

**"HOW CAN A NEW PAKISTANI FASHION PRODUCT
LINE BE CONVERTED INTO A BRAND IN THE
SULTANATE OF OMAN"**



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Dedication

I would like to dedicate this thesis to my family i.e. my parents and sister, who bring me, true happiness and without whom my life would be incomplete.

Statement of Authenticity & Word Count

Statement of Authenticity

I have read the university rules & regulations relating to plagiarism and certified this dissertation is all my own work and do not contain any unacknowledged work from any other sources.

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I would like to thank Allah Almighty who gave me the inspiration to work on this topic. Also, I would like to give credit to my parents who supported me throughout the process.

Abstract

This paper analyses the different steps and strategies for building a fashion brand in the Sultanate of Oman. Keller's Customer Based Brand Equity Model was used to build a branding strategy for a new fashion brand by the name of **ANAM'S CHOICE**. A survey of the consumer behavior of the women residing in Oman was undertaken and conclusions were made. Also, the values and culture of the Omani society was studied so that a reliable branding strategy is developed. The data gathered was applied to Keller's brand building blocks, which were taken as the variables of building a fashion brand in the Sultanate of Oman. Since there are hardly any brands providing customers with a whole range of handmade embroidered and beaded readymade clothes in the Omani market, such a fashion brand will be introduced. A step by step strategy was developed for building a brand in the Sultanate of Oman from its development stage to its execution. Embroidery is already something very common amongst Omani women and is part of their culture so launching such a brand would not go in vain.