



## Retail Market Scan for Knit Garments

-Mystery Shopping based research for a new entrant

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It is an old-time player in manufacturing of knit wear garments for the international buying houses, with manufacturing facilities in the cotton capital of South India. The promoters decided to gain from the much happening 'consumerism' of the domestic market by manufacturing and marketing knit garments for Indian youth. The first step in the direction was to scan the market for the current types of products in the category, price range, popular brands, and other market intelligence.

BSBS student researchers got the opportunity to jump into the field as Mystery Shoppers and captured the required information through Observation and Interaction.

**What are the expectations of retailers in this trade? What is the level of their willingness to entertain a new entrant in knit garment space? What are the gaps in this category?**

*Talk to StarBeeS (12th batch of BuSiBeeS).....*