

Anjon's the fashion house essay sample

[Countries](#), [Bangladesh](#)



**ASSIGN
BUSTER**

Request to accept the term paper on Overall Marketing Analysis Strategy of Anjan's Dear Mam,

We are from your course Principles of Marketing (section-06), are very glad to submit the given group assignment on an overall situation analysis of the fashion houses in Bangladesh: A study on " Anjan's". It gives enormous contentment to notify you that this group has accomplished its report under your kind hearted direct care. We have devoted our best effort to make the report more informative. Now, we have positioned the report before you for your authorization. All members hope that this report will convince you. Thanking you.

At the very outset, all praises for almighty Allah for enabling us to complete the task with good and sound health. Then, we would like to take this opportunity to express our gratitude to our course instructor " Husna Ara" (Lecture of EWU) for her continuous inspiration, supervision and patience. We are glad to see that she has faith on us so that we are given this work. Without her guidance and support it would not have been possible to come this far. We would also like to thank the CEO of Anjan's MR. Shaheen Ahmed for his continuous support, inspiration and giving us the opportunity to collect the information about their different services, products and the quality of those services or products. And then we are also grateful to the branch manager of " ANJAN'S", Gulshan Branch to help us in different ways and their well behavior . All the members of this group are grateful to them who have honestly and ultimately support us in carrying out the study.

Specially, we are gratified to our praise worthy teacher Husna Ara because of her support gives us the prospect to begin the report punctually. Last but not

the least; we would like to thank our friends and the persons used in the survey who helped us to find these information and data. Finally, we would like to thank our family for their numerous support in both financially and mentally which helps us lot to finish our task.

EXECUTIVE SUMMARY

This report has been equipped for the limited implementation for the marketing course. Our group have strived to hit upon the management system of popular renowned fashion house ANJAN'S. This organization is typically in foremost place in this nation and performing very important job in this country. Over the last nineteen years, Anjan's has been constantly bringing new and world-class product for the Bangladeshi people to satisfy their wants and demand of life. They work in this country since from 1914; from this time the company continues the business as an independent company. And its mission is to create panoramic designs of cloths by using local traditional fabrics and promote them in the market with a reasonable price. For promotion they use traditional media. For the report acceptance information has been accumulated from major and minor sources. Through this study it is expected that a clear idea of the customers choices. Therefore, this study tries to give some suggestion to establish a fashion business.

BACKGROUND OF THE STUDY

At the present time business and association is playing an essential responsibility to develop the financial circumstance of a country. So in the field of trade and association it is awfully crucial to continue some

management. In the association it is used to continue all sorts of works resembling, monetary, maintain inventory effective arrangement, numerical uses and record management system etc. All of which create workings simple, speedy and exact so as fashion house business “ Anjan’s” also exercises structural manage system to boost their trade and widen their situation. Our group has visited to “ Anjan’s” and organized its report. The visitation was took place in the head office of Anjan’s in Malibagh Coudhuripara and Tajoan Gulshan Link Road brunch of Anjan’s and we are very glad for getting the opportunity to accomplish our practical investigate on Anjan’s. The report will definitely increase the knowledge of other students to know the fashion house business of Bangladesh

OBJECTIVE OF THE STUDY

The objective of study is to gather practical knowledge regarding over all fashion house business and its operations. Theoretical classes of BBA provide us theories regarding different subjects where as practical investigate gives us the chances to view those systems and their operations. The principal intent of this report is to analyze the trends modern customer’s services. More precisely we can identify the objective of this report as follows: To fulfill our course requirement of the course curriculum.

DATA COLLECTION METHOD

To bring out the study equally primary and secondary data were used.

PRIMARY SOURCES

To gather data, we chiefly used a meeting with the CEO of ANJAN’S, direct

conversation with consumer, observing their activities, collecting different opinions from consumers. SECONDARY SOURCES

As the minor basis here are mostly used the web site of ANJAN'S. Various records of fashion house, different articles published in the journals & magazines have been used.

LIMITATION OF THE STUDY

A proverb goes that to achieve some valuable thing have to pass a long way. While preparing the report, we had to face some obstacles that might have reduced the quality of the report. Mainly the following limitations we faced: The information we get was not adequate; Specially the technical data. The time we are provided, was not adequate.

As we all are involved in study, it was very difficult to manage time & specially co-ordination. Time constraint is the limitation restricting this report form. They didn't eager to give us their financial information.

We had not much knowledge about fashion house business that's why he had to face many problems. One more difficulties was that we had no experience before to customer survey so when we went to Deshi Dosh showroom for customer survey we had to face many problems.

A company classifies all its Strategic Business Unit (SBUs) according to the growth share matrix as shown below:

STAR: Stars are high-grown and high-share business or product. They often need heavy investment hold their business. QUESTION MARK: Question marks are high-grown and low market share business or product. They

require a lot of cash hold their business. 4 CASH COW: Cash cows are low grown market with high relative market share. They invest less amount hold their business. DOG: Dogs are low-grown and low-share business or product. They often investment enough cash to hold their business.

DIFFERENTIATED MARKET:

A market-coverage strategy in which a firm to target several market segments and design separate offer for each.

COMPANY PROFILE

About Anjan's

The 15th Feb, of 1994 ANJAN'S first starts fashion design journey by its at Siddeshwari branch. At the beginning Anjan's widely introduce achieved for its fashion designs and loveliness accessories. The second branch of the Anjan's opened at Dhanmondi near Sobhanbagh in 1998. In the November of 2001 Anjan's established more two of the branches at Banani and the rifle's square (Dhanmondi). These prime causes Anjan's clicked in the generals as well as fashionable customers. Besides male, female and babies garments Anjan's making also home textiles and handicrafts that marketing run only on Anjan's showrooms. In the line on Bangladesh fashion design Anjan's wing reached over the mass peoples. At first Anjan's had only two workers but now Anjan's has 70 over officers and workers and along with still engaged almost one thousand labours which are more rural female labour numbers. So, Anjan's contribution is not only in the making fashion line rather has also arranged work arena among the poor village women. Mainly, Anjan's fashion designs, quality and official works paper tasks controlled from at the

Siddeshwari branch office. There are design section, quality section, factory and administration. The hard and hurry work attention of the design section and quality section spread out today's the Anjan's stands. With all this sounds announcing Anjan's proprietor Mr. Shaheen Ahmmed hard and hurry work and sincerity.

Our History

The 15th Feb, of 1994 Anjan's first starts fashion design journey by its at Siddeshwari branch. At the beginning Anjan's widely introduce achieved for its fashion designs and loveliness accessories. The second branch of the Anjan's opened at Dhanmondi near Sobhanbagh in 1998. In the November of 2001 Anjan's established more two of the branches at Banani and rifle's square (Dhanmondi). These prime causes Anjan's clicked in the generals as well as fashionable customers. Besides male, female and babies garments Anjan's making also home textiles and handicrafts that marketing run only on Anjan's showrooms. In the line on Bangladesh fashion design Anjan's wing reached over the mass peoples. At first Anjan's had only two workers but now Anjan's has 50 over officers and workers and along with still engaged almost one thousand labors which are more rural female labour numbers. So, Anjan's contribution is not only in the making fashion line rather has also arranged work arena among the poor village women. Mainly, Anjan's fashion designs, quality and official works paper tasks controlled from at the Siddeshwari branch office. There are design section, quality section, factory and administration. The hard and hurry work attention of the design section and quality section spread out today's the Anjan's stands. With all this

sounds announcing Anjan's proprietor Mr. Md. Shaheen Ahmmed hard and hurry work and sincerity. Design Section

Anjan's at first started by the Anjan's proprietor Mr. Md. Shaheen Ahmmed of his own concepts and designs . After that this section welcome two professional designers Mrs. Shahina Islam and Mrs. Shah Alam in 1996. The year 1998 Anjan's covered some authentic, seductive and attractive designs in its design section. Anjan's congratulated for this section another two protential designers Mr. Tauhid Hasan Manik and Mr. Mithun. for this Design section comes in a full sewing that sober and sophisticated. In 2001 Anjan's over again welcome some dedicated designers. Now at present working designers are Mr. Rashedul Hoque, Maria Rahman, Pronob devnath & Mr. Yeamin. Working with the Anjan's chief Mr. Md. Shaheen Ahmmed. Each stylish designer's has different hot design touches and extra ordinary round exceptional. All designers are working as a group and their output come after discussion each other. This time the design section of Anjan's is more active and powerful.

Production Section

The an Jan's get drives the production on the year round seasons and festivals. Anjan's fashion makes by four sessions of a year. So in the design section comes changed and novelty by the three years. Anjan's man garments available are pajama-panjabi, shal, T- Shirt, shart and fatua. Woman garmenta available are sharee and saloare-kamij. Babies garments of the Anjan's are different styles and designs. Besides home textile and

handicrafts is well fancy existing. Anjan's is giving absolute prime priority of the total local fabrics. Social well-fare activities

Anjan's chief Mr. Shaheen Ahmmed is a elected member of this organization named Bangladesh handicrafts manufacturing and exporter association (banglacraft). He works for the development of Bangladesh handicrafts through the banglacraft. Anjan's production ground in the district Jamalpur and Manikgong The poor village women got themselves benefited and share of Bangladesh fashion development working with the shadow of Anjan's.

Director

Anjan's proprietor and director is Mr. Md. Shaheen Ahmmed. Anjan's at first started by the Anjan's proprietor Mr. Shaheen Ahmmed of his own concepts and designs. Each stylish designer's has different hot design touches and extra ordinary round exceptional. All designers are working as a group with the director and their output come after discussion each other.

Anjan's also participated that arranged by the weekly and fortnight magazines are the Saptahik2000, Eid fashion competition, the fortnight Annaydin Eid Fashion Competition. The fortnight Annaydin Eid Fashion competition. The weekly Bichitra Eid Fashion Competition in the 1998, 1999 and 2000, 2001, 2002. Anjan's got the first prize and crest in the particular categories like Salwar Kameez, Sharee, Shirt , pajama Panjabi & babies fashion design.. Bangladesh fashion media and magazines are giving more priority about the Anjan's productions. Anjan's Selected " Champion of the year 2002" for developing Bangladeshi fashion & design by renounced Bangladesh Weekly magazine " Saptahik 2000".

MISSION

The mission of ANJAN'S is to create panoramic designs of cloths by using local traditional fabrics and promote them in the market with a reasonable price.

VISION

The vision of ANJAN'S is the want to focus on serving the middle-income groups of people with fashion-rich local clothes and to be the best quality fashion house in the country.

OBJECTIVE

Such as from the very beginning, in their organization they have involved mentally retarded individuals and have given them the opportunity to work and to earn like every normal human being and has also helped them to change their view of life and also the idea towards these mentally retarded people who are unfortunately thought of no use in the society. The CEO of Anjan's Shaheen Ahmed said Anjan's is not just a store; it represents the culture socio environment thru our line-up. Lastly they want to established their concept that " Utshobe Protidin Vinno Matra"

VALUES

The values of Anjan's is making local product by using local raw materials for all classes of peoples.

CURRENT MARKETING SITUATION

Anjan's started their mission in 1994 and then they tried to follow a strong societal marketing policy to make profits by service people. Now every

aspects of marketing sectors they are achieving their target goals. To identify their current market situation we can focus on following sectors:

MARKET DESCRIPTION

Anjan's always says that, " Utshobe Protidin Vinno Matra". So they are trying to reach their products among all classes of people and all levels of people in our society. They are trying to maintain affordable price for all kinds of customers. Anjan's have started its first operation in Bangladesh in 1994. The products of Anjan's have been well received and the marketing is the key to the development of its brand image as well as the growth of the customer base. At first it started with one showroom but now it has already 14 showrooms at different suitable places in Dhaka city and they have also a branch in Chittagong, Chapai nobabgonj.

MARKET GROWTH

The market of Anjan's is growing high day by day because people are becoming concern for using local product. Their market growth is very good. 1st year they could fulfill their sales target. Anjan's first starts fashion design journey by its at Siddeshwari branch. At the beginning Anjan's widely introduce achieved for its fashion designs and loveliness accessories. The second branch of the Anjan's opened at Dhanmondi near Sobahanbagh in 1998. In the November of 2001 Anjan's established more two of the branches at Banani and the rifle's square (Dhanmondi). Mainly, Anjan's fashion designs, quality and official works paper tasks controlled from at the Siddeshwari office. Besides, people purchase dresses in many occasion like Eid, Puja, Pahela Baishakh, Akushe February, Bijoy Dibosh. It makes the

market broad more and more. INDUSTRY ANALYSIS (REVIEW OF COMPETOTORS)

The thought of Anjan's" is that they have no competitors. As keeping our own culture is their objectives so that they do not think another fashion houses as their competitors they want to do work together as a family. So they make " Deshi Dosh". But it is our observation that other fashion house like Arong, Nogordola, Kay Kraft, OG, Bibiana, Nipun, Rong, ShadaKalo, Deshal, Kazi Kraft etc are their main competitors.

MARKETING MIX

The combination of Anjan's four elements-product, price, promotion, place and distribution which is used to satisfy the need of their target market. After deciding on overall competitive marketing strategy, the company proceeds towards planning the details of the marketing mix. The product profile of „Anjan's" is very unique and praise worthy, we can say.

PRODUCT PROFILE

CHARACTERISTICS

" Anjan's" is expressing their characteristics through their brand name. This fashion house's main characteristic is they use local raw materials for their product of Bangladesh. They also provide quality dresses for lower middle class and middle class people as well. Their dresses are designed by many renowned fashion designers of Bangladesh. Their main target is to spread out Bangladeshi product more and more with latest design, color and quality and they are doing so, with great success.

VARIETY

In today's modern world every people wants variation in all sectors, mostly those who are very much close about their dress and accessories.

So, competing with other deshi fashion houses “ Anjan's” have a lot of variation in their product to satisfy their customer's needs and wants. They are providing all types of deshi sharees, including – Taat, Silk, Cotton, Half-Silk, Mosline, Khadi etc. SalwarKamizes (Cotton, Silk, Khadi) Panjabi (Cotton, Block print, Hand paint etc). Fotua(for both men and children. Single dopatta, Single Salwar, bed cover, coushone cover etc. They are also provides Show pieces, photo frame, candle, ladies purse, bag, ladies jewellery, gift items etc. And in all types of product they are trying their best to pick up the beauty of Bangladesh & Bangladeshi tradition.

QUALITY

Every people, when purchase something they want and consider the quality of that product first (whether it's high price or low price product). So from this point of view “ Anjan's “ is maintaining their product quality very strictly from the very beginning of their journey. “ Anjan's” provides a very high quality product to their target customers. They always try to use local but best quality cotton and raw materials for their final product.

DESIGN

Design of any type of product is the most attractive part for tis customers. Beautiful design &colour of any dress attracts people whether children or adults. “ Anjan's “ also gives a great emphasis on its design part. The main

designer “ Anjan’s” is Mr. AmdadHaque. He is one of the most renowned professional designers of our country. Anjan’s designs are very unique and its fulfilling the demand of teen agers as well as middle aged people.

FEATURES

“ Anjan’s” always try to use our Local fabrics, cottons and colors. Because their main motto is to serve their customers with deshi product and to enrich our Bangladeshi culture and tradition.

PACKAGING

Packaging plays a vital role of selling any product to its customers. That’s why “ Anjan’s” provides a beautiful. They also change the design and pattern of their packet in different occasion for example – in their 10th anniversary they changed the design of their packet by adding some new colors and features, which was greatly appreciated by their customers.

PRODUCT’S POSITIONTHROUGH (BCG) MATRIX

Anjan’s classifies all its SBUs according to the Growth-share matrix as shown below:

SEGMENTATION

Anjan’s has segmented there market in terms of geographic and demographic segmentation. They have targeted the customer of Dhaka who wants deshi good quality product and wants innovative deshi design. Although Anjon’s has targeted middle class people as there customer.

TARGET MARKET

In case of Anjan's from children to any age group, from lower middle class to upper class, regardless to race, religion, gender , literacy level, life style or personality any and every single person is their target market.

MIDDLE CLASS

UPPER MIDDLE

CLASS

LOWER MIDDLE

CLASS

POSOTIONING

After the company has decided which market segment have to use to enter for which product, it must decide what positions it want to occupy a clear distinctive and desirable place relative to competing products in the mind of target customers. The company's entire marketing program should support the chosen positioning strategy. Since if a product is perceived to be exactly like another product on the market, consumers would have no reason to buy it, Anjan's brings special features on the product as well as significant various services that positioned the products in the target segments. Products can be positioned with some positioning strategy. We find that Anjan's has taken has taken multi-various strategy to position its various product in the market.

PRICING STRATEGY

Pricing decisions are subject to an incredibly complex array of environment and competitive forces. A company sets not a single price, but rather a pricing structure that covers different items in its line. This pricing structure changes over line as products move through their life cycles. The company adjusts product prices to reflect changes in cost and demand and to account for variations in buyers and situations. As the competitive environment changes, the company considers when to initiative price changes and when to respond to them.

Factors to consider when setting price

All above the discussion, Anjan's setting their product actual price based on cost, demand and competition. Products are reasonable, affordable for customers, so that customer can purchase products occasionally, frequently for their own consume or to give others.

The pricing chart of Anjan's

DISTRIBUTION

DISTRIBUTION CHANNEL

At first they started their business that owed by the labor. The village people of Narsingdi, tangail, bagura, dinajpur, some NGO, TMS are also helping them providing fabrics. Their transportation facilities help them to reach the products in head office. Every branch get their products from Anjan's head office. The most important thing is that Anjan's does not pay money to the labor but provides fabrics and hand crafts instate of money.

EXPORTING ISSUE

Anjan's is a local fashion house, so they do not have any desire for export their products to foreign countries. They only produce local product for local people

PROMOTION TOOLS

TOOLS USED FOR PROMOTION

Anjan's use only Advertisement and Sales promotion (Discount) and when they launch a new product they arrange press conference. Their advertisement mainly published on internet, Bill board

MESSAGE OF THE EACH TOOL

The message of the all advertisement of Anjan's is, " Utshobe Protidin Vinno Matra"; and " Buy Your Local Products and Increase Your National Assets".

EFFECT ON SALE

The effectiveness of:

- i. Advertisement- a) Strongly disagree b) Disagree c) Neutral d) Agree e) Strongly agree
- ii. Personal selling- a) Strongly disagree b) Disagree c) Neutral d) Agree e) Strongly agree
- iii. Public relation- a) Strongly disagree b) Disagree c) Neutral d) Agree e) Strongly agree
- iv. Sales promotion- a) Strongly disagree b) Disagree c) Neutral d) Agree e) Strongly agree
- v. Direct marketing- a) Strongly disagree b) Disagree c) Neutral d) Agree e) Strongly agree

SWOT ANALYSIS

The SWOT analysis indicates the companies or the organization's internal strengths and weaknesses and external opportunists and threats. SWOT analysis gives its an insight of what they can do in future and how they can compete with their existing competitors. Every fashion house has some strong points, weak points, opportunities and threats. " Anjan's" has several strengths, some weaknesses, some opportunists and some threats. "

Anjan's" strengths, weaknesses, opportunists and threats are given below:

STRENGTH

Strengths are internal capabilities that can help the company to reach its objectives:

- Innovative combination of each and every product.
Anjan's every branches are highly decorated.
Reasonable price.
They believe „ Fashion for all“.
Their employees behaviors are praiseworthy.
Their product decoration is also well.
Their employees are highly skilled and trained.
High quality products.
Dresses are more comfortable.

Opportunities are external elements that the company may be able to exploit its advantage. Some opportunities of " Anjan's" are below: Top managers and head of the departments were related with Grameen Bank and its concern Grameen Check. The labor and tailors are also highly experienced by their previous working experience. Now they have the

opportunity to combine with “ Deshi Dosh” and Grameen Check. They have also the opportunity to expand and cover all the cultural occasion. They have many distribution channels.

THREATS

Threats are current or emerging external elements that could potentially challenge the company's performance. “ Anjan's” has few threats. There are given below:

The current and future external factors that Government Policy and regulation. As a private limited company they have to pay 15 % vat.

Limitations of the capitals have made to take loan from Bank. So, the bank interests also may be threats for them. For the reputation of “ Anjan's” rent authority and builders taken over advance.

CONCLUSION

Fashion house “ Anjan's” is becoming popular day by day by providing quality

products. Anjan's not only using local raw materials, local craftsman for producing their products but also created employment opportunity for rural people and make them self-dependent. Although maximizing profit is their main objective, but this organization is successful for building and maintaining a strong bonding with our own culture by the modern way at the modern age.

Besides, this organization contributes different social work and encourages people for buying local products. If Anjan's increases their advertisement

more & more and maintain their services well then it will be one of the best fashion house in our country.

REFERENCES

1. The CEO of Anjan's.
2. Branch manager of Anjan's Tejgaon-Gushan Link road branch. 3. Employees of Anjan's, Tejgaon-Gushan Link road branch & head office. 4. [www. anjan's. org](http://www.anjan's.org)
5. Chief designer of Shadakalo Mr. Zahid Hasan
6. Chief executive of Shadakalo Mr. Mithu Rahman

Book which was used for preparing this report:-

1. Business by Steven j skinner john m. Ivancevich.
2. Principles of marketing by Phillp Kottler.