ABSTRACT

This dissertation examines the factors that have impacted the leather industry of Pakistan in terms of local brands of leather products emerging in Pakistan. Pakistan is one of the largest producers of leather having all the necessary raw materials being imported. Our leather is of far more superior quality as compared to our competitors. Unfortunately we are not actually using this treasure wisely for our own benefit by assembling them into value added products and selling them under our own brands. We don’t see many designers and industrialists coming towards this direction. This dissertation raises the argument that when we have the leather then why are there no local brands emerging in Pakistan. Is it because most of the leather is exported and there is no enough leather available for our local demand? Or is it just because people are scared to do something challenging? By interviewing different people in this field including the two leading brands of leather bags in Pakistan I clarify what constraints this field is going through.

The major research strategy is qualitative analysis. The data for the secondary research has been collected from the already existing articles, books, reports, journals etc on the other hand the data for the primary research is based on the interviews and surveys conducted. This dissertation will simultaneously talk about the concept of branding and the branding strategies as it is very important to maintain a brand. In today’s world where people have become more aware of the changing trends and more difficult to please has increased the role of a brand as they need to deliver high quality service to satisfy the customer in terms of quality and design and to compete with the international market standard. Brands keep on evolving and needs to be ready to accept changes otherwise it can very soon lose its position.