

Bridal Couture House

Business plan

Target Audience Definition

The brand targets a **focused, high-intent customer base in Jaipur**, avoiding mass-market positioning and instead building a strong, design-conscious community.

Primary Segment: Occasion Buyers

- Age: 24–40
- Profile: Working professionals, brides, and social event attendees
- Spending Capacity: ₹15,000 – ₹80,000 per outfit
- Motivation: Unique, story-driven garments for special occasions

Secondary Segment: Emerging Luxury Consumers

- Age: 20–30
- Profile: Young professionals and aspirational buyers
- Spending Capacity: ₹5,000 – ₹25,000
- Motivation: Access to designer aesthetics at a more accessible price point

Tertiary Segment: High-Value Clients

- Profile: Affluent individuals and families
- Behavior: Repeat purchases, bulk or occasion-based wardrobe planning
- Motivation: Personalized service, exclusivity, and long-term association

