

## **BEYOND THE STYLE**

*In a world full of trends, choose your own style*

West Joydebpur, Gazipur Sadar, Gazipur -1700

### **The Problem**

Here are Problem We Identified :-

1. People have urge to look unique .
2. No special line for transgenders.
3. Short supply of plus size attire

### **The Solution**

We came up with this 4 product lines:-

**Plus:** A contemporary line allows more curvaceous women to wear the same clothes as the rest of shoppers at the same price point.

**Desh:** A boutique styled accessory store with women's jewelry, shoes, handbags, cosmetics, and more.

**Be You:** Providing Customer the designing experience by letting them customize their attire.

**Trans:** A special product line for transgenders by transgender designers.

### **Unique Features**

The unique features of Beyond The Style are down below :-

**Personalized Service**

**Unique arts and designs**

**Exploring Designers**

**Empowering Transgenders**

### **Positioning Strategy**

The position strategy will differentiate us from other competitive brands is by creating brand positioning & product positioning. The points are

**Hiring Freelance Designer**

**Exclusiveness and Uniqueness**

**Sustainable & Eco-friendly Product**

**Creating monopoly**

### **Distribution/Sales Channels**

**Direct sales:** Direct Sale through facebook page

**Wholesalers:** Pritus Weardrobe

**Agents and brokers:** Tiger delivery service, Red-ex delivery service

**Value-added resellers (VARs):** Sisterhood, Megher bari fashion house.

**E-commerce platforms:** Facebook, Instagram