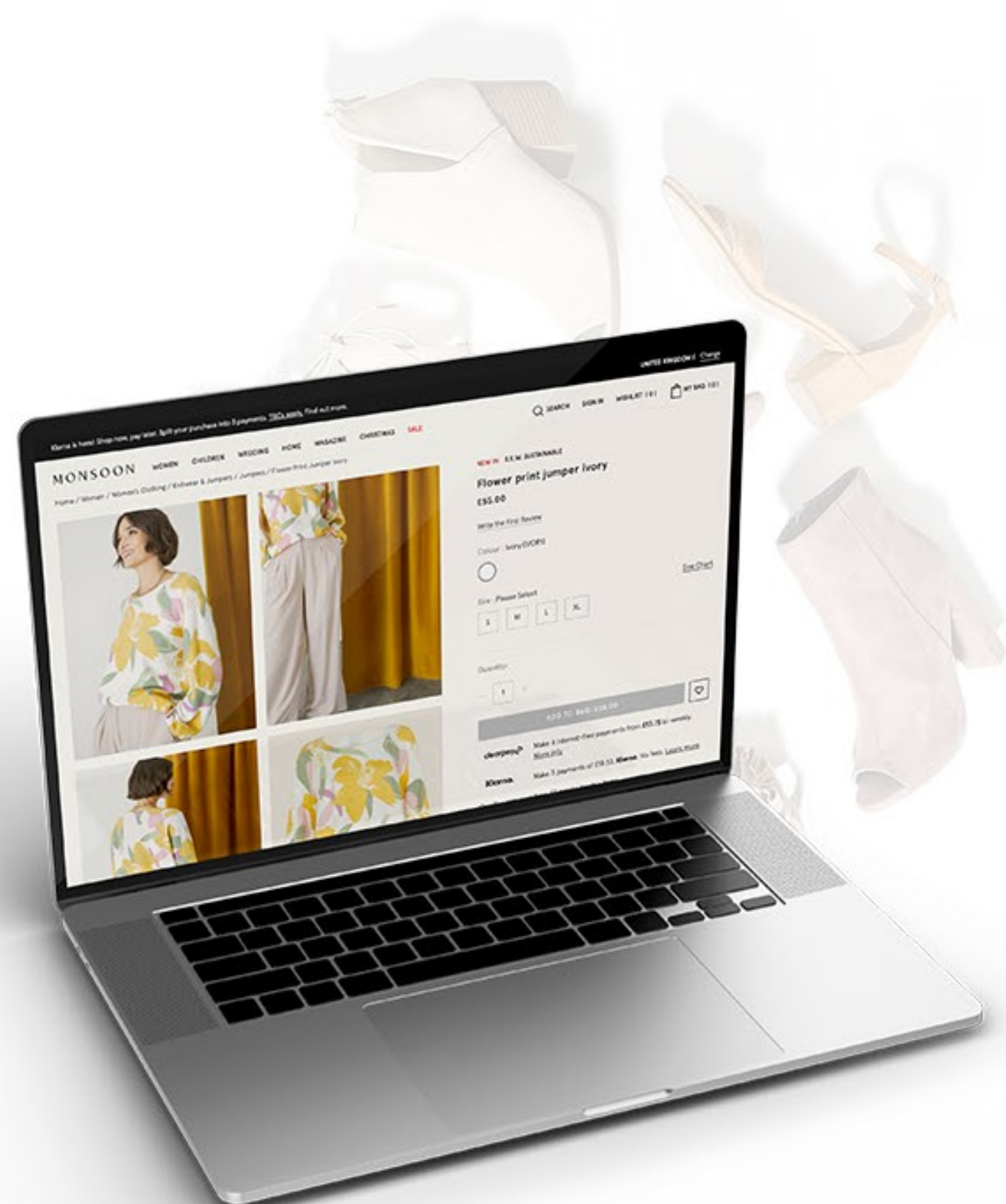
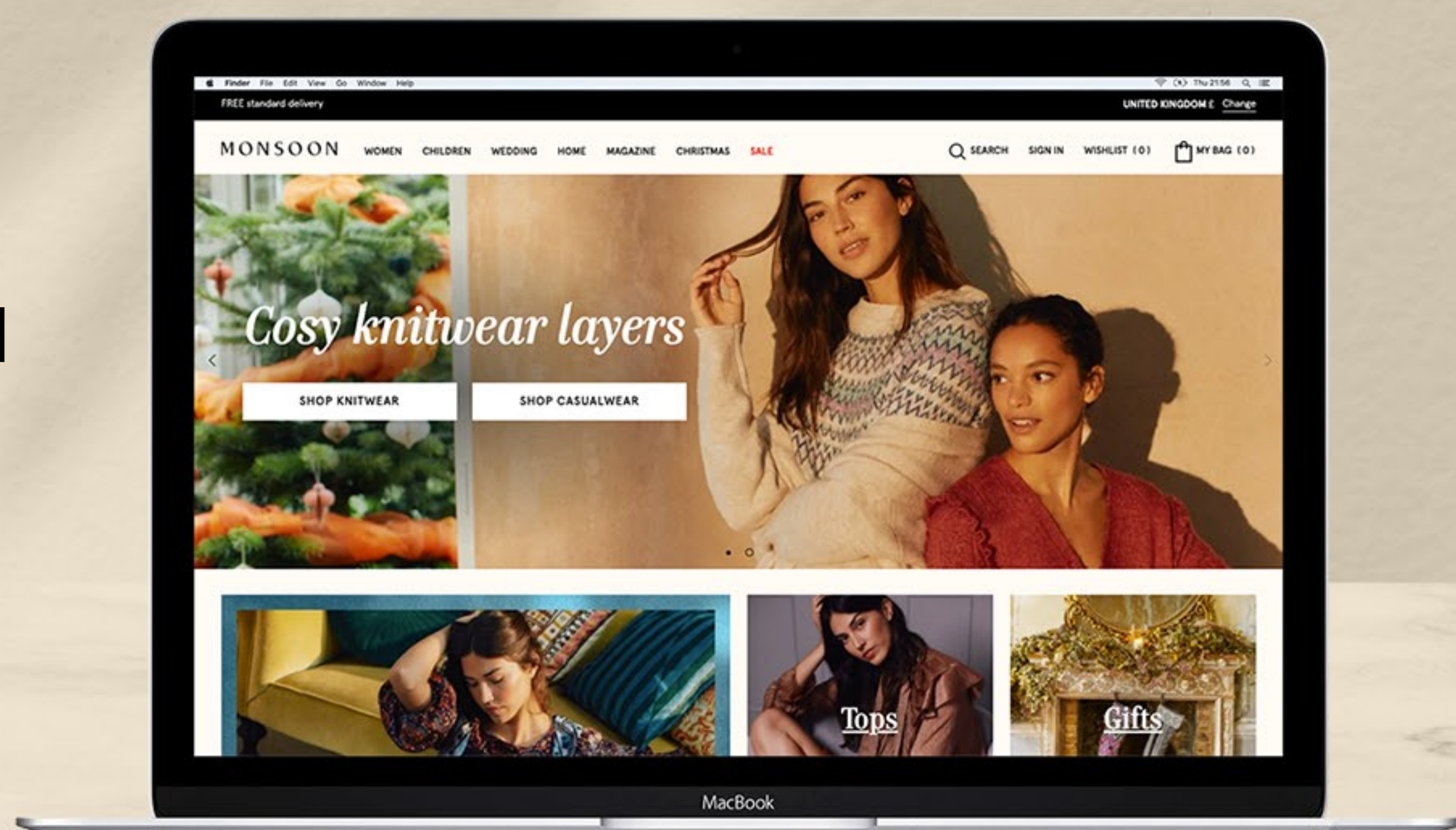


MONSOON E-COMMERCE WITH INSIGHTFUL GOAL

DOWNLOAD



INTRODUCTION

Tracking down the privilege advanced for promoting an organization is always complex and detailed. There are countless things to consider, similar to whether the service providers can follow through on their commitments or they will deplete your money consistently with no return. Furthermore, whenever it is limited down to a couple of competitors, business owners may think about what a sensible cost for a decent organization is, or whether there is even a need for one in any case. But Virtual Resource Hub agreed to achieve one of their clients' trusts yet again keeping their promises up to the mark.



THE CLIENT

Our client; Monsoon is a British private limited company. It operates two international retail clothing chains – Monsoon and Accessorize.

Monsoon Accessorize is a UK-based clothing retailer founded in 1973 that offers upper market clothing styles for women, girls, and kids apparel. Monsoon states a strong commitment to ethical manufacturing but has been found supporting disadvantaged women and children who are primarily manufacturers in India and Bangladesh.

<https://www.monsoon.co.uk>

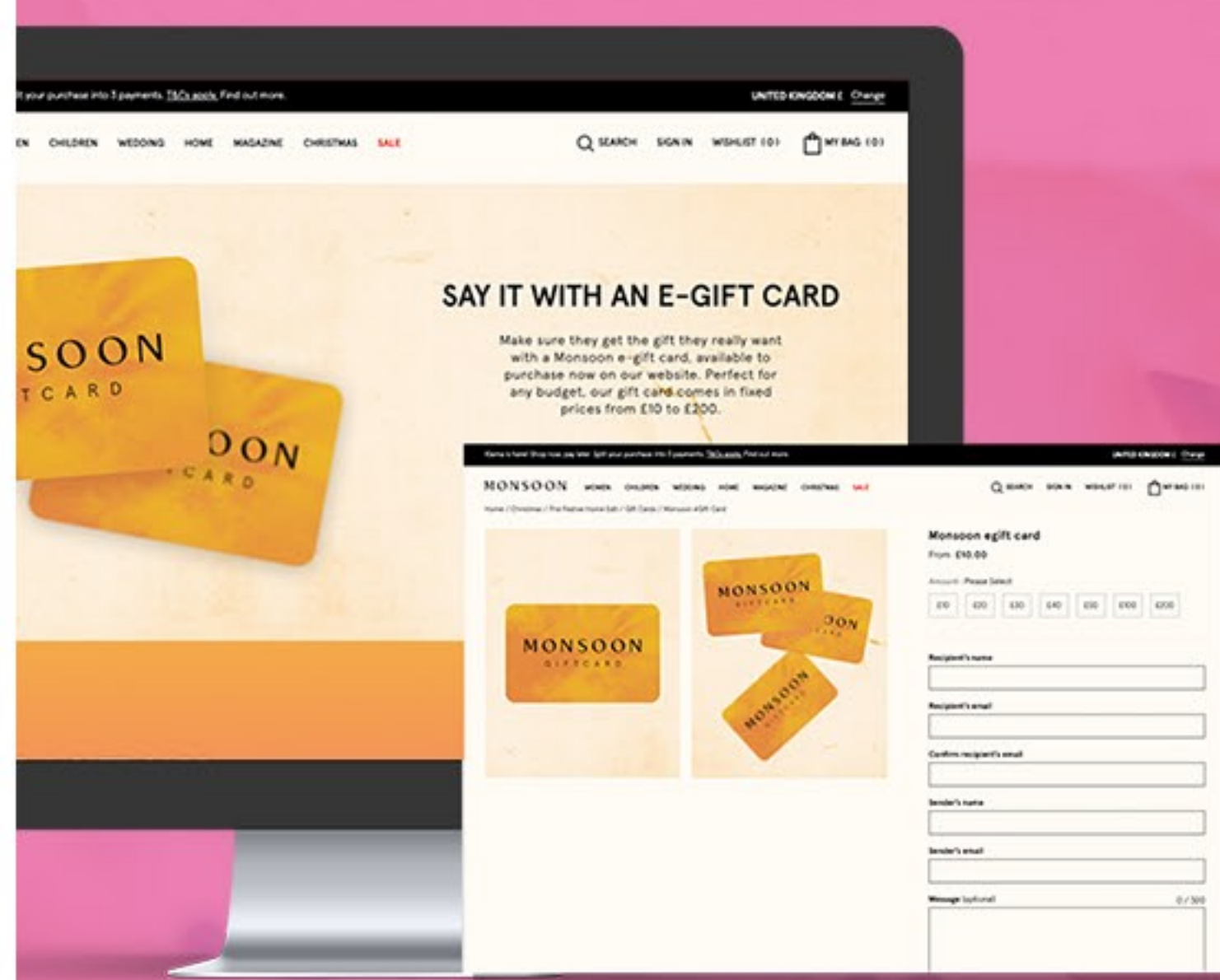
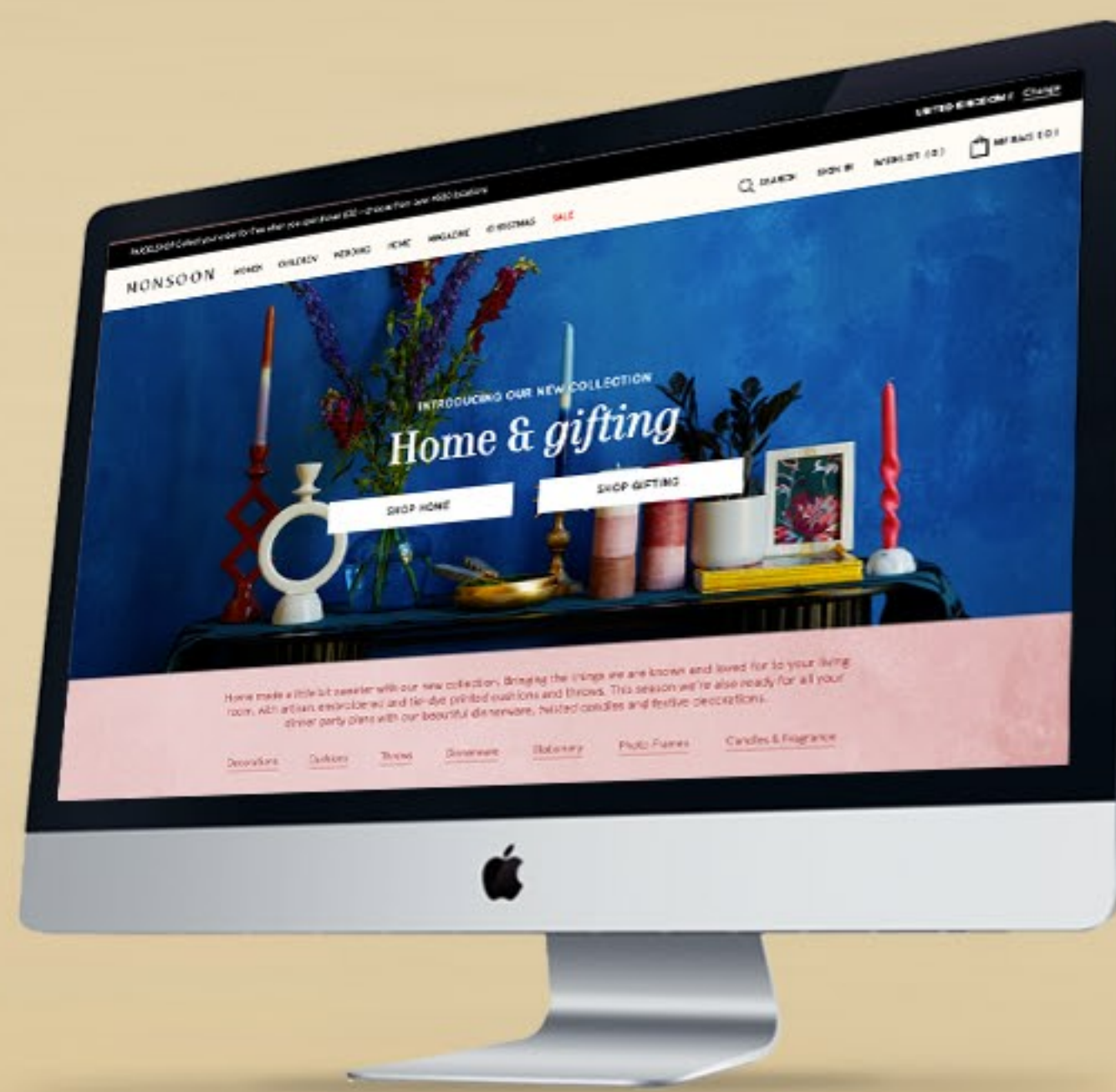
OBJECTIVES

The basic objective of the client was to support those disadvantaged women and children across Asia by giving maximum benefit through huge sale of their hand-loomed cotton and silk fabric, vegetable dyes, and artisan block-printing techniques that villagers and small community talented individuals used to make among whom were most disadvantaged women. For this purpose, the brand owner wanted a huge business flow that was evidently possible with an e-commerce strategy.

There was a strong need for market penetration and sustenance for the long run that could only have been possible after introducing them on the cloud to hit a big range of customers so that the brand gets its exposure among the population and could sustain also; because there were many brands already at high levels as competitors.

IDEA | DIRECTION

Now the idea was to give "Monsoon" their virtual/cloud appearance for a stronger hit among the entire market and customers with positive impact thereby leading the efforts to brand's sustenance in the market and also generating strategies that would be beneficial for the client in long run.



INTERVENTION | SOLUTION

As the client had strong aesthetics and intricate design details, with colorful prints, fine fabric, therefore; they were already on the way to reaching a stand-out position among their competitors.

Monsoon's website was designed, developed, and deployed by our competent team of smart professionals at Virtual Resource Hub keeping in view the aspects that the interface is approachable and smooth for all kinds of customers.

The website has different clear sections with detailed variety by keeping the client's convenience and understanding in mind.

WEB DESIGNING | FORMULATION

Now the idea was to give "Monsoon" their virtual/cloud appearance for a stronger hit among the entire market and customers with positive impact thereby leading the efforts to brand's sustenance in the market and also generating strategies that would be beneficial for the client in long run.



IMPACTS | RESULTS

The results were obvious that the client had their introduction of the brand digitally and was spread out to a bigger audience as compared to the brand with no digital face. The target audience was easy to approach and attract via the introduction of the brand through the website.

