departments get their target for the upcoming events/occasions and work accordingly.

Step 2: Design

Aarong Central Store (commonly known as CS) has a dedicated department for the designers where more than 60 designers work restlessly. They dedicate themselves in designing season's best offerings. Once a design is ready they communicate with the producers to create a sample copy which is later on sent to the General Manager of Designer for approval. Without his approval no product is sent for large scale production.

Step 3: Costing

Once the sample is approved for large scale production, the costing department then communicates with the external vendors to collect raw materials. Based on all kinds of raw material cost and production cost, a price is set and further steps carried through.

Step 4: Merchandising

It's the responsibility of merchandising department to select the producers and communicate them properly about their responsibilities, requirements etc. A producer clears all his queries from merchandising department and submits the samples to the department for initial approval.

Step 5: Producer

The artisans are known as Producers. Producers communicate with the merchandising department to collect necessary raw materials, design instructions and costing information. They get working with low interest rate, collateral free loans. There are some producers who produce independently and other work under the supervision of AAF (Ayesha Abed Foundation) and sub-centers.

Step 6: Quality Control

Aarong is very strict about its quality. A product needs to go through various stages of quality control before getting final approval. For example, In case of a single type of Salwar kameez (commonly known as SKD); block, stitching, embroidery everything is done by separate units and is checked by QC team. After proper inspection in every step, a product gets ready for packaging.

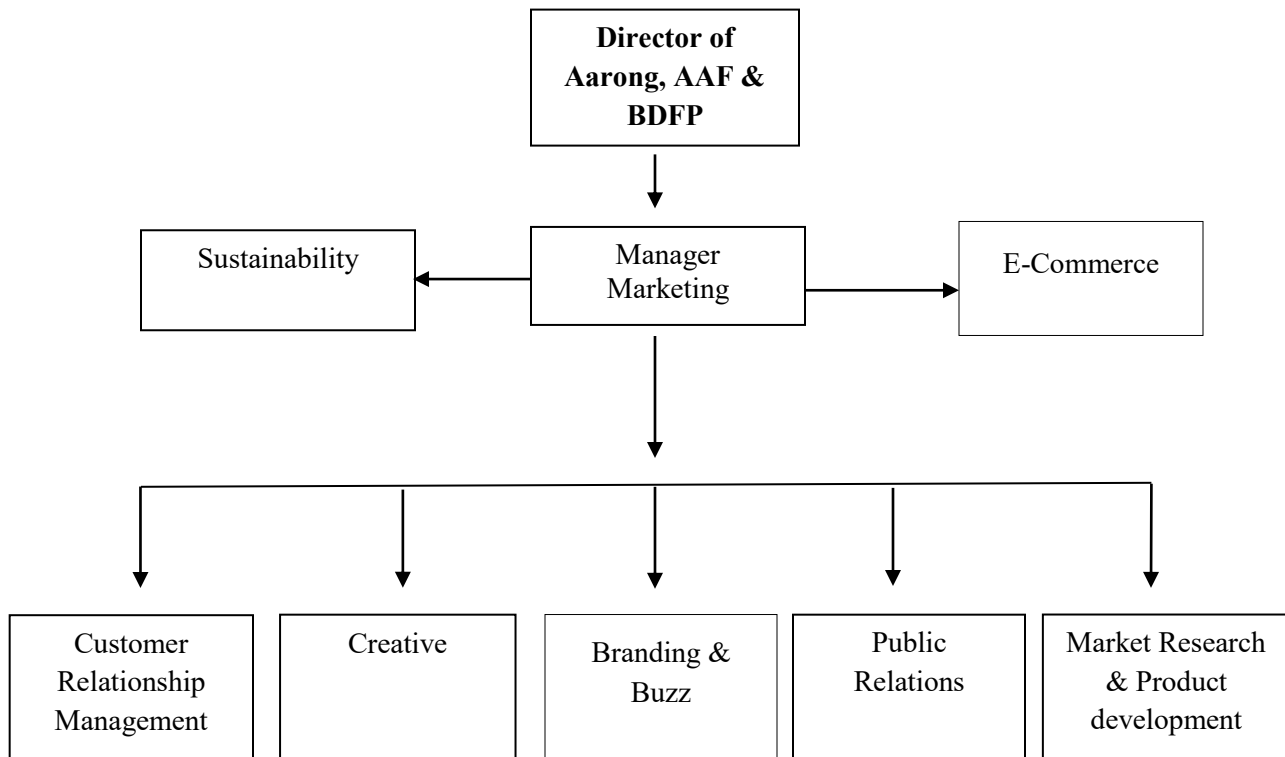
Step 7: Finished Storage

After going through all these steps, finished products are sent to the outlets. And if any products are found which are not up to the mark then they are being sold by sub-centers situated in Baniachong, Jessore, Kushtia etc.

Outlets:

Currently Aarong has 18 outlets throughout the countries. HERSTORY products are available exclusively on Gulshan outlet only.

1.4 Organogram of Marketing Department



1.5 Key Responsibilities:

During my internship period, I had to deal with various kinds of work under marketing and CRM. This includes:

Updating customer database:

My Aarong Reward Customer commonly known as MARC is a special type of scheme to acknowledge loyal customers. The main objective is to strengthen the relationship with the customers and to encourage them re-purchase from Aarong. This scheme also helps to provide insights about customers spending, buying behavior etc. (Smith, 2016)

Types of cards:

- Lifestyle
- Gold
- Platinum



My responsibility was to update Gold card holders' database based on address segmentation. There are more than 2 thousand Gold card holders from different regions both from Bangladesh and abroad. However, most of them are from Dhaka. I had to find out their personal details using Silverlight software and arrange them in a separate MS Excel file.

Communicating different departments:

I had to communicate different departments as per my supervisor's instruction for collecting samples and updates about products. It is one of the core responsibilities of marketing department to stay updated about upcoming products, new designs and trends.

Making Layouts:

My supervisor used to make layouts before every Photo shoots. While making the layouts, she had to keep in mind, whether the color combination is appropriate, whether the clothes are suitable with selected models, whether the jewelry selected with the dresses are appropriate etc. After that she had to let it checked by our DGM and other top level management for approval. I had to help her making these Layouts in MS PowerPoint. My key responsibility was to keep in touch with her and update every single change that are made.

Helping Co-workers:

It's my pleasure to have some co-workers or seniors in the departments, who were really very helpful to me. They used to assign me small tasks based on their necessity. Every time I tried to

accomplish their assigned tasks within the deadline, also I got to learn a lot from them. Some of the works involves: bill processing, making work-orders, distributing invitation cards etc.

Monitoring vendors:

During every event, I had to stay long at the event venue and monitor vendors those were assigned by our department to serve food, provide light setup etc. Based on their performances I had to report to my seniors if any mismanagement or fault found.

Communicating Models:

Before and after every event, it's the task of marketing department to communicate models. Once the lists of selected models are prepared we need to call them and confirm their schedule. They are supposed to be informed about their role playing and other details. Therefore, I had to help my supervisor communicating them.

Distributing Invitation Cards:

“Aarong Fashion Show’17” was held on Radisson Blu on 13th May, 2017. Before this grand event, we had to invite our premium customers and VIP’s. I was given the responsibility to distribute invitation card to different embassies as a representative of Aarong.

Responsible for Logistics:

Eid-Ul-Adha’17 Photoshoot was held on Sairu Resort, Bandarban. I had to arrange bus tickets, allocate accommodation and arrange snacks and dry food during this 4days trip. All the instructions were directly given by DGM, Marketing and DM, Marketing. I had to follow their instructions appropriately and inform them in case of any confusion or problem. Also I had to collect all the bills from vendors and prepare a final bill of the whole tour.

No doubt, this trip was a challenge for me. However, I could manage everything properly without any mismanagement and within the allocated budget.

1.6 Learning Reflections

This internship program has helped me get a considerable measure of useful involvement in the field of marketing. The real marketing condition is exceptionally unique dissimilar to what we learned in theories. We need to have the capability to take quick decision and act accordingly

without waiting for others instruction every time. Therefore, rather than bookish knowledge, an inherent quality of leadership is necessary. Quick thinking and easy to catch new processes is a strong attribute to have in the field of marketing.

Since Aarong has such a wide range of networks, I got the chance to explore more and learn more than I expected. Working with Aarong helped me to gain confidence in the field of marketing. Now, I can boldly say, I know at least something about advertising and branding. Essentially I have met many different kinds of people through the photo shoots and the fashion show. This helped me to increase my personal network and gave a confidence about my communication skill.

Marketing strategy and customer response of HERSTORY: Designers wear by Aarong

Chapter 2: Project Analysis

2.1 Origin of the report

The topic is based on marketing strategy of HERSTORY and how customer responded to the strategy. We know, Aarong is a renowned lifestyle brand. However, HERSTORY is a new edition to their brand which is very expensive unlike Aarong's usual product line. Therefore, it is my goal to find out whether Aarong is following the same marketing strategy for HERSTORY or not. Also how their customers are responding following their strategy and whether this strategy is a success or not. To find out this, a brief description about Aarong's marketing strategy as well as HERSTORY's marketing strategy is given.

Marketing strategy of Aarong:

Aarong's strategy is a socially driven customer responsible strategy. They attach their customers emotionally with the artisans and "made in Bangladesh" tag (Toha, 2015). After studying the market properly, Aarong segmented its customer based on:

Geographical segmentation: Aarong focuses on urban areas of the country. Most of their outlets are situated in the city hearts to grab the attention of target customers easily.

Demographic segmentation: To serve customers of various age groups. Aarong divided its customers based on gender and age. For example: Taaga is designed for female customers aged below 30years whereas HERSTORY products are for female age range above 30years.

Psychographic segmentation: Aarong mainly focuses on middle class and lower middle, lower upper and upper uppers. By this psychographic it produces the exact product that fulfills the need of this group.

Behavioral segmentation: Aarong also segments its customers based on occasion. Namely: Eid, Puja, Pahela Baishakh, Valentine Day and Wedding season.

Marketing strategy of HERSTORY:

HERSTORY is a sub-brand of Aarong, therefore all the strategies of Aarong are also the strategies for HERSTORY. However, there are few changes observed while studying the strategies.

HERSTORY launches its products followed by a fashion show at Radisson Blu which is not a common practice in the story of Aarong. Before the launching ceremony, the strategies it followed are described precisely:

Introduction of Logo: To differentiate HERSTORY from Aarong, they introduced a new logo. Also, a tag for clothes and a stylish shopping bag was introduced to represent HERSTORY as a premium brand.



Celebrity endorsement: Aarong hires models for every Photo shoots but for this particular show, they hired 52 models including some international models. International models were hired specially to represent the HERSTORY products.

Above the Line marketing (ATL): Renowned magazines like “Weekend Tribune”, “Lifestyle” cover the news of HERSTORY in their weekly feature. They have also used digital screen where models wearing HERSTORY clothes were displayed and customers could pre-order products if

they liked any of these. During the Fashion Show there were few booths where Aarong officials were taking pre-orders.

Below the Line marketing (BTL): Previously it has been discussed that Aarong have 3 kinds of MARC customers. Namely: Lifestyle, Gold and Premium. For this Fashion Show, they only invited their premium customers to attend the show. Aarong sent SMS, Email, Phone Calls also invitation cards to each customer of this category as a part of BTL.

Through the Line marketing (TTL): TTL involves print, online and social media publicity. Fashion show was shown live in Facebook. Especially for customers in Chittagong, they have booked Hotel Peninsula and arranged Facebook Live using Aarong's Facebook page to introduce this premium brand with the customers.

2.2 Objectives

The topic "Marketing strategy and customer response of HERSTORY: Designers wear by Aarong" have three major objectives. They are:

- To find out what are the marketing strategies HERSTORY is implementing.
- To determine better marketing strategies (if any) by conducting customer survey.
- To identify the effect of these strategies in customers buying behavior.

2.3 Scope

This report focuses on marketing strategy and customer responses. As Aarong has a strong customer base, they could take such a step to launch an expensive sub-brand like HERSTORY. I interviewed some of their officials and staffs about how it's performing. Also I have conducted a qualitative research among the customers to find out the insights.

2.4 Limitations

Although staffs and officials of Aarong were very helpful to me, I had to face some difficulties which I couldn't overcome. Some of the major limitations are mentioned below:

- HERSTORY was launched in 13th May, 2017. Therefore, it doesn't have a strong customer base like Aarong. As a result, finding out existing consumers was a challenge.
- Most of the customers are of high profile. Therefore, they do not show interest in interviews that are conducted unofficially.

- There is almost no information available about HERSTORY in the website. Other than newspaper articles, no other online sources available to collect information. As a result, for collecting information I had to depend on Aarong officials only.
- It requires a lot of time to conduct research when your customer base are very specific/limited. However, there was not enough time to conduct door to door survey.
- The price of HERSTORY products starts from 14,000tk (app.). Therefore, we should not consider students or housewives as potential customers whose income range are below 20,000tk. This also limits me from reaching to more people.

2.5 Literature review

HERSTORY is a new addition to the shelf of Aarong's exclusive wear. This sub-brand is specially designed for modern women who are looking for some quality product and uniqueness at the same time. (Hossain, 2017) says, HERSTORY: a fresh new take on designer wear for the modern woman. Each line of the new collection was on display in the finest form. Whereas (Chowdhury, 2017) says, they can find their own stories transcribed into fashion with this particular fashion line.

Marketing strategy of such an exclusive wear can never be as ordinary as a TVC or billboard advertisements. There must have been some stunning strategies to represent them. Aarong definitely had some strategies to represent its first designer wear. According to (Toha, 2015) , Aarong's strategy is a socially driven customer responsible strategy. They attach their customers emotionally with the artisans and "made in Bangladesh" tag. Other than this strategy, I also observed a new strategy in case of HERSTORY. All the products of HERSTORY are made in very few copies. Aarong's staff says, "Products are very expensive and made in small quantities so that customer can feel unique. All the products are made in 3 different sizes 36, 40 and 42 whereas other products of Aarong are made in 8 different sizes. Therefore, there's rarely a chance to find a person wearing the same cloth as of yours in any parties/gatherings".

After studying its marketplace very well, Aarong introduced a variety of segmentation for reaching its target customer (Toha, 2015). Thus HERSTORY is clearly another step in their segmentation marketing.

2.6 Methodology

2.6.1 Data type

In this research all the data used are primary. This is because HERSTORY is a very new niche in the market. Therefore, till now there are no existing data about HERSTORY in websites or in any books/journals.

2.6.2 Sources of Data

Primary source: Most of the information was collected from direct interview from Aarong officials and staffs of the outlet.

Secondary source: Only 2-3 newspaper/magazines published report regarding the launching ceremony of HERSTORY. These are used as supporting details to primary sources.

2.6.3 Data collection techniques

Questionnaire: A structured questionnaire was used to conduct the survey.

Online survey: Most of the cases, the respondents were given online survey link to participate in the survey. This method was convenient for both interviewer and respondent.

2.6.4 Research design

2.6.5 Sample size

There were only 20 respondents. This is because the target population was high profile females. Therefore, it was not possible to reach them easily and in many cases they were not as cooperative as students.

2.6.6 Sampling techniques

Convenience sampling techniques were used because it's not possible to interview high profile females without any prior notice. However, most of the respondents were housewives and service holders as they are the potential customers for these products.

2.6.7 Research methods

Quantitative method is followed here rather than qualitative methods. This is because qualitative method requires a lot of time and analysis which was not possible to conduct within this limited time.

2.6.8 Beneficiaries from this study

This study will help Aarong to understand whether their marketing strategy was appropriate enough to reach their potential customers. Also they will get knowledge about other platforms they could use to reach their customers.

Chapter 3: Survey Analysis

Statistics

	Gender	Age	Occupation	Income	Do you know the brand “Aarong”. How do you come to know about the brand(Skip this question if you don’t know about Aarong)?	Do you know the brand HERSTORY (Skip question no. 7 & 8 if your answer is NO)?	How do you know about HERSTORY?	What comes to your mind when you hear about the niche ‘HERSTORY’?(Skip this question if you never heard about HERSTORY, please proceed from question no.9 and 10)	How do you come to know about it?
Valid	20	20	20	20	20	19	5	5	19
Missing	0	0	0	0	0	1	15	15	1
Minimum	2	2	1	1	1	1	4	1	1
Maximum	2	4	4	5	5	2	5	4	5

3.1 Respondent Profile

3.1.1 Gender

The research was conducted on HERSTORY which is a designer wear for females. Therefore all the respondents were females.

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	20	100.0	100.0	100.0

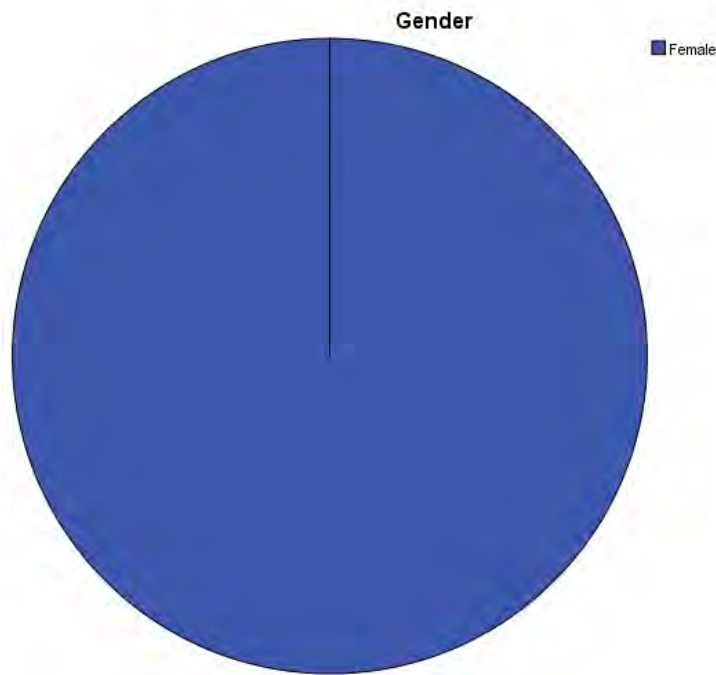


Figure 1 Gender

3.1.2 Age

Potential customer for this sub-brand is considered as senior women rather than students. However, there are few products that students can also purchase. Therefore, we have collected response from few students as well.

Age

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 21-30	4	20.0	20.0	20.0
31-40	4	20.0	20.0	40.0
41-50	12	60.0	60.0	100.0
Total	20	100.0	100.0	

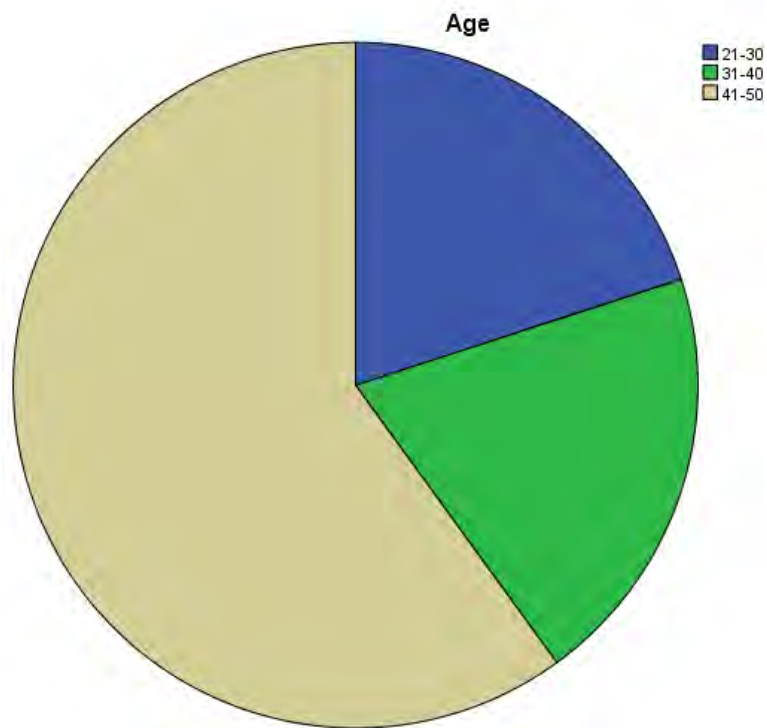


Figure 2 Age

3.1.3 Occupation

We had no preference about occupation of our respondent. However, this option was included to determine how customers of different occupation behave.

Occupation

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Student	3	15.0	15.0	15.0
Housewife	9	45.0	45.0	60.0
Service Holder	7	35.0	35.0	95.0
Businessman	1	5.0	5.0	100.0
Total	20	100.0	100.0	

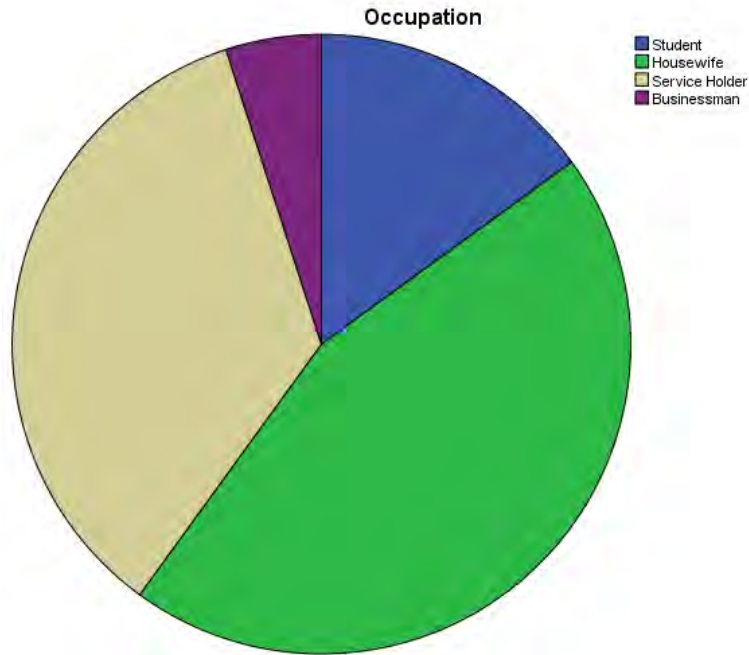


Figure 3 Occupation

3.1.4 Income

Determining income range was important because the price range of HERSTORY products are in between 14,000-30,000tk. Therefore, we shouldn't count everyone as our potential customer.

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20,000	4	20.0	20.0	20.0
Valid 21,000-40,000	3	15.0	15.0	35.0
41,000-60,000	7	35.0	35.0	70.0

61,000- 80,000	4	20.0	20.0	90.0
Above 80,000	2	10.0	10.0	100.0
Total	20	100.0	100.0	

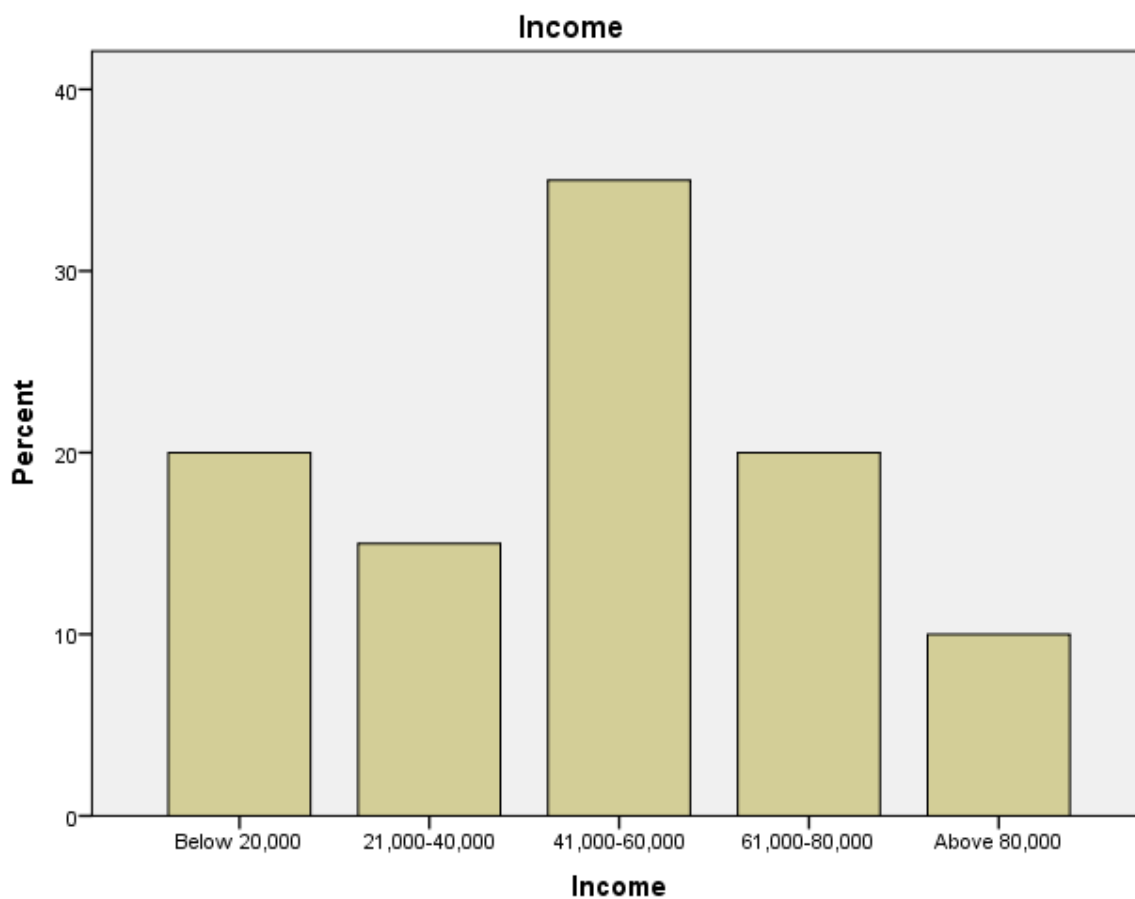


Figure 4 Income

3.1.5 Awareness about Aarong

HERSTORY is a niche of Aarong therefore, we first tried to identify whether an individual knows Aarong. If yes, then how do they come to know about this?

**Do you know the brand “Aarong”. How do you come to know about the brand
(Skip this question if you don’t know about Aarong)?**

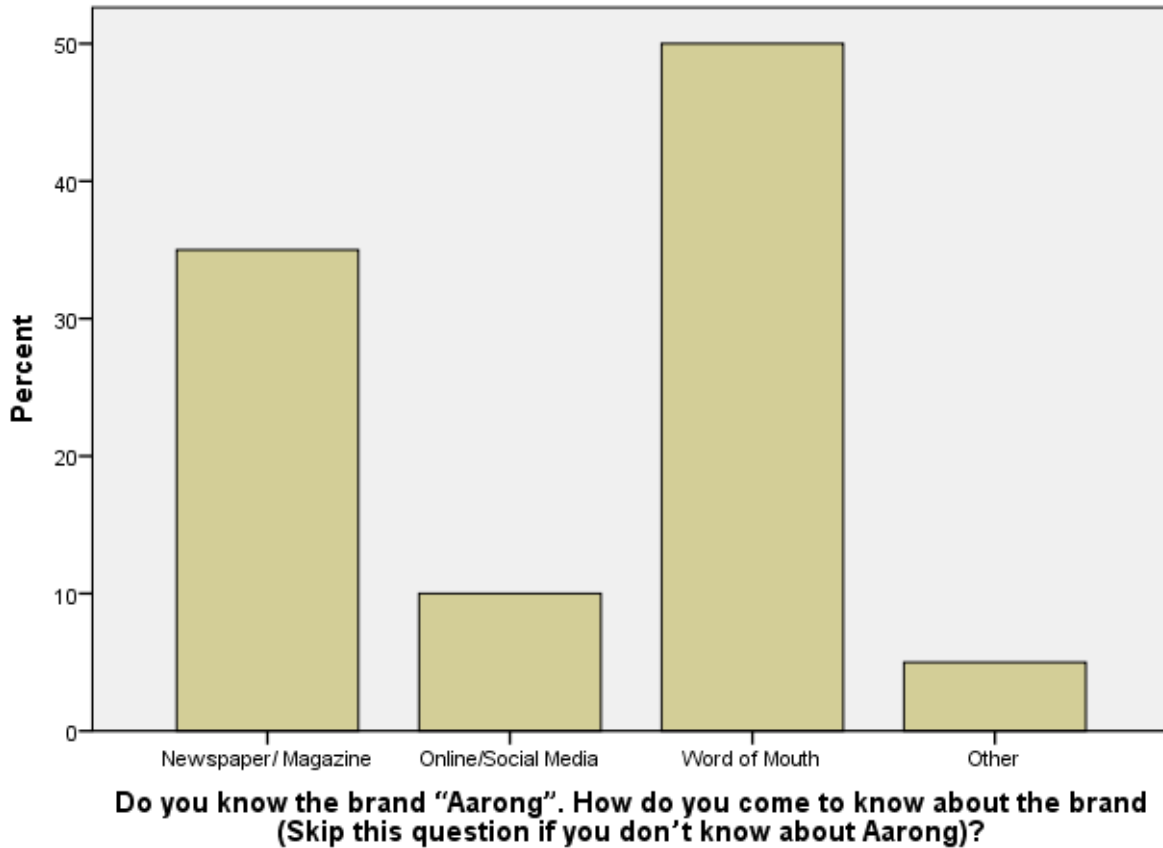


Figure 5 Awareness about Aarong

We observed that 50% of the total respondent know about Aarong from WOM(Word of Mouth). Less than 40% know about Aarong from Newspaper/magazine. The rest percentages can be ignored as these are not big figures. It is to be noted that Aarong spend less than 1% of their total sales revenue for their marketing activities.

3.1.6 Awareness about HERSTORY

The purpose of this question was to identify customer’s awareness about HERSTORY.

Do you know the brand HERSTORY(Skip question no. 7 & 8 if your answer is NO)?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	5	25.0	26.3	26.3
Valid No	14	70.0	73.7	100.0
Total	19	95.0	100.0	
Missing System	1	5.0		
Total	20	100.0		

Do you know the brand HERSTORY(Skip question no. 7 & 8 if your answer is NO)?

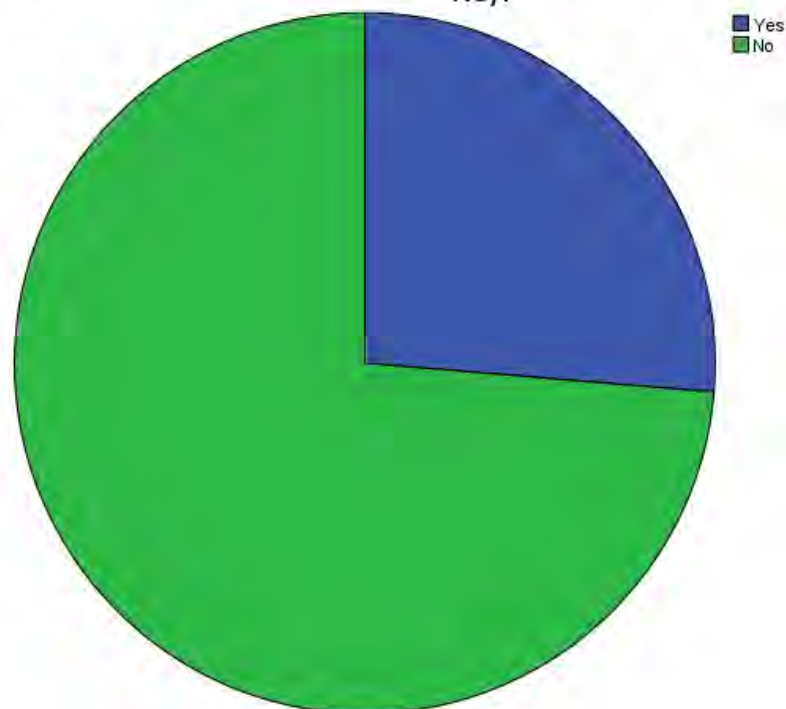


Figure 6 Awareness about HERSTORY

More than 70% said they don't know HERSTORY. This indicates it requires extensive promotions to create awareness.

3.1.7 Identifying platforms

This question was asked to understand which platforms help the customer to know about HERSTORY.

How do you know about HERSTORY?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Word of Mouth	2	10.0	40.0	40.0
	Other	3	15.0	60.0	100.0
	Total	5	25.0	100.0	
Missing	System	15	75.0		
Total		20	100.0		

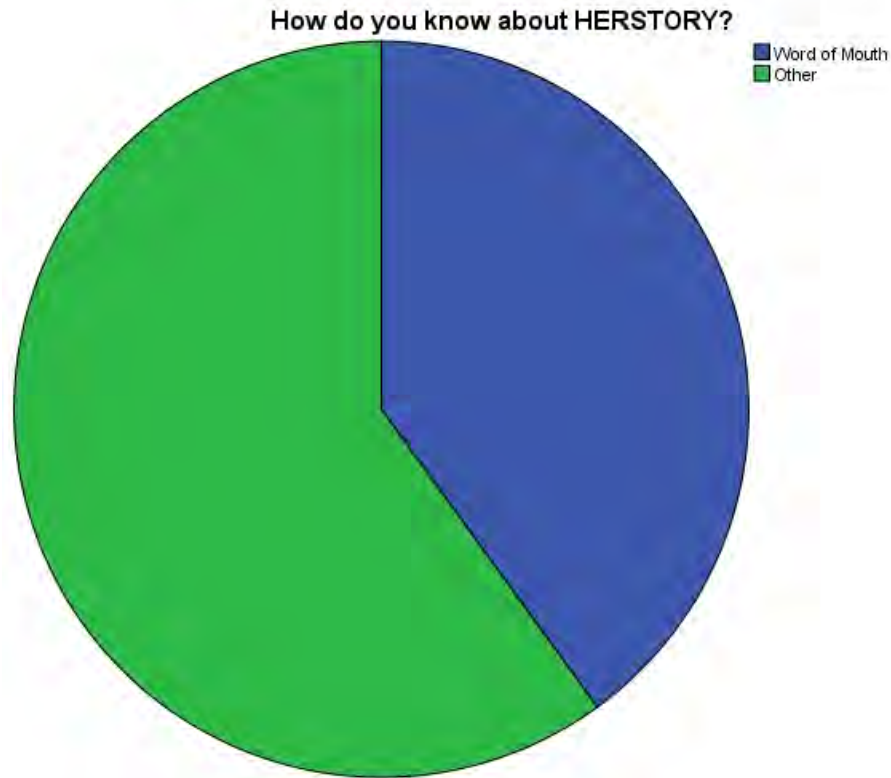


Figure 7 Knowledge about HERSTORY

Most of the respondents skip the question as they don't have any knowledge about HERSTORY. 40% among those who responded said WOM is the source of their awareness whereas 60% mentioned other sources.

3.1.8 Perception about HERSTORY

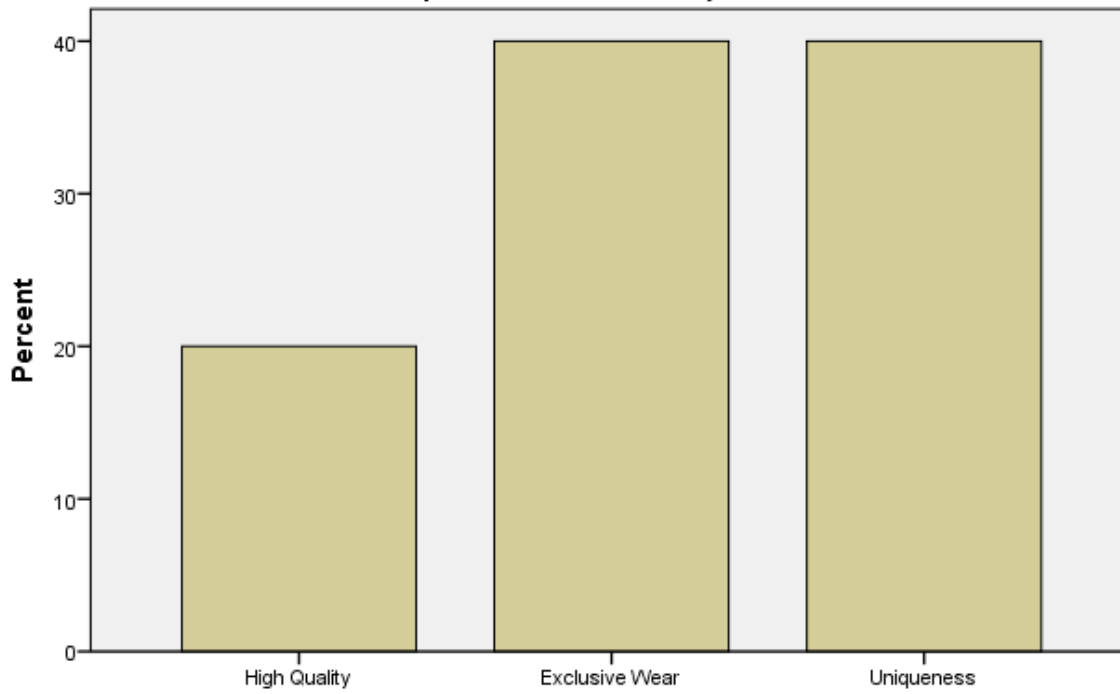
The core purpose was to find out customers perception about the brand.

What comes to your mind when you hear about the niche 'HERSTORY'? (Skip this question if you never heard about HERSTORY, please proceed from question no.9 and 10)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High Quality	1	5.0	20.0	20.0
Valid Exclusive Wear	2	10.0	40.0	60.0

Uniqueness	2	10.0	40.0	100.0
Total	5	25.0	100.0	
Missing System	15	75.0		
Total	20	100.0		

What comes to your mind when you hear about the niche 'HERSTORY'?(Skip this question if you never heard about HERSTORY, please proceed from question no.9 and 10)



What comes to your mind when you hear about the niche 'HERSTORY'?(Skip this question if you never heard about HERSTORY, please proceed from question no.9 and 10)

Figure 8 Top of mind

Most of the respondents considered it either as an exclusive wear or an unique product to represent themselves. This is very similar to HERSTORY's motto.

3.1.9 Platforms customer frequently follows

We asked the respondents "How do you know about it (your favorite brand)?"

Our goal was to determine what the platforms they follow are and whether HERSTORY covers those platforms during their campaigns.

How do you come to know about it?

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper/ Magazine	4	20.0	21.1	21.1
	Online/ Social Media	2	10.0	10.5	31.6
	Word of Mouth	10	50.0	52.6	84.2
	Other	3	15.0	15.8	100.0
	Total	19	95.0	100.0	
Missing	System	1	5.0		
Total		20	100.0		

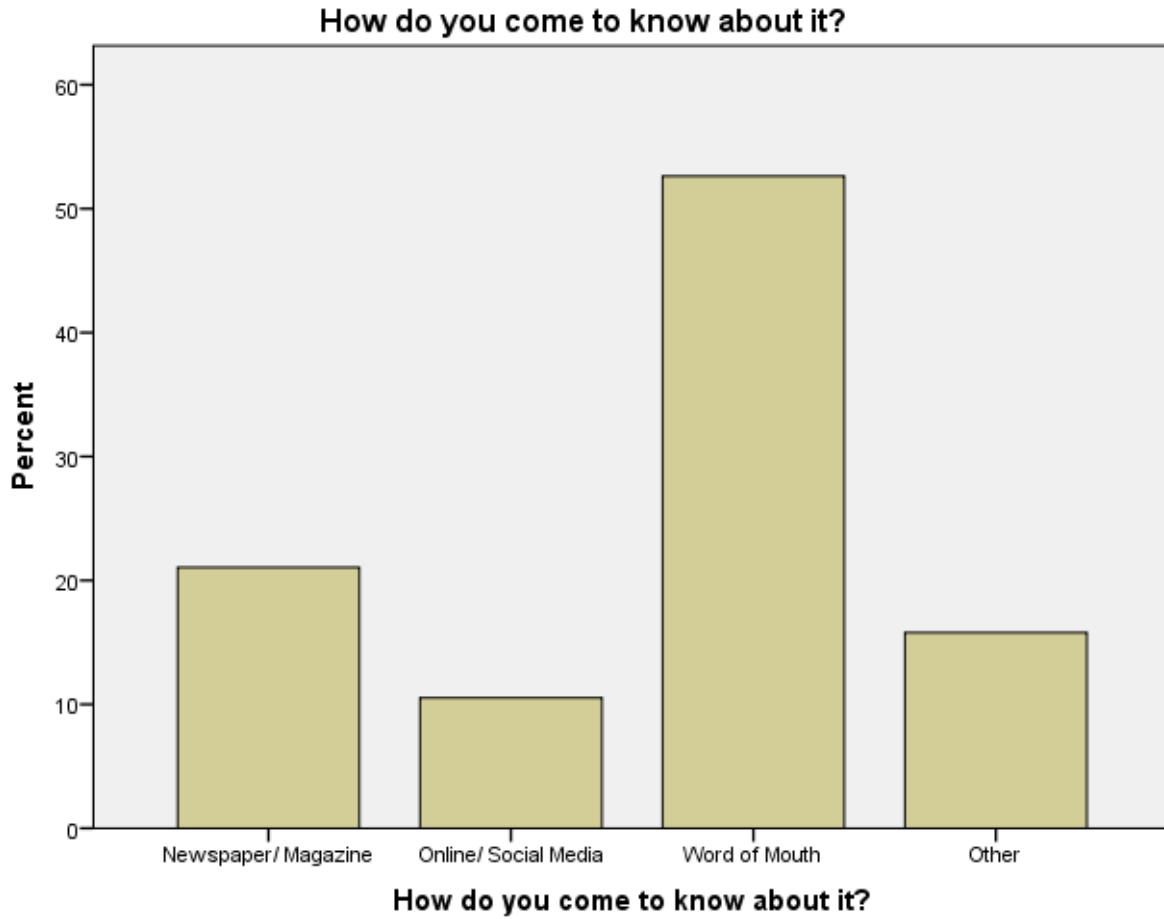


Figure 9 Knowledge about the brand

More than 50% said WOM which means HERSTORY might get the same recognition as of Aarong or other larger brand if they can spread WOM promotions.

Chapter 4: Conclusion

Recommendations:

- ✓ Brand awareness should be created irrespective of target customers. This is because the more customers will come to know about the value of the products, the more potential customers will feel interested to buy those products to uphold their social status.
- ✓ Segment based promotion should be done in an extensive way.
- ✓ There should be a separate HERSTORY corner in the outlets which should be more attractive than the existing one. It should be designed in such a way that people get amazed once they enter into that corner.
- ✓ Introduction of separate interior decoration and music system might be able to give the customer a whole new flavor. Also they'll come to know why HERSTORY is more exclusive and unique than Aarong.
- ✓ Since the name was selected to represent artisans and their restless effort. Therefore, a separate storyline could be attached with each products which will explain the story behind this design, who worked behind the scene and how long it took to get the task done etc.
- ✓ Customization and pre-order option can be introduced.

Conclusion:

Aarong being a lifestyle retail chain of 38 years with its vast network of suppliers and operations has provided an excellent ground to carry out my internship as I was able to get practical experience in many different areas and was given responsibilities that helped develop my skills. Aarong's activities has been thrilling to observe since they have an intricate process that leads to the product designs from the hands of the designers through the artisans, merchandisers, warehouse and finally to the outlets. My supervisor and marketing manager contributed greatly to my learning process by patiently educating me and also trusting me with key responsibilities. Additionally having other employees appreciate my work further motivated me to give my best in this field. Hence my career plans are set to continue working in the field of Marketing, especially Branding.

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