

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Languages



Bachelor Thesis

**Marketing strategy for the Kazakh women's clothing
brand ANNA ANNA for 1 year**

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BACHELOR THESIS ASSIGNMENT

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Economics and Management

Thesis title

Marketing strategy for the Kazakh women's clothing brand ANNA ANNA for 1 year

Objectives of thesis

The main aim of the bachelor thesis is to identify the strategic development of the company of the Kazakh women's clothing brand ANNA ANNA for the 24th year according to the marketing plan.

Methodology

The work consists of two parts – theoretical and practical. The theoretical part will be based on the study of secondary sources. The empirical part will be compiled on the basis of outputs from quantitative/qualitative research.

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Dwivedi, Yogesh K., Kawaljeet Kaur Kapoor, and Hsin Chen. "Social media marketing and advertising." *The Marketing Review* 15.3 (2015): 289-309. Available at: <https://cronfa.swan.ac.uk/Record/cronfa25067> ISSN: 1469-347X

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Declaration

I declare that I have worked on my bachelor thesis titled "Marketing strategy for the Kazakh women's clothing brand ANNA ANNA for 1 year" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 15.03.2024

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Marketing strategy for the Kazakh women's clothing brand ANNA ANNA for 1 year

Abstract

The main aim of the bachelor thesis is to identify the strategic development of the company of the Kazakh women's clothing brand ANNA ANNA for the 24th year according to the marketing plan. The work consists of two parts - theoretical and practical. The theoretical part is based on the study of secondary sources. The empirical part is compiled on the basis of outputs from quantitative/qualitative research.

Focusing on comprehensive market research, the study aims to refine the brand's identity and enhance its competitive edge. By integrating advanced digital marketing strategies and unique selling propositions, the thesis proposes innovative approaches to promotion, advertising, and customer loyalty programs, all underpinned by rigorous analytics and measurement methods. The goal is to establish a robust marketing framework that not only aligns with the brand's core values but also resonates with its target audience, ensuring sustainable growth and market dominance.

Keywords: market research, target audience, competitive analysis, unique selling proposition, digital marketing, brand identity, promotion and advertising, customer loyalty programs, analytics, and measurement.

Marketingová strategie pro značku kazašského dámského oblečení ANNA ANNA na 1 rok

Abstrakt

Hlavním cílem bakalářské práce je identifikovat strategický rozvoj společnosti značky kazašského dámského oblečení ANNA ANNA pro 24. rok podle marketingového plánu. Práce se skládá ze dvou částí - teoretické a praktické. Teoretická část je založena na studiu sekundárních zdrojů. Empirická část je sestavena na základě výstupů z kvantitativního/kvalitativního výzkumu.

Zaměřením na komplexní průzkum trhu si studie klade za cíl upřesnit identitu značky a zvýšit její konkurenční výhodu. Integrací pokročilých strategií digitálního marketingu a jedinečných prodejních argumentů navrhuje práce inovativní přístupy k propagaci, reklamě a programům věrnosti zákazníků, vše podloženo důkladnou analytikou a metodami měření. Cílem je zřídit robustní marketingový rámec, který nejen odpovídá základním hodnotám značky, ale také rezonuje s jejím cílovým publikem, čímž zajišťuje udržitelný růst a dominanci na trhu.

Klíčová slova: průzkum trhu, cílové publikum, konkurenční analýza, jedinečný prodejní argument, digitální marketing, identita značky, propagace a reklama, programy věrnosti zákazníků, analytika a měření.

Table of content

1 Introduction	9
2 Objectives and Methodology	11
2.1 Objectives	11
2.2 Methodology	12
3 Literature Review.....	15
3.1 Marketing Strategy	15
3.1.1 Definition and types	15
3.1.2 Objectives and essential elements	17
3.1.3 Stages of Developing	20
3.2 Closing industry in Kazakhstan.....	21
4 Practical Part.....	25
4.1 ANNA ANNA.....	25
4.2 Pricing policy and promotion channels	26
4.3 Analysis of the market and competitors	33
4.4 Brand positioning and USP	37
5 Results and Discussion	42
5.1 Current Status	42
5.2 Recommendations	43
6 Conclusion.....	45
7 References	46
8 List of pictures	49

1 Introduction

In an era where the fashion industry is not just about style but also about brand perception and market positioning, the importance of an effective marketing strategy cannot be overstated. This thesis delves into the strategic marketing development for ANNA ANNA, a distinguished Kazakh women's clothing brand. The aim is to explore and establish a robust marketing framework that aligns with the evolving dynamics of the fashion industry, particularly within the context of Kazakhstan's market.

Kazakhstan's fashion sector is experiencing rapid transformation, driven by economic growth, increasing consumer purchasing power, and a burgeoning interest in fashion. ANNA ANNA, as a local women's clothing brand, finds itself at the intersection of traditional Kazakh culture and contemporary fashion trends. This presents both challenges and opportunities in terms of marketing and brand positioning.

The introduction of this thesis sets the stage by providing an overview of the current landscape of the Kazakh fashion industry, highlighting the trends, consumer behaviors, and the competitive environment. It discusses the significance of ANNA ANNA's brand identity and its potential to resonate with a broad audience, from the fashion-conscious youth to the more traditional segments of the market.

Furthermore, the introduction addresses the need for an integrated marketing strategy that encompasses both digital and traditional channels. In the digital age, where online presence and e-commerce are vital, ANNA ANNA faces the challenge of establishing a strong digital footprint without losing its appeal in the traditional retail space. The thesis proposes to explore innovative digital marketing tactics, including social media engagement, influencer partnerships, and online advertising, while also considering the effectiveness of conventional advertising methods like print, outdoor, and event sponsorships.

This thesis also acknowledges the importance of understanding the target audience's preferences and behaviors. A key aspect of the introduction is the discussion on the methods of connecting with the target audience, understanding their needs, and responding with products and marketing strategies that resonate with them. This approach is

crucial for ANNA ANNA to maintain relevance and competitiveness in a market that is rapidly embracing global fashion trends while retaining a unique cultural identity.

In summary, the introduction of this thesis lays the groundwork for a comprehensive exploration of strategic marketing development for ANNA ANNA. It emphasizes the necessity of a multi-faceted marketing approach, tailored to the unique aspects of the Kazakh market, and aims to provide actionable insights that will contribute to the brand's growth and success in 2024 and beyond.

2 Objectives and Methodology

2.1 Objectives

The main aim of the bachelor thesis is to develop a comprehensive marketing strategy for ANNA ANNA focusing on the year 2024, which will enable the brand to strengthen its position in the Kazakh women's clothing market. The detailed objectives are as follows:

- **In-depth Market Analysis:** To conduct a thorough analysis of the current trends, consumer preferences, and purchasing behaviors in the Kazakh fashion industry. This involves understanding the evolving market dynamics and identifying the factors that influence consumer choices in women's apparel.
- **Target Audience Identification and Analysis:** To clearly define and understand ANNA ANNA's target audience. This involves segmenting the market, identifying key demographics, psychographics, and buying patterns of the target customers, and understanding their needs and preferences.
- **Competitive Benchmarking:** To conduct a comprehensive competitive analysis. This includes identifying key competitors, analyzing their marketing strategies, market positioning, product offerings, strengths, and weaknesses to find gaps and opportunities for ANNA ANNA.
- **Development of a Unique Selling Proposition (USP):** To establish a clear and compelling USP for ANNA ANNA that differentiates it from competitors. This USP should resonate with the target audience and be reflected consistently across all marketing and branding efforts.
- **Digital Marketing Strategy Formulation:** To develop a digital marketing strategy that incorporates social media marketing, content marketing, email marketing, SEO, and online advertising. This strategy should align with the brand's identity and be effective in engaging the digital-savvy consumer base.

- **Promotion and Advertising Initiatives:** To devise innovative promotion and advertising strategies that effectively communicate the brand's message. This includes both online and offline channels, considering the most effective mediums to reach and resonate with the target audience.
- **Customer Loyalty Program Development:** To design and implement customer loyalty programs that encourage repeat purchases and foster a loyal customer base. These programs should be tailored to the preferences and behaviors of ANNA ANNA's customers.
- **Analytics and Measurement:** To establish a framework for ongoing analytics and measurement. This involves setting key performance indicators (KPIs), utilizing data analytics tools to track the success of marketing initiatives, and making data-driven decisions for continuous improvement.

2.2 Methodology

The methodology of this thesis is structured into two main parts: theoretical and practical.

Theoretical Part:

- **Literature Review:** Comprehensive review of existing literature, including academic journals, industry reports, and case studies related to marketing strategies in the fashion industry, with a focus on women's clothing brands.
- **Conceptual Framework Development:** Development of a theoretical framework based on the literature review, which guides the empirical research and analysis.

Practical Part:

Quantitative Research:

- **Analysis of Internal Company Data:** Leveraging access to ANNA ANNA's internal documents, this part includes quantitative analysis of sales reports, customer demographics, and marketing campaign metrics. This data provides a solid empirical foundation for understanding the brand's current market position and performance trends.

- **Customer Surveys and Feedback Analysis:** Utilizing existing customer surveys and feedback forms to quantitatively analyze customer satisfaction, preferences, and buying patterns. This helps in identifying key factors that influence customer decisions and perceptions about ANNA ANNA.

- **Digital Presence Analytics:** Assessing digital marketing effectiveness through quantitative analysis of website traffic, social media engagement metrics (like follower counts, likes, shares, comments), and online sales data. This offers insights into the online behavior and preferences of ANNA ANNA's audience.

Qualitative Research:

- **Interviews with Company Staff:** Conducting in-depth interviews with ANNA ANNA team members, including marketing executives and designers, to gain qualitative insights into internal strategies, challenges, and perspectives on market trends.

- **Competitor Analysis:** This involves a qualitative review of competitors' marketing materials, product presentations, and brand messaging to understand their positioning and strategies in the market.

- **Focus Groups:** If accessible, organizing focus group discussions with a sample of ANNA ANNA's target audience to gather qualitative feedback on the brand's image, product range, and marketing communications. This provides a deeper understanding of the customers' attitudes and perceptions.

- **Review of Secondary Sources:** Conducting a comprehensive review of literature and market studies to understand industry trends, consumer behavior, and marketing best practices in the fashion sector. This involves qualitative analysis of academic and industry publications.

3 Literature Review

3.1 Marketing Strategy

In the dynamic world of business, particularly in the fashion industry, a well-defined marketing strategy is pivotal for success. For a distinct brand like ANNA ANNA, which targets the vibrant market of Kazakhstan, understanding and implementing a robust marketing strategy is crucial. This strategic foundation enables a brand to navigate through the complexities of market preferences, competitive pressures, and evolving consumer behaviors, setting the stage for the exploration of the concept of marketing strategy in greater depth, as discussed in the following section.

3.1.1 Definition and types

Marketing strategy is a comprehensive plan created by a business to achieve specific marketing-related goals in a focused and achievable way. It encompasses the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements. The strategy provides a blueprint for approaching the marketplace and influences the company's approach to product development, pricing, promotion, and distribution (McCarthy, 1960).

There are four main types of marketing strategies for company development (Durant, 2023):

- basic;
- competitive;
- global;
- growth strategies.

1. Basic Marketing Strategies

Basic marketing strategies form the foundation of a company's marketing efforts. They are fundamental approaches that a business adopts to connect with its target market, create brand awareness, and drive sales (Kotler & Armstrong, 2020). These strategies typically include:

- **Product Strategy:** Focuses on the product's design, quality, features, and benefits. It involves decisions regarding product development, design, and how it differs from competitors' offerings.

- **Price Strategy:** Involves pricing tactics to attract customers and gain a competitive edge. It includes discount pricing, premium pricing, and price skimming strategies.

- **Place Strategy (Distribution):** Determines how and where a product is sold. This includes selecting distribution channels like online platforms, retail stores, or direct selling.

- **Promotion Strategy:** Encompasses various methods of promoting the product, such as advertising, sales promotions, public relations, and digital marketing campaigns.

2. Competitive Marketing Strategies

Competitive marketing strategies are approaches that a company employs to gain a significant edge over its competitors (Porter, 1985). These strategies are crucial in markets with intense competition and involve:

- **Differentiation Strategy:** Involves making a product or service stand out from competitors by offering unique features, quality, or customer service.

- **Cost Leadership Strategy:** Focuses on becoming the lowest-cost producer in the industry without compromising on quality, allowing the company to offer products at competitive prices.

- **Focus Strategy:** Concentrates on a specific market niche, catering to a particular group of customers or a specific segment of a product line.

- **Innovative Strategy:** Emphasizes innovation in product development, marketing techniques, and business processes to outshine competitors.

3. Global Marketing Strategies

Global marketing strategies involve planning and conducting marketing activities on a worldwide scale (Keegan & Green, 2020). These strategies are crucial for companies looking to expand their operations beyond national borders:

- Standardization Strategy: This strategy involves offering the same products or services in all markets with minimal customization. It leverages economies of scale and consistent branding.

- Adaptation Strategy: Tailors products, services, and marketing tactics to fit the specific needs and preferences of each international market.

- Glocal Strategy: Combines elements of both standardization and adaptation. The company maintains its global brand identity while adapting certain aspects to local tastes and cultures.

- Transnational Strategy: Focuses on optimizing and balancing global efficiencies and local responsiveness. It involves simultaneously achieving cost efficiency, leveraging global brand image, and being responsive to local market needs.

4. Growth Marketing Strategies

Growth strategies are focused on expanding the company's market share, customer base, or revenue (Ansoff, 1957). They typically include:

- Market Penetration Strategy: Aims to increase market share within existing markets. This can be achieved through aggressive marketing, pricing strategies, or increasing product usage by existing customers.

- Market Development Strategy: Involves expanding into new markets. This could mean targeting a new geographical area, a new demographic, or introducing the product to a new industry.

- Product Development Strategy: Focuses on introducing new products or services to existing markets. This could be through innovation, upgrading existing products, or diversifying the product line.

- Diversification Strategy: Entails expanding into completely new lines of business that are different from the current products and markets. This strategy can be related or unrelated to the company's existing business.

3.1.2 Objectives and essential elements

Objectives of a Marketing Strategy:

It's essential for a marketing strategy to align with the overarching goals of an organization. An effectively crafted plan should aim to address the following tasks:

- **Enhancing Brand Presence:** The market reach is a fundamental aspect of executing marketing plans. The extent of market coverage directly impacts the likelihood of success of the chosen strategy (Keller, 1993).
- **Boosting Sales:** A well-devised plan aims to increase the volume of products sold. By strategically positioning and promoting products, businesses can see a significant rise in sales figures (Kotler & Keller, 2016).
- **Increasing Profitability:** The income of an organization is intrinsically linked to its sales. An appropriate marketing strategy has a direct effect on the business's financial health. For instance, selling products at too low a price to increase sales volume doesn't make sense if it doesn't lead to a profit (Porter, 1985). Therefore, reconsidering pricing strategies is crucial.
- **Brand Positioning:** The market valuation of a product is partly determined by its positioning. When the value of a product and its association with the brand are unclear to potential customers, it can lead to reduced sales and profitability. A marketing strategy can effectively establish a connection between the product and the audience's perception (Trout & Rivkin, 2000).

Essential Elements of a Marketing Strategy:

A marketing strategy can comprise various components, depending on the business's objectives (McDonald, Christopher & Bass, 2003). However, there are four sections that are generally indispensable:

1. Clear and Measurable Objective:

- Typically, the objective aligns with the chosen business plan, often related to increasing sales volumes, capturing a niche, or launching a new product.
- The SMART method is useful for setting marketing strategy goals. According to this concept, the goal should meet five fundamental criteria: Specific,

Measurable, Attainable, Relevant, and Time-bound. Therefore, the strategy's goal should balance the business's ambitions with practical realities.

2. Business Positioning:

- It's crucial to define the image and position the organization aims to establish in the potential customer's mind.
- Two common positioning tactics are brand perception and price comparison. The first involves selling a product as part of a class, and the second focuses on pricing in relation to competitors.
- Positioning helps develop the Unique Selling Proposition (USP), brand identity, and pricing strategy of the organization.

3. Product Range Description:

- The product assortment matrix is a list of items offered by the brand. Most companies have multiple offerings for different audiences. However, this area can be challenging for small and medium-sized businesses, particularly in retail. As a business grows, its product range continually evolves.

4. Marketing Plan:

This includes foundational elements for the development of the company and its products, encompassing (McCarthy & Perreault, 1990):

- Target Audience Profile;
- List of Advertising Channels;
- Product Strengths;
- Loyalty Program Description.
- Each aspect of the plan should be linked with responsible individuals and Key Performance Indicators (KPIs) to track effectiveness.

In summary, the marketing strategy should be a well-defined plan that not only aligns with the business's overall goals but also covers crucial areas such as objective setting, positioning, product assortment, and a detailed marketing plan with measurable outcomes.

3.1.3 Stages of Developing

The process of creating a marketing strategy can be broadly divided into three phases.

1. Analysis Phase

This stage involves examining various areas:

- **External Environment:** This includes analyzing regional income levels, inflation, business financing opportunities, changes in legislation, business support measures, global and local trends, and the level of technological development in the region.

- **Market Analysis:** Assessing the threat from substitute products, determining dependence on raw material suppliers, external logistics, and employees (Porter, 2008). Issues with licensing, distribution, and production are also identified. The target audience's size and characteristics are analyzed.

- **Organizational Assessment:** Using tools like SWOT analysis to identify the strengths and weaknesses of the product and company, opportunities for growth, and potential external threats (Thompson, Strickland, & Gamble, 2007).

- **Competitive Analysis:** Studying the features and capabilities of competitors, their products, your product's competitiveness, and potential market share.

The outcome of this phase is a potential development plan.

2. Practical Phase

This step involves the following actions:

- **Defining 'Showcase' and Pricing Policy:** Identifying the product's appealing qualities for potential buyers and establishing an information strategy (how to communicate

with the audience). Also, determining the pricing policy, i.e., the product's cost compared to competitors' offerings.

- Action Plan Development: This is about the methodology for achieving set goals, like expanding the product range, increasing distribution channels, adjusting advertising policies, etc. It also includes planning for unforeseen circumstances, such as new competitors entering the market or sudden changes in raw material costs.

- Marketing Plan Formation: Based on the goals and action plan, the marketing plan is created. The process of achieving goals is divided into several stages, each assigned a specific indicator for evaluating the outcome. (Kotler & Keller, 2016).

It's important to note that in marketing, a plan and a strategy are not the same. The strategy clarifies the goals an organization aims to achieve through marketing, while the plan outlines the methodology for reaching these goals. Thus, the company's marketing strategy is primary to the plan.

3. Control Phase

It's essential to continually assess the results of the work done. For example, evaluating whether an advertising campaign has been fruitful, if profit margins have increased, or if the product's market presence has strengthened in specific sales areas.

The developed action algorithm should be periodically reviewed to align with market fluctuations. If shortcomings are identified, the plan needs to be adjusted. Constant monitoring of all marketing aspects allows for strict adherence to the direction set by the marketing strategy (Kotler & Keller, 2016).

3.2 Closing industry in Kazakhstan

The clothing industry in Kazakhstan, like many other countries, is a dynamic and evolving sector. It plays a significant role in the nation's economy and cultural identity. In Kazakhstan, the fashion industry has been growing steadily, influenced by both local traditions and global trends. This growth is evident in the increasing number of local brands,

designers, and fashion events that showcase Kazakh culture and modern fashion sensibilities (Kazakhstan Ministry of Culture and Sports, 2021).

One of the key aspects of the Kazakh clothing industry is its focus on women's apparel. This segment dominates the market due to its diverse range and the high demand for women's fashion items. Kazakh women's clothing often incorporates traditional elements, such as intricate embroidery and unique patterns, blended with contemporary designs. This fusion creates a distinctive style that appeals to both local and international customers (Nurkadilova, 2023).

The industry is supported by a variety of players, including designers, manufacturers, retailers, and marketers. Local designers are gaining recognition for their creative work, often drawing inspiration from Kazakhstan's rich cultural heritage (Asanova, 2022). Manufacturers play a crucial role in ensuring the quality and availability of garments. Retailers, including both brick-and-mortar stores and online platforms, are expanding their reach to make Kazakh fashion accessible to a broader audience.

The industry has also witnessed the emergence of several leading designers who are gaining recognition for their creative work inspired by Kazakhstan's rich cultural heritage. Designers like Kuralai Nurkadilova, Balnur Asanova, Saida Azikhan, Aida Kaumenova, and Oksana Corby have found success both domestically and internationally by offering unique products that resonate with their cultural heritage (Global Fashion Industry Report, 2022).

Moreover, the Kazakh clothing industry is exploring sustainable and ethical fashion practices. There's an increasing awareness about the impact of fashion on the environment, leading to a shift towards more sustainable materials and production methods. Brands are also considering ethical issues, such as fair labor practices and responsible sourcing (sustainable Fashion Initiative, 2023).

Digital marketing and e-commerce are becoming increasingly important for the Kazakh clothing industry. Brands are leveraging social media, online advertising, and e-

commerce platforms to reach a wider audience. These digital strategies are essential for capturing the attention of the younger generation and competing in the global market.

Expanding on the dynamics of the Kazakh clothing industry, franchising plays a pivotal role, particularly in the women's clothing segment. Franchising provides a strategic avenue for both established and emerging Kazakh women's clothing brands to expand their market reach and tap into new customer bases, both domestically and internationally.

Franchising in the Kazakh women's clothing industry follows a model where established brands (franchisors) allow individuals or entities (franchisees) to operate using their brand name, business model, and resources. This arrangement benefits the franchisors by enabling rapid expansion with reduced financial and managerial strain. For franchisees, it offers an opportunity to start a business under a recognized brand, reducing the risks and uncertainties associated with starting a new venture. A significant development in this domain is the establishment of 10 new franchise points by a prominent Kazakh women's clothing brand ANNA ANNA in various cities across Kazakhstan. This expansion reflects the brand's strategic growth and the increasing demand for Kazakh women's fashion.

These new franchise points are strategically located in major cities and emerging urban centers, enabling the brand to tap into diverse market segments. Each location is carefully chosen based on market research, considering factors like local fashion trends, customer preferences, and the competitive landscape. This expansion not only enhances the brand's visibility but also makes its unique fashion lines more accessible to a broader range of customers.

The establishment of these franchises is a testament to the brand's success and its appeal in the domestic market. By offering a mix of traditional Kazakh designs and contemporary fashion, the brand caters to the evolving tastes of Kazakh women who seek attire that resonates with their cultural identity and modern lifestyle. The franchises bring this blend of tradition and modernity to customers in different regions, showcasing the richness and diversity of Kazakh fashion.

Moreover, these franchise points play a crucial role in local economies by creating job opportunities and fostering economic activity. They also serve as platforms for the brand to engage directly with customers, gather feedback, and tailor their offerings to meet specific local demands.

The Kazakh clothing industry is a vibrant and significant sector, characterized by its unique blend of traditional and contemporary styles. With its focus on women's apparel, sustainable practices, and digital marketing strategies, the industry is poised for continued growth and international appeal.

4 Practical Part

4.1 ANNA ANNA

The designer clothing brand ANNA ANNA has been operating wholesale and retail sales in Kazakhstan and the CIS countries since 2016.

ANNA ANNA combines a unique combination of style, comfort, and quality in women's clothing. All designs are crafted using premium materials such as silk, viscose, organic cotton, and linen. The brand's strength lies in its ability to artfully combine modern fashion trends with timeless silhouettes. This allows you to create a variety of outfits suitable for any occasion: from business meetings to evening events. ANNA ANNA gives the highest priority to ethical production. The brand actively cooperates only with companies that are committed to using sustainable and environmentally friendly materials.

Own production ensures multi-level quality control of the product from the beginning of creation to release for sale. The ANNA ANNA trademark is at the stage of active development. The brand currently has 13 stores and plans to open 5 more new locations. In addition, they offer a proven women's clothing franchise in Kazakhstan, which has already earned its image and trust among customers.

Figure 1 ANNA ANNA physical store in Almaty

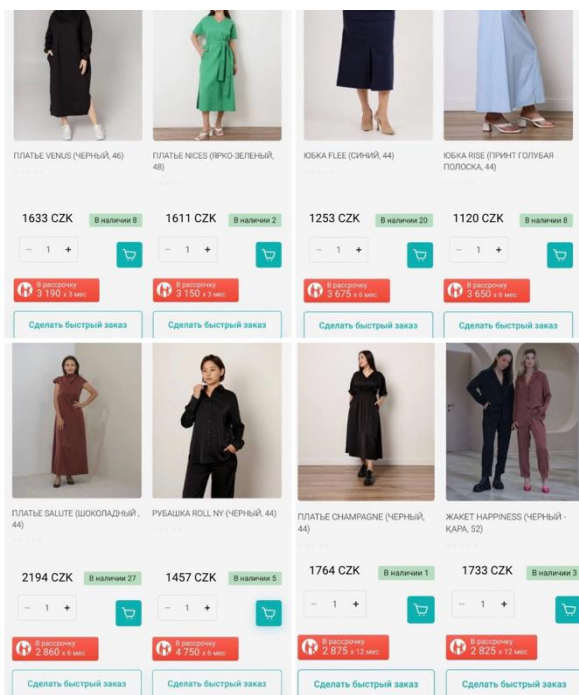


Source: ANNA ANNA, 2024

4.2 Pricing policy and promotion channels

The main goal of the author is to analyze the current position of the brand in the Kazakhstan market and write a marketing strategy aimed at achieving high levels of ANNA ANNA brand awareness in the market and loyalty among the target audience in 2024. The strategy includes an analysis of the brand's current position in the market, research into consumer behavior and preferences, as well as the development of a set of measures to promote products using various communication channels. As an initial stage, it is important to present the pricing policy and brand promotion channels. In the following figure, the author of this bachelor's thesis presents the prices of some brand items.

Figure 2 Price comparison of clothing models on the brand's website



Source: own research, 2024

The study found that the Kazakh women's clothing brand ANNA ANNA is positioned in the middle price segment with an average product price of 1,000 CZK and a markup factor of 4-5. The brand has established and adheres to a clear and flexible pricing strategy. The strategy meets both the needs of the target audience and ensures the brand's competitiveness in the market:

1. Price differentiation: Different price offers for different collections (mid-price), as well as special offers for exclusive or limited editions.

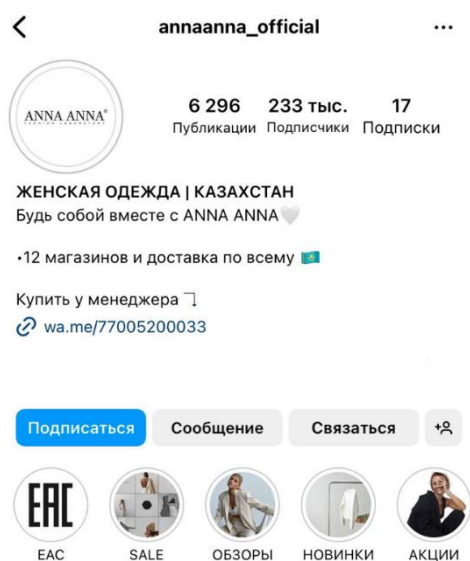
2. Flexible promotions and discounts: Use loyalty programs, seasonal sales and offers to exchange old products for a discount on new purchases to encourage repeat purchases.

3. Psychological pricing: Setting prices that are perceived as more attractive (e.g. 999 CZK instead of 1,000 CZK) to increase the attractiveness of the purchase.

Moving on to discussing promotion channels, it should be considered that in modern conditions the role of digital technologies in marketing is actively growing. This means that attention will be paid not only to traditional advertising methods, but also to innovative approaches that can ensure effective interaction with consumers and strengthen the brand's position in the market.

To begin with, the author will begin with a brief analysis of the page of the main social network - Instagram. Instagram is a key tool in a clothing brand's marketing strategy, providing unique opportunities to interact with target audiences, strengthen the brand and increase sales. We can say that the general situation with the ANNA ANNA account in Kazakhstan is excellent, since the total number of subscribers is 233 thousand people.

Figure 3A snapshot of ANNA ANNA's Instagram account



Source: own research, 2024

In the context of promoting a Kazakh women's clothing brand, the use of Instagram is multifaceted, covering the following key areas:

1. As a product showcase

Instagram, due to its visual format, is ideal for showcasing products. Bright, high-quality photographs and videos of new collections, detailed descriptions of styles and the possibilities of wearing clothes help to attract the attention of the audience and stimulate interest in purchasing.

2. As a tool for communicating with customers

Instagram provides great opportunities for two-way communication with your audience. Publishing stories with questions and surveys, responding to comments and personal messages allows you not only to collect feedback on products and customer satisfaction, but also to create a community of loyal customers, increasing their involvement and interest in the brand.

3. For advertising campaigns

With targeted advertising on Instagram, you can effectively reach your target audience by targeting specific age groups, interests, geographic location, and other parameters. This allows you to influence potential buyers as accurately as possible and increase the ROI of advertising campaigns.

4. As a platform for cooperation with influencers and bloggers

Collaborating with popular bloggers and influencers on Instagram can significantly increase brand awareness and credibility. Influencers whose audience matches the brand's target group can effectively talk about products, demonstrating them in everyday life, which helps to increase interest and demand.

5. To create user content

Encouraging customers to create content using a brand's products (for example, through hashtag competitions) not only generates additional content for the brand, but also increases customer loyalty by giving them the opportunity to be heard and noticed.

6. Analytics and strategy optimization

Instagram provides detailed analytics that can be used to study audience preferences, determine the most effective times to post, and evaluate the effectiveness of advertising campaigns and collaborations with influencers.

Using Instagram in these and many other areas allows the Kazakh women's clothing brand ANNA ANNA not only to effectively promote its products, but also to build long-term relationships with customers, as well as adapt to changing trends and market needs.

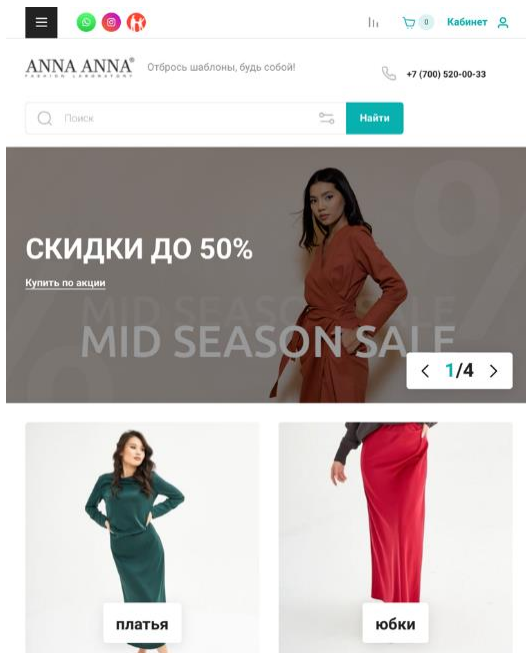
In addition to Instagram, the brand actively uses WhatsApp as an innovative communication channel with customers. By integrating the WhatsApp link into the Instagram profile header, the brand ensures a seamless transition of customers to personalized communication in the messenger. This approach allows you to not only quickly answer questions and take orders, but also offer personalized recommendations, share exclusive offers and notifications about new arrivals directly in chat.

Using WhatsApp enhances personal relationships with customers, giving them a sense of exclusivity and privileged service. The brand sets up automatic welcome messages for new subscribers and uses group mailings to inform about special promotions, strengthening loyalty and encouraging repeat purchases.

Thus, the integration of Instagram and WhatsApp into the marketing strategy of the Kazakhstan brand ANNA ANNA allows us to create a multi-level approach to interaction with customers. This combination of public visual interaction through Instagram and private, personalized communication through WhatsApp creates unique opportunities to deepen relationships with audiences and improve the effectiveness of marketing communications.

After reviewing the promotional tools mentioned above, it is also important to pay attention to the website as a central element of the marketing strategy. The brand's website serves not only as a showcase for presenting products, but also as a powerful tool for implementing a wide range of marketing and commercial tasks.

Figure 4 A snapshot of the company's website



Source: own research, 2024

It acts as a sales platform, franchise information resource, customer service center and much more:

1. As a site for selling clothes

The main function of a website is, of course, selling products. Integrating a user-friendly online store where customers can easily view the assortment, see high-quality photos, read descriptions and reviews, and then make a purchase is a key element of successful online promotion. Various payment and delivery options are also offered to make the purchasing process as easy as possible for the customer.

2. As a source of information about the franchise

For brands interested in expanding through franchising, a website serves as a critical tool for attracting potential franchisees. The section of the website dedicated to franchising may contain detailed information about the business model, terms of cooperation, requirements for partners and the advantages of working under a brand. This not only helps attract new partners, but also allows you to automate the candidate selection process.

3. As a platform for interaction with customers

The website acts as a customer support hub, offering a variety of communication methods, from feedback forms and chats to frequently asked questions (FAQ) sections. This not only improves the user experience, but also allows you to collect valuable feedback to further improve products and services.

4. As a tool for SEO promotion

Finally, a website is a powerful search engine optimization (SEO) tool that helps increase organic traffic and improve brand visibility in search engines for key queries. Regularly updating content, optimizing meta tags and using keywords in texts on the site help improve rankings and attract new visitors.

Developing and maintaining a website requires attention to detail and ongoing development, but the investment is worth it by providing a trusted platform for brands to promote products, interact with customers, and grow their business.

Having covered the key aspects of using Instagram and the website as the main promotional channels for Kazakhstan women's clothing brand ANNA ANNA, it is important to pay attention to other platforms and methods that, in my opinion, can play a significant role in the marketing strategy. Each of them has its own characteristics and offers unique opportunities to interact with the target audience, increase brand awareness and stimulate sales. Here are a few areas to focus on:

1. Email marketing

An effective means of maintaining contact with an existing customer base, email marketing allows you to regularly inform subscribers about new collections, special offers, discounts, and events. Segmenting your email list increases the relevance of messages, which leads to increased customer engagement and loyalty.

2. Social networks other than Instagram

Don't limit yourself to just one social network. Platforms like TikTok, Pinterest and YouTube offer different content formats and ways to interact with audiences. For example, TikTok is ideal for creating viral and entertaining video content, while Pinterest can be used to drive traffic to a brand's website through visually appealing product images.

3. Events and partnerships

Participating in fashion shows, exhibitions, organizing your own events or collaborating with other brands and organizations expands your audience and strengthens your image. This is also a great opportunity to communicate directly with potential clients and collect feedback.

4. PR and work with media

Publications in print and online publications, cooperation with journalists and bloggers help increase brand awareness and build trust in it. An effective PR strategy includes distributing press releases, arranging interviews, and providing exclusive content to select media outlets.

By combining these and other promotion tools, it is possible to create a multi-level marketing strategy that will consider the various needs and preferences of the target audience, thereby ensuring comprehensive development and promotion of the brand in the Kazakhstan market.

5. Fashion blog

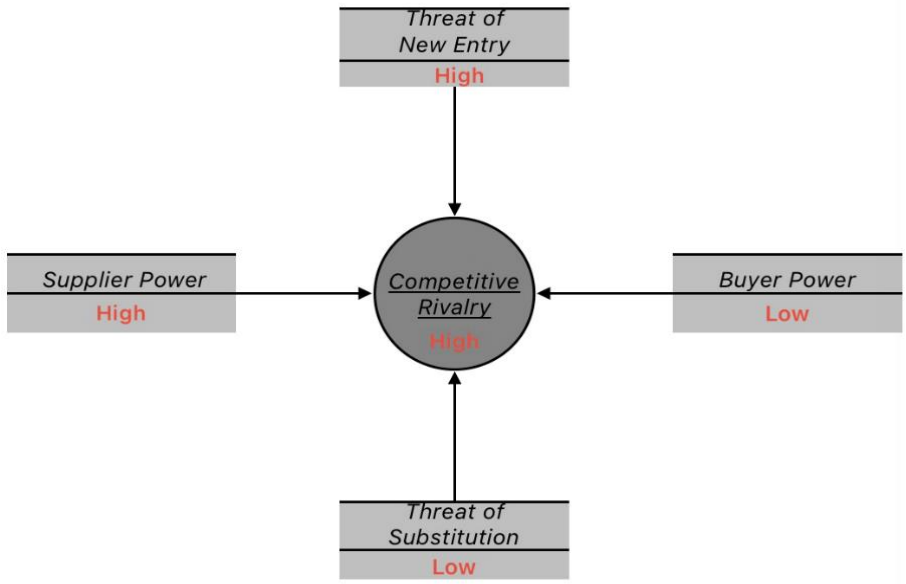
The content strategy of a fashion blog includes publishing reviews of new and current fashion collections, conducting interviews with designers and famous personalities in the fashion world. Provides readers with style tips and helps them create unique looks while keeping them up to date on the latest trends and trends. The strategy involves using high-quality photos and videos for a better visual experience, as well as SEO optimization of content, including keywords, titles, and descriptions, to improve the blog's visibility in search engines.

4.3 Analysis of the market and competitors

Promoting the ANNA ANNA brand requires not only the development of an effective marketing strategy and the selection of appropriate communication channels, but also a deep understanding of the market environment in which the brand will operate. Market and competitor analysis plays a key role in identifying opportunities for growth and development, as well as identifying potential threats and challenges. This part of the work will focus on a comprehensive analysis of the fashion market in Kazakhstan, including studying the needs and preferences of the target audience, as well as assessing the competitive environment.

Porter's Five Forces Analysis is one of the most effective tools for assessing the degree of competition and attractiveness of a market. Applying this analysis to the fashion market in Kazakhstan will provide insight into industry dynamics and identify key factors influencing women's clothing brand strategy. Let's look at each of the five forces in the context of a given market:

Figure 5 Porter's Five Forces



Source: own research, 2024

- **Threat of New Substitution:**

ANNA ANNA specializes in comfortable women's clothing made from premium materials. Because the brand uses unique materials such as silk and viscose, substitute products may be less attractive to a target audience that values quality and sustainability.

- **Threat of New Entry:**

There are other brands on the market, such as RedCrow, ARKA, AMANI, LICHI, Avrora, and others, which are also represented on social networks and have their own online segment. This indicates high competition in the market.

- **Supplier Power:**

ANNA ANNA emphasizes ethnic production and the use of sustainable materials, which can limit the choice of suppliers and increase their influence.

- **Buyer Power:**

The brand offers a wide range and is focused on ease of purchase with delivery throughout Kazakhstan. This can increase customer loyalty while reducing customer influence.

- **Intensity of Competitive Rivalry:**

There is noticeable competition among brands in the market. ANNA ANNA is committed to expanding its presence on social networks, which is important to strengthen its position and compete for market share.

After conducting an analysis of Porter's Five Forces, which allowed us to assess the degree of competition in the fashion market in Kazakhstan and identify key external factors influencing the activities of a women's clothing brand, it is advisable to move on to a SWOT analysis. This step will allow not only to better understand the internal state of the company and its strategic position, but also to connect external market conditions with the internal capabilities and limitations of the brand. A SWOT analysis will make it possible to systematize the information received, determine the company's main strengths and weaknesses, and identify opportunities for growth and potential threats in the market. This will help in formulating strategic initiatives and making informed management decisions aimed at strengthening the brand's position and improving its competitiveness.

The inclusion of SWOT analysis in a thesis on market and competitor analysis will provide an integrated approach to studying the market environment, allowing not only to assess external challenges and opportunities, but also to critically analyze the internal resources and potential of the brand. This will become the basis for further planning of marketing and strategic actions aimed at achieving the brand's goals and strengthening its marketing position in Kazakhstan.

SWOT analysis:

- **Strengths:**

- A unique combination of style, comfort, and quality.
- Use of premium, organic and environmentally friendly materials.
- Ethical production and focus on sustainability.
- Variety of products to suit different body types.
- Attention to fashion trends and updating the range.
- Convenience of shopping and delivery throughout Kazakhstan.
- The brand develops collections 9 months before the start of the new season.
- Offering a franchise in Kazakhstan.
- Wide age range.

- **Weaknesses:**

- Limited geographical distribution, focused mainly on Kazakhstan.
- Perhaps the higher price due to the use of premium materials and ethical production may limit the number of consumers.

- **Opportunities:**

- Expansion into the markets of other CIS countries and beyond.
- Opening of new stores in accordance with the expansion plan.
- Increasing online presence and strengthening e-commerce.
- Collaboration with famous designers and celebrities to increase brand awareness.

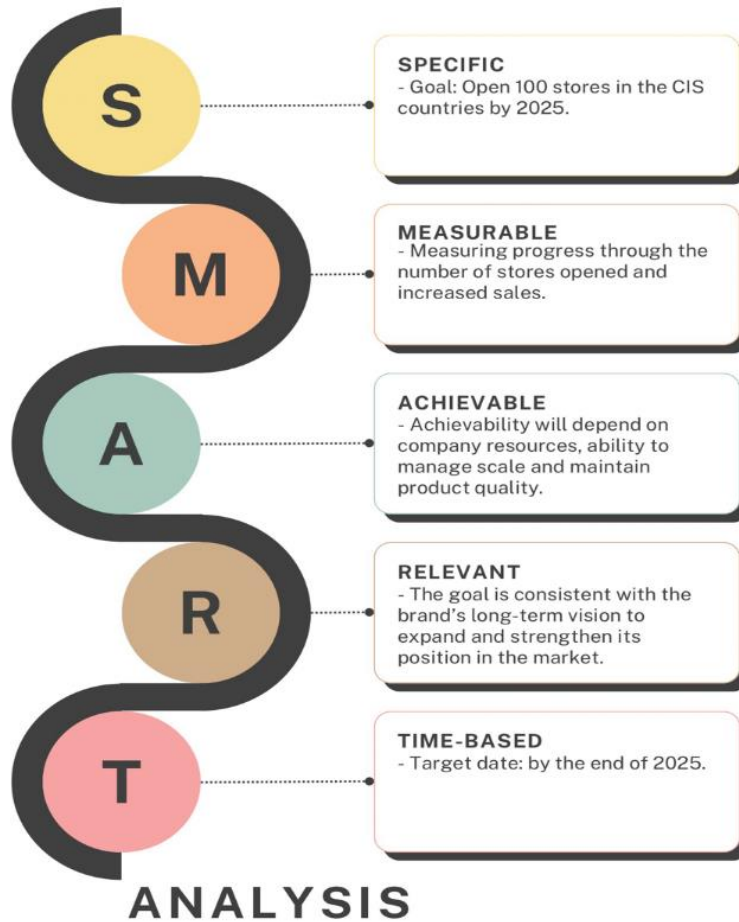
- **Threats:**

- Competition with international and local brands.
- Changes in fashion trends may require quick adaptation.
- Economic instability affecting purchasing power.

In order to translate the above strategic conclusions into practical action and develop specific, measurable, achievable, realistic and time-bound goals, it is necessary to apply SMART analysis. This approach will allow you to formulate clear and achievable

goals that will ensure the focus and effectiveness of the brand's strategic and tactical efforts for the coming period.

Figure 6 SMART Analysis



Source: own research, 2024

4.4 Brand positioning and USP

The positioning of the ANNA ANNA brand is aimed at emphasizing its uniqueness in the combination of style, comfort, and quality. The brand is actively introducing the concept of eco-fashion, offering clothes made from premium, organic, and environmentally friendly materials. This not only emphasizes the brand's concern for the health and well-being of its customers, but also demonstrates a responsible approach to the environment.

The brand's unique selling proposition (USP) can be formulated as follows: "When you choose ANNA ANNA, you are choosing not just clothes, but also a lifestyle where style

is harmoniously combined with sustainability and comfort." This USP emphasizes that the brand's clothing is suitable for the modern woman who values quality and comfort in clothing for work, business, and social events.

ANNA ANNA, a Kazakh clothing brand with a unique position in the market thanks to its combination of style, comfort, and ethical production, offers its customers not just clothes, but also values. An important part of the service is the returns and exchanges program, which allows customers to feel confident in their choice. It is designed to provide maximum convenience and quality assurance with every purchase, highlighting the brand's commitment to its customers and the environment. ANNA ANNA's return and exchange program is designed to provide customers with maximum convenience and trust in the brand. It is simple, understandable, and customer-oriented:

1. 15-Day Return Period: Customers may return or exchange any item within 15 days of purchase, if the item is unused, has all tags intact, and is in the original packaging.

2. Easy returns: To return an item, simply show your receipt or other proof of purchase, making the return process simple and hassle-free.

3. Free Returns: The brand offers free returns, covering the cost of return shipping so that customers do not incur additional costs.

4. Hassle-free exchange: If the customer wishes to exchange an item for a different size or model, he can do so at no additional charge, subject to the availability of the desired item in stock.

5. Online and offline returns: Providing the option of returning products purchased both online and physical stores at any retail location of the brand for the convenience of customers.

6. Customer support: 24/7 support via phone or online chat to answer questions related to returns and exchanges of goods.

8. Transparency and communication: Clear terms and conditions for returns and exchanges that are easy to find and understand on the official website and in the documents included with the purchase.

This comprehensive and customer-centric return and exchange program strengthens customer trust in the ANNA ANNA brand and can be a key driver of repeat purchases and sustainable customer base growth.

In addition, the opening of the ANNA ANNA brand discount center has become an important part of the marketing strategy aimed at increasing customer loyalty and attracting new audiences. This allowed customers to offer the brand's products at more affordable prices, while maintaining the brand's core value propositions of quality and sustainability. The discount center is presented as an exclusive space where customers can purchase past collections and limited-edition products at a profit. This also creates an opportunity for the brand to sell off inventory without damaging the image of the main retailer.

The discount center strategy includes the following aspects:

1. Seasonal promotions and offers: Regularly organize promotions such as “buy two items and get the third free”, as well as providing discounts of up to 50% on certain products to stimulate purchases.

2. Exclusivity of offers: Unique offers available only at the discount center to attract visitors through exclusive discounts on certain clothing lines.

3. Collections from past seasons: By offering products from past collections, it gives customers the opportunity to purchase quality items at lower prices and discounts of up to 70%.

These strategy elements help ANNA ANNA strengthen its position in the market by drawing attention to its values and offerings, as well as expand its audience through more affordable price offers.

As part of its ongoing commitment to improve the customer experience and express gratitude for their loyalty to the brand, ANNA ANNA provides an exclusive loyalty program. This system is designed with ease of use in mind and provides the opportunity to accumulate and use cashback through the popular payment services Apple Pay and Google Pay. The program provides three levels of loyalty: Silver, Gold, and Platinum, each of which opens new advantages and opportunities for our clients.

Figure 7 ANNA ANNA's cashback card



Source: own research, 2024

1. Silver level: Designed for customers making purchases up to CZK 10,000. Members of this level receive a basic cashback percentage on all their purchases, allowing them to start saving money from their first purchase.

2. Gold level: Available for those who make purchases up to CZK 50,000. Clients at this level receive an increased cashback percentage, as well as access to exclusive promotions and offers. This level underscores our gratitude to customers who choose our brand for more significant purchases.

3. Platinum level: Created for the most loyal customers whose purchases exceed CZK 50,000. Members at this level receive the highest possible cashback percentage, as well as tailored offers and personalized service. This level reflects our sincere gratitude for the trust and loyalty to our brand.

Our clients can easily track their savings and status in the program through a mobile application that is integrated with Apple Pay and Google Pay for easy shopping and use of accumulated cashback. Such a loyalty program will not only strengthen the relationship between the brand and customers but will also enrich their shopping experience with additional benefits and privileges. In addition, the loyalty system for the ANNA ANNA brand includes special promotions such as “1+1”, “2+1”, “3+1” or discounts ranging from 25% to 70% during seasonal sales. This helps strengthen relationships with our existing customer base and attract new customers looking for high quality and ethical production.

It is also worth emphasizing the brand’s commitment to continuously updating its range in accordance with the latest fashion trends and offering a wide range of sizes suitable for different body types. This demonstrates ANNA ANNA's commitment to meeting the needs of every woman, making fashion accessible and enjoyable for every client.

5 Results and Discussion

5.1 Current Status

Based on an assessment of the current marketing strategy, it can be said that ANNA ANNA has been taking steps to increase awareness in the market of Kazakhstan and the CIS countries since 2016. The company has demonstrated impressive progress in its marketing efforts, using effective and proven tools to promote its brand in the market. The constant growth in the number of subscribers, which is about 10 people daily, indicates the correctness of the chosen course and the active involvement of the audience. In addition, the author believes that integrating a WhatsApp link into the Instagram profile header provides immediate interaction with customers, which is especially valuable in the modern world, where customer time and attention are limited resources. In addition to marketing strategies, an important aspect of promoting the ANNA ANNA brand is the use of a website that not only provides online shopping but also provides quality advice to customers. The brand's website serves as a central hub for customer engagement, offering an easy-to-use interface for researching and purchasing products. This resource simplifies the selection and purchasing process, making it as comfortable and intuitive as possible for users.

To further improve the positioning of the ANNA ANNA brand, it is necessary to introduce and actively use additional marketing tools such as email marketing for personalized offers and notifications about new products, expand your presence on social networks like TikTok, Pinterest and YouTube to attract new audiences through a variety of content, organize events and partnerships to strengthen the image, as well as strengthen PR and media outreach to improve public perception. These steps, coupled with daily subscriber growth, will help the brand strengthen its position in the market and increase customer loyalty.

ANNA ANNA stands out from its competitors with its unique combination of high-quality materials, stylish design, and commitment to sustainability. The use of premium, organic and sustainable materials not only emphasize the quality of the products, but also meets the growing consumer demand for ethical production. This approach allows the company to occupy a special niche in the market, attracting the attention of conscious buyers who value not only the appearance of clothes, but also their origin.

Finally, the author believes that in the long term, through the proper use of marketing tools and strategies, the brand can achieve significant growth in the market, strengthening its position among the leaders in the fashion industry. By developing new communication channels and marketing approaches, as well as paying attention to current trends and the needs of the target audience, the brand is able not only to maintain interest in its products, but also to anticipate changes in consumer preferences. This strategy will allow brand not only to maintain, but also to expand its market share, ensuring stable growth and development of the brand in the future.

5.2 Recommendations

The author believes that the best thing that ANNA ANNA can do in 2024 to reach a new level and increase its recognition in the Kazakhstan market is to collaborate with bloggers, celebrities, and influencers, as well as introduce a new promotion channel through a fashion blog. For a brand actively developing in Kazakhstan, a strategy of cooperation with influencers and the use of a fashion blog will become key elements of a marketing campaign aimed at expanding the audience and increasing sales. The fashion blog will be able to post video content featuring models wearing the brand's clothing, demonstrate it in the form of reels on Instagram, talking about style, putting together looks and giving fashion tips. This approach will increase brand awareness and loyalty. Collaboration can take many forms, from paid publications to barter deals and the creation of joint collections. Paid collaborations ensure visibility and control over content, while barter deals and collaborations foster deep, long-term engagement with audiences. The key is to develop creative and engaging content that will fit naturally into influencers' everyday content. The main goals include not only expanding the audience and increasing sales, but also creating a positive brand image, strengthening the loyalty of existing customers and attracting attention to new products. Collaborating with influencers allows you to achieve these goals in an organic and trusting way.

In addition, the website is a key tool for attracting online customers, so it is important to keep it relevant, easy to use and informative. The author believes that it is necessary to regularly update content, optimize the user interface and simplify the

purchasing process so that customers can quickly and easily find the products they need and place orders. Considering that the site generates a significant share of online customers, you should invest in SEO optimization and social media marketing to increase traffic and conversion.

To summarize, the influencer marketing strategy, along with strengthening the website and creating a fashion blog, is a key direction for the development of the ANNA ANNA brand. This will not only expand the audience and increase sales, but also strengthen the brand image. The importance of updating website content, usability and SEO optimization cannot be underestimated, as the online platform plays a key role in attracting customers and increasing online sales. The combination of these two will create a strong marketing strategy aimed at long-term success and brand growth.

6 Conclusion

To summarize, based on the analysis of the existing marketing strategy of the ANNA ANNA brand, the following work studies in detail and suggests improvements to strengthen the brand's position in the Kazakhstan market. As part of its strategy, the brand invests up to \$80,000 annually in marketing promotion, which pays off through significant progress in attracting audiences and increasing brand awareness. The use of social networks to effectively interact with customers, the introduction of a WhatsApp link in the Instagram profile, and the development of website functionality are key elements of the current strategy.

Research conducted by the author of this bachelor's thesis highlights the key components of a successful marketing strategy using the ANNA ANNA brand as an example. These components include analyzing the market and competitors, creating a USP, identifying the target audience, developing a strong brand identity, and using multiple marketing channels to attract customers. Implementing these strategies can help a company improve brand awareness, customer engagement, and ultimately sales, as demonstrated by ANNA ANNA. It is important that a company regularly reviews the effectiveness of its marketing plan and adjusts keep its strategy relevant in the market.

Additionally, cooperation with famous personalities and influencers in the region can be a significant step to expand the company's presence. This will not only increase brand awareness, but also help build trust with potential customers. Thus, the author concludes that an integrated approach to marketing strategy, including improving online presence and collaboration with influencers, is necessary to successfully develop and strengthen the position of the ANNA ANNA brand in a competitive market.

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8 List of pictures

Figure 1 ANNA ANNA physical store in Almaty.....	25
Figure 2 Price comparison of clothing models on the brand's website.....	26
Figure 3A snapshot of ANNA ANNA’s Instagram account	27
Figure 4 A snapshot of the company’s website	30
Figure 5 Porter’s Five Forces.....	34
Figure 6 SMART Analysis	37
Figure 7 ANNA ANNA’s cashback card	40