

Increase the sales of Dior products through brand identity

Supervisor
Dr.

By
Name
Regs. #

PRESENTATION LAYOUT

- Introduction
- Problem Statement
- Research Aim
- Research Objectives
- Research Questions
- Significance
- Time Plan

INTRODUCTION

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- There is fierce competition between firms providing consumer goods.
- The high end fashion brands market is becoming saturate.
- It is important to develop identity of brand.

Problem Statement

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“How to increases sales of Dior products through Brand Identity?”

Research Aim

RESEARCH AIM

The aim of research is to identify different dimensions of brand identity that can be incorporated by Dior to increase the sales of products.

Research Objectives

RESEARCH OBJECTIVES

- To analyze different dimensions of brand identity that can specifically be used by the high end fashion brands as identified in the literature.
- To identify brand identity and its impact on sales of the products.
- To propose suggestions to Dior regarding brand identity.

Research Questions

RESEARCH QUESTIONS

- What are different dimensions of brand identity that can increase sales of the high end fashion brand?
- How Dior can increase its sales through brand identity?
- What are the actionable ways through which brand identity of Dior can be built stronger?

Significance

SIGNIFICANCE

- Through this research a new dimension can be identified that can add to the literature.
- By reviewing different dimensions of brand identity, the Dior products brand identity can be built.
- Through the research other researchers and companies can take assistance

Time Plan

					<div>Chapter accomplishment</div> <div>Key Milestone</div>			
	May				June			
Activities	1 st Week	2 nd Week	3 rd Week	4 th Week	1 st Week	2 nd Week	3 rd Week	4 th Week
Introduction								
Literature review								
Methodology								
Analysis								
Conclusion								
Review and poof reading								
Submission								

SUGGESTIONS FOR IMPROVEMENT

Thank You!