



Dammi

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Executive Summary

Dammi is a smart printing company that specialize in producing high-quality t shirts with sys-catching graphics that retain their vibrancy and durability even after multiple washes. My company distinguishes itself by providing a wide selection of design options, allowing stakeholders to customize their own artworks on our website. Since a customer is a god for any business, Dammi's objective is to give a client a varied assortment of high-quality t-shirts that reflect current fashion trends while also catering to their specific preferences. Dammi aim to lead the CGI t-shirt market by embracing innovation and entrepreneurship and become a brand.

Dammi is dedicated to continuous research to improve the quality and appeal of our t-shirts using modern techniques and materials. As the team of Dammi actively interacts with local print shops, designers and fabric suppliers to establish a collaborative environment that thrives on shared expertise, promoting entrepreneurship.

Dammi provides a unique shopping experience by allowing customers to visualize how our product will look on them before making a purchase. Limited edition distinguish Dammi from competition by creating a sense of rarity and desirability. Thus brand prioritize customer service, building trustworthy relationships that grow the brand 'Dammi'.

Dammi's revenue is generated by selling printed items with unique designs. To increase sales, we use bulk orders, B2B partnerships, and limited editions. Dammi offer to tech-savvy customers as well as anime fans, ensuring a broad audience reach.

As brand move forward, our dedication, innovation, customer satisfaction, and strategic collaboration will continue to define Dammi's success in the CGI t-shirt design industry.

Acknowledgement

I would like to express my heartfelt gratitude to everyone who contributed to the realization of this brand 'Dammi'. I am deeply thankful to the faculty of Softwarica College of IT and E-Commerce and Coventry University for providing a conducive learning environment and fostering an atmosphere of creativity and innovation. My sincere thanks go to Mr. Arun Phyual for his constructive feedback and assistance, which played a significant role in shaping the direction of this project. Lastly, I want to express my gratitude to all the stakeholders, including customers, fabric suppliers and designers who shared their perspectives and insights, enriching my understanding of the industry and its challenges. This project would not have been possible without collective effort and support of all these individuals and resources.

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Introduction

Dammi is a printing company that prints high-quality images on t-shirts that last for a long time even after several washes. It provides a wide choice of designs and allows customers to develop their own artwork on the website.

Dammi's mission is to offer a varied selection of high-quality t-shirts that reflect current fashion trends and client preferences. By embracing innovation and entrepreneurship, Dammi hope to become a leader in the t-shirt business.

Dammi company is committed to researching uptodate printing techniques, materials, and technologies to improve the quality and attractiveness of our t-shirts and encouraging our designers to push limits and deliver innovative ideas.

Dammi values entrepreneurship because believe in taking cautious risks and grabbing possibilities for growth. Entrepreneurial approach is based on collaboration with stakeholders such as local print shops, designers, merchants, and manufacturers and establishing a collaborative ecosystem that supports innovation and mutual progress by using everyone's knowledge and ideas.

Idea Generation

Figure 1: BMC of Dammi

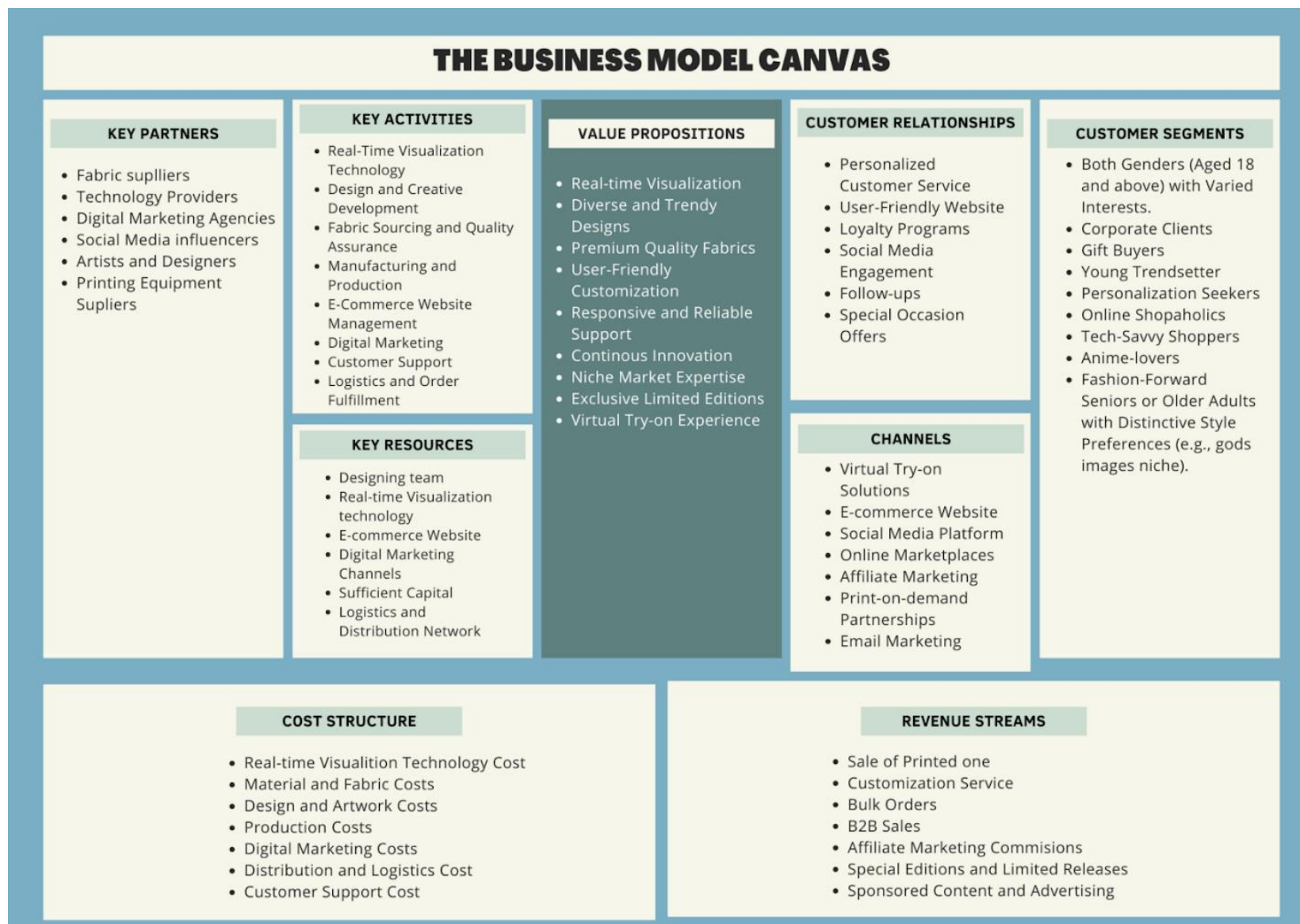
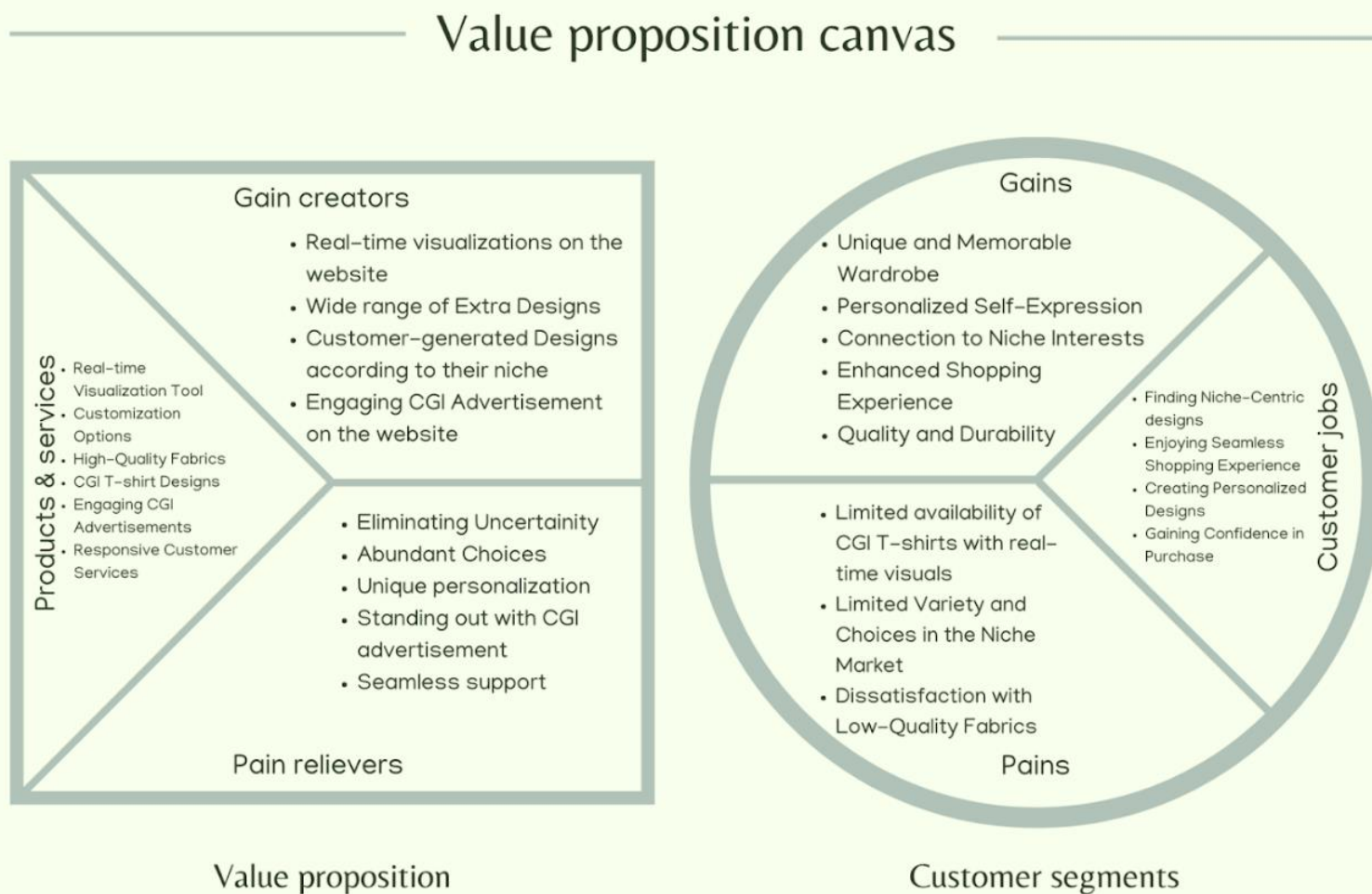


Figure 2: VPC of Dammi



Customers can see how Dammi's products will appear on their body in real-time visualization before making a purchase. Customers will enjoy engaging and secure buying experiences through this feature. By removing the doubt about whether a product will meet their demands, it lowers the possibility of returns and raises the satisfaction of customers.

Dammi frequently releases exclusive limited editions of dress, adding a sense of exclusivity and value for customers. These limited editions are highly desirable, attracting collectors and influencers, setting Dammi apart by offering unique and sought-after items that are not widely available.

Dammi places a strong focus on customer service, and we will be extremely responsive and trustworthy in responding to customer questions and issues. Dammi differentiates its brand from rivals that might not prioritize customer care by cultivating a solid and trustworthy relationship with its clients.

Dammi's revenue stream is strongly impacted by the sale of printed products with stylish and distinctive designs. Bulk orders from corporations and event planners give profitable chances for boosted sales and profit margins. By actively engaging in B2B sales, it create worthwhile alliances that support dependable revenue streams. Dammi can reach a larger audience through affiliate marketing commissions, boosting sales and profiting from each successful referral. Special editions and limited releases create anticipation, encouraging people to buy right away. Additionally, sponsored content and marketing initiatives strengthen our brand's visibility, draw in new clients, and eventually help in increase sales.

Dammi provides specialized services for corporations, such as taking care of large orders for promotional products or corporate gifting requirements. Dammi offers a wide variety of possibilities, and user-friendly customizing tool enables customers to make unique and considerate gifts. Tech-savvy customers will value cutting-edge tools, which improve their online buying experience. Examples include real-time visualization and virtual try-on. The audience Dammi serve includes a unique segment of anime fans, including myself. We aim to inspire passion and emotion in these individuals through collections and design inspired by anime.

Critical Evaluation

In the CGI t-shirt design industry, we recognize the drawbacks of the available design options and worries about print quality, which have a negative impact on consumer satisfaction and repeat business. In order to pinpoint opportunities for improvement, Dammi's objective analysis is concentrated on examining current CGI designs, materials, and printing procedures. By doing this, Dammi hope to boost design flexibility, print quality, and ultimately client satisfaction and loyalty and dedicated to providing visually stunning and durable t-shirt designs that captivate customers, encourage repeat business, and solidify position as a market leader if everything goes per plan. To this end, we will optimize printing processes, adopt cutting-edge CGI techniques, and invest in premium materials.

Our ability to offer distinctive and appealing designs is challenged by the limited availability of skilled CGI designers, which may hinder ability to attract clients. Furthermore, in order to stand out from the crowd and succeed in the competitive t-shirt market, Dammi must create a distinct niche. Team must thoroughly examine these problems and create cutting-edge risk-mitigation strategies e to overcome these challenges. Team take control of these issues and positions Dammi for growth and success in the CGI t-shirt industry by looking into sourcing options for CGI designs and materials, forming alliances with knowledgeable CGI designers, and enhancing brand identity to stand out in the market.

First, Dammi provide a simple platform so that users may design their own CGI t-shirts. This will give users a unique experience that encourages participation and creativity. Furthermore, teaming up with imaginative CGI designers, teams, and artists to put together an exciting selection of captivating t-shirt designs. By incorporating new viewpoints and distinctive CGI techniques, this collaboration will appeal to consumers' yearning for unique and cutting-edge

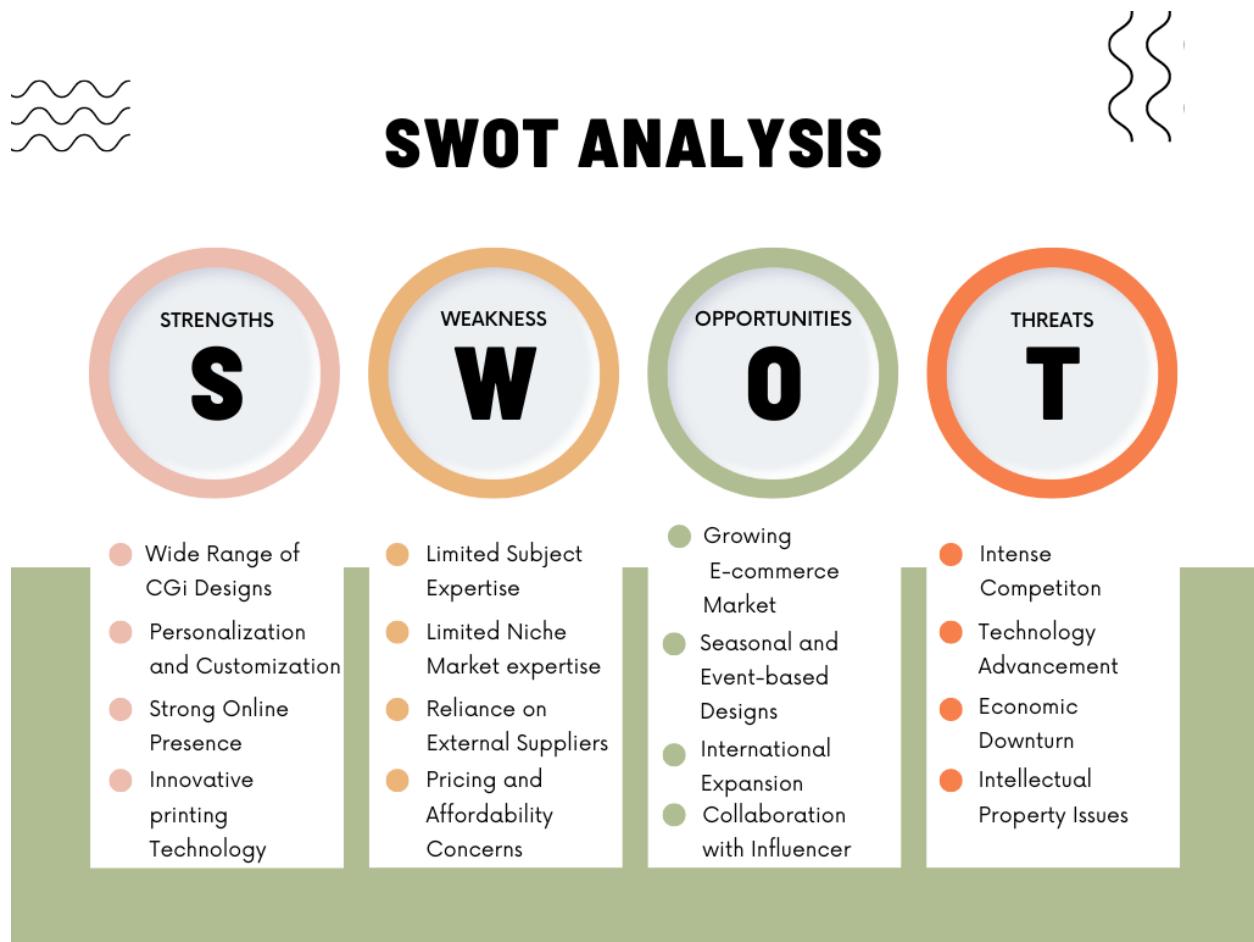
designs. To improve print quality and guarantee lifetime t-shirts and, ultimately, to assure client happiness, Dammi prioritize investing in contemporary CGI printing gear and techniques. By forming alliances with recognized fabric producers, Dammi ensures access to premium fabrics, enhancing the overall appeal and toughness of our CGI t-shirts. By embracing these creative concepts, team can establish Dammi as a great brand.

The variety and adaptability of t-shirt designs allow customers to express their individuality and preferences. Customer satisfaction is considerably boosted when high-quality printing procedures produce durable and long-lasting t-shirts. Furthermore, having a larger selection of designs not only increases client loyalty but also encourages repeat business. By allowing customers to express themselves and delivering outstanding quality, the company may generate a positive reputation, build strong customer connections, and eventually drive business growth.

I feel optimistic and excited about the potential opportunities that lie ahead. I've personally been disappointed by the limited variety of 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 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.

As the owner of the business, I assume 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. I 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.

Critical Reflection



One of our biggest advantages is the ability for customers to create personalized t-shirts on our website. By offering a wide range of options, including diverse designs, themes, styles, anime characters and graphics, Dammi empower customers to express their uniqueness and individuality. This solves the problem of limited choices and allows customers to truly personalize their clothing. Furthermore, customer-centric approach ensures that continuously enhance designs and printing methods to meet the evolving needs of clients. This not only increases customer satisfaction but also promotes loyalty and repeat business. Additionally,

Dammi invest in up to the mark printing technologies, enabling to provide vivid and durable prints that surpass the subpar quality often found in the market. This dedication to high-quality printing enhances customer satisfaction and drives positive word-of-mouth recommendations.

Despite our strengths, there are a few issues that need attention and mitigation techniques. Firstly, relying primarily on digital platforms can make it harder for us to reach customers who prefer in-store purchasing. Additionally, concentrating too much on a small niche market may limit prospects for scaling and growth. Dependence on third-party suppliers for CGI designs, printing, or fabric sourcing increases the risk of poor-quality control, delays, and supply chain interruptions, which can affect product availability and customer satisfaction.

Looking at opportunities, by maximizing online presence and improving customer ease, the expanding e-commerce business offers a huge chance to connect with a larger customer base and boost sales. Seasonal and event-based designs provide a chance to adjust to fluctuating demand throughout holidays and special occasions while offering useful and exclusive T-shirt collections that speak to the interests of customers. International expansion represents a strategic pathway to access new markets and achieve global brand recognition. By collaborating with other companies, Dammi may create co-branded clothes and other products that will increase visibility and attract more customers. Additionally, by joining the personalized gift industry, Dammi can target the section of people who buy gifts and increase customer loyalty by providing interesting and considerate t-shirt options.

However, several potential hazards that could harm the success must be watched out. First off, the intense competition in the CGI t-shirt market makes it difficult to attract and keep clients, necessitating constant innovation and differentiation of our services. Variations in seasonal demand may cause inventory imbalances, which could result in excess stock or stockouts and have an impact on cash flow and profitability. Risks of copyright infringement or legal conflicts involving CGI designs are presented by intellectual property difficulties, needing strict oversight and adherence to copyright regulations.

Self-reflection after Stakeholder Discussion

Throughout this module, I had the chance to speak with a variety of stakeholders about the issue of low-quality t-shirts and limited design options. These connections had a substantial influence.

Engaging with stakeholders has significantly improved my ability to work. I've learnt the value of successful communication and collaboration by carefully listening to customers, local print shops, designers, retailers, and manufacturers. In every professional context, understanding and meeting the requirements and expectations of many stakeholders is critical. This experience has given me the capacity to negotiate complex problems and collaborate well with varied teams, which will surely help me in my future job.

The interactions with stakeholders have been inspiring in terms of creativity competencies. Understanding customers' need for individualized and unique t-shirt designs has emphasized the significance of creativity in product creation. I learned about the dtf and dtg printing machines means that direct to firm(dtf) used for small scale and direct in Garment(dtg) suitable for large scale .This module has improved my creative thinking skills and fueled my desire to create appealing and unique designs.

Engaging with stakeholders has broadened my understanding of the t-shirt sector and its varied positions in terms of career management skills. Interacting with local print shops, retailers, and manufacturers has provided me with important insights into their viewpoints and issues. This understanding has assisted me in identifying potential career routes and areas of

interest within the sector. Recognizing the interconnection of stakeholders' responsibilities has provided me with a clearer picture of how I might contribute and progress professionally in the future.

This module has cleared out the necessity of effective stakeholder participation in generating successful outcomes in my future growth plans. I've recognized that in order to inspire collaboration and establish good relationships, I need to constantly improve my communication and interpersonal abilities. I intend to stay current on advances in printing technology and materials so that I may include durability and environmental friendliness into my work.

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