

Arka Fashions

An essential component of a strong marketing plan is the strategic brand plan. A strategic brand plan includes the design and development of the brand and a branding strategy. ARKA Clothing LLC, established in 2009, is in the early stages of growth, and does not currently have a branding strategy, nor marketing or business plan. In order to gain competitive advantage in the industry, increase public awareness of the company, and establish a strong, loyal customer base, the company must take the brand and solidify it across all channels. Primary research was conducted through an online survey, gaining insight into consumers' preferences about graphic t-shirts, the company's current product line. Secondary research was conducted to assess the external environment, from competitors to the fashion industry as a whole. A brand audit analyzed the current strategies in place at ARKA Clothing. Recommendations were made to create a strong branding strategy to assist the company in increasing customers and attention to the brand.

Project Description

Marketing Plan

The purpose of this project was to formulate a multi-faceted branding and awareness strategy to differentiate ARKA from the competition while supporting innovative product and market development in the casual shirt apparel industry.

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