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Bewakoof

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"Discover a world of unique fashion where trendiness meets affordability, offering a collection of clothing as distinctive as you are."

Bewakoof.com began its journey in 2012 as a startup by two IITians, Prabhkiran Singh and Siddharth Munot. They started with a vision to offer quirky, trendy, and affordable clothing options for the youth in India. Initially, the focus was on creating funny and relatable graphic T-shirts that resonated with the younger generation.



Their unique approach to blending humor with fashion quickly gained popularity among the youth. The brand expanded its product line to include a wide range of casual wear, accessories, mobile phone covers, and more, all reflecting the brand's playful and vibrant style. With a strong emphasis on digital marketing and leveraging social media platforms effectively, Bewakoof.com managed to capture the attention of its target audience. The brand's online presence and engagement strategies helped it grow rapidly, attracting a loyal customer base.

Over the years, Bewakoof.com continued to innovate, introducing new designs, collaborations, and product categories, further solidifying its position in the Indian fashion e-commerce market. Today, it stands as a well-known online fashion brand recognized for its trendy and affordable clothing options that resonate with the youth culture in India.

Bewakoof, a prominent direct-to-consumer (D2C) firm, showcased a 30% surge in sales, reaching Rs250 crore for the fiscal year ending in March 2022. This growth was propelled by the company's strategic expansion into newer product categories and an expanded market reach. Primarily dealing in apparel and accessories, Bewakoof is now gearing up to venture into additional segments like activewear and innerwear in the ongoing fiscal year. With an eye on the future, the company aims to achieve a substantial milestone of reaching Rs1000 crore in revenue within the next four years. To realize this goal, Bewakoof is emphasizing cost reduction strategies and focusing on controlling operational expenditures. Having secured Rs160 crore in funding from notable investors including InvestCorp, IvyCap Ventures, and Spring Marketing Capital, the company stands on a strong financial footing to fuel its growth initiatives. The brand's expansion strategy involves diversifying its product portfolio and witnessing growth, particularly with the introduction of streetwear and customized offerings. While traditionally available solely through its native website, Bewakoof has extended its presence to major online marketplaces such as Myntra, Amazon, and Flipkart, thereby broadening its customer accessibility. Prabhakaran Singh, the founder, and CEO of Bewakoof, who initiated the brand a decade ago, highlights these strategic moves as pivotal in driving the company's continued growth trajectory.



Future planning of bewakoof company number 1. expansion:- bewakoof.com may plan to expand its product offering, target new customer segments or enter new geographical market to increase its customer base and revenue. 2. technology innovation:-the company might invest in technology and innovation to improve its online platform, enhance customer experience, and stay ahead of the competition. This could include implementing AI Technology, a chat box, personalized recommendations or augmented reality features 3. Supply chain Optimisation:- bewakoof.com can focus on streamlining it's supply chain by investing in an efficient inventory management system, improving Logistics, and delivery operations, and enhancing vendor relationships to ensure prompt and cost-effective deliveries.

Recommendation

Bewakoof, with its quirky and unconventional fashion, holds a unique position in the Indian market. But to truly solidify their growth and increase their market share and They have to Offer accessories, home decor, tech gadgets, etc., all with their signature quirky touch. This caters to a wider audience and increases potential purchase occasions and More personalized options where they Allow customization on existing products or co-create designs with customers to deepen engagement and build loyalty. Narrow down the demographic focus to ensure clear messaging and marketing strategies that resonate deeply.

Learnings

1.Understand the target audience:- bewakoof.com understands its target audience as the youth they create products that preferences and interests of this demographic such as graphic t-shirts with popular culture references and vibrant colours. it is essential to understand your target audience and tailor your product and marketing strategies accordingly. 2. E-Commerce focus:-bewakoof.com operates solely as an online retailer leveraging the power of e-commerce to reach a wide customer base they have created a user-friendly website in a mobile app making it convenient for customers to browse, select, and purchase products.



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