

INTERNSHIP REPORT ON KNOWING CUSTOMER PREFERENCES FOR NEW PRODUCT IN CARL LORENZO

An Internship Report for

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In Marketing

By

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Under The Supervision of

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Business school

Master Of Business Administration



GOA UNIVERSITY

Date:

A handwritten signature in black ink, appearing to read 'Dayanand MS'.

Examined by:

Dayanand MS



Seal of the School/Dept

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, "**Internship report on knowing customer preferences for new product in Carl Lorenzo**" is based on the results of investigations carried out by me in the **MBA In Marketing** at the Goa Business School Goa University, under the mentorship of **Dr. M S Dayanand** and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations / experimental or other findings given the internship report/work.

I hereby authorize the University authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.

student : *Febi Susan Reji*

[Signature]
Signature and name of

Date

Place: Goa University

COMPETITION CERTIFICATE

This is to certify that the internship report “**Internship report on knowing customer preferences for new product in Carl Lorenzo**” is a bonafide work carried out by Ms Febi Susan Reji under my mentorship in partial fulfilment of the requirements for the award of the degree of masters in business administration in the discipline management student at the Goa Business School, Goa University.

Date: 03/05/2024



PROF.M.S.DAYANAND

Signature and name of mentor



Signature of Dean of School/ HoD

Date: 03/05/2024

Place: Goa University/College



Goa business school stamp

CARL - LORENZO

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Febi Susan Reji** has been working as a marketing intern with Carl - Lorenzo for a period of three months and 19 days from 15th January 2024 to 4th May 2024. Her job role included conducting market research, looking after day-to-day activities, and working alongside the marketing department for video and photo editing, as well as handling social media. During her tenure, her conduct was good, and we wish her success in her future endeavors.

For and on behalf of Carl - Lorenzo



John Rodrigues
(HR Manager)

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Executive summary

Carl Lorenzo, a young fashion company from Goa, is shaking things up with a focus on innovation, sustainability, and luxury. Their secret weapon? A revolutionary box-type machine that lets customers design and create custom-made clothes in under 40 minutes, all while using recycled fabrics. Still in development, this machine positions Carl Lorenzo as a frontrunner in sustainable, high-tech fashion.

They also prioritize quality and have a team of specialists for research & development, fabric technology, quality control, and more. They understand their target audience – premium business clients – and aim to provide exceptional, personalized experiences.

While they're strong in innovation and sustainability, there are challenges. The new machine is still under development, and the company may lack diversity in its workforce and marketing. They'll also need to stay ahead of the curve with rapid technological changes and online competition.

Overall, Carl Lorenzo is a promising young company with a bright future in the sustainable luxury fashion market.

The luxury fashion industry is moving online! To win over affluent consumers, brands need to understand their digital habits and what makes them tick. Social media is key, but it's more than just brand awareness. Partnering with celebrities can also be a major boost. E-commerce is no longer optional, and it should provide a seamless experience. There's a new wrinkle though: the metaverse. This virtual world offers exciting opportunities for fashion brands to experiment and engage with customers in innovative ways. However, a big question mark remains: how exactly do consumers behave in these digital spaces? More research is needed to develop effective marketing strategies for this new frontier. You conducted a customer survey to understand interest in their new, AI-powered custom clothing service with a 40-minute turnaround time. The results showed strong

interest in customization, speed, and sustainability. You created a promotional video showcasing the concept of bringing Parisian fashion trends to India, demonstrating your video editing and storytelling skills.

You spent three months observing customer behavior in two boutiques, gaining valuable insights into browsing patterns, product interactions, and decision-making processes. This will inform future store layout, product placement, and customer experience strategies. You assisted in creating advertising posters for the boutiques. You applied marketing strategy and visual communication principles to target the right demographics and psychographics, using visuals and messaging to drive foot traffic.

Customer surveys revealed a growing demand for fast, convenient, and customizable clothing with sustainable options. You created a promotional video showcasing your storytelling and video editing skills for marketing purposes. Observing customer behavior in boutiques provided insights into how demographics and location influence buying decisions. You helped design targeted advertising posters applying market segmentation to reach specific demographics and psychographics,

Surveys: Small sample size and potential bias might affect data accuracy. Video creation: Brainstorming a creative concept and mastering technical skills were hurdles. In-store observation: Subjectivity and limited scope required creative data collection methods.

Poster design: Difficulty in obtaining detailed customer data limited targeting and balancing visuals with clear messaging. Here are some suggestions to improve Carl Lorenzo's marketing:

Enhance customer experience: Use interactive features like virtual fabric swatches to bridge the gap between online and offline shopping.

Emphasize sustainability: Highlight the use of recycled textiles and eco-friendly practices to resonate with environmentally conscious customers.

Boost digital marketing: Leverage video creation skills for social media campaigns and user-friendly online stores to reach new audiences.

Gather continuous customer feedback: Conduct surveys and focus groups to understand evolving customer preferences and adapt offerings accordingly.

CHAPTER :1 COMPANY PROFILE

Carl Lorenzo, based in Goa's bustling city of Kadamba Plateau, is a shining example of fashion innovation. As a new business, the firm has quickly established itself by concentrating on two important pillars: fabric research and development and automated stitching services. Carl Lorenzo is dedicated to pushing the frontiers of textile manufacturing and redefining the way garments are manufactured. The firm intends to simplify the production process by utilizing cutting-edge technology and a dedicated staff of roughly eight specialists, thereby lowering lead times and improving overall efficiency.

Despite its infancy, Carl Lorenzo has gained recognition for its innovative approach and uncompromising commitment to quality. The company's basic culture centers on the constant pursuit of quality and innovation. This is evident in its continued efforts to obtain patents for unique technology that promise to distinguish its solutions from standard approaches in the sector.

What distinguishes Carl Lorenzo from its competitors is its persistent dedication to its target audience: premium business clients. Understanding the specific demands and tastes of this sophisticated audience, the firm attempts to provide not just products, but also experiences that exceed expectations. Whether through bespoke fabric solutions or personalized stitching services, Carl Lorenzo is on track to become the go-to destination for consumers seeking refinement and flair. As the firm prepares to launch its unique product line, it promotes itself as a market leader, ready to upend the status quo and usher in a new age of fashion.

Carl Lorenzo ensures that clients can engage with its services effortlessly by providing an easy-to-use app and a pleasant offline store, promoting a feeling of connection and community. Carl Lorenzo is more than simply a fashion brand; it represents growth, innovation, and endless possibilities in the ever-changing world of textiles.

Carl Lorenzo is affiliated with PHLS Pvt Limited, a reputed parent firm headquartered in Panjim, Goa. This strategic alignment offers Carl Lorenzo the required resources and assistance to survive in the competitive fashion industry while keeping autonomy and an inventive attitude.

Purpose: Carl Lorenzo's purpose is to revolutionize the fashion industry by seamlessly blending innovation, sustainability, and luxury. Through fabric research, automated stitching, and cutting-edge technology, the company aims to streamline production processes while maintaining a commitment to quality. By prioritizing the needs of premium business clients, Carl Lorenzo provides bespoke solutions and personalized experiences that exceed expectations. The company's dedication to sustainability is evident in its use of recycled textiles and environmentally conscious practices. With a user-friendly approach through apps and offline stores, Carl Lorenzo fosters a sense of community and connection. Ultimately, the company's purpose is to inspire individual expression while contributing to a more sustainable and technologically advanced future for fashion.

inspire and empower people to express their distinctive style while also contributing to a more sustainable future for the fashion industry by focusing on quality, creativity, and customer pleasure.

Vision

“To redefine the future of fashion by seamlessly blending innovation, sustainability, and luxury, setting new standards of excellence in the global fashion industry.”

Mission

“To lead the fashion industry through continuous innovation, sustainable practices, and unparalleled

craftsmanship, while providing our discerning clientele with exceptional experiences and products that surpass their expectation.”

PRODUCTS/ SERVICES

Carl Lorenzo, is undertaking a ground-breaking effort aimed at transforming the fashion business. This unique endeavour involves the development of a cutting-edge box-type machine into which clients may enter and interact with a user-friendly panel. This interface allows them to choose the design patterns and materials they want for their custom-made clothing. Leveraging modern AI technology, the machine is capable of rapidly creating the desired clothing in under 40 minutes.

This pioneering project not only promises to significantly cut the time necessary for garment manufacture, but it also promotes sustainability by using recycled textiles. Carl Lorenzo is making important contributions to reducing environmental impact while providing high-end fashion solutions by using recycled materials into their designs. The initiative combines cutting-edge technology with the timeless appeal of premium clothes. It demonstrates Carl Lorenzo's dedication to innovation and sustainability in the fashion industry. Currently, the product is undergoing extensive research and development to ensure its seamless incorporation into the brand's products. With this initiative, Carl Lorenzo is positioned to set new milestones in the fashion industry, solidifying its status as a forerunner in luxury fashion.

It is crucial to note that this product is still in the research and development stage, with continual refining and optimization to ensure smooth functionality and adherence to Carl Lorenzo's high fashion excellence standards. Carl Lorenzo is dedicated to bringing this innovative invention to life, revolutionizing the fashion industry while respecting principles of sustainability and craftsmanship.

DEPARTMENTS OF ORANIZATIONS

Research and development manager

Fabric technologists

Quality control manager

Marketing manager

Sales manager

Customer experience specialist

Operations manager

Creative designers

Intern {Digital Marketing}

Intern {Social Media Marketing}

SWOT Analysis

Strength

- Innovation: Carl Lorenzo is focused on pushing the boundaries of fashion through innovative approaches, such as fabric research and development and automated stitching services.
- Quality: The company is committed to delivering high-quality products and experiences, evident in its dedication to obtaining patents for unique technology and its pursuit of excellence in craftsmanship.
- Sustainability: Carl Lorenzo is actively incorporating sustainable practices into its operations, such as using recycled textiles in its designs, contributing to environmental responsibility.

Weaknesses

- Product Development Stage: The innovative box-type machine for custom-made clothing is still in the research and development stage, which poses risks of delays and uncertainties in delivering the

promised benefits to customers.

- Limited Cultural Representation:** The fashion industry is increasingly emphasizing diversity and inclusion, yet Carl Lorenzo's workforce and brand representation may lack diversity in terms of ethnicity, gender, or cultural backgrounds. Failing to reflect the diversity of its target audience could alienate certain consumer segments and limit market penetration

Opportunities:

- technological Advancements:** Continuous advancements in technology offer opportunities for Carl Lorenzo to further enhance its automated stitching services and other processes, improving efficiency and customer experience.

- Consumer Trends:** Growing consumer awareness and demand for sustainable fashion provide an opportunity for Carl Lorenzo to capitalize on its commitment to sustainability and differentiate itself in the market

Threats

- Online Competition:** The rise of e-commerce and online retail platforms presents a threat to traditional brick-and-mortar stores like Carl Lorenzo's offline store. Competing with online retailers, including established players and new startups, requires investing in robust digital marketing strategies and enhancing the online shopping experience.

- Rapid Technological Changes:** The fashion industry is increasingly influenced by rapid technological advancements, such as artificial intelligence, automation, and e-commerce innovations. Failure to adopt or adapt to these technologies could result in missed opportunities or reduced efficiency compared to more technologically savvy competitors.

- Economic Downturns:** Economic downturns or recessions can lead to reduced consumer spending on luxury goods, affecting Carl Lorenzo's sales and revenue. The company's premium positioning may make it particularly vulnerable during periods of economic uncertainty.

PESTEL Analysis

Political Factors:

- Political stability in Goa, particularly regarding business regulations and taxation, can impact Carl Lorenzo's operations and expansion plans.
- Government policies related to sustainability and environmental protection may influence the company's approach to eco-friendly practices and compliance with regulations.

Economic Factors:

- Economic conditions in the region, including Goa's GDP growth, inflation rates, and consumer spending, can affect Carl Lorenzo's sales and profitability.
- Changes in currency exchange rates and global economic trends may impact the cost of materials and manufacturing processes for the company.

Social Factors:

- Consumer preferences and trends in fashion, particularly regarding sustainability and ethical sourcing, shape Carl Lorenzo's product development and marketing strategies.
- Demographic shifts and cultural influences in the target market, such as preferences for luxury goods and experiences, impact the company's sales and brand perception.

Technological Factors:

- Advances in technology, such as AI and automation, enable Carl Lorenzo to innovate in fabric research, automated stitching services, and the development of the box-type machine for custom-made clothing.
- Integration of technology into the company's operations, including its app and online platforms, enhances customer engagement and convenience.

Environmental Factors:

- Carl Lorenzo's focus on sustainability reflects growing consumer concerns about environmental

impact and climate change. The company's use of recycled textiles and eco-friendly practices aligns with these trends.

- Compliance with environmental regulations and initiatives to minimize carbon footprint and waste generation are essential for maintaining Carl Lorenzo's brand image and meeting customer expectations.

Legal Factors:

- Compliance with labor laws, intellectual property rights, and regulations governing the fashion industry is critical for Carl Lorenzo's operations.
- Legal challenges related to patents, trademarks, and copyrights may arise as the company seeks to protect its innovative technologies and designs.

SUMMARY OF THE RESEARCH PART

The Luxury Fashion Industry in the Digital Age

The luxury fashion industry is undergoing a significant transformation due to the rise of digital platforms. This research explores how luxury brands can effectively engage with affluent consumers in this new online space. Understanding the characteristics and online behavior of this demographic is crucial for success. Affluent consumers are typically tech-savvy and information-driven, with a discerning eye for quality and value. Their digital footprint encompasses various platforms, from social media to curated online publications and e-commerce platforms.

Social Media Marketing and Brand Engagement

Several studies have examined the role of social media marketing (SMM) in luxury fashion branding. One study investigated the impact of SMM activities on brand equity, relationship equity, and customer equity. The findings revealed that SMM activities such as entertainment, interaction, trendiness, customization, and word-of-mouth positively influence brand and relationship equity. However, brand equity surprisingly exhibited a negative effect on customer equity, whereas value

equity and relationship equity significantly fostered purchase intention. This highlights the complex relationship between SMM and consumer behavior. Another study explored the use of Instagram by luxury fashion brands. The research identified ten actionable tips for effective marketing on Instagram, emphasizing the importance of creativity, trend adoption, and engagement.

The Influence of Celebrities and the Korean Wave

Celebrity endorsements and product placement are powerful marketing tools, and the Korean Wave exemplifies this trend. A study on the Korean Wave examined its impact on the luxury fashion market through celebrity product placement in Korean television dramas. The research suggests that celebrity attachment and consumer fanaticism can significantly influence attitudes towards product placements and purchase intentions. This highlights the strategic potential of celebrity endorsements in luxury fashion branding.

E-commerce and the Transformation of Luxury Fashion

E-commerce has become an indispensable element of contemporary branding strategies for luxury fashion houses. Traditionally, luxury brands relied on physical retail to create brand identity. However, the recent surge in online fashion commerce signifies a shift towards a digital marketing landscape. A special issue of the Journal of Global Fashion Marketing explores this phenomenon, highlighting the internationalization of e-commerce in fashion and the role of e-retailing in global business expansion. The issue also examines the impact of IT and e-commerce on the fashion industry, including the influence of social media influencers and the customization of marketing policies.

Digital Divergence and Competitive Advantage

An interesting perspective on digital transformation comes from a study that examines how a competitive digital landscape can influence the development of unique firm digital skills. The research suggests that firms that diverge from industry-wide digital trends can develop distinct digital competencies that provide a competitive edge. This "digital divergence" allows firms to differentiate themselves and potentially lead in innovation by developing and leveraging unique

digital skills. The study emphasizes the importance of differentiation in digital skill development for securing a competitive advantage in the digital arena.

Looking ahead, the metaverse presents a new frontier for fashion marketing. A conceptual study examines the interplay between fashion marketing and the metaverse. The metaverse is a novel marketing environment where fashion brands are beginning to experiment with digital fashion design and immersive consumer experiences. The study proposes a collaborative framework for stakeholders like tech developers, fashion brands, and consumers to navigate the opportunities and challenges of the metaverse. This research contributes to the understanding of digital transformation in fashion marketing, providing insights for brands venturing into the metaverse.

Luxury Fashion Goes Digital: Engaging Affluent Consumers in a New Era

The luxury fashion industry is undergoing a digital revolution. While historically known for exclusivity and brick-and-mortar experiences, luxury brands are embracing online platforms to connect with affluent consumers. This research delves into the strategies these brands can employ to thrive in the digital space.

Understanding the Affluent Digital Consumer

The key to successful online engagement lies in understanding the unique characteristics and online behavior of affluent consumers. They are typically tech-savvy and well-informed, seeking quality and value. Their digital footprint spans social media, curated publications, and e-commerce platforms. Simply having a digital presence isn't enough. Brands need to create engaging content that caters to this discerning audience.

The Power of Social Media Marketing

Social media marketing (SMM) plays a crucial role in luxury fashion branding. Studies show that activities like entertainment, interaction, trendsetting, and customization on platforms like Instagram can positively impact brand and relationship equity. However, the relationship between SMM and consumer behavior is complex. While SMM can enhance brand perception and engagement, its impact on customer equity can be nuanced. This highlights the need for a strategic

approach that goes beyond simply increasing brand awareness.

Leveraging Celebrity Influence

Celebrity endorsements and product placements are powerful marketing tools, exemplified by the Korean Wave phenomenon. Studies show that celebrity attachment and consumer enthusiasm can significantly influence attitudes towards products and purchase decisions. This underscores the strategic potential of partnering with the right celebrities to enhance brand image and drive sales.

E-commerce: A Cornerstone of Modern Luxury

E-commerce has become an essential element of contemporary luxury fashion branding. Traditionally, physical retail was the primary touchpoint for building brand identity. However, the surge in online fashion commerce signifies a shift towards a digital marketing landscape. E-commerce platforms not only facilitate international expansion but also allow for seamless customer experiences across various touchpoints.

Digital Divergence for Competitive Advantage

An interesting perspective on digital transformation comes from research examining how a competitive digital landscape can foster unique firm digital skills. Companies that diverge from industry-wide digital trends can develop distinct competencies, leading to a competitive edge. This "digital divergence" allows for differentiation and potentially innovation by leveraging unique digital skills.

The Metaverse: A New Frontier

The metaverse, a virtual reality environment, presents a new frontier for fashion marketing. Brands are starting to experiment with digital fashion design and immersive consumer experiences. Research proposes a collaborative framework for stakeholders like tech developers, fashion brands, and consumers to navigate the opportunities and challenges of the metaverse. Understanding how to engage consumers in this novel space will be critical for future success.

Research Gap: Understanding Digital Consumer Behavior

Despite these advancements, a key research gap remains: comprehending consumer behavior and preferences in the digital realm for fashion. The rapid evolution of virtual environments necessitates the creation of marketing tactics specific to these platforms. Traditional approaches may not be sufficient in this new landscape. In-depth research is needed to understand how consumers interact with brands, make decisions, and utilize virtual try-on technologies. Addressing this gap will enable the development of more effective engagement and conversion techniques in digital fashion marketing.

CHAPTER:2 Tasks Handled

Marketing Internship at Carl Lorenzo: A Hands-on Experience

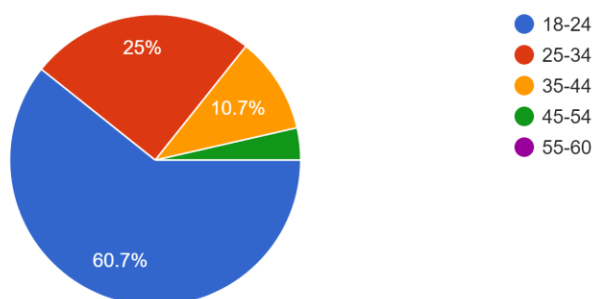
My internship at Carl Lorenzo, spanning from January 15th to May 4th, 2024, provided me with a valuable immersion into the dynamic world of marketing. Working within the marketing department from 9 am to 7 pm daily, I gained practical experience across various areas, allowing me to connect classroom knowledge from my MBA courses to real-world applications.

1. Disclosure Customer Preferences through Surveys:

My first task involved conducting a customer survey to understand tastes and behaviors related to Carl Lorenzo's exciting new product: AI-powered custom apparel with a 40-minute turnaround time. This was an excellent opportunity to utilize my knowledge of market research. Leveraging Google Forms, I crafted a series of targeted questions to gauge customer interest in customization options, turnaround time, and potential pricing points. Analyzing the collected data provided valuable insights into customer expectations and preferences, informing future marketing strategies for this innovative product launch.

Age

56 responses

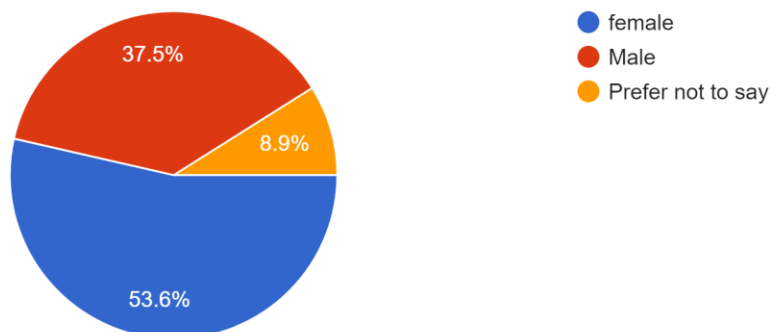


- **The largest age group is 18-24 years old:** The largest slice of the pie chart (60.7%) represents respondents between the ages of 18 and 24 years old.
- **There are smaller slices for other age groups:** The remaining respondents are divided into three slices. There is a 25% slice for people between 25 and 34 years old, a 10.7% slice for people between 35 and 44 years old, and a 3.6% slice for people between 45 and 60 years old.

Overall, the pie chart shows that the majority of respondents in the survey were young adults between the ages of 18 and 24. There were fewer respondents in each of the other age groups.

Gender

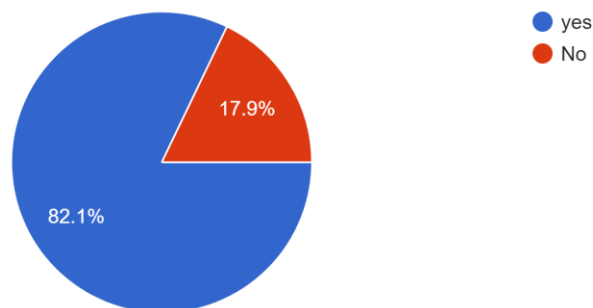
56 responses



- **Most respondents identified as female:** The largest slice of the pie chart (53.6%) represents respondents who identified as female.
- **Smaller slices represent other gender identities:** The remaining respondents are divided into two slices. There is a 37.5% slice for respondents who identified as male, and an 8.9% slice for respondents who preferred not to say.

Would you be interested in a service that allows you to design and create custom-made clothing in just 40 minutes?

56 responses

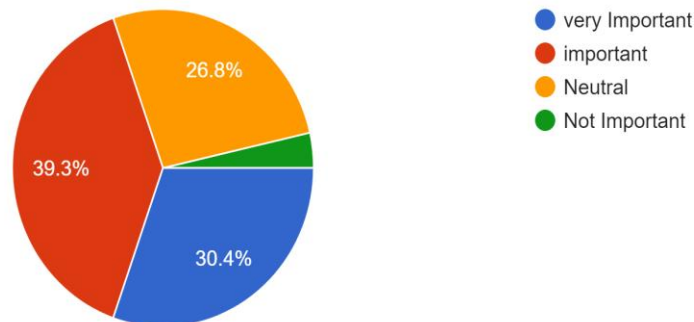


The pie chart shows that a strong majority, 82.1%, of the 56 people surveyed said they would be interested in a service that allows them to design and create custom-made clothing in just 40 minutes. Only 17.9% said they would not be interested.

This suggests that there is a potential market for a custom-made clothing service that is quick and easy to use. However, it is important to note that this is a small sample size and more research would be needed to determine the viability of such a business.

How important is speed of production when considering a custom clothing service?

56 responses

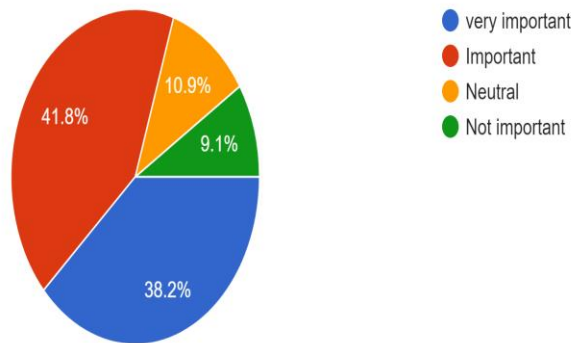


- **Very important:** 30.4% of respondents consider speed of production very important.
- **Important:** An additional 39.3% consider it important. So, for almost 70% of those surveyed (30.4% + 39.3%) getting their custom clothing quickly is at least somewhat important.
- **Neutral:** 26.8% of respondents said speed of production was neither important nor unimportant in their decision.
- **Not important:** Only 5% of people said speed of production was not important at all.

Overall, the pie chart suggests that while getting a custom-made garment quickly isn't the top priority for everyone, it is still a consideration for most people. However, other factors, like quality or price, may be more important depending on the individual.

How important is the ability to choose your own materials and design patterns for your clothing?

55 responses

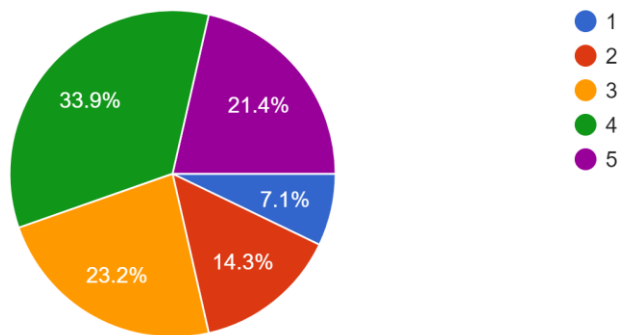


- **Very important:** 38.2% of respondents consider the ability to choose their own materials and design patterns very important.
- **Important:** An additional 41.8% consider it important. So, for almost 80% of those surveyed (38.2% + 41.8%) the ability to choose their own materials and design patterns is at least somewhat important.
- **Neutral:** 10.9% of respondents said the ability to choose their own materials and design patterns was neither important nor unimportant in their decision.
- **Not important:** Only 9.1% of people said the ability to choose their own materials and design patterns was not important at all.

Overall, the pie chart suggests that the ability to customize clothing is a significant factor for most people when choosing clothing.

On a scale of 1 (least) to 5 (most), how comfortable are you interacting with a machine to design your clothes?

56 responses



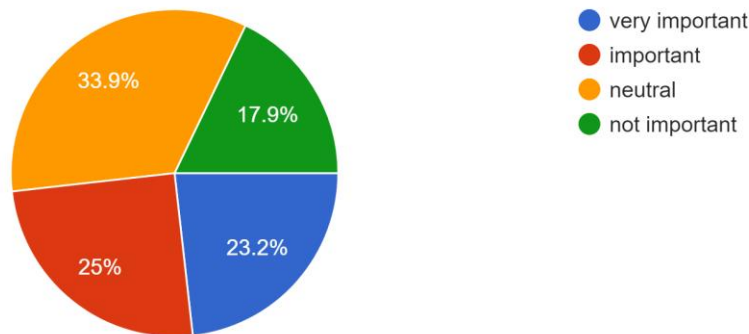
On a scale of 1 (least) to 5 (most), how comfortable are you interacting with a machine to design your clothes?" The slices of the pie chart represent the percentage of respondents who chose each answer option.

- **7.1%** of respondents said they are **least comfortable** (chose 1).
- **14.0%** of respondents said they are somewhat comfortable (chose 2).
- **23.2%** of respondents said they are moderately comfortable (chose 3).
- **33.9%** of respondents said they are comfortable (chose 4).
- **21.4%** of respondents said they are **most comfortable** (chose 5).

Overall, the pie chart shows that a slight majority of respondents ($33.9\% + 21.4\% = 55.3\%$) are at least comfortable interacting with a machine to design their clothes. However, a significant portion ($21.1\% + 14.0\% + 7.1\% = 42.1\%$) are not very comfortable or not comfortable at all.

How important is sustainability in your clothing choices?

56 responses



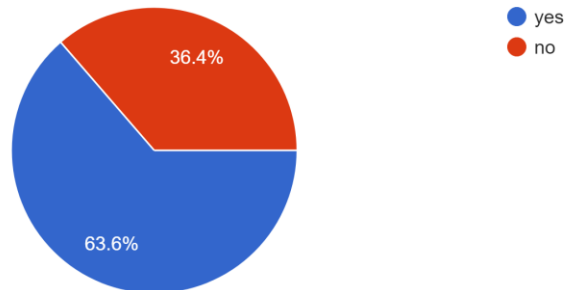
The pie chart shows that sustainability is a consideration for over half of the respondents (23.2% + 25% = 48.2%) in their clothing choices. Here's a more detailed breakdown:

- **Very important:** 23.2% of respondents consider sustainability very important in their clothing choices.
- **Important:** An additional 25% consider it important.
- **Neutral:** 33.9% of respondents said sustainability was neither important nor unimportant in their decision.
- **Not important:** Only 17.9% of people said sustainability was not important at all.

While a significant portion of people (33.9%) are neutral on the issue, a nearly equal portion (48.2%) find sustainability to be at least somewhat important when choosing clothing.

Would you be willing to pay a premium price for custom-made clothing created in 40 minutes using sustainable materials?

55 responses

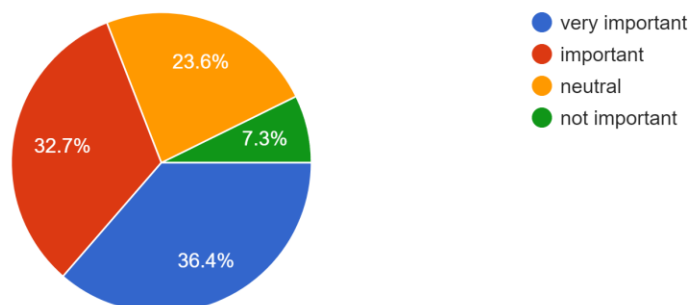


The pie chart you sent shows that a strong majority, **63.6%**, of the 55 people surveyed said they would be interested in a service that allows them to design and create custom-made clothing in just 40 minutes using sustainable materials. Only **36.4%** said they would not be interested.

This suggests that there is a potential market for a custom-made clothing service that is quick, easy to use, and environmentally friendly. However, it is important to note that this is a small sample size and more research would be needed to determine the viability of such a business.

How important is the ability to personalize details like size, fit, and embellishments on your clothing?

55 responses

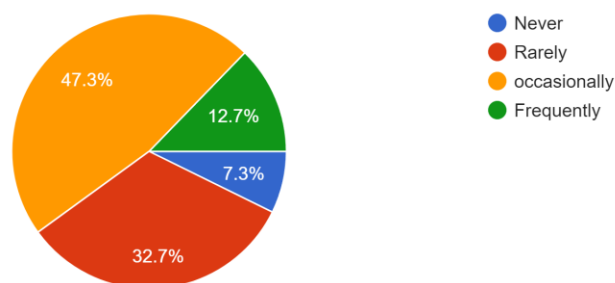


The ability to personalize details like size, fit, and embellishments on clothing is considered very or somewhat important to the majority of people surveyed in this pie chart. Here's a breakdown of the results:

- **Very important:** 36.4% of respondents consider the ability to personalize clothing details very important.
- **Important:** An additional 32.7% consider it important. So, for almost 70% of those surveyed (36.4% + 32.7%) the ability to personalize clothing details is at least somewhat important.
- **Neutral:** 23.6% of respondents said the ability to personalize clothing details was neither important nor unimportant in their decision.
- **Not important:** Only 7.3% of people said the ability to personalize clothing details was not important at all.

Overall, the pie chart suggests that customization is a significant factor for most people when choosing clothing. This makes sense because personalized clothing can flatter a wider variety of body types and can also express a person's unique style.

how often do you face challenges when buying clothes off-the-rack?
55 responses



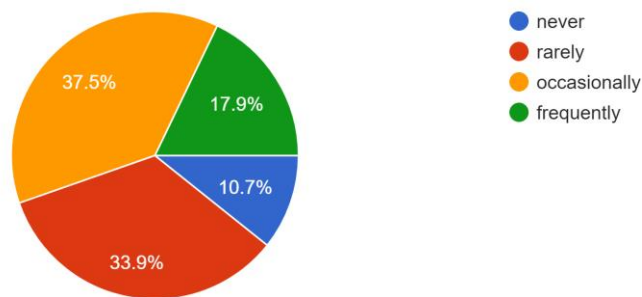
The pie chart shows that according to the survey, most people face challenges when buying clothes off the rack. Here's a breakdown of the results:

- **Never:** 7.3% of respondents said they never face challenges.
- **Rarely:** An additional 32.7% said they rarely face challenges.
- **Occasionally:** 47.3% said they face challenges occasionally.
- **Frequently:** 12.7% said they face challenges frequently.

In total, **82.7%** (**32.7%** + **47.3%** + **12.7%**) of respondents said they face challenges at least occasionally when buying clothes off the rack. This suggests that there is a market for services that can help people overcome these challenges, such as personal shopping or made-to-measure clothing services.

How often do you typically purchase new custom-made clothing?

56 responses



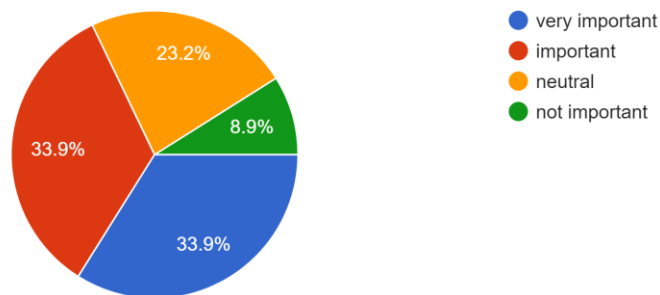
The pie chart you sent shows how often people purchase new custom-made clothing. Here's a breakdown of the results:

- **Never:** 10.7% of respondents said they never purchase new custom-made clothing.
- **Rarely:** An additional 33.9% said they rarely purchase custom-made clothing.
- **Occasionally:** 37.5% said they purchase custom-made clothing occasionally.
- **Frequently:** 17.9% said they purchase custom-made clothing frequently.

Overall, the pie chart shows that most people (**81.1%** - 33.9% + 37.5%) purchase custom-made clothing occasionally or less. This suggests that custom-made clothing is a niche market, but there is still a significant portion of people who are interested in it.

In your ideal custom clothing experience, how important is it to be able to see or feel the fabric options before finalizing your design?

56 responses



The pie chart you sent shows that the ability to see or feel the fabric options before finalizing a custom clothing design is very important to a large majority of people surveyed. Here's a breakdown of the results:

- **Very important:** **33.9%** of respondents consider being able to see or feel the fabric options very important.
- **Important:** An additional **33.9%** consider it important. So, for almost two-thirds of those surveyed (67.8% - 33.9% + 33.9%) seeing or feeling the fabric options is at least somewhat important.
- **Neutral:** **23.2%** of respondents said seeing or feeling the fabric options was neither important nor unimportant in their decision.
- **Not important:** Only **8.9%** of people said seeing or feeling the fabric options was not important at all.

Overall, the pie chart suggests that the ability to physically interact with the fabric is a major factor for most people when choosing custom clothing. This makes sense because fabric can vary

significantly in weight, drape, and texture, and these factors can all affect the look and feel of a finished garment.

The data suggests a growing market for custom clothing services that cater to consumer desire for speed, personalization, and sustainability.

A significant majority of people are interested in fast and easy custom clothing creation. Consumers place high value on choosing their own materials and designs, and personalizing details like size and fit. Sustainability is a growing concern for many when purchasing clothing.

Challenges with off-the-rack clothing further highlight the potential for custom clothing services. A large portion of the population struggles to find well-fitting or stylish clothes in traditional stores. **The ability to physically experience fabrics is an important factor for many when customizing clothing.** These findings offer promising opportunities for businesses that can provide quick, personalized, and sustainable custom clothing options while allowing customers to interact with the materials used.

2. Storytelling Through Video: ability to create advertisement:

The second assignment I completed for the company was to demonstrate my ability to make my own promotional video. Based on my own concept, I made a video about bringing fashion trends or concepts from Paris to India as a new fashion business. The process involved brainstorming creative concepts, scripting the video, and potentially utilizing video editing software to bring the vision to life.

3. In-Store Observation: A Window into Customer Behavior:

For three months, I embarked on a journey of in-store observation at two boutiques: one in Ponda at Shuti's boutique and collection (February 19th – March 29th) and another in Panjim at reena's

designer world (April 1st – May 4th). This experience proved invaluable in solidifying my understanding of consumer behavior learned in my MBA courses. By meticulously observing customer interactions with products, browsing patterns, and decision-making processes, I gained firsthand insights into what drives customer behavior within the retail space. This data can be incredibly useful in optimizing store layouts, product placement, and overall customer experience.

4. Crafting Compelling Advertising Posters: Reaching the Target Audience:

My internship culminated in assisting with the creation of advertising posters for both boutiques. This task allowed me to apply marketing strategy and visual communication principles learned in my courses. To create impactful posters, I delved into understanding the target demographics and psychographics for each boutique. This involved considering factors such as age, income level, and fashion preferences. By crafting targeted messages and utilizing visually appealing design elements, the goal was to attract the right customers and drive foot traffic to the stores. The process may have involved brainstorming concepts, sketching ideas, and potentially using graphic design software to finalize the poster layouts.

CHAPTER:3 LEARNING

- Through the survey process, I learned that a significant portion of consumers crave a custom clothing experience that is both fast and convenient. Speed emerged as a key factor, with many favoring the ability to design and create garments in as little as 40 minutes. However, this emphasis on speed wasn't at the expense of personalization. The surveys overwhelmingly highlighted the importance of customization, with a strong desire to choose materials, design patterns, and personalize details like size and fit. Interestingly, sustainability also resonated

with a large portion of respondents, indicating a growing awareness of eco-friendly fashion practices.

By analyzing this data, I gained a deeper understanding of the evolving customer landscape in custom clothing. It's clear that consumers are no longer satisfied with off-the-rack options that may not perfectly fit their style or body type. They seek a more personalized and environmentally conscious approach to fashion, and this presents exciting opportunities for businesses that can cater to these demands.

- My internship also provided valuable lessons in storytelling through video, a skill increasingly important for fashion businesses in today's digital marketing landscape. For this project, I conceptualized and potentially created a promotional video showcasing a new fashion business idea: bridging the gap between Parisian trends and the Indian fashion market.

This process went beyond just video editing software (if applicable). It required brainstorming creative concepts and scripting a narrative that would resonate with the target audience. By crafting a compelling story, I learned how video content can effectively capture attention, introduce a brand's unique selling proposition (USPs), and generate excitement around new fashion concepts. This project highlighted the power of visual storytelling as a marketing tool for the fashion industry, a skill that can be highly valuable as an MBA student considering a career in fashion.

- My three-month internship at boutiques provided a unique opportunity to observe customer behavior in a real-world retail setting. This experience served as a powerful complement to the consumer behavior concepts learned in my MBA courses. By meticulously observing customer interactions with products, browsing patterns, and decision-making processes, I gained firsthand insights into how demographics and location influence customer behavior.

For instance, my observations at the Ponda boutique revealed a customer preference for more affordable clothing, likely due to the area's demographics with a higher concentration of lower-income occupations. This aligns with the concept of **consumer segmentation** in marketing, where businesses tailor their offerings to specific customer groups based on factors like income and location. Conversely, the Panjim boutique, with its higher tourist traffic, saw a preference for premium-priced clothing. This highlights the importance of understanding the target market and tailoring product selection and store experience accordingly.

- To ensure the posters resonated with the target audience, I delved into understanding the demographics and psychographics of each boutique's customer base. This involved analyzing factors like age, income level, and fashion preferences. By applying the concept of **market segmentation**, I helped tailor messages and visuals to resonate with specific customer groups. a poster for the Ponda boutique, targeting a budget-conscious audience, might highlight affordability and value, while a poster for the Panjim boutique, frequented by tourists, might focus on trendy styles and a premium shopping experience.

Throughout this process, I gained valuable experience in crafting clear, targeted messaging and utilizing visually appealing design elements to capture attention and drive action. This project solidified my understanding of how marketing theory translates into practical applications essential for creating effective advertising materials that reach the target audience and achieve marketing goals. This skill set is highly sought-after by businesses in the fashion industry, making it a valuable asset for any MBA graduate pursuing a career in fashion marketing.

CHAPTER:4 CHALLENGES

Customer Preferences through Surveys:

Limited Sample Size: Surveys are a great tool, but the accuracy of the results depends on the sample size. A small sample size might not accurately reflect the broader market, making it difficult to draw definitive conclusions.

Survey Design Bias: Crafting unbiased questions is crucial. Wording or leading questions can skew responses and affect the data's validity. You might have faced challenges in ensuring the survey accurately captured consumer preferences without influencing their answers.

Data Analysis Complexity: Analyzing survey data can get complex, especially with open-ended questions or a large number of responses. You might have faced challenges in effectively organizing and interpreting the data to extract meaningful insights.

Storytelling Through Video:

Concept Development: Coming up with a creative and engaging concept for the video could have been challenging. You might have struggled to balance showcasing the Parisian trends with their relevance to the Indian market while ensuring it resonated with the target audience.

Technical Skills: If video editing was involved, you might have faced challenges in learning new software or mastering specific editing techniques to bring your vision to life.

Resource Constraints: Creating professional-quality video content can require resources like actors, props, and filming equipment. You might have faced limitations in terms of budget or access to resources, forcing you to be creative with storytelling techniques.

In-Store Observation:

Subjectivity of Observations: Observing customer behavior can be subjective. You might have faced challenges in interpreting specific actions or interactions without additional context.

Limited Scope: Observations at two boutiques might not provide a complete picture of customer behavior across the entire brand or the broader fashion retail landscape. You might have wished for the opportunity to observe customers in a wider range of settings.

Unobtrusive Observation: It can be challenging to observe customers without influencing their behavior. You might have had to find a way to balance collecting accurate data with maintaining a natural shopping environment.

Crafting Compelling Advertising Posters:

Understanding Target Audience: Obtaining detailed customer data beyond demographics at the boutiques could have been challenging. This might have made it difficult to create truly specific and targeted messages in the posters.

Balancing Creativity and Clarity: You might have faced the challenge of balancing a visually appealing design with clear and concise messaging. A poster that's too busy might not effectively communicate its intended message.

Design Software Proficiency: Similar to video editing, you might have faced a learning curve if you used graphic design software to create the posters. Mastering the tools to execute your creative vision can be a challenge.

CHAPTER:5 SUGGESTIONS

Interactive Customer Experience: To enhance the customer experience, Carl Lorenzo could introduce interactive features that bridge the gap between online and offline shopping. Imagine virtual fabric swatches! In-store, these could be touchscreens displaying high-resolution textures. Online, customers could zoom in and even feel realistic simulations of the fabrics. This interactive

element would give affluent consumers the ability to virtually experience the materials before finalizing their bespoke designs.

Sustainability:The survey's emphasis on sustainability presents a golden opportunity for Carl Lorenzo. By amplifying their existing use of recycled textiles and eco-friendly practices, they can resonate with the growing population of environmentally conscious affluent consumers. Highlighting their sustainable efforts throughout the customer journey, from fabric sourcing to packaging, can be a powerful selling point. Showcasing the environmental impact reduction achieved through recycled materials positions Carl Lorenzo as a responsible luxury brand, aligning perfectly with the values of discerning eco-conscious customers.

Digital Marketing:Carl Lorenzo can leverage your video production skills to up their digital game. Imagine captivating social media campaigns featuring their bespoke tailoring process or the luxurious feel of their fabrics. A user-friendly online store optimized for mobile purchases would make luxury accessible from anywhere. This multi-pronged digital approach will reach new audiences, showcase the brand's value proposition, and drive sales for Carl Lorenzo.

Continuous Customer Feedback:Keeping the conversation going with customers is key. Carl Lorenzo should maintain their feedback loop through surveys or focus groups. This continuous stream of insights will reveal evolving consumer preferences in the luxury fashion space. By analyzing this feedback, Carl Lorenzo can adapt their offerings, marketing strategies, and even material choices to better align with what their affluent clientele truly desires. This customer-centric approach ensures Carl Lorenzo stays ahead of the curve and thrives in the ever-changing fashion landscape.

Appendix 1





Appendix 2





Conclusion

Carl Lorenzo is a young fashion company with a promising future in sustainable luxury fashion. They focus on innovation (custom-made clothes in 40 minutes!), sustainability (recycled fabrics), and personalization (premium business clients). While they excel in these areas, there's room for improvement in their marketing strategy.

Here's how Carl Lorenzo can elevate their marketing:

- **Enhance customer experience:** Use technology like virtual fabric swatches to bridge the gap between online and physical shopping.
- **Emphasize sustainability:** Highlight their use of recycled materials to target eco-conscious consumers.
- **Boost digital marketing:** Leverage video creation skills for social media campaigns and user-friendly online stores.
- **Gather continuous customer feedback:** Conduct surveys and focus groups to understand customer preferences and adapt offerings accordingly.

By implementing these suggestions, Carl Lorenzo can effectively reach new audiences, strengthen their brand identity, and solidify their position as a leader in sustainable, high-tech fashion.