



**4 FOX**  
BUSINESS SOLUTIONS PVT. LTD.  
INSPIRING GROWTH

# Case Study

**Category**  
Men's Accessories



## Overview

- 1. Brand Story**
- 2. Growth Barriers**
- 3. Campaign Data**
- 4. Key Results**



# Brand Story

Here is the Brief introduction.



## Introduction:

It's started in 2010 and has become famous for its top-notch leather accessories like belts, wallets, and purses. They're all about making stuff that's not just practical but also looks really classy. They use really good materials and skilled workers to make sure everything they sell is awesome. So, when you buy something from it, you're not just getting a belt or a wallet – you're getting a piece of style and quality craftsmanship.

## Exceptional Quality and Craftsmanship:

It is all about making stuff that's really well-made. They're super serious about quality. Every single thing they make is carefully put together using the best materials they can find. Whether it's their soft, smooth leather belts or their shiny, polished buckles, everything about their products screams top-notch. People who've bought stuff from Perb often rave about how amazing the quality is when they first see it.

## Style as a Reflection of Personality:

It thinks that the stuff you wear says a lot about who you are. They believe your accessories should reflect your personality. That's why they have a ton of different styles and designs to choose from. Whether you need a classy belt for a fancy event or a cool wallet for everyday use, Perb has something that'll match your style perfectly.



**BELT | WALLET | CLUTCH**

# Brand Story



## Customer Satisfaction and Loyalty:

It's success isn't just about making great products; it's also about keeping customers happy and loyal. People love it is so much that they recommend it to others, and many keep coming back for more. When someone get's wallet as a gift, it becomes a trusted companion, joining them on all their adventures because it's durable, practical, and stylish all at once.

## Conclusion:

In the world of leather accessories, It shines brightly as a symbol of top-notch quality and style. They're changing the game by setting new standards for how good leather goods can be. With their strong focus on skilled craftsmanship, appreciation for personal expression, and making sure customers are happy, It's making a real impact on the fashion scene. Those who choose are treated to products that not only look great but also add a special touch to their lives.

**For more information visit the link**

[https://www.amazon.in/s?k=Perb&crd=17ROOP53XMKSP&srefix=perb%2Caps%2C212&ref=nb\\_sb\\_noss\\_1](https://www.amazon.in/s?k=Perb&crd=17ROOP53XMKSP&srefix=perb%2Caps%2C212&ref=nb_sb_noss_1)

[www.amazon.in/stores/PERB/page/6C71878F-DA7D-4529-9BD9-77BF87D34A60?ref\\_=ast\\_bln](http://www.amazon.in/stores/PERB/page/6C71878F-DA7D-4529-9BD9-77BF87D34A60?ref_=ast_bln)



**BELT | WALLET | CLUTCH**

# GROWTH BARRIERS

- 1- Our sales for August stood at **₹32,223**.
- 2- However, after implementing a strategic pricing strategy aligned with market trends, we successfully increased sales to **₹1,05,787**.
- 3- Despite facing initial challenges with high prices, strategic placement significantly boosted sales. Unfortunately, our sales experienced a decline from **January to February**.
- 4- This decline can be attributed to a price increase of **₹100-₹100** by the client and the depletion of our inventory in the warehouse. Had our inventory been available, we could have achieved even greater growth..



**BELT | WALLET | CLUTCH**



**4 FOX**  
BUSINESS SOLUTIONS PVT. LTD.  
INSPIRING GROWTH

# 1 Month SALES

(1st March to 31st March)

We have Got

**70,211.73**

Sales in 30 Days

with **3.31** ROAS



Spend	Sales	ROAS
21,182.33	70,211.73	3.31

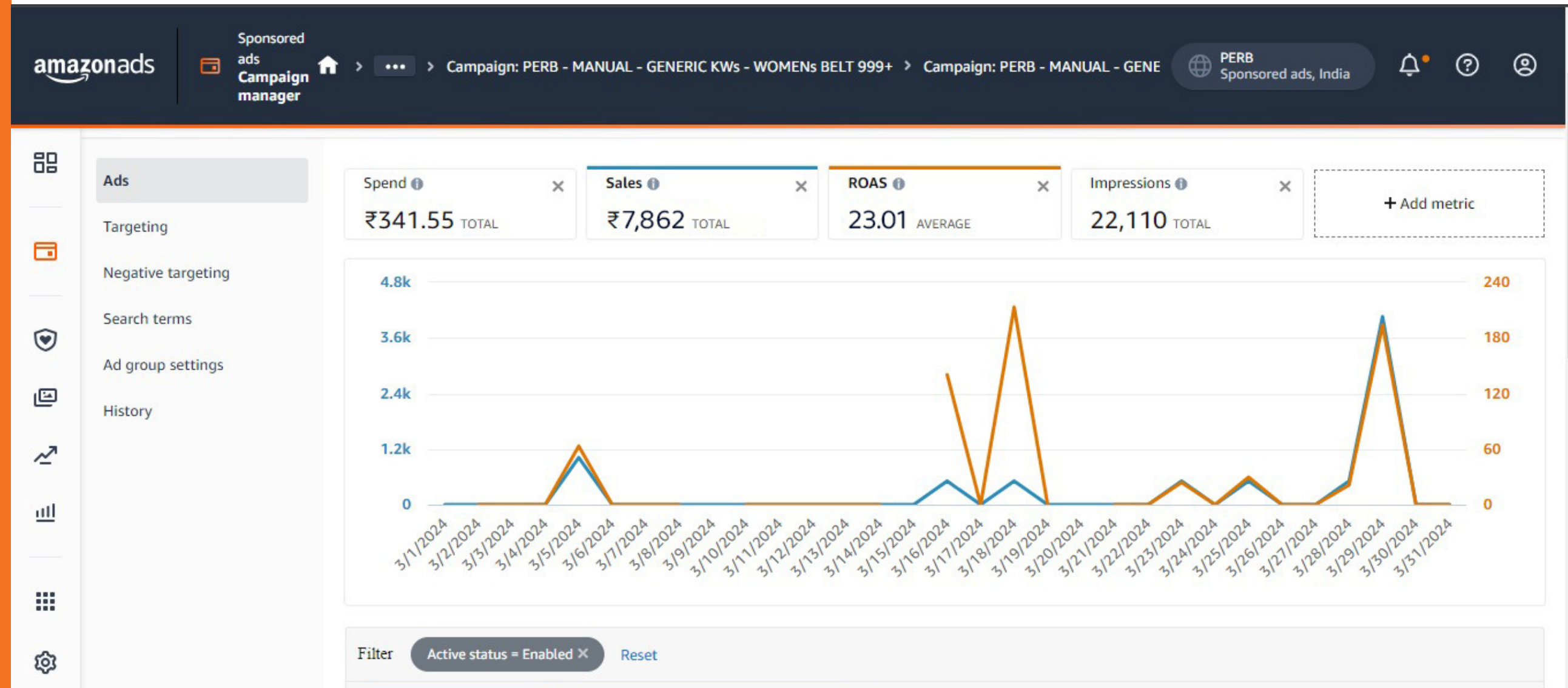


**4 FOX**  
BUSINESS SOLUTIONS PVT. LTD.  
INSPIRING GROWTH

# Highest Achievement

**23.01 ROAS**

**In 30 Days**



Amount Spend	Total Sales	ROAS
341.55	7,862	23.01

# KEY RESULTS

Date	Ordered Product Sales	Units Ordered
01-08-2023	₹ 32,223.00	30
01-09-2023	₹ 44,232	38
01-10-2023	₹ 54,708	47
01-11-2023	₹ 1,25,712	108
01-12-2023	₹ 1,80,420	155
01-01-2024	₹ 2,61,900	225
01-02-2024	₹ 3,14,280	270
01-03-2024	₹ 3,70,152	318
01-04-2024	₹ 4,87,716	419





# THANK YOU