

Executive Summary

The fundamental objective of the project is to develop a fully accessorised designer saree brand in Sri Lanka by providing luxury in terms of uniqueness and convenience to the identified target segment. The identification of unfulfilled needs of the target market inspired the idea of building a fully accessorised designer saree brand in order to capitalise on the current market gap. This project has five main components such as setting up the workshop for production, developing organisational/marketing strategy, sourcing raw materials & equipment for production, implementation of production and launching of the brand in the local market. This project is conducted by the two entrepreneurs and guidance and support is offered by the two project supervisors throughout the project.

The development of “AMBER” the accessorised designer saree brand is the primary output of this project. Thereafter organisational and operational strategy was formulated in order to set policies and standards to run the overall operation of the company. These policies and practices have been documented and adhered to throughout the project in order to ensure the solidity and consistency of the brand image. Customer reviews and feedback has affirmed that the projected brand image and set brand promise has been effectively achieved.

The marketing strategy, promotional and communication materials were developed by benchmarking against successful local and international brands to ensure the projected brand image is delivered consistently. While the digital marketing strategy and product launch was also implemented at this stage, the launch of the brand in the retail market could not be achieved due to practical difficulties faced by retailers in placing a bundled product on their shelves. The distribution channel was limited to online mediums which proved to be successful due to the demand for the product. The website development was also halted due to issues that arose in the design where individual accessories also had to be purchasable separately instead of only the bundled product. With the finalising of the design and sorting out of the problem with the complexity, the development of the website is to be initiated in January 2017. Amber also launched Project “HOPE” on an unofficial level for the first year of operations. Based on the demand and the positive feedback received from peers and the successful achievement of set sales targets, this project can be considered as a successful initiation of a designer saree brand.