

# YRC Shares Key Insights on Building a Brand Like TGM

YRC shares key insights on brand building, inspired by models like The Giving Movement (TGM).

PUNE, MAHARASHTRA, INDIA, March 17, 2025 /EINPresswire.com/ -- In this communiqué, [YourRetailCoach](#) (YRC) shares a quick perspective on important areas of attention for brand building and strengthening while looking up to exemplary models like TGM (The Giving Movement).

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What to focus on when seeking to build a brand like TGM

TGM is a brand that aligns itself with charity, sustainability, and the environment. Underscoring its concerns towards environmental issues, TGM maintains that it seeks to minimise its ecological footprint. Fabric science and production processes in the fashion industry have significant ramifications on the planet's environment. For example, cotton production demands substantial areas of land. An increase in the demand for cotton indirectly leads to an increased demand for land for fabriculture.

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Elevating Business Processes As a SAP Signavio Certified Partner.”  
*Nikhil Agarwal*

TGM puts an enormous emphasis on its commitment to charity, sustainability, and the environment. This also gives the brand a robust and standout brand image. Such a

perception cannot be ignored, stays on the top of minds, and is hard to counter.

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TGM products are of high-end premium quality. The brand specialises in athleisure and

streetwear apparel and accessories. Now, there are many factors that fashion brands must consider when they intend to score high on the parameter of quality. Major factors include fabric, sewing, fitment, hardware components, functionality, durability, and washing and care.

Veteran omnichannel [Retail Business Consulting](#) would agree that a strategic factor in quality management is the degree of control over the supply chain. When the supply chain processes are in close physical proximity, it is easier to closely monitor quality and adherence to other policy and process standards.

It is improbable that brands like TGM that offer such high-end premium quality merchandise undermine these factors.

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Local and regional markets must find the initial priority.

The rule of thumb demands that a brand knows where its customers are located and find ways to cater to them. Local and regional markets must find the initial priority. Familiarities with local and regional markets help businesses gain quality experience and expertise for getting better at what they do. For instance, a company can closely monitor the performance of its [eCommerce channel](#) and improvise the same for a better shopping experience for its customers and enhanced operational efficiency. Doing the same for stores in a foreign or distant market often turns out to be more cumbersome. As a Dubai-based brand, TGM's strong and growing presence in the Middle East hints at the importance of having a strong local presence aligning with the presence of customer bases. TGM also sells globally to a large number of countries via its eCommerce channel. It shows how the brand is not confining itself to its native limits but reaching out to its customers from all over the world.

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