By Devanshu Litoria
National Institute of Technology Silchar
B.tech Electrical Engineer.
devanshu.litoria@gmail.com

Introduction:

The apparel industry in India stands at INR 1,224 billion. But what happens when these clothes no longer fit or people want to get rid of them because they are relocating. These clothes then end up in landfills. Most of these clothes are of excellent quality because they now no longer fit their customers.

This is an online Platform where a seller uploads his old clothes and buyer buys them online using website and smart phone application and on offline stores and outlets. It a potential untapped market with opportunities worth million dollors.

Conditions for clothes to be sold online

1. The clothes should be branded i.e. no tailor item. The brands could be international like American tourister, levis, puma or other similar brands.
2. The item should not be stained.
3. The item should not be faded.
4. The item should not have been torn.

Why would people sell such good conditioned clothes?

1. When they bought the clothes they were thin and now they have gained weight and those clothes no longer fit them at all. This is a very common cause in case of pants because the belly tends to grow and they no longer fit in those pants.
2. The clothes are no longer in fashion for them.
3. They don't look good in those clothes.
4. Migrating folks such as Forth Year Student or people who changed their jobs and are now relocating.
5. Simply they don't want them anymore.

Why would people buy such clothes?

1. These are branded clothes for about 1/10 the original price or 1/8 the original price.
2. Suppose you're getting a Gucci bag for INR 2000/- whose original price is about 20,000/- wouldn't you buy them.
3. The clothes are in excellent condition.
4. China and USA are already doing this and they are making millions out of it.
5. **The Experiment:** To verify our idea we conducted some real world experiments which included going outside and selling second hand clothes to lower middle class people. The results are shown as under:
   a. **New Delhi:** 4 out of 5 clothes were sold out.
   b. **Jhansi:** 8 out of 10 clothes were sold out.

Who are we targeting?

We are basically targeting Middle class and lower middle class. These people include auto Walla, street side vendors and other people who belong to category where the monthly salary is below INR 10,000 per month. This mean that we have **267 million potential customers.**

Revenue Model?

The system would be postpaid. The seller would upload the item and as soon as it is sold the amount would be transferred to their bank account. As soon as the item is sold we will get our commission that could be around 10-20% of the sold item.

B-Plan?

1. The seller uploads the item on the website and books the pickup location and time.
2. Our men will collect those item and send them to the showroom.(This will be outsourced to 3rd party warehousing and logistic company such as FedEx or Blue Dart)
3. There the item is checked so as to ensure that the item meets the above mentioned conditions. If the items doesn't meet the above mentioned standards it is immediately returned.
4. Once the item is checked and electronic tag with a unique that maps to the seller is attached to the item.
5. **As we are targeting lower middle group the items will be displayed in showroom.**
6. **Only luxury brands such as Gucci Armani would be sold online rest will sold out in outlets.**

How are we different?

1. We are the first ones in India to do such business.
2. We are not like OLX and Quikr or any other classified ad website. There model is C2C our model is B2C.