

## Helping Case Study

### Digital Marketing & E-Commerce

#### (Sample Assignment Solution for Students)

---

#### ◆ Brand Name

**Khaadi** (Real Pakistani Clothing Brand)

---

#### 1 Business Overview

Khaadi is a well-known Pakistani fashion and lifestyle brand that offers **ready-to-wear clothes, unstitched fabrics, accessories, and home textiles**. The brand operates **both online and offline** through physical stores and an e-commerce website.

---

#### 2 Niche Selection

##### Selected Niche:

Women's ethnic & casual clothing

##### Why this niche?

- High demand in Pakistan
- Women regularly buy clothes for daily wear, events, and seasons
- Fashion is an evergreen niche

##### Target Audience:

- Age: 18–45
  - Gender: Female
  - Location: Pakistan & overseas Pakistanis
  - Interests: Fashion, shopping, festivals, lifestyle
- 

#### 3 Problem & Solution

**Problems Customers Face:**

- Limited variety in local markets
- Poor fabric quality
- Outdated designs

**Solution Offered by Khaadi:**

- Modern designs with cultural touch
- High-quality fabric
- Seasonal collections (Summer, Winter, Eid)

**Why Customers Choose Khaadi:**

- Trusted brand
  - Consistent quality
  - Trend-focused designs
- 

**4 Products / Services****Products:**

- Ready-made suits
- Unstitched fabric
- Shawls
- Accessories

**Price Range:**

- Mid to premium level

**USP (Unique Selling Proposition):**

“Modern fashion inspired by Pakistani culture”

---

**5 Market Research**

- Pakistan’s fashion market is highly competitive but fast-growing

- Women prefer branded clothing for quality and design
- Online shopping trend is increasing, especially via mobile

---

## 6 Competitor Analysis

Competitor	Strengths	Weaknesses
Gul Ahmed	Strong brand, wide range	Traditional designs
Sana Safinaz	Premium image	High prices
Alkaram	Affordable	Limited trendy designs

### How Khaadi is Different:

- Balances modern + cultural fashion
- Strong storytelling in branding
- Youth-focused designs

---

## 7 Selling Platforms

### Platforms Used:

- Official Website (E-commerce)
- Physical Outlets
- Instagram & Facebook
- International shipping platforms

### Why These Platforms?

- Website for full control
- Social media for engagement
- Stores for trust & experience

---

## 8 Marketing Strategy

### ◆ Organic Marketing

- Instagram reels & posts
- Fashion shoots & storytelling
- SEO blogs on website

### ◆ Paid Marketing

- Facebook & Instagram Ads
- Google Shopping Ads

### ◆ Influencer Marketing

- Fashion bloggers
- Celebrities wearing collections

### ◆ Retargeting

- Ads shown again to website visitors
- 

## 9 Sales Funnel

1. **Awareness:**  
Social media ads, influencer posts
  2. **Interest:**  
Website visits, product videos
  3. **Conversion:**  
Discounts, limited-time offers
  4. **Retention:**  
Email marketing, loyalty programs
- 

## 10 Branding Strategy

- **Brand Name Meaning:** Cultural identity
- **Brand Colors:** Black, white, earthy tones
- **Brand Tone:** Elegant, cultural, modern

- **Logo Concept:** Simple typography with ethnic feel
- 

#### **1 1 Budget Plan (Estimated – Monthly)**

- Social Media Ads: PKR 500,000
  - Influencer Marketing: PKR 300,000
  - Photography & Content: PKR 200,000
  - Tools & Software: PKR 50,000
- 

#### **1 2 Future Growth Plan**

- Expand internationally
  - Launch men's & kids' collections
  - Mobile shopping app
  - AI-based personalized recommendations
- 

#### **Note for Students**

- ✓ This is **ONLY** a helping example
- ✓ Your assignment must be **your own niche & brand idea**
- ✓ Logic, creativity, and strategy matter more than copying