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In association with

SPRINKOLORS

As a part of

PARAGANA 2012

The NMIMS Business Festival



Present

‘QUEST’

The Case Based Research Challenge



Sprinkolors Business Case Study-NMIMS

GUIDELINES:

- This case study may be attempted in teams of maximum 2 members belonging to the same institute
- The teams are requested to send their analysis and recommendations in the form of a word document, not exceeding 1000 words, by October 27, 2012, EOD to researchcell.nmims@gmail.com
- The subject line of the mail should be Quest_Team Name_Institute name
- The attachment should be in the format Quest_Team Name
- Kindly include the team member details (Names, Mobile number, email id) in the covering mail
- Evaluation will be based on the depth of analysis, creativity of strategies and the feasibility of suggestions
- 5 shortlisted teams will be invited to School of Business Management, NMIMS to present their recommendations

IMPORTANT DATES

- Submission of Executive summary: October 27, 2012, EOD
- Results for the first round: October 29, 2012, 10.00 am
- Final on-campus round: November 4, 2012



Introduction to Sprinkolors

Sprinkolors is a registered trademark of Sprinkolors India and is into the Manufacturing of Garments mainly focused on Tshirts. It is based out of the Textile hub of the Country- Ludhiana (Punjab).

Sprinkolors India uses the best in house techniques for Garment Manufacturing and has in house end to end process for delivering a Manufactured Product, right from manufacturing of cloth, stitching, printing, washing, dyeing etc.

Recently Sprinkolors launched its online portal www.sprinkolors.com to tap the online e-Commerce Market. Its products are also sold on a variety of other leading e-Commerce sites like Snapdeal, teesbooth etc.

Problem Statement:

In spite heavy investment in technology and online marketing, the business growth in the online sales is not at par. With at least 5-6 other online portals selling more company products than the company's flagship store (www.sprinkolors.com)

Key data:

- 1) The traffic on the portal is approximately 5000 unique visitors per month and the average conversion rate is approximately 5-6% of the total visits.
- 2) Of the conversions made, the average value per customer is Rs. 300/- only.
- 3) The visits from marketing channels Facebook, Google are approximately 30% of the total visits.
- 4) The conversions from the marketing channels are 10% from the total visits they generate.
- 5) The rest of the traffic is either customer loyalty based or word of mouth.
- 6) Sprinkolors spends approximately Rs.15000 per month on these online promotional marketing campaigns.
- 7) Sprinkolors participates in University/College events where possible.



Key Questions from this Study:

- 1) How to increase the online sales via the flagship e-Commerce store.
(Please exclude ideas of paid online marketing if not extremely unique).
- 2) Sprinkolors is planning to target bulk order segment within the corporate space. (Please share your thoughts with numbers and potential growth expectancy)
- 3) Sprinkolors is planning to venture into other product segments, Jackets, Sweaters. (Please provide your views into these product markets and ways to tap them)
- 4) Please provide budget details for your ideas appropriately (This can be included in the final presentation)

Key Challenge from the sponsors:

Ability to present a concept with minimum investment and most unique selling ideas. The market is already flooded with such stores. Let's see how an MBA mind can help us break this jinx.