**Final Year Project Showcase Batch-2020**
**Year 2024**

| | |
|---|---|
| **Department: Economic and Management Science Department**<br>Programme: Management Science | |
| **1** | **Project Title**<br><br>Effectiveness of Brand Awareness Through Multichannel Marketing-A Case of Sana Safinaz |
| **2** | **Project Idea**<br><br>Study idea was to analyze the effectiveness of multichannel marketing for reputable brand, for which SANA SAFINAZ was selected. SANA SAFINAZ approved our proposal and agreed to collaborate with us. |
| **3** | **Process**<br><br>Study started by reviewing academic research on brand awareness, multichannel marketing, and conversion rates to better understand these key concepts. Our research design is an applied, exploratory study employing a quantitative approach to evaluate the effectiveness of various marketing channels in enhancing brand awareness and conversion rates for Sana Safinaz. Targeting market for this study was women and teenagers of Karachi aged between 20 to 50. Sampling methods used were non-probability, convenience and snowball sampling, with a sample size of 300 respondents. Data was collected through a structured questionnaire featuring both closed and open-ended questions directed at female consumers and the brand manager of Sana Safinaz. The data was then analyzed using Excel for graphical representation and quantitative analysis. The study aimed to identify key trends and patterns, offering actionable insights and recommendations to optimize Sana Safinaz's marketing strategies. |
| **4** | **Outcome**<br><br>This study on Sana Safinaz's multichannel marketing strategies indicates that while their efforts moderately increase brand awareness, they fall short of competitors like Khaadi and Sapphire in terms of visibility and promotional effectiveness. The most impactful channels for brand awareness were identified as Instagram, Facebook, and word of mouth, whereas traditional channels such as billboards, TV, and YouTube require significant improvement. |
| **5** | **Evidence (Theoretical Basis)**<br><br>This report investigates the influence of multichannel marketing on brand awareness and conversion rates within the textile sector, focusing specifically on the Sana Safinaz brand. The objective was to determine how various marketing channels—both traditional and digital—enhance brand visibility, consumer engagement, and conversion rates. A quantitative approach was adopted, with data collected via surveys to gauge respondents' perceptions of brand awareness and the effectiveness of different marketing strategies. The findings suggest that a well-coordinated multichannel marketing strategy significantly boosts brand awareness, particularly on social media platforms like Instagram and<br><br>Facebook. Consumers tend to recognize and engage more with brands that maintain consistency across multiple media. The study underscores the importance of optimizing conversion rates, which are vital indicators of marketing success. High conversion rates show that marketing efforts are effectively converting consumer interest into actual sales, thereby increasing revenue. Integrating various marketing channels improves customer experience, satisfaction, and brand loyalty, leading to more efficient use of marketing budgets and better |

| | |
|---|---|
| | resource allocation. Key recommendations include increasing social media engagement, collaborating with influencers, and enhancing advertising strategies to elevate brand recognition. Additionally, leveraging word-of-mouth marketing and creating referral programs can further increase brand visibility. Overall, the research highlights the critical need for brands to adopt a comprehensive multichannel marketing approach to enhance brand awareness, optimize conversion rates, foster customer loyalty, and drive sustained growth in the competitive textile market. |
| **6** | **Competitive Advantage or Unique Selling Proposition**<br><br>The unique selling proposition of this research lies in its exploration of a previously underexamined area, identifying the most effective marketing channels for Sana Safinaz in terms of enhancing brand awareness and conversion rates. Our study is pioneering in this context, as it specifically evaluates the impact of various channels on a particular company, Sana Safinaz. By delving into this area and analyzing the results, we provide valuable insights that can help optimize their marketing strategies. Furthermore, this research not only identifies effective channels but also uncovers consumer perceptions of Sana Safinaz compared to its competitors. |
| **a** | **Attainment of any SDG** (e.g. How it is achieved and why it is necessary for the region)<br><br>The research on Sana Safinaz's multichannel marketing strategies aligns with the SDGs by promoting economic growth and job creation through improved marketing effectiveness. It also fosters industry innovation by identifying successful marketing strategies, thereby contributing to the development of marketing infrastructure. These efforts are crucial for regional economic stability, business sustainability, and competitive advancement within the textile industry. |
| **b** | **Process Improvement which Leads to Superior Product or Cost Reduction, Efficiency Improvement of the Whole Process**<br><br>Sana Safinaz's current marketing initiatives contribute moderately to brand awareness but lack in comparison to competitors like Khaadi and Sapphire, particularly in traditional channels such as billboards, television, and YouTube. To enhance its marketing impact, the company should strengthen its presence on high-performing platforms like Instagram and Facebook by investing in optimized content and strategic influencer partnerships.<br><br>Moreover, there is a need to revitalize traditional advertising strategies, ensuring a cohesive multichannel approach that integrates both digital and conventional media. Implementing referral and loyalty programs will further reinforce customer engagement. Regular performance analysis and consumer feedback will be critical in refining these strategies, ultimately increasing brand visibility and conversion rates. |
| **c** | **Expanding of Market share**<br><br>Sana Safinaz can expand its market share by enhancing its marketing strategies through effective channels like Instagram and Facebook, optimizing underperforming traditional channels such as billboards, TV, and YouTube, and strengthening word-of-mouth and referral programs. By leveraging data-driven insights for targeted advertising and ensuring consistent messaging across all channels, Sana Safinaz can improve brand visibility, engage a broader audience, and overcome current market challenges. Addressing these issues will enable the company to increase its customer base, enhance its competitive edge, and drive market growth within the textile industry. |

| | | |
|---|---|---|
| **d** | **Capture New Market**<br><br>Our research effectively identifies new market opportunities by offering fresh insights into the most effective marketing channels for Sana Safinaz, presenting actionable strategies to enhance brand awareness and conversion rates. By analyzing consumer perceptions and comparing them with competitors, the study provides a nuanced understanding of market dynamics and preferences. The recommendations for optimizing marketing strategies can help Sana Safinaz tap into new customer segments, ultimately expanding its market share and strengthening its competitive position. | |
| **7** | **Target Market**<br><br>The primary target audience for this research includes women who prefer branded clothing, textile companies, and academic researchers. | |
| **8** | **Team Members** (Names along with email address) | Miss. Saman Zia ( samanzia650@gmail.com )<br>Miss. Umama Arif Sheikh ( umamasheikh555@gmail.com)<br>Miss. Arshia Fatima ( arshiafatima0075@gmail.com )<br>Mr. Malik Rohaan Ullah ( malikrohaan2003@gmail.com ) |
| **10** | **Supervisor Name** (along with email address) | Dr. Mirza Faizan Ahmed (mirzafaizan@cloud.neduet.edu.pk) |