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STA103IAE Creative Thinking for Business

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Executive Summary

Acknowledgement

Defining Problem

Customers in Nepal have a difficult time finding printed t-shirts that properly reflect their individual tastes and hobbies. Because there are few possibilities, there is little variety and customization. This limitation limits people's capacity to fully express themselves through their clothing choices, making it difficult for them to show off their interests, passions, and sense of fashion. Customers are consequently left feeling unsatisfied because they are unable to locate t-shirts that properly reflect their uniqueness.

In addition, there is a critical issue with the printed t-shirt quality in Nepal. Many of the patterns that are currently offered have poor print quality, and the prints start to fade quickly after just a few washes. Customers become angry and disappointed as a result, which lessens the t-shirts' aesthetic appeal. Customers' overall contentment is hampered by the lack of long-lasting and durable printing, which discourages them from making further purchases. Customers are left with a sense of disappointment and a reluctance to spend in such things if they cannot access printed t-shirts that are expertly made and long-lasting.

The limited assortment and poor print quality have a significant negative influence on both the customer experience and the market's potential for growth for printed t-shirts in Nepal. To express their uniqueness and passions, customers want a broader variety of designs and personalization possibilities. They also look for prints of superior quality that stand up to numerous washings and provide long-lasting enjoyment. Businesses can capitalize on the unmet need for distinctive and durable printed t-shirts by addressing these problems, giving customers more options and improving their whole shopping experience. In order to address this issue and give clients in Nepal a positive and customized t-shirt purchasing experience, creative solutions must be found.

Stakeholders

1. Customers in Nepal

They are immediately impacted by the restricted number of printed t-shirt designs available, as well as the lack of diversity and customizing options. They are unable to discover t-shirts that accurately reflect their interests and preferences, resulting in a diminished opportunity for self-expression.

2. Local Print Shops

These companies are in charge of producing and selling t-shirts in Nepal. They are impacted indirectly by the problem since the limited variety and poor print quality of available designs may have an influence on their sales and client satisfaction.

3. T-shirt Designers

Stakeholders include artists and designers who make t-shirt designs. Due to market constraints, they may find it difficult to demonstrate their innovation and respond to the different interests of clients.

4. Retailers

T-shirt retailers in Nepal, whether online or offline, are stakeholders since they are influenced by a lack of diversity and personalization possibilities. They may have difficulty meeting client requests and may have difficulty acquiring and maintaining customers.

5. Manufactures and Suppliers

Garments that manufacture and provide t-shirts, such as fabric, ink, and printing equipment, are also stakeholders. To solve the issue of poor print quality and

fading, they may need to adjust their offers and supply better quality materials and equipment.

Questions

1. Customers in Nepal:

1. What particular preferences and hobbies do you like to see represented on printed t-shirts?
2. How does the restricted number of designs influence your shopping selections and sense of self-expression?
3. Have you encountered any unique issues with t-shirt print quality and durability in Nepal?
4. What enhancements or additions to the present printed t-shirt offers would you want to see?
5. What role does customization and customization play in your choice to buy a printed t-shirt?

2. Local Print Shops:

1. How has the restricted number of designs affected your business in terms of client satisfaction and sales?
2. Have you received any particular consumer comments about the poor print quality and durability of t-shirts?
3. How have you addressed the issue of limited variety and customization choices thus far?

4. What obstacles do you have in offering a broader selection of designs while retaining higher print quality?
5. How important is it for you to collaborate with t-shirt designers in order to broaden your product offerings?

3. T-shirt Designers:

1. How do you see the present market constraints for printed t-shirts in Nepal?
2. What obstacles do you have in showing your creativity and tailoring to the different tastes of your customers?
3. Are there any design trends or patterns that Nepalese buyers prefer?
4. What improvements would you like to see in terms of t-shirt print quality and durability?
5. How do you believe working with local print shops or merchants may help you expand your reach and impact?

4. Retailers:

1. How has the lack of variety and customization possibilities affected your ability to attract and keep customers?
2. Have you received any particular consumer complaints about t-shirt print quality or fading?
3. What efforts have you done thus far to remedy the problem and fulfill consumer expectations?
4. How vital is it for you to offer one-of-a-kind and customised printed t-shirts in order to stand out in the market?

5. What assistance or adjustments do you anticipate from manufacturers and suppliers to address the situation?

5. Manufactures and Suppliers:

1. Are you aware of the difficulties that customers and companies encounter as a result of the restricted range and poor print quality of t-shirts?
2. Have you received any particular criticism or concerns about the printing materials or equipment used in Nepal?
3. What changes have you done or intend to make to improve the print quality and durability of t-shirts?
4. How do you see the market's appetite for different styles and modifications options?
5. What kind of cooperation or assistance would you be willing to provide in order to address the highlighted concerns and enhance client satisfaction?

Who will benefit from the solution and how?

My goal is to transform the agriculture industry by solving the primary obstacles impeding production and providing farmers with the tools and information they require to thrive.

1. Customers in Nepal:

Customers will be able to choose t-shirts that properly reflect their hobbies, tastes, and personal style with expanded diversity and personalization options. This would increase their feeling of self-expression and contentment with their dress choices. Improved print quality and durability would also ensure that the t-shirts endure longer, keeping their brilliant appearance even after several washing. Customers would be more delighted with their long-lasting and durable t-shirts, which would not only give greater value for money but also stimulate repeat purchases. Furthermore, having a greater selection of designs and customization choices will improve the entire purchasing experience and allow consumers to stand out with unique and personalized t-shirts.

2. Local Print Shops:

Print shops may attract more clients and enhance sales by cooperating with t-shirt designers and obtaining access to a bigger choice of designs. This collaboration will allow local print shops to improve their reputation and client happiness by providing high-quality printing services. Customers would be more inclined to pick their services if print quality and durability were enhanced, resulting in favorable word-of-mouth and repeat business. Furthermore, by addressing the demand for customisation choices, print shops may offer specialized services to a specific consumer group, attracting new customers and generating income.

3. T-shirt Designers:

Collaboration with local print shops and merchants will broaden their market reach while also providing a forum for them to demonstrate their talent. Designers may increase their visibility and popularity by collaborating with print shops to get their creations produced and made available to a broader audience. Furthermore, by providing a variety of modification possibilities, designers may attract more consumers looking for bespoke and distinctive t-shirt designs. This would not only boost their client base, but would also allow their works to be acknowledged and worn by clients who share their aesthetic vision. Furthermore, increased print quality and durability will guarantee that their ideas are correctly portrayed and retain their attractiveness over time, adding to both designers' and their consumers' overall pleasure.

4. Retailers:

Retailers may attract more consumers and increase sales by offering a larger assortment of printed t-shirts with various designs and personalization choices. The expanded diversity would appeal to clients' different preferences, giving them additional options and improving their probability of making a purchase. Furthermore, enhanced print quality and durability would result in fewer consumer complaints and returns, increasing merchants' reputations and fostering customer confidence. This would generate favorable word-of-mouth, increasing foot traffic and revenue for merchants. Retailers may create a more enjoyable shopping experience and meet the needs of customers who desire distinctive and high-quality printed t-shirts by addressing market limits.

5. Manufactures and Suppliers:

Collaboration with designers and retailers to offer a greater range of styles and customisation possibilities would open up new business opportunities and broaden their consumer base. Manufacturers may also link themselves with the need for ecologically friendly products by implementing sustainable methods, attracting socially concerned customers. Suppliers, on the other hand, would see greater demand for materials and components including textiles, dyes, and printing equipment, resulting in better sales and profitability. Building close relationships with manufacturers and offering high-quality products will help them develop. Suppliers can explore new prospects and develop their product offerings as the industry grows to satisfy the changing demands of manufacturers and designers.

Research Solutions

About 40.68 percent of population in nepal lies in the age group 16-40 who are most active and want to express themselves in their best way. To look better everyone tries anything that be show themself in a best way. But due to small market of printed t-shirt clients are unable to fascinate themselves with variety of design of their loved ones.

Previous Solutions

1. Wearyaki :

It is a instagram and website business where customer sends image in instagram and they print and send to them whereas in website customer can only order items they have in stock.

2. Casemandu

It is an insta-business that delivers the printed phone case of the image send by the customers.

3. Customink

Customink is a website business where clients can only edit the colour and fonts in the clothes but can design by themselves.

4. SastoPrint

It is also a website where customer send image in web and gets delivered what they want..

Assumption

1. Customers in Nepal:
 - a. What particular preferences and hobbies do you like to see represented on printed t-shirts?
 1. They are interested in designs that depict local events, traditional costume, or notable places.
 2. They may prefer t-shirts with their favorite sports teams or artwork relating to sports.
 - b. How does the restricted number of designs influence your shopping selections and sense of self-expression?
 1. The limited amount of patterns resulted in missed chances to express one's personality and originality through fashion choices.
 2. They become irritated by a lack of variation and options, resulting in a compromise in their purchases.
 - c. Have you encountered any unique issues with t-shirt print quality and durability in Nepal?
 1. They may have had problems with low-resolution prints, color bleeding, or uneven printing, all of which impacted the overall aesthetic of the t-shirt.
 2. They may have noted that the prints crack or peel quickly, hurting the t-shirt's overall quality and longevity.
 - d. What enhancements or additions to the present printed t-shirt offers would you want to see?

1. Improved printing processes and materials for crisper, more colorful patterns that can survive repeated washing.
 2. They want to edit on their own on website and send for order.
- e. What role does customization and customization play in your choice to buy a printed t-shirt?
1. Personalized t-shirts have sentimental significance and can serve as a remembrance of significant events, accomplishments, or life experiences.
 2. Customers like the flexibility to customise their t-shirts with creative writing, photographs, or designs, which allows them to stand out and show their distinct personalities.

2. Local Print Shops

- a. How has the restricted number of designs affected your business in terms of client satisfaction and sales?
1. They noticed a decline in client satisfaction and sales due to the restricted number of designs.
 2. They were rated low because if few designs only.
- b. Have you received any particular consumer comments about the poor print quality and durability of t-shirts?
1. Many customers complained about prints fading away after few washes.
 2. Customers complaint since they weren't able to pick the design they wanted to.
- c. How have you addressed the issue of limited variety and customization choices thus far?

1. They had tried to collabing with local designers and artist.
 2. They themselves did a lot of research on more designs.
- d. What obstacles do you have in offering a broader selection of designs while retaining higher print quality?
1. Limited availability of high-quality printing materials.
 2. Cost of upgrading printing techniques.
- e. How important is it for you to collaborate with t-shirt designers in order to broaden your product offerings?
1. Collabing with designers is the most important.
 2. Collaboration allows them to overcome the limitations.

3. T-shirt Designer:

- a. How do you see the present market constraints for printed t-shirts in Nepal?
1. Limited availability of diverse designs has limited their ability to cater various customer preferences.
 - 2.
- b. What obstacles do you have in showing your creativity and tailoring to the different tastes of your customers?
1. Lack of resources and support to showcase.
 2. Markets preference for traditional motifs and patterns has limits the scope of experiments.
- c. Are there any design trends or patterns that Nepalese buyers prefer?
1. There is growing interest in contemporary and minimalist designs.
 2. Traditional and cultural elements have a significant demand in market.

- d. What improvements would you like to see in terms of t-shirt print quality and durability?
 - 1. They strive for improvements in print quality and durability.
 - 2. Adopting eco-friendly and sustainable printing practices would align with the growing environment consciousness.
- e. How do you believe working with local print shops or merchants may help you expand your reach and impact?
 - 1. Working with local print shops can showcase their designs to a wider audience.
 - 2. Local print shops often have valuable insights into market trends and customer preferences.

4. Retailers:

- a. How has the lack of variety and customization possibilities affected your ability to attract and keep customers?
 - 1. This has lead to a loss of interest and lower customer satisfaction.
 - 2. Has major impact competing with other retailers.
- b. Have you received any particular consumer complaints about t-shirt print quality or fading?
 - 1. yes
- c. What efforts have you done thus far to remedy the problem and fulfill consumer expectations?
- d. How vital is it for you to offer one-of-a-kind and customised printed t-shirts in order to stand out in the market?

- e. What assistance or adjustments do you anticipate from manufacturers and suppliers to address the situation?

5. Manufacture and Suppliers

- a. Are you aware of the difficulties that customers and companies encounter as a result of the restricted range and poor print quality of t-shirts?
- b. Have you received any particular criticism or concerns about the printing materials or equipment used in Nepal?
- c. What changes have you done or intend to make to improve the print quality and durability of t-shirts?
- d. How do you see the market's appetite for different styles and modifications options?
- e. What kind of cooperation or assistance would you be willing to provide in order to address the highlighted concerns and enhance client satisfaction?

Brainstorming

1. White Hat

- Nepal only offers a small variety of printed t-shirt designs.
- Existing printed t-shirts quickly fade and have poor print quality.
- Reduced repeat sales and customer unhappiness.

2. Black Hat

- Price hikes related to locating a variety of designs and premium materials.
- Insufficient access to talented designers and artists to produce original t-shirt designs.
- It's important to stand out in a crowded industry and competition from already-established market competitors.

3. Green Hat

- Create a collection of one-of-a-kind and interesting t-shirt designs by working with regional artists, designers, and design groups.
- To increase print quality and longevity, spend money on contemporary printing tools and methods.
- Form alliances with fabric producers to guarantee access to high-quality materials.

4. Yellow Hat

- Customers may show their uniqueness and preferences thanks to the variety and adaptability of t-shirt designs.
- Customer satisfaction rises thanks to robust, long-lasting t-shirts produced with high-quality printing.

- Expanded client loyalty and repeat business may result from expanded selection and better print quality.

5. Red Hat

I feel optimistic and excited about the potential opportunities that lie ahead.

I've personally been disappointed by the limited variety of printed t-shirt designs and the lack of customizing options, and I think there is a significant market need that is just waiting to be met. I am passionate about enabling clients in Nepal to freely express themselves through distinctive and varied t-shirt designs that accurately capture their interests, hobbies, and sense of fashion. I am also conscious of the importance of having productive interactions with stakeholders. It will be essential to have open lines of communication, practice active listening, and adopt a customer-centric mindset in order to comprehend their demands, gather insightful feedback, and forge solid bonds with them. Involving stakeholders in decision-making and demonstrating our dedication to their pleasure will help us build a supportive environment that supports the growth of our business.

6. Blue Hat:

As the owner of the business, I assume the position of the Blue Hat thinker to give our team direction, structure, and direction. I'll go over the main ideas and factors that must be taken into account in order to make sure our project is successful. I'll offer an organized strategy for our business solution. In doing so, you should clearly define your vision, goal, and target audience. You should also undertake market research, take care of any operational issues, create a branding and promotion strategy, examine the financial implications, and identify key performance indicators. By adopting this strategic attitude, we can make sure that our business is organized and focused, laying the groundwork for success.

Engagement With Stakeholders

Several observations have been made in the issue statement of poor quality t-shirts engaging with stakeholders.

1. Customers

Customers in Nepal are the main parties whose interests are directly impacted by the small number of t-shirt design options. Customers expressed their dissatisfaction with the market's small range of printed designs. They express a desire for options that are more varied and tailored to their interests. Customers emphasized the need for t-shirts that provide them the freedom to show off their individuality and sense of style. They stress the need of prints that are long-lasting, durable, and retain their quality.

2. Local Print Shops

They explain that the need for a wider variety of t-shirt possibilities as a result of customers discontent with the small number of design options. They indicated a desire to work together to enhance the print quality and toughness of the t-shirts they make. Print shops offered insights into the technical aspects of printing and recommended cutting-edge methods or materials that could improve the prints quality. To better serve customers desires, they also imparted their knowledge of current trends and popular design options.

3. Designers

Designers acknowledged their delight for coming up with distinctive and varied t-shirt designs that appeal to buyers tastes. To enable clients to personalize their t-shirts, they

propose personalization possibilities and give original ideas. They provided their opinion on current fashion trends as well. To make sure that the designs produced are in line with customers expectations, they emphasized the value of collaboration and open communication.

4. Retailers

Retailers understand the need for a larger variety of printed t-shirts and indicate their variety of printed t-shirts and indicate their desire to give customers more choices. Based on their sales data and customers contact, they emphasized customer preferences and offered input on the current designs. They talked about marketing plans for the new collection of t-shirts designs and made suggestions for how to increase their presence in shops and online. Additionally, they committed to give customers worthy that live up their expectations.

5. Manufacturers and Suppliers

They told that they understand the need for sourcing worthy materials that result in long-lasting and durable prints. They shared information about latest advancement in printing technology and suggest way to improve printing process for better quality output. They highlighted their commitment to sustainability and ethical sourcing practices, ensuring that the materials used meet customers expectations in terms of durability and environmental impact.

DriveLink:

[https://drive.google.com/drive/folders/1tBzZS7RznYy-z1TNNUCzFXKNi3LiOGsg?
usp=drive_link](https://drive.google.com/drive/folders/1tBzZS7RznYy-z1TNNUCzFXKNi3LiOGsg?usp=drive_link)

Business Model Canvas

Key Partners

- Fabric Manufacturers
- Retail Shops
- Social Media influencers
- Fabric Manufacturers
- Artists and Designers
- Printing Equipment Suppliers

Key Activities

- Design and Artwork Creation
- Quality control and testing
- Supplier and Partner Management
- Website Development
- Marketing and Branding
- Customer Support
- Research and Development

Customer Relationship

- Personalized Customer Service
- User-Friendly Website
- Loyalty Programs
- Social Media Engagement
- Follow-ups
- Customer education and Content

Key Resources

- Printing Equipment
- Website
- Fabrics
- Networks
- Branding Assets

Value Proposition

- Diverse Design
- High Quality Fabrics
- Long Lasting Prints
- User-Friendly Website
- Responsive Services
- Social and Environmental Responsibility
- Continuous Innovation

Customer Segment

- Individuals
- Fashion Enthusiasts
- Corporate Clients
- Retail Stores and Resellers
- Tourists and Travellers

Cost Structure

- Tech and Equipment Costs
- Material Costs
- Design and Artwork Costs
- Production Costs
- Advertising Costs
- Distribution and Logistics Cost

Revenue Streams

- Sale of Printed one
- Customization Service
- B2B Sales
- Bulk Orders
- Affiliate Marketing
- Sponsored Content and Advertising

Channel

- Website
- Retail Stores
- Social Media Platforms
- Partnership with Event Organizers
- Word-of Mouth
- Collaboration with Corporate Clients

Summary of Business Model Canvas:

- Key Partners

Our business relies on key partnerships with various stakeholders including Fabric Manufacturers, who provide us with premium fabrics that are suitable for printing. Retail Shops, which helps in expanding the distribution channels.

Collaborating with social media influencers to expand the brand's reach establishing connection with artists and designers to produce unique designs. And Forming alliances with manufacturers of printing equipment to guarantee access to cutting edge printing technology.

- Key Activities

The creation of a wide variety of t-shirt designs in collaboration with artists and designers, sourcing premium fabrics from fabric producers, using printing equipment to create prints of the highest quality, marketing and promotion through social media influencers and other marketing channels, managing customer orders, customization requests, and fulfillment procedures are a few of the key activities.

- Key Resources

Major sources include High-quality materials which is sourced by fabric manufacturers. Stores that sell for client reach and physical presence. Influencers on social media to advertise the printed t-shirts. Designers and artists to produce distinctive and varied designs. Suppliers of printing supplies to guarantee accessibility to up-to-date, dependable printing technologies.

- Value Proposition

The value proposition would put a strong emphasis on offering a huge variety of distinctive and varied t-shirt designs, as well as customization choices on their own in the website. Delivering high-quality prints that remain intact even after numerous washings is the main advantage, ensuring customer happiness and self-expression.

- Customer Relationship

Giving customers a tailored and interesting experience is the main goal of customer interactions. This can be accomplished by providing exceptional customer service, responding to enquiries quickly, and putting in place feedback systems to recognize and respond to consumer requirements and concerns.

- Customer Segment

In this instance, the target market would be people in Nepal who are seeking for a variety of customisable printed t-shirts that reflect their tastes and activities mostly youths. These buyers might prefer prints of a high standard that are strong and long-lasting.

- Channel

Online and offline channels can both be used as distribution channels. A specialized website or an e-commerce platform may be used as online channels to advertise and sell printed t-shirts. In order to physically reach clients, offline channels may involve collaborations with retail establishments or pop-up stores.

- Revenue Stream

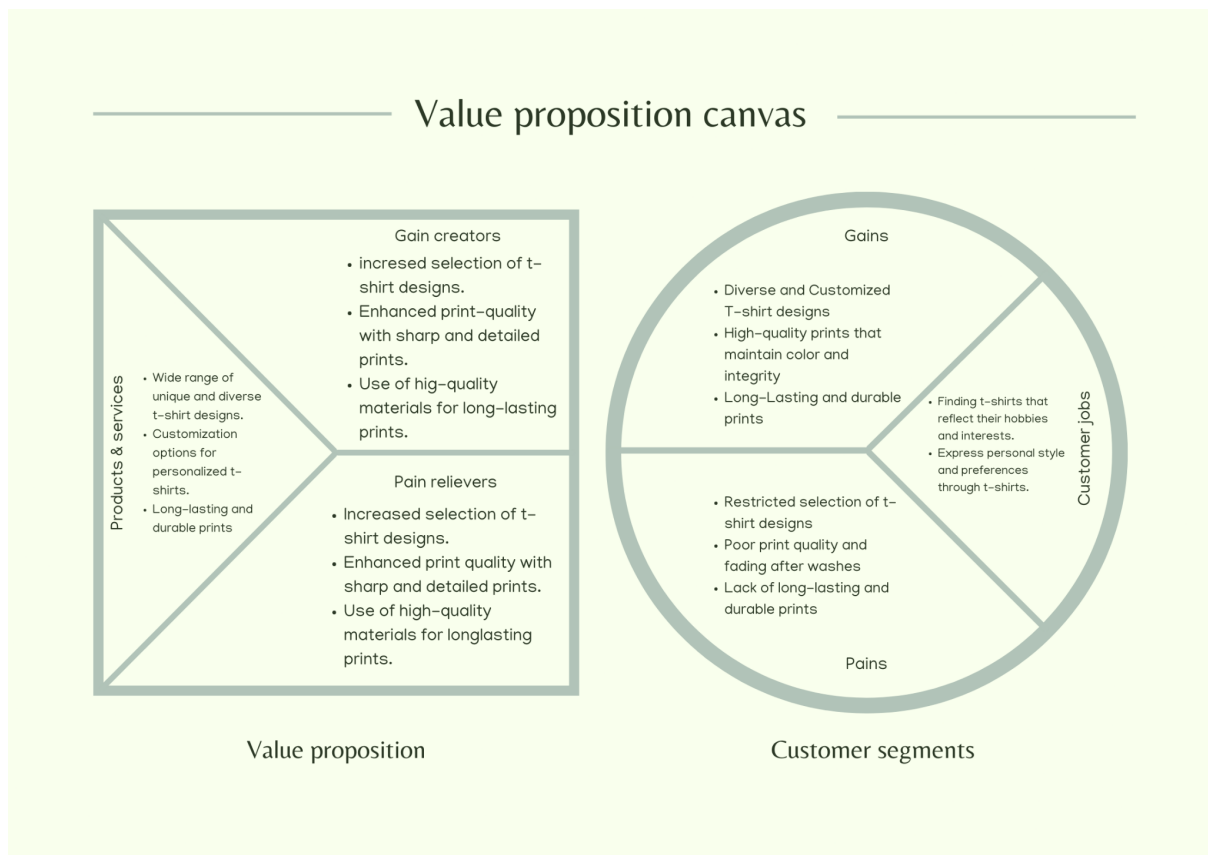
The printed t-shirt sales would be the main sources of income. This can involve direct sales through the website or other offline channels, as well as possible income from services that allow for customisation or joint promotions with influencers.

- Cost Structure

The price structure includes a number of expenses, such as the price of obtaining premium materials to assure prints of excellent quality. In order to provide outstanding outcomes, it also comprises costs related to purchasing, maintaining, and upgrading cutting-edge printing equipment. Additionally, expenses are set aside for marketing and promotion initiatives, such as partnering with influencers and spending money on online advertising, which are all intended to raise brand awareness.

Operational costs, such as personnel pay, packing, and fulfillment, are necessary to offer clients services that are effective and dependable. Last but not least, cost while creating website too.

Value Proposition Canvas



- Customer Jobs

Customer seek garments that allows them to showcase their personal style they wear.

- Gains

We provide customers with a opportunity to express themselves and discover t-shirts that properly reflect their interest and a sense of style by providing a large selection of designs. Customers value high quality prints that are not aesthetically pleasing but also last for a long time without losing their color brightness or integrity. This benefit guarantees that customer have pride wearing our t-shirts and that their investment in our goods will remain for a long time. Customers appreciate that the

prints on their t-shirts are long-lasting and robust. They look for prints that retain their quality via continuous use cleaning, and a variety of environmental factors. As a result, customers are more satisfied and are more likely to make subsequent purchases from us since they know that our items will always be of high quality and durability.

- Pains

Customer experience a pain point when they have a limited options for t-shirt designs. The lack of variety and choice in designs can make customers feel like their options are limited and that they are unable to find t-shirts that align with their individuality. Another pain point is when the printed t-shirts customer purchase have poor print quality and fade quickly after a few washes. The lack of durability in the prints affects their perception of the product's quality and longevity, leading to disappointment and a reduced of repeat purchases.

- Gain Creators

Gain creators focus on providing customers with a greater selection of design possibilities, better print quality, and durability. Customer benefit from our enhanced assortment of t-shirt designs because there are more options available to them.

Customers may express themselves and choose t-shirts that truly reflect their originality thanks to the selections expansion, which now more broadly caters to a variety of interests. The t-shirts are more attractive to customers because of the fine print's clarity and attention to detail, which raises their overall aesthetic appeal. Our t-shirt prints are created to endure normal use and washing without losing their quality. The prints are kept clear, undamaged, and resistant to fading.

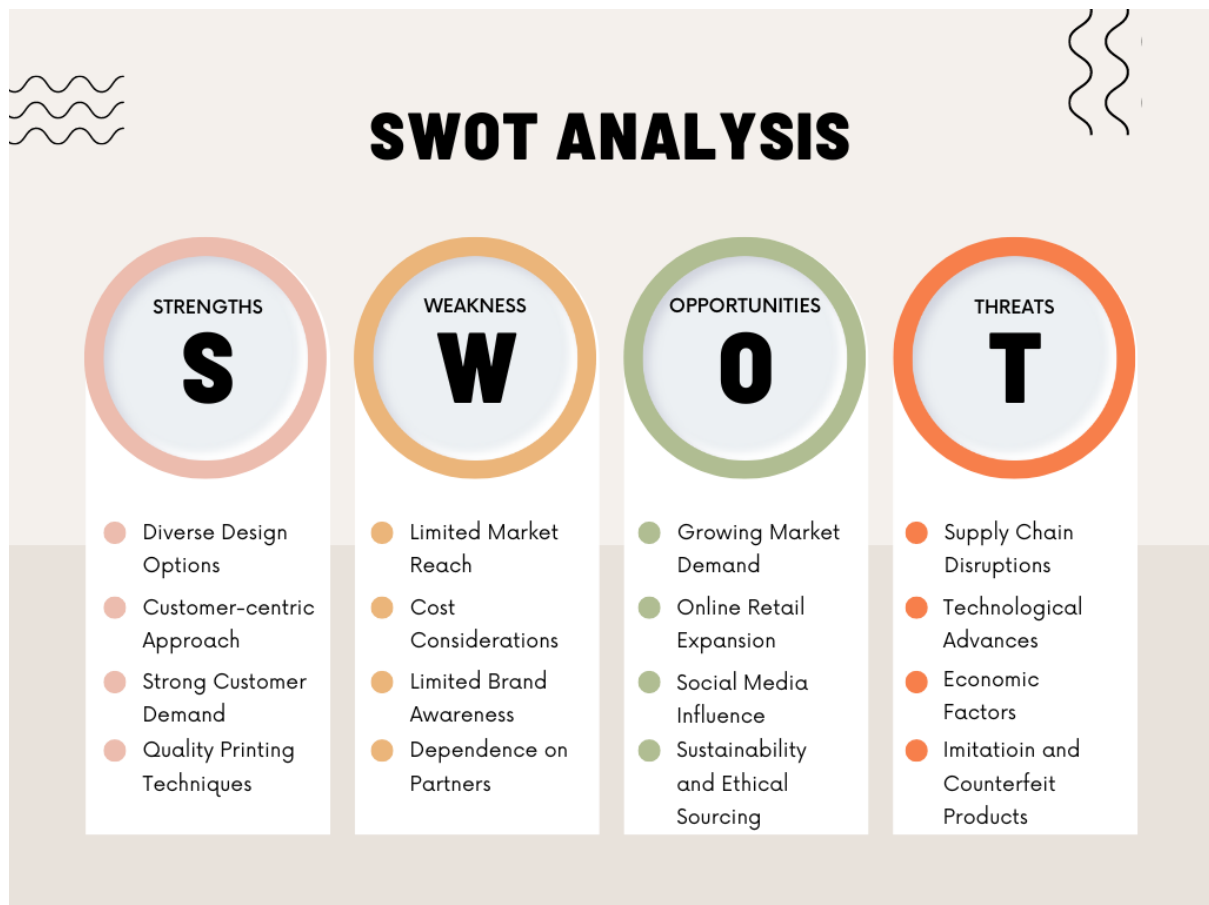
- Pain relievers

The customers constraints and disappointments are the subject of the pain relievers. We solve the issue of customers who are restricted by the few options on the market by providing a wider variety of t-shirt designs. We solve this pain point by making sure that match or exceed customer expectations are produced as a consequence of our emphasis on utilising cutting-edge printing techniques and technology. We make sure that the prints on our t-shirts maintain their integrity and lifespan by placing a high priority on the selection of premium materials. This solution addresses the bother and annoyance of often replacing t-shirts because to fading prints. Customers' total happiness is increased by our product ability to produce sharp, long-lasting prints.

- Products and Services

We provide customized t-shirt customizing choices as part of our product and service lineup. By choosing their own colors, font, or even uploading their own designs, customers may add their flair. By providing customization, we give clients the opportunity to participate in the design process, fostering a sense of ownership and enabling them to make clothes that are genuinely rare. Our products and services are more valuable because of this individualized element, which also boosts client loyalty and pleasure. We give customers with items that not only seem visually appealing but also maintain their quality and longevity, raising their overall happiness.

Swot Analysis



1. Strengths

The biggest advantage is that customers may create their own personalised t-shirts on the website. We give clients a wide range of options to choose from so they can select t-shirts that really speak to them by curating a diversified variety of designs with different themes, styles, and graphics. This solves the issue of a small selection while enabling our consumers to show their uniqueness through our products. We can continuously enhance and modify our designs and printing methods to better meet the needs of our customers and deliver a positive experience thanks to our customer-centric approach. This attention to the needs of the consumer not only increases their satisfaction but also promotes loyalty over the long run and repeat

business. We make investments in cutting-edge printing technologies and methods to provide vivid and durable prints. By utilizing these methods, we are able to address the issue of subpar print quality that is prevalent in the market and offer t-shirts with higher print quality. This dedication to high-quality printing raises client satisfaction and promotes return business and excellent word-of-mouth recommendations.

2. Weakness

To run successfully, our business depends on a number of partners, including distributors, designer, and suppliers of printing supplies. This reliance on outside parties presents a potential weakness because any problems or interruptions with our partners could affect our supply chain, the caliber of our product, and the timeliness of our deliveries. Lack of brand recognition is a weakness for our company, especially when compared to more established rivals. To draw in new clients and broaden our customers base, brand recognition is crucial. The small market reach of our company is one of its limitations. Another flaw is the requirement to carefully weigh costs in order to keep prices competitive. Customers want a variety of designs and high-quality printing cost needs to be taken into account maintain affordability. It might be difficult to balance the expense acquiring materials, using printing methods, and providing a variety of design alternatives. Ineffective cost management could lead higher product prices, which might turn off price-conscious customers or reduce their frequency of purchases.

3. Opportunities

Customers are looking for extra looks that showcase their uniqueness and preferences more and more. By taking advantage of this need, we can increase the number of products we offer, choose from a wider selection of styles, and satisfy the

changing tastes and preferences of our customers. Our brand now has a great opportunity to grow into online retail market thanks to the growth of e-commerce. Through the development of strong online presence using an e-commerce platform, we are able to expand our customer base beyond the bounds of physical storefronts. With a user friendly website, safe payment methods, and quick order fulfillment, we can take advantage of the accessibility and convenience of online purchasing, creating new opportunities for expansion.

4. Threats

One of the significant threats to my brand is the potential supply chain disruptions. These disruptions can be caused by a variety of things, including governmental regulations, political unrest, trade restrictions, and garment-related roadblocks, which are now occurring. Changes in the economic climate could be dangerous for my brand. Demand may be impacted by inflation, economic downturns, client purchasing power fluctuations, or changes in their spending habits.

Pestle Analysis

1. Political Factors:

The political environment in Nepal has a big impact on the import and availability of printed t-shirt designs. I would evaluate any rules put in place by the government concerning the import and sale of clothing especially t-shirts, I would also take political stability into account in order to guarantee a smooth supply chain for a variety of designs and high-quality printing materials.

2. Economic Factors:

The Nepalese economy will have an impact on consumer demand and purchasing power. I would examine the target market's economic expansion, inflation rates and income levels. Understanding the economic environment will aid in developing suitable pricing strategies and ensuring that the expense of providing a variety of designs and high quality prints is affordable for the company and its clients.

3. Social Factors:

It's essential to consider distinctive social traits and cultural preferences while developing printed t-shirts for consumers. Customers' hobbies, interests and cultural icons are the things I would take into account when designing their t-shirts. To make sure that the styles and customization options chosen are in line with local preferences, this study will serve as a guide.

4. Technological Factors:

The print quality and durability of t-shirts are directly impacted by technological developments in printing techniques and materials. I would assess the accessibility and viability of implementing cutting-edge printing technology, including digital printing or environmentally friendly printing techniques.

5. Environmental Factors:

Customers are giving more and more weight to environmental sustainability. I would evaluate the accessibility of eco-friendly printing supplies and inks. Employing sustainable methods, such as utilizing recycled or organic materials and eco-friendly printing techniques, can help the company meet the rising demand for environmentally friendly goods.

6. Legal Factors:

In the design and printing industries, copyright regulations and intellectual property rights are crucial factors. When sourcing designs or making unique designs for customers, I would make adhere to legal standards and respect copyright laws. This would safeguard the company from potential legal problems and uphold moral standards.

Design Thinking approach

As a company owner dealing with the challenge of limited selection and poor print quality of printed t-shirts in Nepal, I will use the design thinking approach to develop an appropriate solution. This is how I would approach it:

First, I'll try to understand the clients' problems in Nepal by placing myself in their position. I will learn a lot about their preferences, needs, and issues through interviews, questionnaires, and observations. In order to identify the best solution, it will be essential to comprehend customers' desires for a wide variety of designs and customisation possibilities as well as their dissatisfaction with the print quality and durability issues.

I will give a brief overview of the issue after fully comprehending it. The restricted number of design options, the lack of customizability options, and the difficulty with prints fading quickly will all be highlighted in the problem statement. This will act as a principle of direction during the ideation stage.

I'll then assemble a group of designers, content producers, and workers to come up with original ideas. We will investigate numerous options by promoting a collaborative environment and encourage everyone to submit their views. Storyboarding exercises, design workshops, and brainstorming sessions will all aid in the generation of original solutions.

We will start prototyping and testing once we have a list of concepts that seem promising. We will be able to visualize and test the suggested solutions by developing prototypes of them, including a wide variety of printed t-shirts with various designs and

personalization options. A selection of customers will be asked for their opinions, and we will pay close attention to how they respond. Based on their feedback, this iterative process will assist us in improving the solutions.

We will put the best option into practice in our business operations after it has been determined. We'll have a wide range of excellent printed t-shirts available, all with lots of customization choices. We'll employ cutting-edge printing methods and premium materials to ensure increased print quality and durability. monitoring ongoing industry trends, sales statistics, and feedback from customers will enable us to improve solutions over time.

The method will place a high premium on customer engagement. We will stay in touch with our clients by maintaining an open conversation through surveys, interviews, and social media engagements. Their comments will be crucial in guiding our further revisions and advancements.

I am convinced that we can overcome the difficulties of limited choices and poor print quality by using the design thinking method. With the use of this customer-centered methodology, we will be able to provide printed t-shirts that accurately represent the tastes and interests of our Nepalese clients while also ensuring their happiness and loyalty.

Strategic Model

The differentiation Strategy concentrates on providing distinctive and superior goods or services that set a company apart from its rivals. In order to establish a competitive edge, this strategy entails developing a distinctive value offer that caters to clients' unique demands and preferences.

Implementing a differentiation strategy can address the lack of diversity and customization options in Nepal's t-shirt market while maintaining excellent print quality and durability. Here is an example of how to use the differentiation strategy:

1. Unique and Diverse Designs:

The company may create a wide variety of one-of-a-kind and culturally diverse printed t-shirt designs by investing in a team of talented designers. Customers would have a wide range of possibilities thanks to this, enabling them to express themselves and discover t-shirts that go along with their interests, preferences, and cultural identity.

2. Customization Option:

Offering personalization options on t-shirts, such as custom writing, graphics, or photographs, would provide buyers the chance to design unique goods that express their unique personalities. Beyond what is already on the market, this level of customisation raises the consumer value proposition.

3. High-Quality Printing Methodologies:

Using high-quality materials and implementing cutting-edge printing techniques will guarantee that printed designs have higher aesthetic appeal and

durability. Customers will have faith in the durability of their t-shirts if the problem of poor print quality and fading is resolved, which will boost satisfaction and encourage repeat purchases.

4. Emphasize Brand Story and Values:

Differentiating the company by outlining its brand story and core values might help it maintain its competitive edge. This can include emphasizing the dedication to supporting regional designers and artists, encouraging eco-friendly and sustainable processes, and encouraging cultural representation through the printed t-shirts.

Business Ethics

Maintaining ethical business practices is essential given the small selection and subpar print quality of printed t-shirts in Nepal. Following are some business-related ethical considerations and methods to guarantee moral conduct:

1. Fair Treatment and pay:

It is crucial to make sure designers receive fair treatment and pay. The company should set up clear rules and regulations to stop overworking and underpaying the one who is working. To uphold ethical practices, it is essential to regularly assess and modify compensation rates to match industry standards and to foster a supportive work environment.

2. Transparent Pricing:

Ethical pricing procedures avoid overcharging clients, particularly in emerging markets where price norms may not be well-established. To evaluate fair and competitive price for the printed t-shirts, conduct market research and analysis. Maintaining moral business practices involves being upfront with clients about costs and giving them value for their money.

3. Responsible Product Sourcing:

Making sure that the raw materials and components used to make printed t-shirts are sourced responsibly. This entails taking sustainability of the environment, fair trade procedures, and avoiding suppliers using unethical labor methods into account. Putting in place a supplier vetting procedure and routinely checking on supplier compliance can support upholding moral standards.

4. Rejecting Controversial Requests:

Upholding moral principles by refusing customer requests that involve violence, nudity, or contentious subjects, even if they could result in substantial earnings. This dedication to rejecting immoral ventures fosters integrity and keeps the company from taking part in activities that can hurt society or violate societal norms.

5. Focus on Product Quality and Durability:

Delivering high-quality printed t-shirts that endure numerous washes and preserve their aesthetic appeal should be considered ethical. To assure client satisfaction and prevent making deceptive or incorrect promises regarding the product's lifespan, use long-lasting printing procedures, high-quality materials, and perform routine quality inspections.

6. Cultural Sensitivity and Representation:

Demonstrate cultural awareness and representation by actively promoting and showcasing many cultures and customs in your printed t-shirt designs. Making sure our designs are polite and inclusive will help us avoid appropriating or distorting ethnic symbols and traditions. Accurate cultural representation can be ensured by working with regional designers and artists.