Brand Spotlight : Insights and Ratings

Explore Expert Reviews, Consumer Ratings, and a Comprehensive Overview of Your Favorite Brands.

Brand Name	Service for women
Company	Service shoes
Category	Fashion & Apparel - Footwear
Market	
Rating Updated	28th Apr 2026

Brand Audit Summary for Service for women

Founded in 1941, Service (Servis) is one of Pakistanâ€™s oldest and most iconic footwear brands, with a massive retail footprint of over 200 stores nationwide. While it serves the entire family, its women's segment is highly diversified through sub-brands like Ekisha (fashion-forward accessories and shoes), Klara (walking/active shoes), and Ekisha Comfy (medicated and comfort-focused wear). As a major exporter, Service maintains international quality standards while staying deeply connected to loc

A detailed consumer survey and expert audit reveal the following insights into the brand's performance:

Final Brand Story
Service is a household giant that offers an incredible variety of dependable, family-oriented footwear, perfectly balancing "value-for-money" with modern style for the everyday Pakistani woman.

Quality Score : 84.5%
Durable and reliable for daily use, though not positioned as premium quality.

Familiarity : 95%
Highly recognized brand across Pakistan with strong presence in all regions.

Affordability : 95%
Strong affordability makes it accessible to a wide range of consumers.

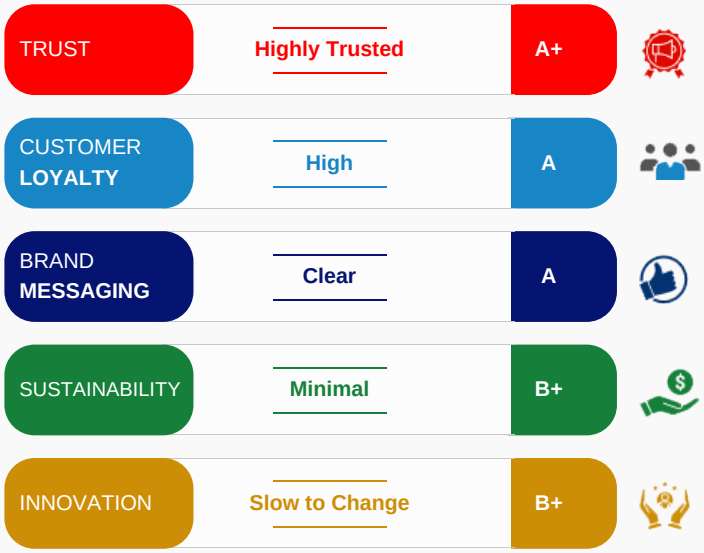
Availability : 95%
Extensive retail network ensures availability in cities, towns, and rural areas.

Trust : 95%
Long-standing presence and consistent performance build strong consumer trust.

Customer Loyalty : 84.5%
Customers frequently repurchase due to reliability and affordability.

Overall Score **A** 86.94%





Brand Index Analysis

Serviceâ€™s strategic advantage lies in its "Sub-Brand Specialization." By creating distinct identities like Ekisha for fashion and Comfy for health-conscious buyers, they avoid the "one-size-fits-all" trap that often plagues legacy brands. They dominate the middle-income demographic by offering durability that rivals premium brands at a fraction of the cost. Their "Fashion for All" approach ensures that even their most trendy designs remain functional for the varied terrains and lifestyles of bot

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Brand Messaging : 84.5%
Focuses on affordability, durability, and everyday comfort.

Sustainability : 74.5%
Limited visible sustainability initiatives in local market.

Innovation : 74.5%
More focused on functionality than trend-driven innovation.

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