



SMART GOALS

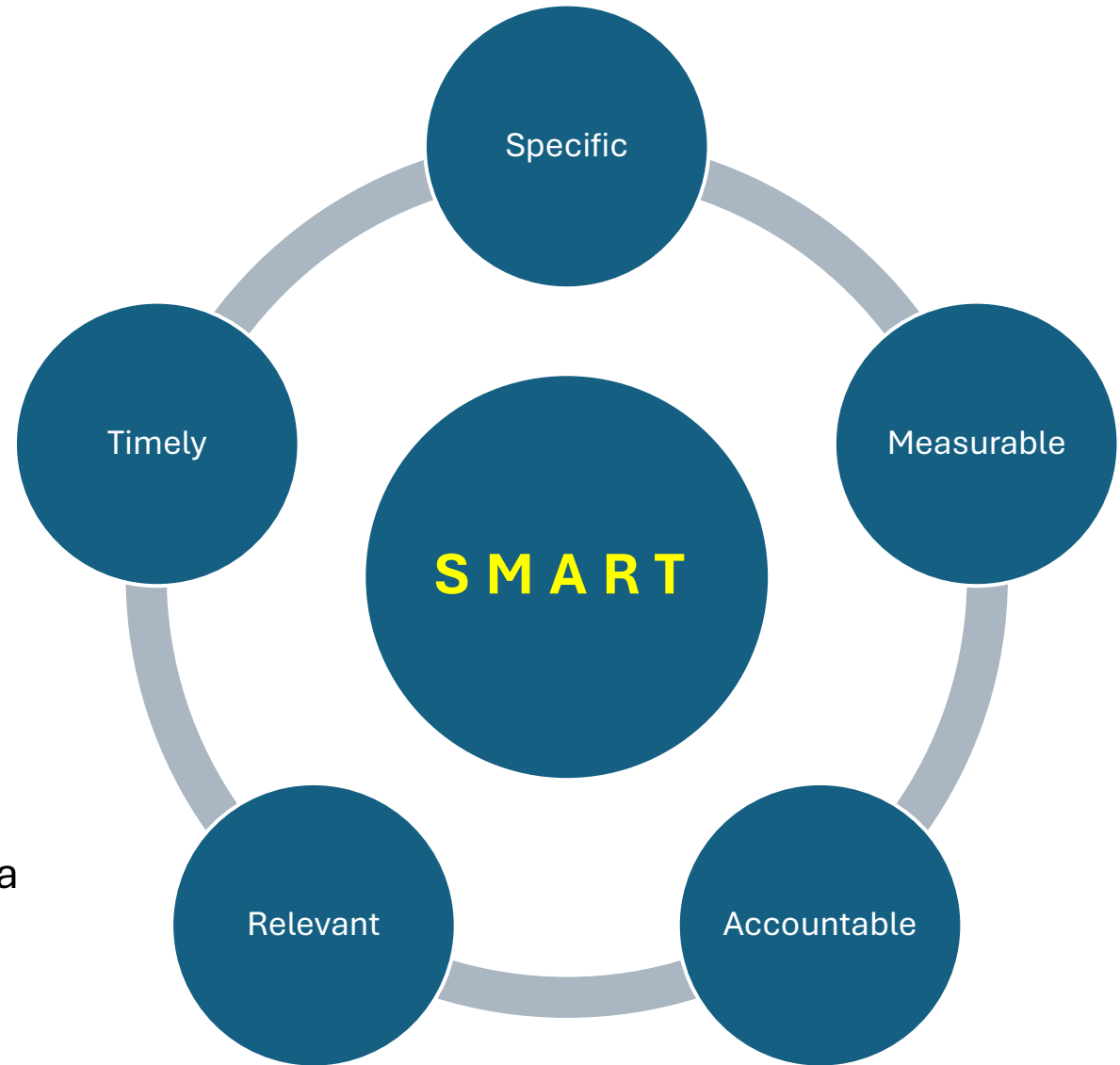
Template for Fashion Business

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SMART Template for Fashion Brand Owners



This SMART (Specific, Measurable, Accountable, Relevant, Timely) template is designed to help fashion brand owners in India structure their goals, streamline operations, and achieve organizational efficiency.



Each goal is followed by steps to achieve it.

Examples, and case studies of Indian fashion designers who have successfully implemented similar strategies.



1. Specific

Define clear, concise goals for your fashion brand.

Goal Example:

Increase online sales of the spring/summer collection by 25% through improved digital marketing efforts.

Steps to Achieve:

- Identify key digital platforms (e.g., Instagram, Facebook, Google Ads).
- Run targeted ad campaigns showcasing the collection with compelling visuals and messaging.
- Partner with 5 influencers within the next 30 days to promote the collection.

Masaba focused on vibrant visuals and partnered with Bollywood celebrities to drive sales online.



Case Study:

Masaba Gupta

Masaba Gupta's brand grew significantly by leveraging Instagram for specific campaigns like "House of Masaba" collections.



2. Measurable

Set measurable KPIs (Key Performance Indicators) to track progress.

Goal Example:

Achieve a 15% increase in website traffic in 3 months using SEO optimization and blog content.

Steps to Achieve:

- Optimize website for fashion-specific keywords (e.g., "designer sarees in India").
- Publish 2 blog posts weekly focusing on fashion trends, styling tips, and sustainability.
- Use Google Analytics to track visitor metrics and conversions.

By optimizing product descriptions with targeted keywords and improving website layout, they achieved higher search rankings and increased sales.



Case Study:

Indian Rani

This women's wear brand collaborated with Icecube Digital to enhance its online visibility.



Indian Rani

Kurti

Co-ord Set

Dresses

Lehenga Choli

Salwar Suit



Yup
FLAT 60%
DISCOUNT

MONSOON SALE ENDS TODAY.

SHOP NOW



3. Accountable

Assign accountability to team members or stakeholders to ensure implementation.

Goal Example:

Launch a new collection within 6 months with 20 unique designs.

Steps to Achieve:

- Assign roles:
 - **Design Team:** Create 5 prototypes per month.
 - **Marketing Team:** Prepare a launch plan 3 months prior.
 - **Production Team:** Finalize samples and begin manufacturing 2 months before launch.
- Hold bi-weekly team meetings to review progress.

Case Study:
Anita Dongre

Anita Dongre's brand thrives on teamwork and accountability.



Her team is divided into specific roles for design, production, and marketing, ensuring timely collection launches with minimal errors.



4. Relevant

Ensure goals align with your brand's vision, mission, and market demand.

Goal Example:

Expand into sustainable fashion by introducing 10 eco-friendly designs in the next collection.

Steps to Achieve:

- Partner with Indian artisans specializing in organic fabrics.
- Train the team on sustainable practices and techniques.
- Market the collection under a "Sustainable Luxury" campaign to emphasize the relevance of eco-fashion.

Case Study:

Ritu Kumar

Ritu Kumar incorporated sustainability into her brand by focusing on eco-friendly materials and collaborating with artisans..



Her "Label Ritu Kumar" connects sustainability with modernity, resonating with younger audiences and global buyers



5. Timely

Set deadlines to keep the team motivated and on track.

Goal Example:

Introduce a loyalty program for repeat customers within 90 days.

Steps to Achieve:

- Develop a points-based system within the first 30 days.
- Test the program with a soft launch for VIP customers in the next 30 days.
- Fully launch and promote the loyalty program within the remaining 30 days.



Case Study:

Tarun Tahiliani

Tarun Tahiliani launched "Tahiliani Couture Club" to engage HNI clients through exclusive previews and loyalty rewards, ensuring timely implementation and high customer retention.

Summary



SMART Factor	Goal	Actionable Steps	Case Study Example
Specific	Increase e-commerce sales by 30%.	Identify key products, improve website UX, run targeted ads.	Masaba Gupta (Instagram growth).
Measurable	Achieve 20% increase in engagement.	Use analytics to track likes, shares, and comments on campaigns.	Indian Rani
Accountable	Launch 15 products in 6 months.	Assign tasks to design, production, and marketing teams with bi-weekly reviews.	Anita Dongre (team delegation).
Relevant	Enter the sustainable fashion market.	Partner with artisans, source eco-friendly fabrics, and create a "green campaign."	Ritu Kumar (sustainability).
Timely	Launch a new loyalty program.	Develop, test, and launch within 90 days, ensuring customer feedback and adoption.	Tarun Tahiliani (exclusive club).