

Project 3: Web-based Fashion Design

What?

- **What is the idea and the need?**
- **What could be the possible plan to build the product or implementing the service?**
- **What is the market that is addressed?**

We'll have a website say xyz.com on which we'll ask the customers to login , choose the base colour of the t-shirt and just start designing their own t-shirt using some tools present there on the website or choose from some already present templates, while on the web. We'll print the t-shirt and deliver it to them at competitive prices, using courier, at their doorstep. This is an innovative idea in itself as it hasn't been done before. The USP of our idea lies in the cost reduction process we'll adopt. Various companies will be approached for advertising their product or services on our t-shirts. According to their discretion ,they'll be asked how much cost of the t-shirt are they willing to pay for their advertisement on the t-shirt. According to this, we'll make a table of the different companies and their cost reduction on our website. The person who has come to design the t-shirt on our website will be given a choice, as to which company does he want to advertise. For instance, consider there are two companies, one offering baby diapers, giving a cost reduction of say Rs 80 on the total cost of the t-shirt and say the other is a software company giving a cost reduction of Rs 50 on each t-shirt. Now for the person who is there to buy the t-shirt, for him , his utmost priority maybe a low-cost t-shirt, in such a case the person will go for the advertisement of the baby diapers, whereas some other customer may think that an advertisement of a software company on his t-shirt will look better than that of a baby diaper even though they are offering less reduction, in that case he might go for the advertisement of the software company. In spite of this ,if there is a customer who doesn't want to go for any of these, he'll pay the original cost of the t-shirt. The need for such an idea is because

- Firstly, the companies offering such custom t-shirt services are very few, and none is there in India.
- Secondly, they don't provide as much flexibility as our website aims to provide. We'll let the customer use his imagination to the fullest to utilize each and every inch of the space of the t-shirt.
- This is a very naïve concept but it has a good market if we consider college going students, as most college guys change their t-shirts frequently. Also, they have to satisfy with whatever designs they get on the apparels shop. So, given a chance to design their own t-shirt, they're more likely to use this service

considering the fact that its also saving the time required to go to the market and shop around.

We've an added advantage to our product, as in we're providing added cost reduction techniques of selective advertising because of which the person can get a good quality t-shirt for a lesser price.

To implement such a service, our company will need trained professionals for the following departments : creative , technical , finance and accounts , marketing and supply chain/logistics. Creative team will be responsible for designing the t-shirts. It'll have 2 recruits-a digital artist and a fashion designer.

The technical team will be responsible for design, maintainence of the website and updating of the data etc. Finance & accounts deptt. for account handling, pricing, costing of t shirts, salaries. Marketing deptt. for publicizing the t-shirt etc. and also thinking of other ways of merchandising. Supply chain/logistics deptt. will be responsible for arranging the raw materials, and transporting the finished goods(by courier) and making sure everything is going fine in the supply chain.

The market address is pretty huge as it encompasses all the college going crowd, different groups/student societies/organizations who wish to have a t-shirt printed particularly for their group. And, in India there is no dearth of colleges.

As per a recent survey, no. of colleges in India is somewhere close to a 1000. Then there can be organizations who wish to give away t-shirts as a promotional campaign or a small reward to their customer for buying their product. Or the companies who wish to print some t-shirts for their employees etc.

Who?

- **Who are the customers?**
- **Who is the competition?**

The customers as in the above paragraph will be basically the college going crowd,college student organisations /societies or other corporate houses etc who need a group t-shirt printing facility.

As of now, such a t-shirt service is nowhere existent in India. But still, our business will face competition from the big established apparel brands e.g. United colors of Benetton, Adidas, Reebok etc. and other brands who make t-shirts.

Why?

- **Why does the opportunity seem attractive?**
- **Why would the customer choose the product/service?**

The opportunity is attractive because there is no such company available which provides such a flexibility in custom t-shirts. Also our company will have a unique price reduction methodology. Due to which the person can get a good quality t-shirt at a reduced price. We can also add the aspect of saving the designed t-shirt design by somebody and if somebody else chooses his design, he will get part of the profit coming from the t-shirt. Simultaneously, MLM(Multi-level marketing) may also be included in which we'll ask the customer to make an account and if he prescribes our service to somebody, then he'll get a part of the profit coming from the t-shirt.

The customer will choose this product because the person is able to get what he wants. Also, we can have a portal at our site where our fashion designer will advise different people on what kind of a t-shirt design/colour will suit their personality/built/complexion etc. If the person is unable to design his/her t-shirt, then he may choose from some of the pre-loaded designs in the gallery. Also, the person is getting the benefit of ordering t-shirt from the comfort of his home and the person does not have to waste time in shopping around the shops. Our price reduction method may also attract a few customers who are economically conscious. Finally, there is no such consolidated service available, which may provide all these services.

How?

- **How big is the market and how fast it can grow?**
- **How would the idea be taken to its potential customer?**

The market is pretty huge, if we see the no. of colleges in India(which has already crossed the 1000 mark barrier), the potential of such an idea is huge. Secondly, not all go for established brands, there are people who may prefer a custom t-shirt if we provide good quality and good service. The service will be first started in metropolitans, where the fashion oriented customers are more likely to be found, like Delhi, Mumbai. Once established we can move on to other markets. So a decent growth can be expected.

The idea developed will be promoted in colleges through various festivals and student promotion offers. We can also tie-up with some retail outlets, or provide showcasing facility of our designs in order to make them popular. Once ordered, the t-shirt will be delivered using courier service which is widely available all across the nation.