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Executive Summary

A bag is a type of women's handbag. I fabric bags contain larger space as compared to other handbags and allow women to carry maximum number of goods at the same time. I fabric bags are perfect solutions for carrying large stuffs such as laptop ,sport and shopping tote.

i fabric shopping bag have become a popular alternative to plastic and paper shopping bags because fabric shopping bags do not cause the environmental harm of plastic bags. However cloth bags are not only for the environmentally conscious consumer, fabric shopping bag usually comes with nominal price tag but the advantages of reusing cloth bags outweigh this small cost.

Manufacturing of A bags idea is considered taking the consideration the harmful effect of plastic bags. We will be catering business to business (b2b) segment. I.e., all the retailer showrooms etc.

The project report include a detail description of the production of the A bags the material that we are be requiring how we are going to go the manufacturing process and a detail description of the planning are in the report.

“The strength of brand loyalty begins with how your product makes people feel”

Company Overview

A bags is guided by a simple philosophy strong value and high ethical standards in everything we do we strive to help people live better. Through the eco friendly approach.

Mission statement;

To provide customized and quality products to all our clients cater to their need by taking into consideration the best way to reduce pollution and safe guarding our environment.

Market and product

Product : A bags

Target location : Islamabad

Target operation: business to business (b2b)

Target customers: super markets ,general store , clothing and electronic show rooms.

Company goals and objective:

- ✓ We aspire to be the market leader in providing the quality product within five year from inception.
- ✓ Expand to other state and diversify into more pro active and eco friendly products

Objective:

is to create awareness and try to influence people to use this pro active and eco friendly products and reduce the usage of plastic bags.

Product Description



- Sew me
- Use me
- Wash me
- Reuse me

I Fabric Bag:

Fabric bag is a type of women's handbag. Fabric bags contain larger space as compared to other handbags and allow women to carry maximum number of goods at the same time. Fabric bags are perfect solutions for carrying large stuffs such as laptop, sport and shopping tote.

Happiness is Hand Made!

Feature and review

fabric shopping bag have become a popular alternative to plastic and paper shopping bags because fabric shopping bags do not cause the environmental harm of plastic bags. However cloth bags are not only for the environmentally conscious consumer, fabric shopping bag usually comes with nominal price tag but the advantages of reusing cloth bags outweigh this small cost.

By Pattern

Printed

Textured

Solid

By Material

fabric

jute

cloth

By Size

large

medium

small

By Application

Shopping Tote

Casual Every Day Tote

Laptop Tote, Sports Tote

By Price

High

Medium

Low

By Region

Islamabad

SWOT Analysis

Strength

1. Eco-friendly in nature.
2. High quality.
3. Current fashion trend.
4. Use of modern technology.
5. Soft fabric.
6. Designer bags

Weakness

1. Heavy, bulky and expensive to ship.
2. Bags are not moisture resistance, unless chemical treated.
3. Less advertisement effort.

Opportunity

1. Increasing awareness of hazards of plastic.
2. Everywhere bags are required and these bags are in high demand.
3. Government policies.
4. Online market.

Threats

1. Substitute products.
2. Intense competition.
3. High end customers prefer jute bags as compared to fabric bags.

Objectives:

The objective of the project was to analyze that how many competitors are there in the market for our fabric carry bags and apply the different marketing and sales strategy to sell our bags to the retailer. I done the lead generation and met with different customers. I went to the field and did the market research. I made the questionnaire and observe their feedback by taking the survey on their buying behavior and perception regarding fabric bags. After analyzing all the things, i made the different techniques to sell our carry bags to them. From the survey, it was found that most of the customers prefer cloth bags as it is less in price and also the end customers want normal quality bags which are not priced high. But there is one particular segment which only needs premium quality of bags and they are using fabric bags to cart their items from one place to another place. At last, i would like to say that the fabric carry bags manufacturers should mainly focus on normal quality bags which should be in proper reasonable price, so that everyone should buy these bags as there is a huge scope of fabric bags in future.

Market Compression

Competition:

- ✓ Small scale player producing small bags they are not established and not organized
- ✓ House wife producing cloths bags
- ✓ Fabric bags dealers

Point of parity

Similarly between the other plastic bags and the I fabric bags are in its use, the core purpose of bags is to carry the material and is convenient in shopping you can carry shopping sport laptop tote etc.

Point of difference:

The differentiation of our product is it's eco friendly and can be re used re cycled and sew in case of plastic being non biodegradable it's dangerous for environment.

The other one difference is that we provide a customized product with added feature of clients advertising logo or symbol can be placed on i fabric bags

Market strategy

Market research is an organized effort to gather information about markets or customers. It is a very important component of business strategy. It is a key factor to maintain competitiveness over competitors. It provides important information to identify and analyze the market need, market size and competition. Market research, which includes social and opinion research, is the systematic gathering and interpretation of information about individuals or organizations using statistical and analytical methods and techniques of the applied social science to gain insight or support decision making. Market research is for discovering what people want, need or believe. It can also involve discovering how they act or react. Once the research is completed, it can be used to determine how to market your product. As a part of my internship,

Pollution and importance of protecting the environment is one of the major concerns throughout the world. Environmental issues like global warming, soil pollution, air pollution and water pollution is a great concern these days. Understanding the impact of these environmental issues, most of the people these days are opting greener alternatives in their daily life, to save their present as well as future. There is a wide range of reusable bags options on the market. Reusable are heavier and more durable bags, constructed to have a longer life. Often, they are made of more than one material to give the bag added strength and durability and sometimes also to have a more appealing look. Each bag has an environment impact. Consumers opt for the reusable bags, assuming that they are being environmental, but the reusable bags are must be used repeatedly. On a life cycle basis, stronger, heavier bags, no matter what material they are made from have a greater environmental impact. This is because the heavier bags use more resources, and as a result, have a more significant environment impact. Paper is also a good alternative for carting items from one place to another, but it has also its issues towards the environment. Several trees need to be cut down for the manufacturing of paper bags. The cut down of trees has a divesting impact on the environment. The next disadvantage of paper bags is that they can't be used for a prolonged period of time. Fabric carry bags are the new initiative by the companies to make the environment pollution free from the plastic bags. Using fabric carry bags is one of the major steps towards the protection of the environment. Fabric carry bags are not only looks beautiful but also vibrant while carrying. They are available in different shapes and sizes in the market. Kids live to have colorful carry bags while girls like to have designer bags. These bags are available in different shapes, sizes, outline and shades. These bags can be modified on the basis of the customers need. Fabric shopping bags are available by shape are available as special bags, shopping bags, clothing bags, wine bags etc. The main advantage of these bags is that they are washable and long lasting and hence helps in reducing waste to a greater extent. Fabric shopping bags are made of distinctive oz/gem according to requirements of clients/purchaser and generally utilized with company's logo printed on it for promotion. Fabric bag are not only look attractive and durable, but a safe and reliable way to cart items from one place to another. For fabric or canvas bags have to match the environment efficiency of the conventional plastic shopping bags, they have to be reused hundreds of times.

Brand name:

The name which we have chosen for our product is “i fabric bag”

Product:

“Fabric bags”

Quality:

- Large promotions and market coverage
- Large range of colors
- High availability

Price:

Minimum price of fabric bag is rs.300

Promotion:

We will promote our product through

- Electronic media
- Print media
- Sales promotion

Place:

We will have a market share of 30% in pakistan.

Marketing strategy:

the marketing strategy is based on positioning of the product in the mind of consumers.

- Providing high quality fabric bag to the customers
- We will distribute our product on mass level to that we can maximize the profitability

Positioning strategies:

We want to put an image of our product in the consumers mind as compare to competitor’s product. We want to target the women.

Market Segmentation:

I fabric bag will have market segmentation on two bases;

- Geographical segmentation
- Demographic segmentation

Geographical segmentation:

The i fabric bag geographic target area is Islamabad. Supplying product to all areas Islamabad

Demographic segmentation:

Demographic segmentation is done on the basis of;

- Age
- Gender
- Income occupation
- Education
- Lifestyles
- Social classes
- Family size

Market targeting:

steps involve in it are;

1. Evaluate market segments: the segments have been selected need to be evaluated properly. For this three points are considered that are:
2. Segment size and growth: it needs to consider the geographic and demographic segments company has selected for introducing fabric bag, the size of the segment where the fabric bag is going to be launched and its growth.
3. segment structural attractiveness: it involves power of the buyers of the fabric bag, suppliers of the fabric bag and its availability in the segment
4. company’s objectives and resources: targeting should be done in a way so that the company can achieve its targets with the resources it have.

Targeting:

Company will target following customers:

- Kids
- Girls
- Women

Marketing mix:

- Product
- Price
- Promotion
- Place

Product strategy:

- Develop the long term relationship with the customers
- Give values to the customers to satisfy them
- Do whatever it takes not to satisfy the customers but retain our customers

In order to accomplish this objective the company has established sales, marketing and support terms

Product variety:

Our product would be available in following color:

- Blue
- Black
- Yellow
- White
- Purple
- Pink

A bag manufacturing process

Qualities of cloths:

Cotton bags of different specification are exported to various countries in large numbers. Cotton Bags produced from grieve cloth have lower margin of profit, whereas, bags produced from dyed cloth

Have reasonable profitability. No compromise is made on the quality of the cloth used . The cloth used

Will he according to the customer's choice.

Replacement of odd bags:.

The bags are made from all natural cotton, and are one hundred percent biodegradable. They are Reusable and recyclable. These bags are an excellent replacement for plastic bags, which are a big waste

Issue. Our bags will also replace old unstylish fabric bags as our bags will be more stylish, attractive and

Will be available in different colors. Another benefit of our bags will be that you will be able to change

Their colour real quick. Just remove the outer covering and replace it with any other colour.

Production process:

The cloth required will be taken from the store based on the request of the client of texture, colour and

Graphics. This material will be prior printed if required. This process will also get the required old cloth

That will be used in the product.

Cutting:

The fabric is arranged in layers and then cut according to the product pattern and size demanded by the

Customer . Cut fabric is marked according to product coding and processed to next level. The cutting

Process involves cutting different sizes of cotton cloth pieces and then stretching them on a stretching

Machine. The stretched pieces are tailored into different sizes and designs using a sewing machine.

Where it is necessary to include company labels and designs, they can be sewn or just printed to add

Value to the products.

This process will be custom and according to the will and placed order of the customer. Customer will

Receive a custom made bag which he/she will have ordered. The customer will be able to choose Size,color,texture of the bag and the size of the bag.

Stitching and finishing

All the body parts such as the back body ,gusset , and handle of rthe bag are stitched together in stitching

Machine. Based on the request of the customer it will be change if they require a non-stitched then that

Will be done at this stage . The makings of handles will also be done at this stage.

Checking and packing:

Finished bags are quality checked for any errors. If any error is found then it is mended and rectified.

The bags are tied with the help of cloth zip tie and put in a big cloth which all include the name of the

Client for whom the order has been placed

Production capacity of bags:

By utilizing an average of 200 meters of cloth can be produced in a days operation out of which an

Average of 500 carry bags can be produced per day. Thus , a total of 16666 bags can be produced in a month.

Return policy:

We hope that the customer will not face any difficulty regarding our product . But still if there will be

Any queries our product will be returnable within 2 months of the delivery and there will be no extra charges of the return.

Total cost of production

Quantity	Price
Cloth	150
Stitching	100
Total Cost	250

Controls:

This is the main and last element of the marketing planning by using this we can check our product standard by comparing it with our standards if there is any problem arrive in marketing plan then it must be corrected

Three main functions are performed under this element of planning that is:

- **Measuring**
- **Comparing**
- **Correcting**