

Case Studies

Fashion



Leading Apparel Manufacturer

Men's innerwear business growth in North Region not on par with the rest of the Regions

Quick Stats:

- 3 Regions
- 150 Retailers
- 150 Sales Team Members

Approach:

- Implemented questionnaires with the Sales Team / Retailers from different regions
- Conducted the Studies with the Sales Team / Retailers
- Detailed analysis using TriestAI insights generation to process thousands of feedbacks and identify key insights using Text Analytical engine

 45%

Sales growth in North grew by 45% and exceeded other regions

Issue:

Client's men's innerwear business growth in North Region was at 20% and not on par with West at 40%. The leading brand in the men's innerwear category has around 90% percent market share. The objective of the diagnosis was to identify the blind spots that were preventing the North region from growing at the desired rate. The areas probed were Brand Strength, Product Fit, Pricing, Sales/Distribution Channels, and Marketing Programs.

Impact:



Brand

Focus on single lead SKU, rather than range selling



Communication

Revamp and refresh look and feel to highlight lead SKU with functional benefits' superiority



POS/In Store Activation

Fresh electronic and static creatives in power aisles, browsing and billing areas



Stocking/Placement

Lead SKU in 100% stores, at least one SKU of entire range in top 20% stores



Promotions/Packaging

On pack promotions bundled with men's essentials like towels and handkerchiefs supported with POS and instore communication