

Marketing research proposal on cat's eye



**ASSIGN
BUSTER**

Research Topic Decreasing trend of cats eye's popularity in men's wear

Introduction Fashion wear has become very much popular in Bangladesh.

Therefore the fashion wear industry has made a significant growth over past years. 'Cats Eye' has been a re-known name in the fashion house in this regard. For years, 'Cats Eye' has been able to attract both young and old consumers and the fashion house has grabbed a large market. However, in spite its popularity in the country, there exists a few questions and challenges in front of 'Cats Eye' about which they need to rethink and those challenges have become our purpose of the research.

As it is a marketing research course it is important to have a little knowledge of what exactly is a marketing research. According to the book, marketing research is the systematic identification, collection, analysis, dissemination, and use of information for the purpose of assisting management in decision making related to the identification and solution of problems in marketing. A set of six steps defines the tasks to be accomplished in conducting a marketing research study.

These steps include problem definition, development an approach to the problem, research design formulation, fieldwork, data preparation and analysis, and report preparation and presentation. Here, we will present the Market Research of 'Cats Eye' with increasing syndicate of different Fashion Houses in Bangladesh and it is some extent true that 'Cats Eye' is encountering a downfall in its popularity. Clothing brands in Bangladesh are drawing to a wider span of consumers over the last decade as they continue to offer fashion-rich items that conform to native tastes.

The affordable pricing range of the clothes has also been a key factor for the local brands' growing popularity, especially among the youth. Hence in this research it is our point of concern, to validate whether Cats Eye's popularity is being affected by the abundant supply of fashion houses these days all over the country and the factors that contribute to the reduced popularity of Cats Eye's Men's Wear in the market and in the minds of the Consumers.

Objective

The main purposes of the research are:

- To find out the current position of Cats Eye Men's Wear in the mind of the consumers and how effective promotional activities can be in this regard.
- To find out the reasons as to why the consumers think that the Men's Wear in Cats Eye is high priced and such a price does not necessarily justify Cats Eye's Product Attributes (i. e. Quality, Design, Comfort, Variety, etc).
- To determine the extent to which geographic and demographic factors like Location and Income of customers are significant drivers of reduced popularity of Cats Eye's Men's Wear.
- To figure out what should Cats Eye do to attract more customers. To find out whether any opportunities for market segment expansion in some other Product lines exists for Cats Eye.

Hypothesis H1: Cats Eye men's wear promotional activities influence the consumer's minds. H2: Cats Eye men's wear product variety influence customer's to buy the product. H3: Cats Eye men's wear influence the target

market for product choices Methodology As we have been assigned to prepare the research paper on “ The decreasing Trend of Cats Eye’s Popularity in Men’s Wear”, we will collect data from different sources like books, websites, journal reviews etc.

In the primary research we will collect information through survey. The survey will be conducted among the NSU students who we think will be the best respondents for our research since it is based on youth and their implicit preference on Bangladeshi Fashion Houses. After gathering all the information and experience, we will prepare our marketing research report. It is diagrammatized as follows: Conclusions and Report Problem Discovery And Definition Research Design Design Analysis

And Analysis Data Collection and Processing Gathering Sampling Stages of the Research Process Scope In this research paper we want to identify which variables would affect the decreasing trend of cats’ eye’s popularity in men’s wear. And try to find out possible solutions to increase the popularity and market share of cats eye’s in men’s wear industry on Bangladesh. Limitation i. Time Constraint: A marketing research needs thorough understanding of the stimuli that can affect the research.

To understand these stimuli, it needs a considerable amount of time, which is not available in one semester period. ii. Respondents: It is also difficult to find students who are willing to participate and give their unbiased and impersonal opinion on Cats Eye and also be patient to reply to some in-depth answers of our researchers. iii. Techniques Applied: The techniques that are

applied for marketing research may not provide the real scenario. We will conduct our survey with a structured questionnaire.

There are other modes of research, which can generate perfect information.

Timeline

- March: The questionnaire will be prepared and finalized in this month and data collection will commence in the latter half of the month. Collection of data is expected to be completed by the end of March.
- April: The collected data will be processed and analyzed. Based on the findings, the final research report will be prepared during the second week of April.