



An Evaluation of the Marketing Strategies of Texpro Eco Ltd.

Submitted To:

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“An Evaluation of the Marketing Strategies of Texpro Eco Ltd.”

Letter of Transmittal

Dr. Mohammed Masum Iqbal

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Daffodil International University

Subject: Submission of Internship Report on "An Evaluation of the Marketing Strategies of Texpro Eco Ltd."

Respected Sir,

I am writing to formally submit my Internship Report, "**An Evaluation of the Marketing Strategies of Texpro Eco Ltd.**" I had the opportunity to complete this internship at Texpro ECO Apparel Limited for three months. The study focuses on the marketing strategies of Texpro ECO Apparel Ltd.

This internship Report is a partial fulfillment of the requirements for the Bachelors of Business Administration (BBA) program, majoring in Marketing, at the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University.

I hope this paper meets your expectations and provides valuable insights into the topic. Please do not hesitate to contact me if you have any questions or require further clarification.

Thank you for your time and consideration.

Sincerely,



Anindo Ghosh Tilak

ID: 201-11-1017

Program: BBA; Major: Marketing

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Certificate of Approval

This is to certify that the internship report entitled “**An Evaluation of the Marketing Strategies of Texpro Eco Ltd.**” is prepared by **Anindo Ghosh Tilak, ID 201-11-1017**, as a requirement of the BBA Program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



Dr. Mohammed Masum Iqbal
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Declaration

I, **Anindo Ghosh Tilak, ID 201-11-1017**, a BBA student majoring in Marketing in Daffodil International University, hereby certify that the Internship Report titled “**An Evaluation of the Marketing Strategies of Texpro Eco Ltd.**” is entirely original work. Since it is original, references are offered.



Anindo Ghosh Tilak

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Acknowledgment

I would like to express my heartfelt gratitude to all those who have supported and guided me throughout my internship journey and the preparation of this report.

First and foremost, I am deeply grateful to Dr. Mohammed Masum Iqbal, Professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, for his invaluable supervision, encouragement, and insightful feedback during the preparation of this report. His expertise and guidance have been instrumental in shaping my understanding of marketing strategies.

I would also like to extend my sincere thanks to Texpro Eco Ltd. for providing me with the opportunity to complete my internship within their esteemed organization. I am especially thankful to the management and staff of Texpro Eco Ltd. for their cooperation, support, and willingness to share knowledge and experiences that enriched my learning journey.

Additionally, I am grateful to my faculty members and peers at Daffodil International University, who have always encouraged me and provided the foundational knowledge necessary for this internship.

Finally, I owe a great deal of appreciation to my family and friends, whose unwavering support and motivation have been a source of strength throughout this period.

Thank you all for your contributions to my personal and professional growth.

Executive Summary

Texpro ECO Apparel Ltd. is a forward-thinking company that combines sustainable practices with high-quality, durable apparel, focusing on the growing demand for eco-friendly products in the fashion and workwear industries. This report explores the company's strategic approach to marketing, emphasizing its use of the STP (Segmentation, Targeting, and Positioning) framework to effectively cater to specific consumer segments and maintain a strong, differentiated presence in the competitive market.

The company's segmentation strategy divides the market based on demographic, geographic, psychographic, and behavioral factors, ensuring that Texpro's offerings meet the needs of eco-conscious millennials, Gen Z, corporate clients, and safety-critical industries. By targeting these segments with tailored messaging and sustainable solutions, Texpro has established itself as a key player in both the individual consumer and corporate sectors.

Texpro's positioning strategy emphasizes sustainability, durability, fashion-forward designs, and ethical practices, which resonate with consumers who value both environmental responsibility and high-quality, functional apparel. The company also faces several challenges, including the high cost of sustainable materials, competition from fast fashion, and the need to combat greenwashing concerns in the market. Furthermore, the brand must continue to innovate in digital marketing and strengthen consumer education to build trust and loyalty among its target audience.

In response to these challenges, the report provides recommendations to improve brand awareness, streamline supply chain operations, and leverage digital marketing tools more effectively. By implementing these strategies, Texpro can further solidify its position in the market and continue to lead the charge in the sustainable fashion industry.

Overall, Texpro ECO Apparel Ltd. is well-positioned for growth in a rapidly evolving market, with a strong commitment to sustainability, quality, and customer-centricity. The company's continued focus on innovation, consumer education, and ethical practices will help it maintain its competitive edge and meet the growing demand for sustainable apparel.

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Chapter 01: Introduction

1.1 Introduction

The internship report titled "An Evaluation of the Marketing Strategies of Texpro Eco Ltd." focuses on examining the strategic marketing approaches implemented by the organization. This report serves as a mandatory requirement for completing the Bachelor of Business Administration (BBA) program under the Department of Business Administration, Faculty of Business & Entrepreneurship, at Daffodil International University.

Marketing strategies play a crucial role in defining an organization's competitive edge in today's dynamic business environment. Texpro Eco Ltd., as a prominent player in the garment manufacturing industry, has adopted various marketing strategies to position itself in both local and international markets. The report evaluates these strategies, identifying their strengths and areas for improvement, with the aim of contributing insights into effective marketing practices.

The primary objectives of the report are to identify the marketing strategies employed by Texpro Eco Ltd., analyze their effectiveness, uncover challenges associated with these strategies, and provide actionable recommendations to address identified issues. This systematic approach enables the assessment of Texpro Eco Ltd.'s marketing practices within the context of the rapidly evolving textile industry.

The scope of the report is confined to the marketing operations and strategies of Texpro Eco Ltd. It examines the company's approach to market segmentation, branding, promotion, customer relationship management, and competitive positioning. However, due to the absence of primary data collection, the analysis is based on information obtained through secondary sources, organizational records, and observations during the internship period.

This report provides a comprehensive evaluation of the company's marketing strategies, offering valuable insights for academic purposes and practical implications for the organization's future growth. The findings aim to assist Texpro Eco Ltd. in refining its marketing strategies and achieving sustained success in the competitive apparel industry.

1.2 Origin of the Study

This report was conceived with the aim of bridging the gap between theoretical knowledge and practical application in the field of sustainable fashion. As an aspiring professional in the fashion industry, I sought to delve deeper into the innovative work of Texpro, a company renowned for its commitment to sustainability. By analyzing Texpro's strategies and practices, this report aims to provide valuable insights into the challenges and opportunities facing sustainable fashion businesses.

1.3 Background of the Study

The apparel industry in Bangladesh is one of the largest contributors to the national economy, with a strong focus on exports to international markets. As the demand for sustainable and eco-friendly products rises globally, companies in the textile sector are increasingly adopting innovative marketing strategies to maintain competitiveness. Texpro Eco Ltd., a key player in this industry, has positioned itself as a leader in producing environmentally conscious garments, emphasizing sustainability in both its manufacturing processes and marketing approaches.

During the internship at Texpro Eco Ltd., under the supervision of Dr. Mohammed Masum Iqbal, Professor in the Department of Business Administration at Daffodil International University, a comprehensive analysis of the company's marketing strategies was conducted. This hands-on experience provided a unique opportunity to understand how Texpro Eco Ltd. approaches market segmentation, branding, promotion, and customer engagement to differentiate itself in the global marketplace.

The internship involved observing the company's efforts to promote its eco-friendly practices, including its strategies to target environmentally conscious consumers and businesses. This exposure revealed how marketing plays a crucial role in positioning Texpro Eco Ltd. as a responsible brand in an industry where sustainability is becoming a significant factor in consumer purchasing decisions.

The report aims to build on these insights by evaluating Texpro Eco Ltd.'s marketing strategies and offering recommendations to enhance its competitive edge. By focusing on the company's current approaches, the report will provide valuable suggestions for improving marketing effectiveness in the ever-evolving global apparel market.

1.4 Objectives of the Study

The objectives of the study are as follows:

1. To identify the marketing strategies of Texpro ECO Apparel Ltd.;
2. To analyze the marketing strategies of Texpro ECO Apparel Ltd.;
3. To identify problems related to the marketing strategies of Texpro ECO Apparel Ltd.;
4. To make some recommendations to solve the problems.

1.5 Scope of the Study

This report examines the overall marketing strategies employed by Texpro ECO Apparel Ltd. It covers various aspects such as the company's approach to sustainability in marketing, customer engagement through eco-friendly initiatives, and the effectiveness of digital marketing campaigns. Additionally, the study investigates the interaction between Texpro ECO Apparel Ltd. and its customers, focusing on how well the company's marketing efforts align with consumer expectations and environmental concerns. The principles behind the firm's marketing strategies and their alignment with sustainable practices are also explored in this report.

1.6 Methodology of the Study

The study used both primary and secondary data to conduct the analysis and gain insights into Texpro ECO Apparel Ltd.'s marketing strategies. Primary data was collected from customers of Texpro ECO Apparel Ltd. and employees involved in marketing operations, while secondary data was sourced from various reliable platforms, including annual reports, industry publications, and relevant websites.

1.6.1 Source of Data Collection

To complete the study, two types of data were used, as outlined below:

Primary Data:

- Direct engagement with Texpro ECO Apparel Ltd. employees involved in marketing.
- Face-to-face conversations and interviews with customers.
- Observations made during the study period, including customer feedback on sustainability efforts.

- Participation in marketing events and online platforms to observe customer interaction.

Secondary Data:

- Annual reports of Texpro ECO Apparel Ltd.
- Previous studies, research papers, and journals relevant to sustainable marketing.
- Data from the company's official website and social media channels.
- Industry reports on sustainable apparel marketing trends.

1.6.2 Method of Data Collection

The data for this report was primarily collected through secondary sources. Information was gathered from internal company documents, reports, and marketing materials available during the internship at Texpro Eco Ltd. Additionally, publicly available sources such as the company's official website, industry publications, and market research reports were used to gather insights into the company's marketing strategies and the broader apparel industry trends. Observational insights from the internship also contributed to the analysis, providing a comprehensive understanding of the company's strategic approaches to marketing.

1.6.3 Target Population

The target population for this study includes key internal and external stakeholders involved in or influenced by the marketing strategies of Texpro Eco Ltd. Internally, this includes the marketing team and senior management responsible for developing and executing the company's strategies. Externally, the target population comprises customers who engage with Texpro Eco Ltd.'s sustainable products, industry experts who analyze sustainable marketing trends, and competitors within the eco-friendly apparel market. Data for this study was primarily derived from secondary sources, including company reports, customer feedback, industry publications, and online platforms, rather than direct interactions with these groups.

1.6.4 Sample Size

For this study, a specific sample size of 30 individuals was analyzed to gather quantitative data on marketing strategies and consumer insights related to Texpro Eco Ltd.'s sustainable apparel. Additionally, a maximum of 5 key personnel from the company's marketing and management teams were selected for qualitative insights through interviews. These individuals provided valuable perspectives on the company's marketing practices, strategies, and positioning within the sustainable apparel market. The combination of quantitative data from customer feedback and qualitative insights from company personnel allowed for a comprehensive analysis of Texpro Eco Ltd.'s marketing strategies.

1.6.5 Sampling Method

A non-probability sampling method was employed for this study, utilizing both purposive sampling and convenience sampling. Quantitative data was gathered from 30 individuals who interacted with Texpro Eco Ltd.'s sustainable apparel, focusing on customer feedback regarding marketing strategies and pricing. For qualitative insights, 5 key personnel from the company's marketing and management teams were selected based on their direct involvement in the company's marketing activities. This approach provided a comprehensive understanding of the effectiveness of Texpro Eco Ltd.'s marketing strategies from both consumer and internal perspectives.

1.6.6 Limitations of the Study

Despite the valuable findings, several limitations were encountered during the course of the study, including:

- The study faced certain constraints due to the researcher's limited experience in conducting marketing strategy evaluations.
- Access to sensitive marketing and financial data from Texpro ECO Apparel Ltd. was restricted due to confidentiality reasons, which limited the depth of the analysis.

- Some customers and marketing staff were too busy to provide detailed feedback, which affected the amount of primary data collected.
- A few customers were reluctant to participate in the survey, potentially skewing some findings.
- The three-month time frame for conducting the research was too short to fully analyze the long-term impacts of the company's marketing strategies.
- Accessing detailed market performance data, especially within the apparel industry, posed significant challenges due to its competitive nature.

Chapter 02: Organizational Overview

2.1 About Texpro ECO Apparel Ltd.

Texpro ECO Apparel Ltd. began its journey with the mission of becoming a leading provider of sustainable and eco-friendly apparel. The company operates with a vision to revolutionize the textile industry by integrating sustainable practices into every aspect of its operations, from production to customer engagement. With a license from the [Government or Relevant Authority], Texpro ECO Apparel Ltd. specializes in producing organic and environmentally responsible garments for both local and international markets.

Texpro ECO Apparel Ltd. employs innovative, environmentally friendly processes, reducing waste and minimizing the environmental impact of its operations. By implementing cutting-edge technology, Texpro has successfully created a strong operational framework that spans key business areas, ensuring top-tier service to its customers.

With its unwavering commitment to sustainability, Texpro ECO Apparel Ltd. not only provides eco-friendly apparel but also strives to raise awareness about sustainable fashion through its various campaigns and initiatives. The company's business model is designed to create long-term value for its employees, customers, shareholders, and communities while promoting sustainable practices in the textile industry.



2.2 Mission & Vision of Texpro ECO Apparel Ltd.

2.2.1 Mission

- To offer high-quality, sustainable apparel that meets the demands of eco-conscious consumers worldwide.
- To maintain a culture of transparency and sustainability throughout the supply chain.
- To provide exceptional returns to shareholders by integrating responsible and profitable business practices.
- To foster long-term relationships with customers and employees, ensuring mutual growth.
- To contribute actively to environmental preservation and sustainable community development.

2.2.2 Vision

To be the leading provider of sustainable apparel, creating value for all stakeholders by promoting eco-conscious practices in the global textile industry, thereby contributing to a greener and more sustainable future for all.

2.3 Core Values

Texpro ECO Apparel Ltd. operates with a strong set of core values deeply embedded in its corporate culture. These values drive the company's efforts to achieve its strategic objectives:

- **Environmental Responsibility:** Act with accountability towards the environment in every process.
- **Customer Centricity:** Place the needs and expectations of customers at the heart of our operations.
- **Sustainability:** Promote eco-friendly practices in all aspects of the business.
- **Integrity:** Conduct business with honesty, transparency, and professionalism.
- **Innovation:** Continuously strive for innovation in sustainable fashion production.
- **Teamwork:** Foster collaboration and mutual respect among employees, suppliers, and customers.

2.4 Services Offered by Texpro ECO Apparel Ltd.

2.4.1 Sustainable Apparel Manufacturing

- Manufacturing high-quality garments using organic, biodegradable, and recycled materials.
- Utilization of eco-friendly dyes and chemicals that have minimal environmental impact.
- Compliance with global sustainability standards, ensuring every garment meets the highest eco-conscious certifications.
- Tailored apparel manufacturing services for both domestic and international clients.

2.4.2 Custom Design and Branding

- Offering custom apparel design services, focused on sustainable fashion.
- Collaborating with clients to incorporate eco-friendly branding into their product lines.
- Delivering tailored, eco-conscious solutions for fashion brands looking to transition into sustainability.

2.4.3 Eco-Friendly Packaging

- Providing 100% recyclable and biodegradable packaging for all apparel products.
- Partnering with packaging firms that focus on reducing environmental waste.
- Offering customizable, branded eco-friendly packaging solutions for clients.

2.4.4 Consultancy on Sustainable Fashion

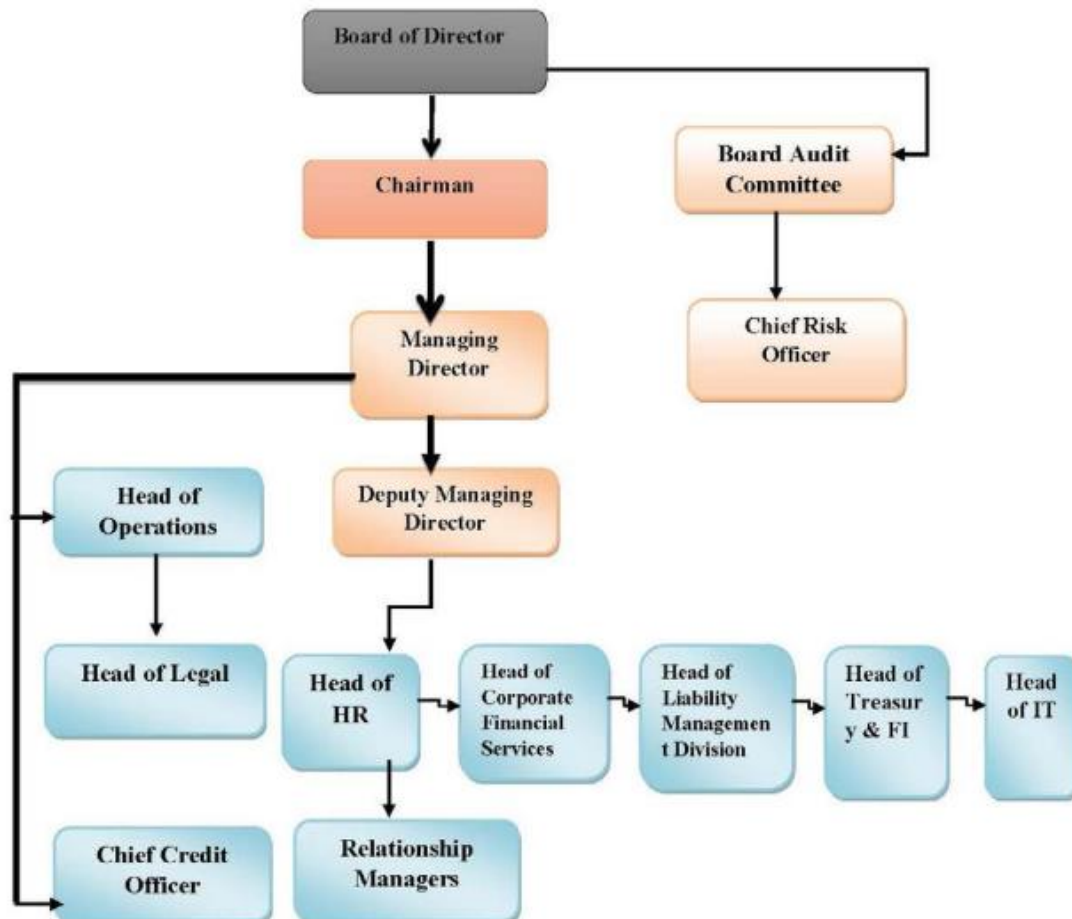
- Providing consultancy services to brands looking to adopt sustainable practices.
- Offering expert advice on sustainable sourcing, eco-friendly production methods, and waste reduction strategies.
- Assisting companies in obtaining eco-certifications and ensuring compliance with environmental regulations.

2.4.5 Ethical Supply Chain Management

- Ensuring fair wages, safe working conditions, and ethical labor practices throughout the supply chain.
- Partnering with suppliers who adhere to strict environmental and ethical standards.

- Reducing carbon footprint by optimizing transportation and logistics systems.

2.5 Organization Organogram



2.6 Core Values for the Customer

Texpro Eco Ltd. upholds a strong commitment to delivering value to its customers by integrating sustainability, quality, and customer satisfaction into its core values. These principles guide the company's operations, ensuring that every product and service aligns with both ethical standards and customer expectations.

1. **Sustainability:** Texpro Eco Ltd. places a high priority on environmentally friendly practices, offering eco-conscious products that minimize environmental impact. This includes using sustainable materials and implementing energy-efficient production processes to meet the growing demand for eco-friendly apparel.

2. **Quality:** The company ensures that all its products are of the highest quality, meeting both industry standards and customer preferences. Texpro Eco Ltd. emphasizes durability, comfort, and innovation in its product designs, which resonate with environmentally aware consumers seeking long-lasting apparel.
3. **Customer-Centricity:** Texpro Eco Ltd. is deeply focused on meeting the specific needs of its customers. The company values customer feedback and strives to offer products that cater to the preferences of diverse market segments, ensuring that each product delivers exceptional value and satisfaction.
4. **Innovation:** Innovation is at the heart of Texpro Eco Ltd.'s approach to both product development and marketing strategies. The company continuously explores new materials, production techniques, and marketing methods to stay ahead in the competitive apparel market, particularly within the sustainable fashion sector.

2.7 How Texpro Eco Ltd. Maintains Quality!

Texpro Eco Ltd. maintains high-quality standards through a combination of stringent quality control measures, sustainable practices, and continuous innovation. The company integrates several key approaches to ensure its products meet both industry standards and customer expectations:

1. **Sustainable Sourcing and Materials:** Texpro Eco Ltd. uses eco-friendly materials, such as organic cotton and recycled fabrics, sourced from certified suppliers. This ensures the products are not only environmentally sustainable but also of high quality, as these materials are carefully selected for their durability and comfort.
2. **Rigorous Quality Control Processes:** The company implements detailed quality control at every stage of production. This includes thorough inspection of raw materials, in-process quality checks, and final product evaluations to ensure that every item meets the company's high standards. By adhering to international quality certifications and standards, Texpro Eco Ltd. ensures that its products are both safe and reliable for customers.

3. **Continuous Product Testing:** Texpro Eco Ltd. conducts regular testing on its garments to assess their durability, fit, and performance. These tests are designed to meet or exceed industry benchmarks, ensuring that the products stand up to everyday wear while maintaining their appeal and function.
4. **Customer Feedback and Improvements:** The company values customer input and continuously integrates feedback into product development and improvements. This customer-centric approach ensures that the company's offerings align with evolving market demands and preferences, leading to higher satisfaction and repeat business.
5. **Employee Training and Expertise:** Texpro Eco Ltd. invests in regular training programs for its employees, ensuring that everyone involved in the production process is skilled and knowledgeable about the latest quality standards and manufacturing techniques. This contributes to consistent product quality across all lines.

2.8 Government Affiliation

Texpro Eco Ltd. operates in close alignment with the government of Bangladesh and adheres to various local regulations and standards designed to ensure sustainable and ethical business practices. The company follows the guidelines set by the Bangladesh Garment Manufacturers and Exporters Association (BGMEA), which is responsible for overseeing the country's garment sector. BGMEA provides crucial support to businesses in the industry, ensuring compliance with labor laws, environmental standards, and international trade requirements.

Additionally, Texpro Eco Ltd. adheres to the Bangladesh Department of Environment (DoE) regulations, which mandate eco-friendly manufacturing processes and pollution control measures. This ensures that Texpro Eco Ltd. meets the country's environmental sustainability goals while contributing to the local economy. The company also follows the Bangladesh National Environment Management Action Plan (NEMAP), which sets guidelines for sustainable industrial development.

2.9 International Affiliation

Texpro Eco Ltd. maintains several international affiliations to ensure that its operations meet global standards for sustainability, labor practices, and trade. These affiliations include:

1. **Global Organic Textile Standard (GOTS):** Texpro Eco Ltd. is certified under GOTS, an internationally recognized standard for the processing of textiles made from organic fibers. This certification ensures that the company follows strict environmental and social criteria throughout its production process, from sourcing raw materials to the final product.
2. **OEKO-TEX Standard 100:** Texpro Eco Ltd. also adheres to the OEKO-TEX Standard 100, which guarantees that the company's textiles are free from harmful substances. This certification is important for maintaining product safety and ensuring that its products meet international consumer safety standards.
3. **International Labour Organization (ILO):** Texpro Eco Ltd. aligns with the ILO's labor standards, which focus on promoting fair working conditions and workers' rights. The company ensures that its manufacturing processes uphold international labor laws and provide fair wages, safe working environments, and protection for workers' rights.
4. **Fair Trade Certification:** As part of its commitment to ethical business practices, Texpro Eco Ltd. adheres to Fair Trade standards, which support equitable trading relationships and ensure that workers and producers in developing countries receive fair compensation and work under humane conditions.

Chapter 03: Marketing Strategies of Texpo ECO Apparel LTD

3.1 Marketing Mix of Texpro ECO Apparel Ltd.

3.1.1 Product

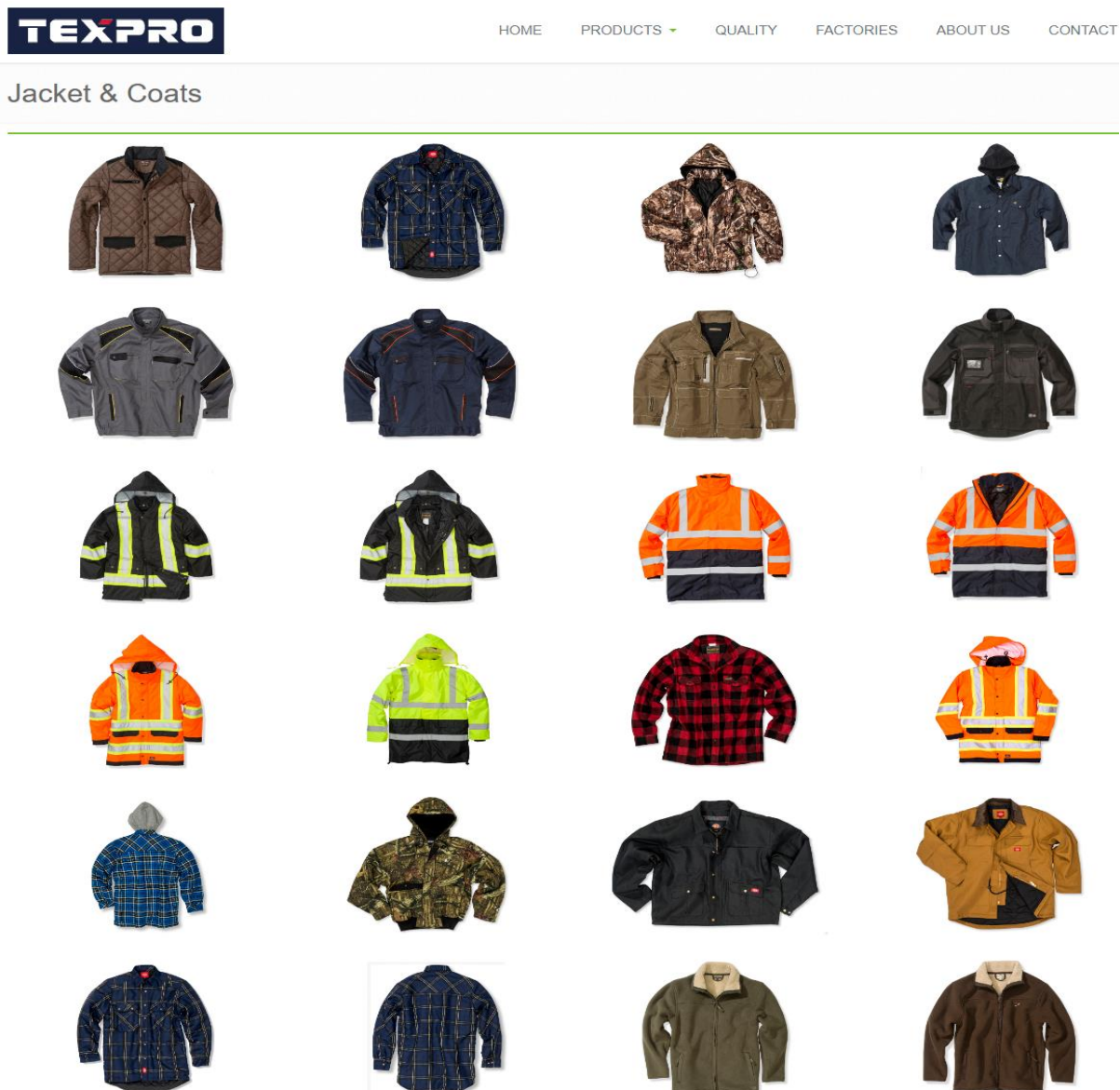
Texpro Eco Apparel Ltd. offers a diverse range of sustainable products, including outerwear, workwear, safety wear, and uniforms, designed to cater to a broad spectrum of global markets. The company's product offerings are a reflection of its commitment to sustainability, using ethically sourced, organic, or recycled materials to minimize environmental impact.

Key Products of Texpro:

- **Sustainable Materials:** Texpro integrates innovative, eco-friendly materials in its products, such as:
 - **Bamboo fibers:** Naturally antibacterial and biodegradable.
 - **Recycled polyester:** Helps reduce plastic waste.
 - **Plant-based dyes:** Free from harmful chemical runoff, ensuring a safer and greener production process.
- **Durability and Functionality:** The company prioritizes functionality and durability, ensuring its products meet both personal and corporate needs:
 - **Workwear:** Features reinforced stitching, water-resistant coatings, and thermal insulation for durability in challenging environments.
 - **Safety wear:** Meets international safety standards, offering essential features like high-visibility fabrics and flame resistance.
- **Sustainability in Production:** Texpro's LEED Gold-certified production facilities are equipped with energy-efficient machinery, water recycling systems, and waste management practices, minimizing ecological footprints while ensuring high product quality.
- **Customizability for Corporate Clients:** Texpro offers tailored solutions for businesses, allowing customization of uniforms and workwear to align with specific branding requirements, while maintaining sustainable production standards. This

customization appeals to companies aiming to integrate eco-conscious values into their corporate image.

- **Transparency and Consumer Trust:** Texpro emphasizes transparency by providing detailed product lifecycle information. Customers can trace the origin of materials, learn about production methods, and understand the environmental impact of their purchases via QR codes and online product descriptions. This transparency builds customer trust and loyalty.
- **Fashion and Aesthetic Appeal:** In addition to sustainability, Texpro ensures that its products are stylish and modern. Collaborating with eco-conscious designers, the company produces garments that meet the aesthetic expectations of fashion-forward consumers, combining style with sustainability.



Texpro Eco Apparel Ltd. stands out in the sustainable fashion industry by combining innovation, sustainability, functionality, and style. The company's product strategy addresses a wide range of customer needs, reinforcing its position as a leader in the eco-conscious apparel market. Its focus on quality, ethical production, and customer transparency further solidifies Texpro as a trusted and preferred choice for consumers worldwide.

3.1.2 Price

Texpro Eco Apparel Ltd. adopts a premium pricing strategy for its sustainable product line, reflecting the added value of eco-friendly materials, ethical sourcing, and superior quality. Below are the price ranges for key product categories offered by the company:

- **Outerwear:** Texpro's outerwear products, such as jackets, coats, and windbreakers, are priced between BDT 2,500 to BDT 5,000. These garments are made from sustainable materials like recycled polyester and bamboo fibers, offering durability and comfort while minimizing environmental impact.
- **Workwear:** The workwear category, including uniforms and protective clothing, is priced between BDT 1,500 and BDT 4,000. These products are designed with reinforced stitching, water-resistant coatings, and thermal insulation to provide durability and protection in demanding work environments. The price reflects the high-quality, sustainable materials used in production.
- **Safety Wear:** Texpro's safety wear, such as high-visibility jackets and flame-resistant suits, is priced between BDT 3,000 and BDT 7,000. These products meet international safety standards and incorporate essential protective features like flame resistance and visibility. The higher price point accounts for the use of specialized, eco-friendly materials designed for safety and durability.
- **Customizable Uniforms for Corporate Clients:** Texpro offers customizable uniforms for businesses, with prices ranging from BDT 2,000 to BDT 5,500. These uniforms can be tailored to specific branding requirements while adhering to the company's sustainable production standards. This pricing structure caters to corporate clients who wish to integrate eco-conscious values into their branding and operations.

Key Elements of Texpro's Pricing Strategy:

- **Premium Pricing:** The pricing of Texpro's products is positioned higher than conventional apparel brands due to the higher production costs involved in using sustainable materials and maintaining ethical production practices.
- **Value Proposition:** Customers are willing to pay a premium for Texpro's products because they perceive these as investments in long-term sustainability, environmental responsibility, and quality.
- **Promotions and Discounts:** Texpro occasionally offers promotions and bulk order discounts, ensuring that the products remain accessible to a wider audience without compromising the brand's premium positioning.

3.1.3 Place

Texpro Eco Apparel Ltd. employs a multi-channel distribution strategy, blending physical retail stores with a strong digital presence to cater to its diverse, global customer base. This dual approach ensures Texpro reaches a wider audience, enhancing both brand visibility and customer convenience. Below are the key elements of the company's distribution strategy:

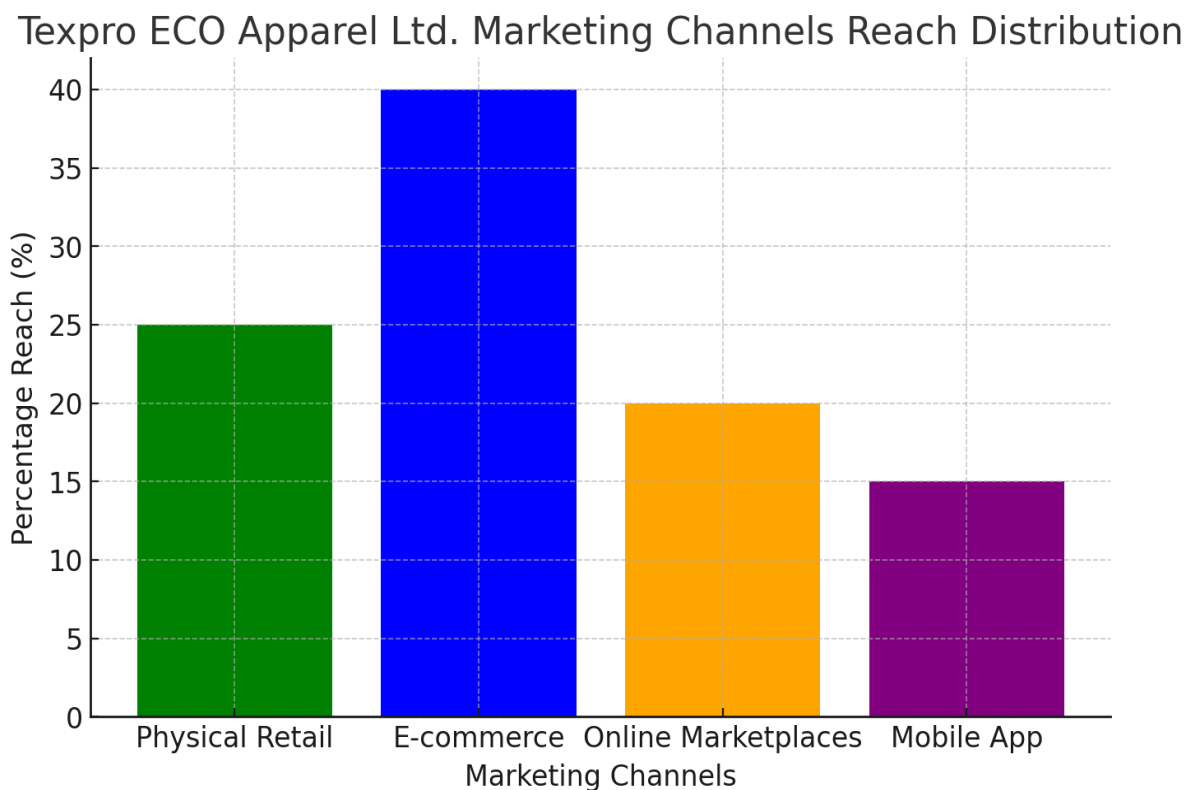
1. **Physical Retail Stores:** Texpro's physical retail spaces provide customers with a tactile experience, where they can interact directly with the products. These stores are designed to reflect the company's eco-friendly values, with interiors featuring sustainable materials and minimalist designs. The stores serve as immersive spaces where customers can engage with Texpro's sustainability ethos and gain a deeper understanding of the brand.
 - **Eco-friendly Store Design:** Stores feature sustainable materials and minimalist designs to align with Texpro's core identity of environmental responsibility.
 - **In-person Experience:** Customers can experience the products firsthand, creating a stronger connection with the brand.
2. **E-commerce Platforms:** Texpro recognizes the transformative impact of digitalization and has heavily invested in its e-commerce platforms. The online store is optimized for

user experience, offering detailed product descriptions, sustainability certifications, and insights into the production processes.

- **User-friendly Features:** The website includes features like virtual fitting tools, AI-powered size recommendations, and personalized shopping experiences, which improve customer satisfaction and loyalty.
- **Sustainability Transparency:** Customers can easily access information about product materials, manufacturing processes, and sustainability efforts, which builds trust among eco-conscious consumers.

3. Partnerships with Online Marketplaces: Texpro collaborates with eco-conscious retail platforms and online marketplaces to broaden its digital presence. These partnerships allow the brand to reach markets where a physical retail presence may be limited, and align with platforms that prioritize sustainable fashion.

- **Collaborations with Like-minded Brands:** Texpro partners with online platforms that focus on sustainable fashion, enhancing its reputation and reaching a broader audience.



- 4. Data-Driven Distribution Strategy:** Texpro utilizes data analytics to optimize its distribution channels. By analyzing customer behavior and preferences, Texpro can make informed decisions about inventory management, ensuring that popular products are available both online and in physical stores.
- **Inventory Allocation:** Data insights help Texpro allocate inventory efficiently, ensuring product availability in high-demand regions.
 - **Eco-friendly Logistics:** The company uses data to refine its supply chain management, ensuring eco-friendly practices are maintained while reducing carbon footprints.
- 5. Global Reach and Accessibility:** By blending physical and digital distribution channels, Texpro ensures that its products are accessible to a global audience. Whether customers prefer the tactile experience of visiting a store or the convenience of online shopping, Texpro's multi-channel strategy offers the same level of quality, transparency, and environmental responsibility.

3.1.4 Promotion

Texpro ECO Apparel Ltd. employs a comprehensive promotional strategy that combines digital marketing and traditional promotional methods to engage its eco-conscious target audience. The company's promotional efforts are centered around creating an authentic and compelling brand narrative that resonates with consumers who prioritize sustainability. The key aspects of Texpro's promotion strategy are as follows:

- ✓ **Digital Marketing:** Digital marketing is a cornerstone of Texpro's promotional approach, utilizing various platforms to connect directly with its audience:
 - **Social Media Engagement:** Texpro leverages platforms like Instagram, Facebook, and LinkedIn to share its sustainability initiatives, product launches, and the positive environmental impact of choosing eco-friendly apparel. The brand shares engaging content, such as:

- Behind-the-scenes production videos.
- Customer testimonials.
- Sustainability-focused campaigns like "Eco-Challenge Weeks" or "Sustainability Spotlights".
- **Search Engine Optimization (SEO) and Pay-Per-Click (PPC) Advertising:** Texpro invests in SEO and PPC campaigns to improve its online visibility, targeting customers actively searching for sustainable fashion options. This helps drive traffic to the company's e-commerce platform, expanding its reach.
- ✓ **Offline Promotional Strategies:** Texpro also emphasizes traditional marketing methods to further strengthen its presence:
 - **Eco-Fashion Fairs and Trade Shows:** Texpro participates in sustainability-focused events, such as eco-fashion fairs and trade shows, where it can connect with industry stakeholders, network with retailers and suppliers, and showcase its products.
 - **Workshops and Panel Discussions:** The company organizes events on sustainability topics, positioning itself as a thought leader in the eco-fashion industry and educating consumers about its environmentally responsible practices.
- ✓ **Influencer Collaborations:** Texpro collaborates with eco-conscious influencers who are respected voices within the sustainability community. These influencers help amplify Texpro's message by sharing authentic experiences with the brand's products. This partnership expands Texpro's reach, attracting new customers who share the company's values.
- ✓ **Cause-Related Marketing:** Texpro engages in cause-related marketing by aligning its promotions with global sustainability movements and partnering with environmental organizations. The brand participates in events like Earth Day and Fashion Revolution Week, demonstrating its commitment to driving positive environmental change and enhancing its brand reputation.
- ✓ **Customer Loyalty Programs:** To strengthen customer relationships and encourage repeat purchases, Texpro implements loyalty programs and referral incentives. These

programs reward loyal customers and motivate them to refer friends and family, expanding Texpro's customer base through word-of-mouth marketing.

- ✓ **Email Marketing:** Texpro uses email marketing to maintain direct communication with its customer base. Through email campaigns, Texpro shares updates on new product collections, sustainability milestones, and exclusive offers, ensuring customers stay informed and engaged with the brand.

3.1.5 People

Texpro ECO Apparel Ltd. places significant value on its people, understanding that its workforce is central to the company's success and sustainability mission. The company recognizes that its employees are not merely fulfilling roles, but are integral to the communication and embodiment of the brand's commitment to sustainability. The following points outline how Texpro's people strategy is structured:

- **Employee-Centered Approach:** Texpro considers its workforce as a key asset in building meaningful connections with customers and stakeholders. The company believes that a motivated, knowledgeable, and values-aligned team is essential for maintaining the brand's integrity and promoting its eco-conscious values.
 - Employees are viewed as brand ambassadors, essential in conveying the sustainability message to customers.
 - Texpro ensures that employees understand the company's sustainability ethos and product offerings to align their actions with the brand's core values.
- **Investment in Employee Training:** Texpro invests heavily in comprehensive training programs to ensure that its employees, especially those in customer-facing roles, are well-equipped to represent the brand's commitment to eco-friendly practices.
 - **Sustainability Training:** Employees are educated about Texpro's sustainability efforts, including the use of eco-friendly materials, ethical production processes, and the brand's overall environmental impact.

- **Product Knowledge:** Customer-facing employees are trained to explain the benefits of Texpro's products, including their durability, ethical production methods, and environmental footprint.
- **Creating a Positive Work Culture:** Texpro fosters a positive and engaging work culture that aligns with its values of sustainability, innovation, and social responsibility. The company encourages employees to feel a sense of ownership and pride in the work they do, which contributes to higher morale and productivity.
 - **Teamwork and Collaboration:** Texpro promotes teamwork, collaboration, and open communication within the organization, ensuring that all employees are aligned with the company's mission and values.
 - **Employee Engagement:** Regular employee engagement initiatives, such as workshops, sustainability challenges, and feedback sessions, are implemented to keep employees motivated and involved in the company's success.

3.1.6 Process

Texpro ECO Apparel Ltd. integrates sustainability not only in its products and services but also deeply within its internal processes and company culture. The following key processes outline how Texpro implements sustainability across its operations:

1. **Eco-Friendly Practices in Daily Operations:** Texpro encourages employees to adopt eco-friendly practices in their daily work, reinforcing the company's core values and commitment to sustainability. These practices include:
 - **Minimizing Paper Use:** Employees are encouraged to reduce paper consumption by using digital documents and communication tools.
 - **Energy Conservation:** Employees are encouraged to reduce energy usage by switching off lights and equipment when not in use.
 - **Waste Management:** Texpro promotes recycling and waste segregation as part of its internal sustainability efforts.

- 2. Employee Involvement in Sustainability Initiatives:** Texpro actively involves its workforce in various environmental initiatives to strengthen their connection to the company's mission and values. These activities provide employees with direct opportunities to contribute to environmental causes:
- **Tree Planting Drives:** Employees participate in tree planting initiatives to contribute to carbon sequestration and promote environmental restoration.
 - **Beach Cleanups:** Staff engage in community-driven clean-up efforts, promoting environmental stewardship beyond the company.
 - **Workshops on Green Living:** Texpro organizes educational workshops to promote sustainable living practices both in and outside the workplace.
- 3. Supportive and Inclusive Work Environment:** Texpro values the well-being of its employees and fosters a work environment that is supportive, inclusive, and conducive to growth:
- **Open Communication Channels:** The company ensures that employees have the opportunity to voice concerns, offer suggestions, and participate in decision-making processes.
 - **Employee Recognition Programs:** Texpro acknowledges the hard work and dedication of its staff through various recognition programs.
 - **Professional Growth:** The company offers opportunities for employees to advance their careers through training, mentorship, and career development programs.
- 4. Ethical Labor Practices and Fair Wages:** Texpro upholds ethical labor practices and ensures that all employees receive equitable wages. The company's commitment to fair labor practices aligns with its core sustainability values, reinforcing its credibility and authenticity in the market:
- **Fair Labor Practices:** Texpro ensures that all workers are treated with dignity and respect, and that they work in safe and ethical conditions.
 - **Equitable Wages:** The company provides fair wages to all employees, reflecting its commitment to social responsibility and ethical business operations.

3.1.7 Physical Evidence

Texpro ECO Apparel Ltd. places a strong emphasis on physical evidence to reflect its commitment to sustainability at every customer touchpoint, both online and offline. Here are the major highlights of Texpro's physical evidence strategy:

1. Eco-Friendly Packaging:

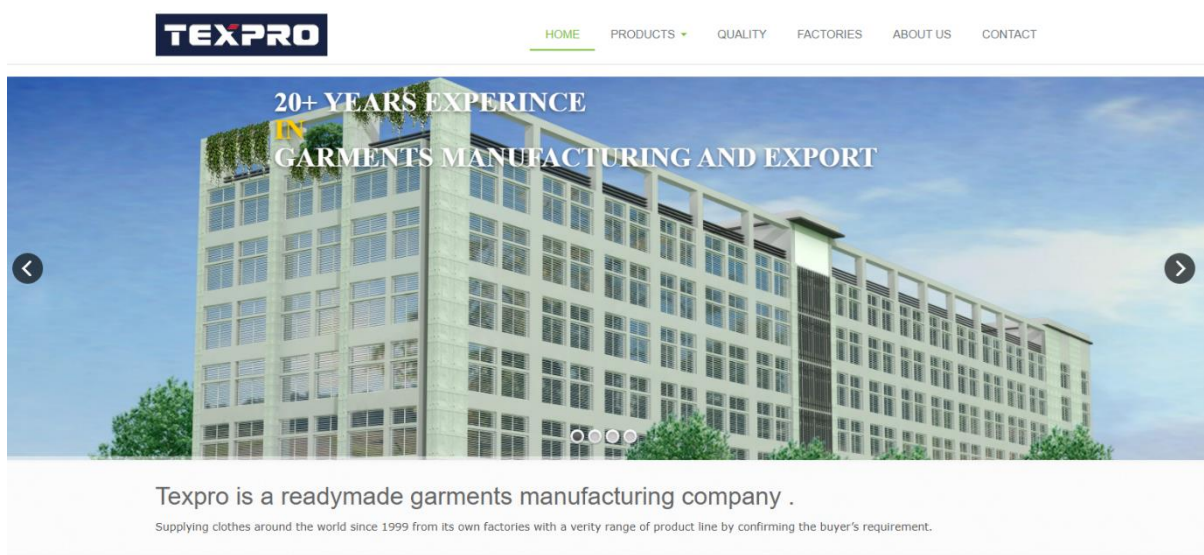
- **Sustainable Materials:** Texpro prioritizes recyclable, biodegradable, and reusable packaging. The company uses eco-friendly materials such as recycled paper, cardboard, and plant-based plastics to reduce environmental impact.
- **Minimalist Design:** Packaging is designed with simplicity in mind, aligning with Texpro's minimalist brand ethos. This reduces waste and avoids the use of excess plastic, harmful dyes, and chemicals.
- **Eco-Conscious Messaging:** The design and material choices for packaging emphasize Texpro's commitment to sustainability, reinforcing the brand's eco-conscious values right from the moment customers receive their product.

2. In-Store Experience:

- **Natural Materials:** Texpro's brick-and-mortar stores use sustainable materials like reclaimed wood, stone, and natural textiles to create an environmentally responsible shopping atmosphere. The store layout promotes open spaces, ensuring a welcoming and sustainable environment.
- **Energy Efficiency:** The stores are equipped with energy-efficient LED lighting to reduce electricity consumption, contributing to a more sustainable operation.
- **Sustainability Education:** Digital screens and in-store signage provide customers with detailed information about Texpro's sustainable practices, including sourcing and production methods. This enhances the customer experience by offering transparency about the brand's eco-friendly efforts.
- **Eco-Friendly Store Features:** The stores use recycled materials for signage and employ low-impact paints and finishes to ensure every aspect of the physical store supports Texpro's sustainability mission.

3. Online Presence:

- **Website Design:** Texpro's e-commerce platform reflects the same minimalist design as its physical stores, with clean lines and intuitive navigation, creating a seamless shopping experience for customers.
- **Product Transparency:** Each product page includes detailed information about sourcing, production processes, and the environmental impact of the garment. This transparency empowers customers to make informed, sustainable choices.
- **Sustainable Shipping:** The brand applies the same eco-friendly principles to its online orders, using sustainable packaging for deliveries. Customers also have the option to offset their carbon emissions during the checkout process, further enhancing the brand's commitment to sustainability.



3.2 STP Analysis of Texpro ECO Apparel Ltd.

Texpro ECO Apparel Ltd. employs a comprehensive Segmentation, Targeting, and Positioning (STP) framework to connect with its audience effectively while upholding its sustainability mission. This strategic approach enables the company to cater to specific market needs and create a strong, differentiated presence in the sustainable fashion and workwear industry.

3.2.1 Segmentation

Texpro uses a multi-dimensional segmentation approach to divide its market into distinct consumer groups. This ensures that its products and marketing strategies align with the unique needs and preferences of its diverse customer base.

3.2.1.1 Demographic Segmentation

- **Age:** Focuses on millennials and Gen Z (18–40 years), who are known for their eco-consciousness and desire for sustainable lifestyle choices.
- **Income:** Targets middle- to high-income consumers who can afford premium sustainable apparel and are willing to invest in durable, eco-friendly products.
- **Occupation:** Appeals to working professionals in industries such as corporate offices and safety-critical environments requiring specialized workwear.

3.2.1.2 Geographic Segmentation

- **Urban Areas:** Prioritizes densely populated urban centers with high demand for sustainable products and fashion-forward consumers.
- **Regional Climate:** Designs region-specific products such as insulated workwear for colder regions and lightweight apparel for warmer climates, ensuring practicality and comfort.
- **Global Reach:** Operates in eco-conscious markets worldwide, adapting offerings to cultural and environmental considerations.

3.2.1.3 Psychographic Segmentation

- **Lifestyle:** Attracts individuals committed to sustainability, eco-friendly living, and ethical consumerism.

- **Values:** Appeals to those who prioritize transparency, social responsibility, and environmental preservation in their purchasing decisions.
- **Fashion Orientation:** Targets consumers who seek a blend of style, functionality, and eco-consciousness in their wardrobe.

3.2.1.4 Behavioral Segmentation

- **Buying Behavior:** Focuses on customers who value premium products with a low environmental impact, willing to pay for quality and sustainability.
- **Usage Patterns:** Serves corporate clients and individuals who require durable, long-lasting workwear or daily apparel with a sustainable edge.
- **Brand Loyalty:** Engages with eco-conscious buyers who prefer brands that align with their personal values and beliefs.

3.2.2 Targeting

Texpro ECO Apparel Ltd. adopts a differentiated targeting strategy to cater to multiple consumer and corporate segments. This strategic focus allows Texpro to address varying needs while staying true to its sustainability ethos.

➤ Individual Consumers:

1. Eco-Conscious Millennials and Gen Z:

- These younger generations are primary drivers of the sustainable fashion movement. Texpro appeals to them through its modern, stylish designs that do not compromise on environmental values.
- The brand leverages digital platforms like Instagram and TikTok to connect with these tech-savvy audiences, highlighting its commitment to eco-friendly practices.

2. **Fashion Enthusiasts:** Texpro targets consumers who want fashionable clothing but are conscious of the environmental impact of fast fashion. These individuals seek premium apparel that reflects their values without sacrificing aesthetics.
3. **Active Lifestyles:** Consumers who prioritize comfort, durability, and functionality in their everyday wear are drawn to Texpro's versatile apparel, which seamlessly transitions between casual and work settings.

➤ **Corporate Clients**

1. **Sustainability-Oriented Businesses:**

- Texpro collaborates with companies looking to enhance their sustainability credentials by outfitting employees in eco-friendly workwear. These businesses include those in retail, hospitality, and corporate sectors seeking ethical alignment with their brand image.

2. **Safety-Critical Industries:**

- Industries such as construction, manufacturing, and logistics rely on Texpro for safety-compliant, durable apparel. The brand offers tailored solutions that meet industry regulations while reducing environmental impact.

3. **Government and NGOs:**

- Texpro targets public sector organizations and non-profits involved in sustainability initiatives, offering eco-friendly uniforms and apparel for campaigns or official use.

4. **Educational Institutions:**

- Schools and universities with environmental programs and eco-conscious policies benefit from Texpro's sustainable uniforms and merchandise.

3.2.3 Positioning

Texpro ECO Apparel Ltd. positions itself as a premium sustainable brand at the intersection of fashion, functionality, and environmental responsibility. This positioning is communicated through its products, customer experience, and overall brand identity.

✓ **Core Positioning Pillars:**

1. **Sustainability Leadership:** Texpro emphasizes its innovative use of sustainable materials, such as organic cotton, bamboo fibers, and recycled fabrics. The brand's transparency in detailing the production process and environmental impact fosters trust and loyalty among eco-conscious consumers.
2. **Durability and Functionality:** Unlike many fashion brands that focus solely on aesthetics, Texpro highlights the durability and practical benefits of its apparel. This dual emphasis on quality and environmental stewardship resonates with both corporate clients and individuals seeking value in their purchases.
3. **Fashion-Forward Designs:** Texpro appeals to modern consumers by integrating minimalist and contemporary styles into its products. This ensures that customers don't have to choose between fashion and sustainability, making the brand a go-to choice for trend-conscious buyers.
4. **Ethical and Transparent Practices:** The company's dedication to fair labor practices, equitable wages, and responsible sourcing reinforces its authenticity. Detailed product information, certifications, and eco-impact data empower customers to make informed decisions, building long-term trust.
5. **Customer-Centric Approach:** Texpro tailors its offerings to different market segments, from customizable workwear solutions for businesses to versatile apparel for everyday consumers. This adaptability strengthens its appeal across diverse demographics.

✓ **Key Differentiators:**

- **Eco-Friendly Packaging:** Texpro's sustainable packaging aligns with its overall brand promise, extending its environmental commitment to the post-purchase experience.

- **Omni-Channel Presence:** The seamless integration of physical retail stores and a user-friendly e-commerce platform enhances customer convenience and brand accessibility.
- **Educational Transparency:** Through in-store and online educational tools, Texpro ensures that customers understand the broader environmental impact of their purchases.

3.3 Promotional Mix of Texpro ECO Apparel Ltd.

Texpro ECO Apparel Ltd. utilizes a diverse promotional mix to effectively communicate its sustainability ethos and engage with its eco-conscious audience. Below are the components of its promotional mix that align with the company's strategy:

3.3.1 Advertising

Texpro leverages both traditional and digital advertising to increase brand awareness and promote its eco-friendly products:

- **Digital Advertising:** Google Ads and display advertising on eco-conscious platforms ensure that Texpro's offerings are visible to sustainability-focused consumers.
- **Print Media:** Advertisements in sustainable fashion magazines and eco-focused publications target a niche audience that values environmental responsibility.
- **Content Marketing:** Blogs, videos, and infographics on Texpro's website and social channels educate consumers about sustainable fashion practices.

3.3.2 Social Media Marketing

Social media is a cornerstone of Texpro's promotional strategy, helping the brand reach and engage its target demographic:

- **Platforms:** Instagram, Facebook, and TikTok are used to showcase new collections, sustainability milestones, and behind-the-scenes production stories.
- **Campaigns:** Initiatives like "Eco-Challenge Weeks" encourage audience participation and raise awareness about sustainable living.
- **Influencer Collaborations:** Texpro partners with eco-conscious influencers to amplify its message and reach new audiences authentically.

3.3.3 Publicity

Texpro focuses on building a positive public image by sharing its sustainability achievements and practices:

- **Press Releases:** Regular announcements about milestones, such as carbon-neutral operations or new eco-friendly product lines, generate media coverage.
- **Sustainability Awards:** Participation in and recognition from environmental organizations bolster the brand's credibility.
- **Thought Leadership:** Company executives participate in panel discussions and webinars on sustainable fashion, positioning Texpro as an industry leader.

3.3.4 Sales Promotion

Texpro uses sales promotions strategically to attract new customers and reward loyal ones:

- **Seasonal Discounts:** Promotions during Earth Day or Sustainability Week align with the brand's values while boosting sales.
- **Loyalty Programs:** Rewards for repeat purchases encourage customer retention.
- **Referral Incentives:** Discounts for both the referrer and the referee drive word-of-mouth marketing.

3.3.5 Direct Marketing

Texpro employs personalized marketing strategies to build stronger connections with its audience:

- **Email Campaigns:** Newsletters provide updates on new collections, sustainability efforts, and exclusive offers.
- **Customized Offers:** Based on purchasing behavior, Texpro sends tailored recommendations to enhance customer satisfaction.

3.3.6 Personal Selling

In its physical stores, Texpro prioritizes a personalized shopping experience:

- **Trained Staff:** Employees are well-versed in the brand's sustainability practices and can provide detailed product information to eco-conscious buyers.
- **Customer Consultations:** Personal styling sessions or fittings in-store enhance the shopping experience and build loyalty.

3.3.7 Sponsorship and Partnerships

Texpro collaborates with organizations and events that align with its mission:

- **Sponsorship:** Texpro sponsors sustainability events, such as eco-fashion fairs and environmental awareness campaigns.
- **Partnerships:** Collaborations with eco-conscious marketplaces and non-profits help Texpro reach broader audiences while reinforcing its commitment to sustainability.



3.4 Competitors analysis of Texpro ECO Apparel Ltd.

Texpro ECO Apparel Ltd. operates in the competitive sustainable fashion industry. Below are some key competitors-

- **Beximco Textiles:** Beximco is one of the largest textile manufacturers in Bangladesh, producing high-quality fabrics and garments. Known for its state-of-the-art facilities, the company integrates sustainable practices such as water recycling and solar energy in its production processes.
- **Envoy Textiles Limited:** Specializing in denim manufacturing, Envoy Textiles is recognized for its sustainability initiatives, including using energy-efficient technologies and a LEED-certified factory. The company caters to both local and international markets with eco-friendly denim solutions.

- **DBL Group:** DBL Group is a vertically integrated textile and apparel manufacturer focusing on sustainability. It implements renewable energy solutions and water-saving technologies while producing garments for leading global brands.
- **Square Textiles:** Square Textiles is a prominent name in Bangladesh's textile sector, emphasizing quality and sustainability. The company incorporates environmentally friendly practices and offers a diverse range of textile products to meet global demand.
- **Epyllion Group:** Epyllion is a leading apparel manufacturer that integrates sustainable solutions into its operations, including eco-friendly dyeing processes and efficient waste management systems. It primarily focuses on knitwear for international markets.
- **Zaber & Zubair Fabrics Ltd.:** Part of the Noman Group, Zaber & Zubair is a major player in Bangladesh's textile industry. The company emphasizes sustainability through its green manufacturing processes and offers a wide range of eco-friendly fabric options for domestic and global markets.



Textiles & Apparel Division



Chapter 04: Problems, Recommendations & Conclusions

4.1 Problems Identified

- 1 **Brand Awareness and Market Penetration:** Building brand recognition in a competitive market is tough, and Texpro must increase visibility to eco-conscious consumers to stand out from established brands.
- 2 **High Cost of Sustainable Materials:** Eco-friendly materials are often more expensive, raising production costs and making it difficult to maintain competitive pricing while staying true to sustainability.
- 3 **Educating Consumers on Sustainability:** Many consumers still prioritize cost over sustainability. Significant efforts are needed to educate them on the environmental impact of fast fashion and the benefits of sustainable alternatives.
- 4 **Maintaining Brand Consistency:** Expanding its product range and market reach while maintaining a consistent message of sustainability, fashion, and functionality across diverse segments can be challenging.
- 5 **Navigating Greenwashing Concerns:** The prevalence of greenwashing makes it harder for Texpro to build trust. They must prove their sustainability commitment with transparent, verifiable practices to avoid skepticism.
- 6 **Competing with Fast Fashion:** Fast fashion's low prices and quick production cycles pose a major challenge. Texpro's higher pricing for sustainable apparel may deter cost-conscious consumers.
- 7 **Digital Marketing and Engagement:** Engaging millennials and Gen Z requires creative, targeted digital marketing. In a crowded digital space, Texpro must innovate to capture attention and maintain consumer interest.
- 8 **Supply Chain and Sourcing Challenges:** Sourcing sustainable materials and maintaining ethical practices is complex. Monitoring and verification increase costs and operational challenges, complicating scaling while adhering to sustainability standards.

4.2 Recommendations

- 1 **Increase Brand Awareness:** To improve visibility, Texpro should partner with eco-conscious influencers and participate in sustainability-focused events. Leveraging online platforms as well as collaborating with eco-fashion brands, will help expand its reach and build recognition in a competitive market.
- 2 **Reduce High Material Costs:** Texpro can negotiate long-term contracts with suppliers to secure better pricing on sustainable materials. Additionally, investing in innovation and exploring alternative materials can help lower costs, making eco-friendly apparel more affordable without compromising quality.
- 3 **Consumer Education on Sustainability:** A strategic focus on consumer education is crucial. Texpro should launch informative campaigns through digital platforms, host webinars, and create content that highlights the long-term environmental and social benefits of choosing sustainable apparel over fast fashion.
- 4 **Maintain Brand Consistency:** As Texpro expands, maintaining a consistent brand identity is essential. Developing a clear and cohesive messaging strategy focused on sustainability, fashion, and functionality will help reinforce the brand's core values across all marketing channels and customer touchpoints.
- 5 **Address Greenwashing Concerns:** To avoid being perceived as part of the greenwashing trend, Texpro should obtain third-party certifications and publicly share data that demonstrates the company's genuine sustainability efforts. Transparent practices, such as clear product labeling and production transparency, will build trust with consumers.
- 6 **Compete with Fast Fashion:** Texpro can compete with fast fashion by emphasizing the long-term value and durability of its products. Offering incentives such as limited-time promotions, loyalty programs, and educating consumers on the true cost of fast fashion will encourage more people to invest in sustainable apparel.
- 7 **Enhance Digital Marketing Engagement:** Engaging Gen Z and millennial consumers requires creative and targeted digital marketing. Texpro should invest in creating interactive, shareable content on platforms like Instagram, TikTok, and YouTube, and collaborate with influencers who align with the brand's sustainability message.
- 8 **Streamline Supply Chain and Sourcing:** Texpro should strengthen its relationships with sustainable suppliers and invest in systems that ensure transparency and traceability throughout the supply chain. This will help minimize disruptions and ensure that ethical practices are maintained as the company scales.

4.3 Conclusion

Texpro ECO Apparel Ltd. stands at the forefront of the sustainable fashion and workwear industry, combining its commitment to environmental responsibility with a focus on high-quality, durable apparel. Through its well-defined STP strategy, the company has successfully segmented its market, targeted key consumer groups, and positioned itself as a premium sustainable brand. Despite these successes, Texpro faces several challenges, including increasing brand awareness, managing high production costs, and competing with fast fashion brands. By implementing targeted recommendations such as enhancing consumer education, leveraging influencer partnerships, and streamlining supply chain operations, Texpro can further solidify its position in the market. Additionally, addressing concerns related to greenwashing and maintaining brand consistency as it expands will be crucial in sustaining long-term consumer trust and loyalty. With a continued focus on innovation and sustainability, Texpro is well-positioned to lead the charge in reshaping the apparel industry toward a more eco-conscious future.

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