

Custom Craft T-shirt

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**Welcome to Custom Craft T-Shirt**

Custom Craft is here to help you create awesome custom T-shirts forYou. Whether it’s for your school club, sports team, event, or Company , we make it easy and fun.

Choose your design, pick your size, and we’ll handle the rest! Need shirts for a project, or a group of friends? No problem – we’ve got you covered.

Stand out, be creative, and make your ideas come to life with Custom Craft. Your style, your way!

**Business objectives**

1. **Boost Online Sales**
2. **Enhance Customer Engagement**
3. **Build Brand Trust**
4. **Expand Market Reach**
5. **Educate and Inspire Customers**
6. **Facilitate Direct Communication**

***E-Commerce Business Model for Custom Craft***

1. Value Proposition:The primary value offered by **Custom Craft** lies in its ability to empower customers with creative freedom.
2. Revenue Model : **Custom Craft** generates revenue primarily through

Direct Sales

Bulk Orders

Upselling

Custom Design Services

1. Market Opportunity:The custom apparel market is booming, driven by demand for personalization.
2. Competitive Environment:The competitive landscape includes both large-scale and niche businesses in the custom T-shirt industry
3. Competitive Advantage:

Customization Tools

Focus on Quality

Customer-Centric Approach

Personal Touch

1. Market Strategy

Digital Marketing

Collaborations

Engaging Content

Promotions

1. Organizational Development:The organization is structured to support scalability and efficiency
2. Management Team:

Custom Craft’s management team includes:

* Founder/CEO
* Design Head
* Marketing Lead
* Customer Relations Manager
* Technical Support

**SWOT analysis**

### **Strengths:**

* **Custom T-shirt Design**: Customers can personalize their shirts.
* **Easy Navigation**: Clear, simple menu for users.
* **Customer Trust**: Positive testimonials from clients.
* **Variety of Products**: Different T-shirt styles to choose from.
* **Mobile-Friendly**: The website works well on phones.

### **Weaknesses:**

* **Empty Homepage**: The hero section could use more content.
* **Basic Design**: The website might look simpel .
* **No Search**: Users can’t search for specific products.
* **No Reviews**: Missing product feedback from customers.
* **Mobile Menu**: Navigation for small screens isn’t shown.

### **Opportunities:**

* **More Customization**: Add more ways to personalize shirts.
* **New Products**: Add other items like mugs or hats.
* **Loyalty Rewards**: Reward repeat customers.
* **Social Media**: Show feeds from Instagram or Facebook.
* **Email Promotions**: Collect emails for discounts or updates.

### **Threats:**

* **Competition**: Other custom T-shirt sites.
* **Trends Change**: Fashion trends could affect sales.
* **Delivery Delays**: Slow shipping could upset customers.
* **Technical Problems**: Upload or design issues could lose customers.

### **Steps Taken to Develop the E-commerce Website:**

1. **Planning**:
   * Define the website’s purpose (selling custom T-shirts).
   * Identify target customers and their needs (people looking for personalized clothing).
2. **Designing the Website**:
   * Choose a clean and user-friendly design.
   * Plan the layout of pages like the homepage, product pages, and shopping cart.
3. **Choosing the Technology**:
   * Decide on the tools and technologies (HTML, CSS for design).
4. **Building the Website**:
   * Write code to create the structure of the website (HTML for content, CSS for styling).
   * Set up the product pages with details like descriptions, prices, and images.
5. **Adding E-commerce Functionality**:
   * Add custom product options (like sizes, colors, and upload features).
6. **Testing**:
   * Check for any bugs or issues that need fixing (like broken links or problems with the checkout process).
7. **Launch**:
   * Make the website live for customers to access.
   * Monitor the site to ensure everything runs smoothly post-launch.
8. **Maintenance and Updates**:
   * Regularly update the website with new products, promotions, or features.
   * Fix any issues that arise over time and keep the site secure.













