

Case Study of Makeover Design Studio – Empowering Women

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ABSTRACT

Purpose: *Fashion entrepreneurship is considered one of the best models for doing sustainable business today. While meeting the needs of the society it has proved to enable practicability to secure business. This case study focuses on Makeover Design Studio. The case of Makeover Design Studio will be analyzed in how it creates market-based orientations, how the business creates values, and innovativeness in various dimensions of entrepreneurship. Makeover Design Studio, keeping the mission and goodwill of the clients, employees, and women empowerment. The boutique is considered entrepreneurship, market orientation, and employability. It is a legally incorporated design and manufacturing organization in Mangalore. Similar case studies have been studied on women entrepreneurs, to know various women empowerment programs; therefore, it is critical to understand the process followed by Makeover Design Studio. In modern times a family cannot afford to have any of its female members who are non-productive. However, lack of skills and financial paucity lead to women being unemployed. This can be elevated through the interventions of entrepreneurs by giving directions and purpose for their livelihood. Women's Empowerment builds the ability to gain power over oneself and take decisions over one's life, boosting confidence, self-esteem, and well-being. Hence Makeover Design Studio is involved in various activities such as conducting workshops, demonstrations, seminars, exhibitions, and skill development programs to improve the ability of women.*

Design/Methodology/ Approach: *The approach followed in making this case study is based on the observations of the processes followed, speaking to various participants of the empowerment programs of the organization, the owner, and the program coordinator. Open questions were asked to many of them, either directly or indirectly, involved in the activities are conducted by Makeover Design Studio.*

Findings/ Results: *It has been found out by the study conducted at Makeover Design Studio, that by conducting activities and skill development programs for women, they can be empowered and made into future entrepreneurs.*

Originality: *This is the first attempt to study Makeover Design Studio; as a case study; which was not studied by any academicians. Collectively the case study reflects the difference between employed and empowered. The main intention of the case study is to highlight the importance of the holistic and inclusive approach to women's economic empowerment and the provision of services that create enabling equality.*

Paper Type: *Case study to understand the supporting activities conducted by Makeover Design Studio in accordance with the differential needs and priorities.*

Keywords: Boutique, Women empowerment, Entrepreneur, Skill development activities, Fashion, Employability, SWOT Analysis, ABCD analysis.

1. INTRODUCTION :

Essential job functions of a boutique are managing daily operations, training, supervising, ensuring customer service, stocking shelves, and taking measures to ensure the financial success of the store.

Corporate Social Responsibility (CSR) is used to reduce the pressure on the business. Along with other business practices CSR has been an important initiative taken by all businesses around the world [1]. Makeover Design Studio is an organization that specialized in fashionable clothing and accessories for individuals for their daily and special occasion needs. As a part of the CSR initiative and also the vision of its founder, it is training and developing women entrepreneurs to build their careers.

Makeover Design Studio as an organization: It was documented in terms of its process under various Fashion design colleges of Mangalore. The studio is owned by Mr. Jayaraj. Shetty, is a resident of Mangalore and managed by Ms. Saksha P. Shetty, a fashion designer, and an MBA graduate. Mr. Jayaraj, a retired bank employee has the vision to empower self-employment-seeking women, and supporting women's engagement in the enterprise would improve family well-being and reduce household poverty. The importance of connecting formative experiences contributes to making some difference in the world [2]. The Makeover Design studio with its commencement in 2011 has never looked back. With a growth rate of 20% every year with full dedication and commitment to good quality and timely delivery towards the future. Their focus is to provide customized designs, readymade outfits, designer fabric, and accessories with uniqueness derived from a combination of design, material, pattern, colour combination, and fit to satisfy their customers. Entrepreneurship has social prominence and social responsibility. Along with entrepreneurship skills and agenda, having a concern toward society is important for a business [3]. Innovation in business is required to support a systematic sustainable business model [4]. Creativity and innovation are the key areas of this business, and Ensure compliance with the operations and managing of the boutique management and adding to the vision of empowering women, the coordinator has organized several workshops, seminars, and skill development programs such as image building, sewing and pattern making, fashion designing, craft making with updated techniques and modern technology. Several exhibitions have also been organized to commercialize the products and services produced by the female participants and give them up-to-date knowledge regarding the market and its trends. Venturing into new areas of fashion and grooming, to provide more employment opportunities and scale areas for business expansion is the key interest of the proprietor.

2. RELATED WORKS :

Systematic review on the available literature is conducted from Google scholar search engine between the published journals between 2009-2022, with the help of keywords Boutique, Women empowerment, Entrepreneur, skill development activities, Fashion, Employability, SWOT Analysis, ABCD analysis. The analysis over the literature review is provided in table 1 and 2 based on respective keywords.

Table 1: Analyzing the Importance of Social Concern for a Business

S. No.	Focus Area	Importance of Business Vision and Social Concern	Reference
1	Corporate Social Responsibility (CSR) in business	Corporate Social Responsibility (CSR) is an emerging need in business.	Freeman, I., & Hasnaoui, A. (2011). [1]
2	Social Entrepreneurship	The intention of business with aspiration is connected with action.	Waddock, S., & Steckler, E. (2016). [2]
3	Current Fashion Challenges facing the business	Corporate social responsibility is a business philosophy with demographical and psychological dimensions.	Peterson, R. T., & Jun, M. (2009). [3]
4	Business Sustainability Model in practice	Economic stability can be achieved through a sustainable business model	Schaltegger, S., Lüdeke-Freund, F., & Hansen, E. G. (2012). [4]
5	Capabilities in Fashion Business	Fashion businesses promote the reuse, and recycling of their products thus	Hultberg, E., & Pal, R. (2021). [5]

		contributing to environmental sustainability.	
6	Employee Benefits	The organizational structure provides benefits to the employees through recognition and appraisal.	Sulistyo H. (2016). [6]
7	Women Entrepreneurship	Empowering women by training and employing them to build their personality and life will help them to face the challenges. Economic stability gives strength and gender equality.	Ali, M. A., & Salisu, Y. (2019). [7]
8	Social Acceptance & Self Identity	Entrepreneurship will support economical development along with social growth.	Niinimäki, K., & Hassi, L. (2011). [8]
9	Innovation Capability	Women entrepreneurs create more job opportunities and economic growth for female employees.	Fazalbhoy, S. (2014). [9]
10	Changing Trends in Fashion Business.	One of the emerging trends in fashion marketing is to conduct workshops and exhibitions to benefit both the business and society.	Pani, A., & Sharma, M. (2012). [10]

Source: Author

3. RESEARCH GAP AND RESEARCH AGENDA :

The research is conducted at Makeover Design Studio to study the objectives of the business and also commercialization of clothing and accessories, along with the supporting activities that can be conducted to empower women and promote entrepreneurship.

Table 2: Analyzing the Research Gap Based on the Research Area

Sl. No	Research Area	Focus Area	Reference
1	Economic empowerment of women	Makeover Design Studio focuses to empower women, by providing self-employment, which in turn helps them to improve their livelihoods and reduce the gender gap.	Hendriks, S. (2019). [11]
2	Employee skill development	The highly skilled employees required to sustain the business model, are created by training interested individuals to develop skills pertaining to industry standards such as digital illustrations, and handling of mechanized equipment for production.	Maiyo, C. R., Abong'o, A. S., & Tuigon'g, R. D. (2012). [12]
3	Employee motivation	Productivity of employees can be increased by motivating them, with appraisals, and providing them fringe benefits.	Lang, C., & Liu, C. (2019). [13] Kah, S., O'Brien, S., Kok, S., & Gallagher, E. (2022). [14]
4	Sustainability in Fashion Business	The fashion business is driven by increasing investment and wastage of raw materials, which can be reduced and brought down to a great extent by applying sustainability in a	Unimna, F. A., Essien, E. E., Opoh, F. A.,

		business model. The wastage produced can be recycled or up cycled into various other products and promote sustainability in business.	&Unimke, S. A. (2021). [15] Thorisdottir, T. S., &Johannsdottir, L. (2020). [16]
5	Increasing profitability in business	The profit earned in the boutique business model is mainly dependent on the employee service level to its customers and the fit and final quality of the product offered to the client. Therefore, to increase the profitability of the firm the employees need to be better motivated and their interests secured through diverse programs and benefits.	Dulebohn, J. H., Molloy, J. C., Pichler, S. M., & Murray, B. (2009). [17] Hong, J. C., Yang, S. D., Wang, L. J., Chiou, E. F., &Su, F. Y. (1995). [18]

Source: Author

4. PURPOSE AND OBJECTIVE :

This in-depth study helps to lead other organizations in the same field, which could also indicate the research gap through a perception study of the fashion industry. Being a scholar at Makeover Design Studio it is essential to do a qualitative study of the organization, in-depth and document the same for future reference and development. Following are the key objectives:

- (1) To understand customization
- (2) Analyzing the organization using SWOT analysis and ABCD analysis
- (3) To record the process of garment designing
- (4) To measure the benefit after sales and service.
- (5) To study the role of CSR in the business organization.

5. METHODOLOGY :

For the purpose of the study, employers and employees were personally interviewed. Their opinions were documented for analyzing the customization process and general working of the studio. After sales the servicing techniques or methods were observed, to maintain customer relationships. Clients were also taken into consideration to measure the benefit after sales and service. SWOT and ABCD analysis techniques were used to understand the stability of the organization. The beneficiaries of the workshops, seminars, and skill development programs conducted by Makeover Design studio, were also interviewed and their opinion was recorded.

6. REVIEW OF THE COMPANY :

The organization was studied in close proximity to its employees, raw material suppliers, clients, and participants in various activities conducted by Makeover Design Studio.

Started in the year: 2011

Founder: Mr. Jayaraj Shetty

Location of the organization: Shopnumber 13, Basement, Deepa Plaza, M. G Road, Mangalore

Area: 450 sq. ft, with 10 sewing machines, 2 embroidery machines, 1 overlock machine, 2 beading machines, and 1 cutting table.

Mission: “Visual impact and identity through clothing”

Vision: “To create a difference in society by empowering women, simultaneously expanding business and serving better”

Philosophy: The organization focuses on providing services with better value and timely delivery. Its’ agenda is to be a leader in the fashion business, by following ethical practices, autonomy, honesty, and beneficence. The clients are served with utmost diligence and loyalty [19]. The vision of the business is to be a trendsetter in the field of fashion, be innovative and develop products to suit the client’s requirements. Care is taken to deliver quality products, with premium finishing and a good fit with zero room for alteration or product returns. The raw materials suppliers are ensured to maintain quality

control and on-time delivery of raw materials. As mainly this business would flourish with repeat purchases from existing customers and building customer loyalty is what the organization is mainly focused on. To improve customer loyalty, importance is given to quality service and timely delivery. Discounts offers and various sales promotions are communicated to the clients, to maintain good customer relationships.

Customization is the key to success in the clothing business. Maintaining customer relationships and marketing all kinds of promotions play a vital role in the growth of business [20]. Makeover Design Studio follows the customization process religiously. The process begins with meeting the clients and illustrating the design details required by the client, followed by raw material sourcing and then production. At every stage of customization process care is taken, and customer satisfaction is the prime focus [21]. Product variety also plays a very important role in improving business. The various products manufactured by Makeover Design Studio include customized clothing; ready-mades for men, women, and kids for casual and special occasions. They also have a wide variety of accessories to be matched with the outfits. Outlining the vision to empower women, Makeover Design Studio is organizing a no. of workshops and seminars such as Fabric painting, stitching, fashion illustration, fashion styling, image building, bag making, tie and dye, hand and machine embroidery, fashion diploma course to improve the soft skills and impart knowledge in them to commercialize and enter the industry of small scale businesses.

7. PRODUCTION PROCESS AT MAKE-OVER DESIGN STUDIO :

TAKING ORDER: The clients are shown design catalogs and the final design is confirmed by the client taking into consideration the design detailing, occasion, and comfort of the wearer. The elements of the design such as silhouette, colour, and texture that the clients are looking for in the final product are visualized using hand or digital illustrations. Once these design illustrations are approved by the client, the costing is done. A cost sheet is prepared considering the design, raw materials to be used in the production, and the labor charges along with the profit. Once both the design sheet and cost sheet has been approved by the client the order is confirmed mentioning the delivery date of the order. An order receipt is given to the client bearing the cost and delivery date of the order.

SOURCING RAW MATERIALS: According to the design confirmed by the client, raw materials are required to begin the production such as the main fabric, lining, and other fasteners and trimmings such as show buttons, zippers, embellishments, etc are to be sourced for, from the regular suppliers. While sourcing care is taken to use materials of good quality and reasonable pricing.

MAKING PATTERNS: As the first step in producing the patterns are prepared according to the design and size of the wearer. The patterns cut, are sorted and sent to the cutting section.

CUTTING: The patterns are used and the main fabric and lining are cut according to the pattern. When cutting care is taken to avoid any possible mistakes and zero or minimum wastage of fabric. The cut garment components are sorted, bundled, and sent to the stitching section along with the trimmings, fasteners and other decorative elements to be added to the garment.

STITCHING: The tailors in the stitching section assemble the cut garment parts according to the measurement of the client and design detail approved by the client.

FINISHING: After the completion of garment assembling, embellishment, and other finishing work will be done by the helpers and finishing laborers. Trimming loose threads, button attachment, embroidery, and hemming are some of the processes completed in the finishing process.

QUALITY CHECKING: One of the most important processes in the manufacturing and customization of outfits is quality check. As the fashion business is concerned with maintaining customer satisfaction, and a key to it is maintaining the quality of the final product. The final outfits are checked for any stains or damages in production, fitting problems, stitching problems such as missing stitches, and puckering of fabrics. Certain quality standards are prescribed by the client as well as the organization, and outfits that pass these quality standards are sent forward to other production processes.

PRESSING & PACKING: The final step in the production of a garment is pressing and packing. The finished garments are neatly pressed using hand irons and then folded and packed into polythene covers and placed in cloth bags.

DELIVERY: The pressed and packed products are arranged according to the date of delivery and stacked in the warehouse or stockroom. On the day of delivery, the product is handed to the client against the order receipt given at the time of taking the order.

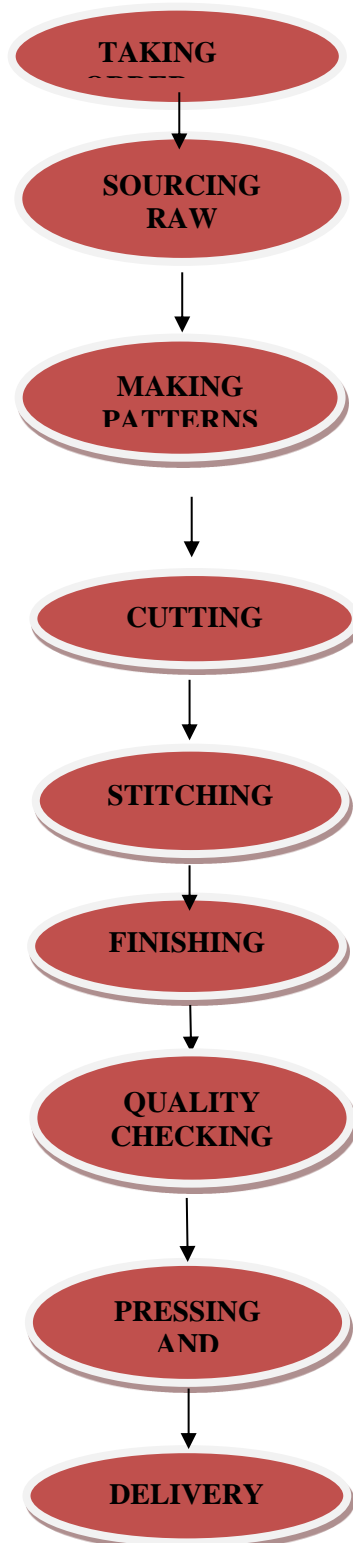


Fig. 1: Process Followed in Production. Source: Author

8. MARKETING MANAGEMENT AT MAKE-OVER DESIGN STUDIO :

Product: Products are based on the client's requirements, in case of customization. Makeover Design Studio also deals with ready-to-wear garments, following the trends of the time.

Price: Pricing of the products depends on various variables such as the fabric or other raw material cost, design detailing required for the client, and service or stitching charges.

Place: The Studio is situated in the heart of the city. The premises are also suitable for having elite customer walk-in adding to the customer flow and suiting the studio's target customer.

Promotion: Social Media tools such as Facebook, Instagram, etc are used to connect to clients. Yearly promotions, discounts, and festive offers are communicated to the clients through bulk messaging or personal calling.

Competition: Over the years lot many organizations have come up in Mangalore, posing a threat to Makeover Design Studio. Many boutiques have been established in and around the M.G road area, due to which the customers of Makeover are diverted to other businesses.

Marketing budget spent: The marketing budget for Makeover Design studio is around 40,000/annum.

9. HUMAN RESOURCE MANAGEMENT :

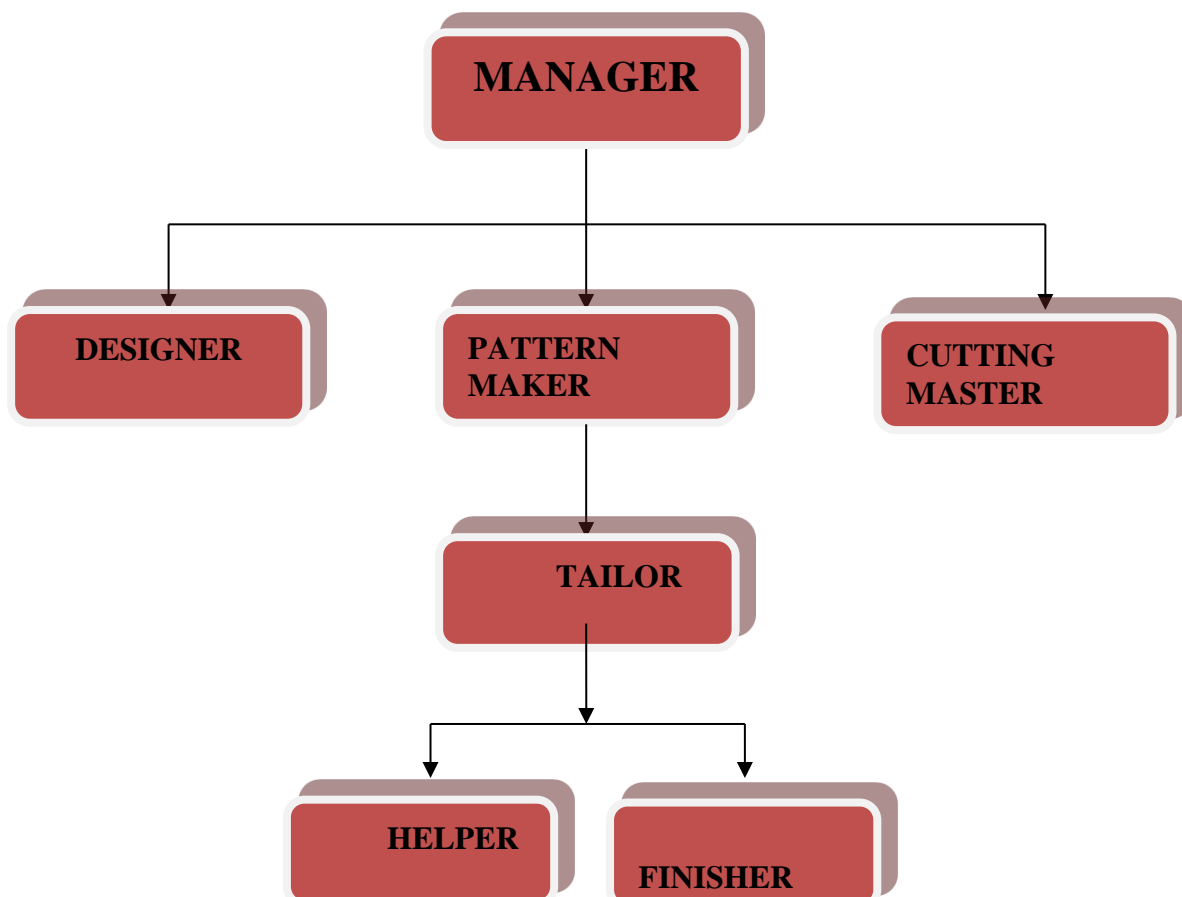


Fig. 2: Hierarchy of employees at Makeover Design Studio

Source: Author

Human resource management at Makeover Design Studio is well managed with good administration. As this business is dependent on serving customers with products of good quality and fit, which are mainly possible if the employees are skilled. Therefore, the skill level of employees plays a vital role in providing customers with products of their choice. The employees are trained and guided to enhance their skill levels pertaining to the neatness in stitching, accuracy in cutting and overall good finishing of the garments. The total no. of employees at Makeover Design Studio is 13, employed according to

their job specialization and work nature. The activities carried out by the employees are interrelated. The details of the employees according to their work profile and the hierarchy is given in figure 2:

Table 3: Staff employed in the Organization

S. NO.	WORK	NO. OF EMPLOYEES
1	Designing	1
2	Tailors	5
3	Helpers	2
4	Finishing	2
5	Sourcing	1
6	Managing head	1
7	Packing	1

Source: Author

Employee Benefits: The employees at Makeover Design Studio are given benefits such as bonuses, and appraisals. The overall well-being of the employees is taken care of by providing a work-friendly environment such as celebrating various festivals, birthdays, and anniversaries of employees.

Skill development and Training of Employees: Various workshops are conducted by industry experts such as finishing quality of the product, fabric painting, embroidery, and so on, to improve the soft skills of the employees. Seminars are conducted to update their knowledge regarding the present trends and requirements of consumers and the market.

CSR ACTIVITIES: CSR initiatives as per the vision and philosophy of the organization to empower and uplift women. Several workshops on skill development and small-scale Entrepreneurship programs are conducted for the benefit of women free of cost. The participant's performance in these workshops and training programs is reviewed, and the deserving candidates are given employment opportunities in the organization. Exhibitions are also conducted for the benefit of small-scale women entrepreneurs, where they are allowed to promote and sell their products and services to direct consumers, thus building their careers.

10. FINANCIAL ASPECTS OF THE COMPANY :

For the establishment of the makeover Design Studio, the initial investment included:

Deposit – 2 lakhs

Interiors- 2 lakhs

Machinery & equipments – 3.5 lakhs

Raw Materials – 4 lakhs

Above all monthly finances include rent, building maintenance, electricity supply, machinery, maintenance, the salary of the employees, promotional budget, CSR fund, and miscellaneous expenses.

11. GENERAL ADMINISTRATION :

9.1: Administration and management of the boutique are based on planning, organizing, directing, and controlling.

9.2: Fans are fixed in the boutique. Good ventilation is provided to make them feel comfortable.

9.3: Warehouse- a well-ventilated stock room is maintained.

9.4: Parking- Facility is provided to the customer for free of cost.

9.5: Security – fully pledged security guards are managing the safety.

9.6: Working Hours- 10.30 A.M TO 6 P.M

9.7: Lunch Break- 1 hr lunch break with a shift. Two people eat in a batch.

9.8: Attendance: - Attendance is marked by the employees.

9.9: Employee benefits- According to their performance incentives are given.

9.10: Fringe benefits: - Bonus, yearly new uniform, gifts during Diwali pooja, discounts will be given to the employees when they are purchasing materials /Outfits from the boutique.

9.11: Sanitary: - Only female members are working in the boutique. Good and hygienic sanitation facilities are provided.

12. AFTER-SALES SERVICE :

The main goal of any business is to improve profits and grow sales. Maintaining high customer satisfaction is the key to fulfilling the above mission. To generate repeated business providing a positive customer shopping experience is crucial. The after-sales service provided by the boutique is the set of actions taken by the organization to follow up on the customer's purchase and is aimed at maintaining their attention and engagement with the organization. At Makeover Design Studio, they ensure that customers are welcomed and made to feel comfortable. Individual attention is given to every client and care is taken to take down all the design detailing prescribed by the client. The client is called for a trial before the final delivery of the product to check the fitting, to avoid alterations on the day of delivery and any sort of delay. On the final day of delivery, the client is again asked to try on the final product and any changes required by the client are done within a short period, without adding to the waiting time of the client. Personal details of customers such as their name, address, and phone numbers are taken down at the time of taking an order and the same is stored in the customer database for future reference. Personalized messages or reminders are sent out to the customers during yearly discounts, offers, or any special occasions, to maintain the relationship and bonding with the consumers.

13. SWOT ANALYSIS :

SWOT analysis is a strategic planning and strategic management technique used to identify the strength, weaknesses, opportunities, and threats of an organization. It is a framework to evaluate a company's competitive position and also understand the marketing strategies for future reference [22].

Strength: The major strength of Makeover Design Studio is the customization process and its social concern, which go hand in hand [23]. Providing excellent customer satisfaction, on-time delivery, and a good fit at affordable pricing are strengthening features of the studio.

Weakness: The fluctuation in demand and decreased labor commitment are the two weak criteria of the business.

Opportunity: Makeover Design Studio is a leading entrepreneur in the fashion business in Mangalore, with a USP being its vision to empower women. Being a leader in this area of business the major opportunity of Makeover Design Studio is to grow and expand in this line and initiate further activities to support its business agenda.

Threat: With the extensive growth of boutiques in and around Mangalore, the growing competition, extensive factors such as policies and procedures by the government, economic policies, and social factors pose a major threat to the growth of a business.

14. ABCD ANALYSIS :

In this section, the overall strategic position of the company is further analyzed where the advantages, benefits, constraints, and disadvantages [24].

Advantages: Makeover Design Studio focuses on the innovation of products, providing a variety of services to its customers such as customization, readymade clothing, and accessories, and also conducting workshops, seminars, etc. The divergent areas of business catered by the organization prove as an advantage to it over its competitors [25] profitable business venture for entrepreneurs more selective products for clients will benefit both the owner and customer. Hosting events benefiting the boutique to generate more income through new client's exposure will be given to the products designed under the boutique. Cleanliness, product knowledge, inter-personal skills, store operation, customer service community outreach, and other skills are advantages of this boutique. Products of high quality and uniqueness carry the venture into the limelight. Having a small stock, able to keep up with the latest trends because they switch out inventory more frequently.

Creating a loyalty program, applying additional capital, hiring the right employees, taking customer feedback are advantages of this boutique. Show caring, potential listening to the clients, understanding, overcoming objection in sales. Here the boutique is creative with marketing efforts and finds a way to reach their best customers.

Benefits: The prime location of the business, being a pioneer in the field of fashion in Mangalore, and starting innovative projects to support women entrepreneurs are the major benefits for the organization [26] being an independent, managed by entrepreneur specialized in stylish, high quality products including clothing, accessories customers will get unique shopping experience, While filling a niche in retail sphere. This boutique stands successful attracting customers, buy online, pickup in store, match value to other competitors by sending promotional SMS, hosting events, creating a Wi-Fi space are

main benefits. Location is everything and this provides an increase in sales and good transactions. Reducing cost, increasing productivity, efficiency. Brand new customers, retargeting people who have shown interest in this brand.

Constraints: Marketing and communicating the services offered by the firm to reach its prospective clients and beneficiaries is the major constraint to strategic business development [27] having an innovative business idea sometimes missing skills finding the right talent and network, being financially unprepared are the main constraints of the business.

Disadvantages: The business is mainly dependent on the skill level of its employees. To provide good customer satisfaction the organization must ensure on-time delivery of high-quality products with the best fit, and this is solely dependent on the skill of the employees. Decreased number of highly skilled workers and their high salary expectations are some of the disadvantages that the business has to face. There is no website; expertise is not promoted adequately, poor networking.

15. INFERENCE :

The case study provides information based on the concern of the business to support socially underprivileged groups. Giving employment and empowerment to females is how this is envisioned. As the study indicates conduction of workshops, seminars, and exhibitions is not only for business purposes but also to promote and emphasize the role of intellectual knowledge in empowering women. Various strategies are being employed to fulfill the vision and mission of the business. Further, the organization can improve its business by reducing the production cost, and by controlling unnecessary delays and shortfalls in production [28]. Through the study conducted at Makeover Design Studio, it was found that the business is using traditional machinery and equipment for production processes such as cutting, and stitching which is causing a loss of productivity. Productivity could be enhanced to a great extent by the use of motorized and computerized modern machines and types of equipment adding to the overall quality of the end product. The use of technology, establishment of collective management, timely up gradation systems, and strengthening of indigenous marketing techniques could prove to be useful tools to overcome the threats and weaknesses of the organization. The purpose of this study is to identify the pros & cons of a business. Businesses of this type should rely on recognition and valuation of attributes including operational uniqueness and aesthetics. Customer needs are constantly changing. The study seeks to fill this important gap by focusing on boutiques with uniqueness. The purpose of this study is to identify if and how customers and beneficiaries (women entrepreneurs) are recognizing or communicating satisfaction on attributes unique to the clothing industry. Customers, beneficiaries, and employees' reviews were collected by directly contacting them [29-30]. The findings provide preliminary insights into economic and social sustainability. Integrated planning provides positive results to the organizations well as the connected problems.

16. CSR INITIATIVE AT MAKE OVER DESIGN STUDIO :

The steps undertaken to implement, Corporate Social Responsibilities at the firm are:-

- (1) Encouraging the workers to volunteer, supporting local communities, and ensuring equality in the workplace.
- (2) Promoting and empowering women by providing training and skill development.
- (3) Social and environmental Consciousness in waste management.
- (4) Improving labor policies
- (5) Teaching economic responsibility to employees.

Organization has social concern and responsibilities towards society such as encourage the workers to take part in Vanamahotsava annually, giving awareness about environmental policies, collecting and planting the saplings. Donating unsold clothes to the beneficiaries such as local NGO's. Treating the employees without discrimination of caste and creed. Identifying their ability to provide training and upgrading through relevant resource persons and activities. Using waste materials such as fabric swatches, thread, and decorative samples to create new and innovative products. Efficient solid waste management techniques are used to recycle, revise and reproduce products which generate income.

Prohibition of child labor, allowing them to work on their interest with social security, employee's participation in management activities. Providing paid medical leaves to the needy. Funds are used for

a variety of COVID-19 pandemic initiatives including distribution of mask, providing awareness regarding sanitization and hygiene.

17. CONCLUSION :

This case tracks Makeover Design Studio functions and projects. The organization made multiple attempts to reach the clients and redefine the target market, value, and consumer communication. After COVID 19, the situation was even more challenging and the organization pondered all possibilities of rectification. Some analysis pointed out that the idea of social concern is benefitted to both organizations and society. Makeover Design Studio is trying its best to provide quality products at reasonable prices. Managing the expectation based on the customer's taste and prevailing trend. This case study includes how an establishment can run successfully for the long-term including the relevant aspects accordingly. The primary goals ensure that keeping a good vision and mission of empowering women and employing people to support economically and fitting socially. Key findings are – the organization is using all the basic requirements. Through ABCD and SWOT analysis I recognize the advantages, benefits, constraints, disadvantages, strengths, weaknesses, opportunities, and threats of the boutique and it helped to understand any organization can be stable if it takes an opportunity to convert the weakness into strength. Recognizing change pursuing, opportunity taking responsibility, innovating new ideas, better use of resources, and creating new values for customers with a positive attitude toward changing requirements [30]. The organization is relevant to sustainable business focusing on and offering new products and services in response to societal concerns. To establish their brand name their use innovative practices such as women empowerment, labor entertainment, and giving awareness of skills.

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