

Entrepreneurship Development PROJECT REPORT

SLOT:G1+TG1

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Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

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REVIEW 1

IDEA GENERATION TOOL

DESIGN THINKING

Empathize

- 1) Tailors have to stitch a huge number of uniforms in a stipulated period. Especially between the result declaration day and reopening day, they receive a lot of orders that they find difficult to cope up with.
- 2) Customers have to wait in long queues while placing the order and also while collecting the parcel.
- 3) Often the uniforms go out of stock and the customers have no choice but to wait. This causes inconvenience as the student has to go to school in either his old clothes or wear colored dress to school with the school's permission.
- 4) No guaranteed delivery of stitched uniforms on time. The tailor can make the customer wait for a few more days based on his schedule.
- 5) Customers face return and size issues. Readymade shirts or pants cannot be tried on before wearing and once purchased cannot be returned. This leads to a waste of money
- 6) Limited time after the results come out and the school starts. Lot of pressure on customers to make a purchase soon.
- 7) There is very less stock during lean periods. New students find it difficult.
- 8) There are fixed shops for fixed schools. Thus, customers have to commute a lot.
- 9) Monopoly regarding the prices
- 10) Those who are in the sports teams, have to purchase jerseys or the schools itself places an order. Exorbitant rates are charged.

Problem statement:

To eradicate the cumbersome shopping of school uniforms from conventional stores.

Ideate

- 1) An app that will allow online shopping of uniforms with return and exchange at moderate rates including shipping. This will be a global platform, where uniforms of all schools will be available.
- 2) Parents must be intimated about any change in the uniform pattern beforehand.
- 3) Token numbers can be given to customers once they place the order along with timing.
- 4) Order can be placed right after the results are declared. Token numbers can be generated.
- 5) Store managers can setup stalls in the school itself for a few days at the start of the academic year.
- 6) In case the school decides to change a uniform pattern, they must do it before a certain month of the year so that tailors can start stitching the new ones or continue with the old patterns. This will ensure that the tailors don't feel burdened in the end.
- 7) Students who wish to buy new uniforms for their new academic year can fill a wish list provided to them by the school. The schools can then place an order. This will help the tailors get an estimate.
- 8) There can be a common web portal where the uniforms for all schools will be available with varied sizes.
- 9) Government controlled shops for all school uniforms at discounted rates for BPL students.

DEFINE PRODUCT/ SERVICE OFFERING

To create an app that would let customers do online shopping of uniforms and have their goods delivered at their doorstep.

The main service offered is the ease of purchasing uniforms without having to stand in queues.

To create a platform that would connect retail sellers and customers.

To create a global platform that would sell uniforms of all schools in all sizes with return and exchange policies.

Uniforms can be offered at discounted rates with special discount for siblings studying in the same school.

CORE PRODUCT (Benefits): Hassle free online shopping of school uniforms with doorstep delivery.

ACTUAL PRODUCT (physical product): All kinds of school garments from daily wear uniforms to shoes to sports dresses to sweaters.

AUGMENTED PRODUCT: Ease of exchange based on fitting. On time delivery and quality support.

WHO IS YOUR CUSTOMER?

Product offerings:

Augmented Product: Providing services such as delivery and online shopping on top of an actual product.

Uniforms of different schools in multiple sizes to be purchased via an application/online and to be delivered to customers.

Who is your customer?

and B-C - We connect schools and customers through an app which serves as the platform.

: Customers here are individual buyers like parents.

B-B: The school itself can place bulk orders for all its students based on their sizes.

User: Students as they will be the ones wearing the uniforms.

Buyer: Parents of students will buy or schools can also buy clothes for the annual day/sports day etc.

Influencer: Schools

Customer segmentation – Platform based business

1) High Spenders

Students who go to well established premium schools and international schools.

For eg, DPS and Bhavans

These customers can spend a lot more than the average so the costing for their uniforms can be accordingly.

We can provide them with premium quality products like linen shirts for summer.

Give them free delivery based on their membership.

They might also be interested in the 'Deals of the Day' section where stationaries would be sold.

2) Cart Abandoners

Those who abandon their cart due to the extra shipping fee or some other reason.

A 'come back' email can be sent to them.

Based on the user's previous browsing history, we can show him/her uniforms of his choice.

3) Coupon Lovers

There are people who like to shop only if there is a discount.

4) For Government School Students

Uniforms can be sold at affordable rates.

WHAT IS THE VALUE PROPOSITION?

One stop solution to an institutions clothing needs including multiple facets like uniforms, jerseys, program specialties etc. using a multi-tier subscription based model.

This service will target the 'Needs' of the people. Buying a school uniform is a need and not a luxury. All school going students have to attend classes in their uniforms. Thus, we are selling the need to buy school uniforms. Thus, the basic features will just include the garment that would be delivered using an app based technology.

Major Value Propositions:

- 1) Customization: This will be restricted to the sports section like jerseys. Customers will be able to choose their house color, write their name on the back using font of their choice and choose their number.
- 2) Cost Reduction: The uniforms will be sold at a standard price that will be cheaper than the traditional outlets. This will ensure that the customers buy from us. We will have segmented prices based on the type of schools. Government schools' uniforms can be sold at an affordable rate so that we increase our customer base.
- 3) Accessibility: The app can be used whenever from any place.
- 4) Convenience: The customers will not have to travel to buy uniforms. They can just place the order from where they want to and it will be delivered at their doorstep.

REVIEW 2 **EXTERNAL ANALYSIS**

1. PESTEL

➤ Political Factors

E-commerce regulation by the government regarding discounted sales of products on the website.

➤ Economic Factors

Since customers have the money to buy smartphones and use apps and also send their children to school, they will have the buying capacity for uniforms too.

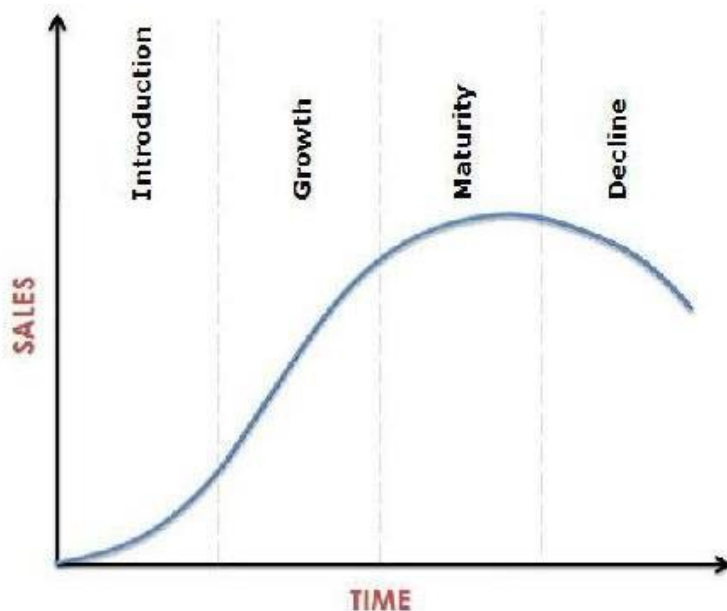
➤ Social Factors

· This is a positive factor as sending children to school is a social need.
Consumption preferences of parents and decision to purchase uniforms online.

➤ Technological Factors

- Everyone in today's world is tech savvy.
 - Technology is the backbone of this business.
 - It requires servers, online payment systems, and storage for digital information.
 - Internet connection is a must to use this app.
 - If the servers go down due to some failure, lot of revenue could be lost.
 - The interface must be user friendly.
- Environmental Factors
- Online shopping is good for the environment, as customers do not have to drive all over the city looking for the product.
 - Their order will be delivered at their doorstep.
- Garments like 'shirts' or 'trousers', if don't fit properly can be easily returned and the correct size can be ordered. This leads to reduced wastage of textile and money.
- Legal Factors
- User data privacy must be ensured

2.LIFE CYCLE



This business is in the ***Maturity stage***, as Supply is equal to Demand.

- Whenever a customer places an order, he/she is supposed to collect it in a couple of days or a week at the maximum (stitched uniforms)
- Ready-made ones are always ready when the customer needs it.

FIVE FORCE MODEL

Intensity of Competition:

High-

Most schools already have some patent shops which supply all the product(uniforms, sweater, shoes etc).

Lot of players are already there in the market who would not want to supply for the app based home delivery of school uniforms. Competition from similar players in the market like Schoolkart, All school uniform, The school uniform specialists etc.

Schools may tie up with such companies who could give them better deals as they are already established ones.

Pressure to be better than these existing forums.

Threat of New Entrance:

High-

- The idea can be copied easily and be implemented by anyone, just by having a basic knowledge of the market involved and application based programming.

Threat of Substitutes:

Low-

- There may be competitors who copy the idea and try to execute it in one or the other way but there exists no substitute to a service uniquely existing for one

only purpose, it itself is a substitute to change the traditional way of functioning of school dresses.

Bargaining Power of Buyers:

Medium-

- The customers may buy from us to save the trouble to go to a shop and buy dress, instead it gets delivered to them, but it's not necessary they buy from us, because there still exist a second option for them, the traditional shopkeepers, so we can say they can buy from us yet they can also buy from someone else, so, medium.

Bargaining Power of Suppliers:

Low-

- Raw materials like cloth material, stitching material, machines, work places, can be provided by many, as cloth industry is one the oldest compared to any industry, so we can say here in terms of suppliers, supply > demand, thus bargaining power of suppliers is low.
- If the IT support is outsourced, there are a lot of options for it.
- If the app development is to be done as a part of the business, then any cloud platform can be chosen like Amazon Web Services, Google Cloud etc.

TYPE OF COMPETITORS

SKILL BUILDER

- • There are various skill builders for this business.
- • They started with low capability and an idea of delivering school uniforms.
- • They provided a platform by creating an online shopping platform for uniforms.
- • EG: Eschool Buddy, Almasto, Schoolkart

ANXIOUS TRANSFORMERS

- • It is easy to start such a business. There might be ventures who start with low capabilities.

RUTHLESS COMPETITORS

- • Skill builders can turn to ruthless competitors.
- • Schoolkart has revenue of \$1M, and 407 employees. It is doing really well in Delhi.
- • School kart's main competitors are E-school Buddy Retail, Edu-Vision Retail Technologies and Almasto.
- • All these companies are competitors; however the competition is native to places like Uttar Pradesh and Delhi.

MARKET LEADER

- • There will not be any market leader for this business.
- • High capability is not required.
- • For every school, ten shops will be able to suffice the demand in a city.
- • There is no standard retail brand that sells uniform all across the country. Only small shops contribute.

SWOT Analysis of Online Uniform Store

Strengths

Ability to compete with other local stores

Implementing an e-commerce business solution allows companies to expand their customer base to a very large level without considerable time or expense.

Low overhead cost and low barrier to entry

Startup costs for an e-commerce retail operation are a fraction of the costs of starting a traditional brick and mortar company.

Direct consumer communication

This form of commerce allows the business to maintain a higher level of consumer communication. The communication happens when the order is placed, when the order has shipped and then at a point in the future, should the customer opt-in to receiving regular email communication.

Ability to sell at a low price

Since it will be a large scale business, it will allow the company to buy uniforms at a cheap price, which will enable the company to sell at low prices as well.

Weaknesses

High Customer Expectations

Small businesses can appear to be large companies on the Internet. Customers have no way of gauge the business' actual level of man power and resources. This leads to customers that demand the same level of service from.

business with 1-2 employees as they would from industry giants like amazon.com.

Search Engine Unpredictability

Web retailers live and die by organic search engine placement. The higher the store is placed on the search engine result pages (SERPs) translates to more traffic and sales. Search engines regularly change their ranking systems and this can cause major fluctuation in placement and create an unpredictable environment.

Opportunities

National Exposure

Adding an e-commerce component to a business allows the company to sell their products to a global market.

High Availability: a 24/7 business

Selling on the Internet allows the company to take orders around the clock on every day of the week. Orders can then be filled and processed during set business hours.

Strong business-to-business networking

Websites allow for business-to-business exchange links to increase traffic and search engine placement for each businesses' sites. This opens lines of communication on a business-to-business level and aids in the cooperation between companies.

Industry Growth

Retail sales on the Internet in India have seen double digit growth each of the past 8 years. Growth is expected to continue at high rates

and having a business online allows the merchant to be in a position to benefit from this expansion.

Threats

Competition

The low barriers and the comparatively low overhead costs allow a for a relative easy entry into the market. This increases the level competition and can cause a reduction in prices and profit margins. Threats are produced not only by other retailers within the same industry but also by the manufactures that supply the products that the retailer sells. It is not uncommon for online retailers to directly compete with the manufacturer of the lines they carry.

Innovation

Future innovation could have an adverse effect on e-commerce businesses.

Fraud

Some consumers are leery of doing business online out of concerns of fraud and misuse of their financial data. This alienates an entire segment of the population from conducting business via the Internet.

Privacy Concerns

Some consumers prefer not to give any personal information out over the Internet because of fears that the information will be misused, lead to spam email or identity fraud.

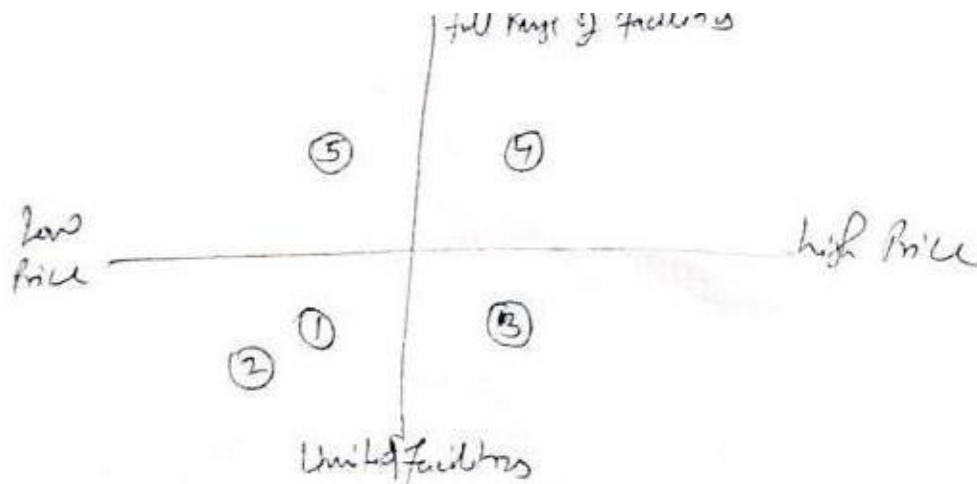
Future Legislation

Internet sales only have tax applied to the purchase if the buyer and seller reside in the same state. Considering the growth and amount of tax revenue lost to e-commerce, the federal government and individual states could write legislation to impose tax on all online sales. This would remove one incentive to conducting business online.

PERCEPTUAL MAP

X label: low price to high price

Y label: Full range of facilities to limited facilities



1:Company Store 2:HP Clothing

3:Onip Lifestyle Pvt Ltd

4:Skoolstore

5: Our business

By our position on the perceptual map we are indicating that our business will have all varieties of product, ie uniforms from all schools and everything will be offered to them at a low price.

BUILDING BRAND PERSONA

Mission-“Hassle free uniform shopping experience “
“Beat the back to school rush “

Target: Parents with young children/Busy parents /parents who live far away from schools / uniform stores.

MARKETING

Objective:

1. Customer Acquisition: As we started a new venture first of all we need to acquire a customer base.
2. Customer retention: our venture is related to the school uniform so mostly for kids we have a chance to sell a uniform in 2-3 months to same customer. So customer retention is important factor for us.
3. Upselling: As kids also needs other school items with uniform like shoes, bags, socks, water bottle etc. we can sell all these item with our basic product.

The phases in buying behavior:

1. Awareness: it is must for our product. As this is new venture people must know about this and features of this venture as well as benefits of choosing our venture.
It can be done in various ways:
IMC (integrated marketing circle):



Multichannel Marketing:



1. Evaluation: As we stand out among the competition doesn't mean a customer will absolutely purchase our product or service. In fact, customers want to be sure they've done thorough research prior to making a purchase. Because of this, even though they may be sure of what they want, they'll still want to compare other options to ensure their decision is the right one. Marketing to this couldn't be easier. Keep them on your site for the evaluation of alternatives stage. We allows customers to compare rates with other retail stores all

under our own website.it establishes a trusting customer relationship, especially during the evaluation of alternatives stage.

2. Purchase: Online store (i.e. through app)
3. Delivery:
Quality product delivery solutions help to maintain customer satisfaction and loyalty and reduce the risk and cost of replacing faulty goods. Good Shipments will show best results. The most important issue that customers concern about is time. Our venture attention and punctuality to product delivery dates is an essential factor that decides the success of the venture in an industry. We believe that behind every successful online business strategy a superior value proposal—a clear, simple statement of the benefits, that we will provide along with the approximate price. On-time delivery to meet the customers' demands and deliver the services or products to the customer punctually.
4. After Sales: it is also needed to replace the faulty product. To attract the customers believe we must work on after sales to provide the replacements and warranty product so that customer always feels good towards after buying the product. Happy customers are more likely to retain our services and refer their friends and family members. Customer satisfaction leads to increase product usage and larger average order value. Grievance addressable platforms help our customers to put forward problems faced with the product. Product rating and suggestions available on improvement show commitment to provide nothing but the best. We Rewards loyal customers that is important as they provide with constant business and also provide references.

REVIEW 3

BUSINESS MODEL

Physical distributors

This is because we will be storing the uniforms in a warehouse. Packaging will be done in the warehouse and after that will be sent for delivery.

We can lease the warehouse as the location of a warehouse need not change frequently.

Since rent is paid on a monthly basis, it would be costly to retain the building/space for a prolonged period.

Office space can be rented since initially we will be starting with a lesser number of employees. Over the years as the company grows, the office can be moved to a different place with more number of employees.

LOCATION

As we're going to set up a delivery service technically from the textile manufacturers to the consumer itself, we would need a warehouse and an office to facilitate both the services parallel. For delivery we will appoint employees who have their own bikes so that we do not have to invest on vehicles for transportation.

Warehouse-

Outskirts where transport is easy. Not too far from the city, yet in a place with less rental costs and more accessibility.

Built in rooms for the labour to stay.

Working capacity of 10-20 people

Working hours - 14 hours

Includes two shifts day and night (7 hour each)

Main task -

To maintain the storage and logistics of the inventory based on the orders placed.

To maintain a count of what comes in and what goes out of the warehouse in exact numbers.

Office-

Inside the city

Particularly in the main textile market, costly yet necessary to make our existence visible to the consumer (Trust)

Not more than 1000 sqft required in setting up or in the beginning

Working capacity – 8-12 people

Working hours - 8

Virtual Presence

Website: It will enable the user to buy uniform of various schools listed on the website and get it delivered on their doorstep. User will also be able to track the order. User will also be able to change the date of delivery as per their convenience.

App: It will have the same features as the website mentioned above. As some people are more comfortable with apps, while some are more comfortable with websites, we will create both.

Advertising on school websites: As our target customers comprise of school children and their parents, it will be beneficial for us to advertise on school websites as both school children and their parents visit their respective website on a regular basis.

Facebook Page and pages on other social networking sites : This will give us an exposure to a large audience which uses facebook, it will help us to advertise without spending large amounts of money (Only expenditure in this will be the money paid to a graphic designer).

Being active on pages of schools on various social networking sites: It will help us in getting noticed by our potential customers. It has a potential to give us new customers.

Major Fixtures and equipments

1) Packaging items (packets, boxes, tapes):

The uniforms ordered by the customers will have to be sent to them in a secure manner.

Packaging the items nicely will prevent damage to the garments, such as staining of white shirts, attack by insects etc.

It will ensure that the garments delivered to the customers remain clean and crease free.

2) Office Furniture

Since the office premise will be of moderate size, a lot of furniture will not be required.

Furniture required will include:

Chairs and tables for the employees to sit and work on the app.

A conference table with chairs for the conference room for discussion of new ideas or tackling problems.

A projector will be needed for technical or sales presentations for the stakeholders.

A coffee machine may be needed for employees to take a break and have coffee whenever they want to.

These can be bought as no matter where the location of the office shifts, the items can be packaged and transferred to the new office.

3) Desktops/ Laptops

This will be needed in the office by the technical team for managing the app.

The sales team will also need these for managing the marketing of the business by tracking sales, asking different schools for collaboration and for online advertisement.

These can be bought as no matter where the location of the office shifts, the items can be packaged and transferred to the new office.

4) LCD Screen in the Warehouse

This will display all important details like:

- a) Number of orders dispatched
- b) Number of orders yet to be packaged
- c) Current order number that is being packaged
- d) Next order number that needs packaging

This will ensure efficient and faster workflow in warehouse.

5) Vertical Racks with compartments

This will be used for storing the uniforms in an ordered manner. Vertical racks will ensure that more space is being used efficiently. Uniforms will be segregated based on different schools and will be further classified based on sizes.

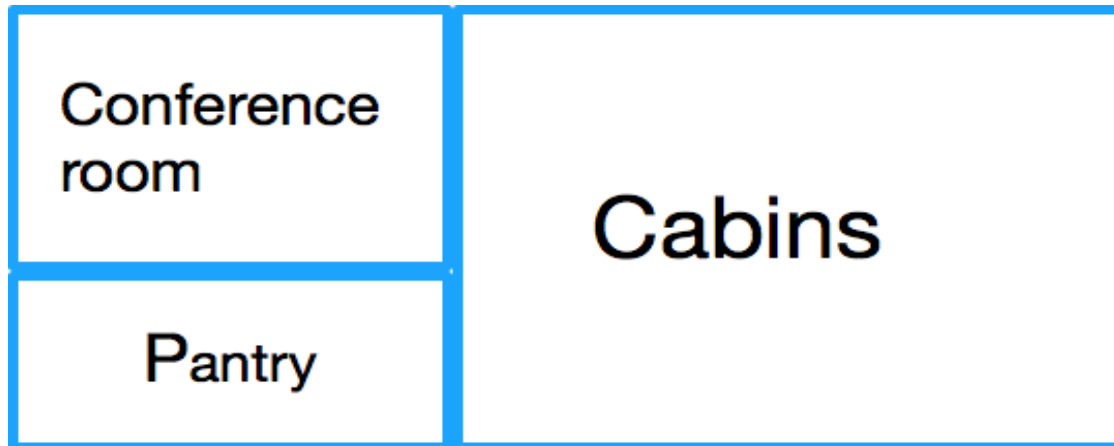
This will ensure easy selection from the racks according to the customer's order and faster packaging.

These racks can be bought as they will be used in future too. Racks are not all that expensive also so investment cost is less.

Facility Layout

Office:

The office will consist of a conference room, pantry and a cabins with desktops equipped with intranet.



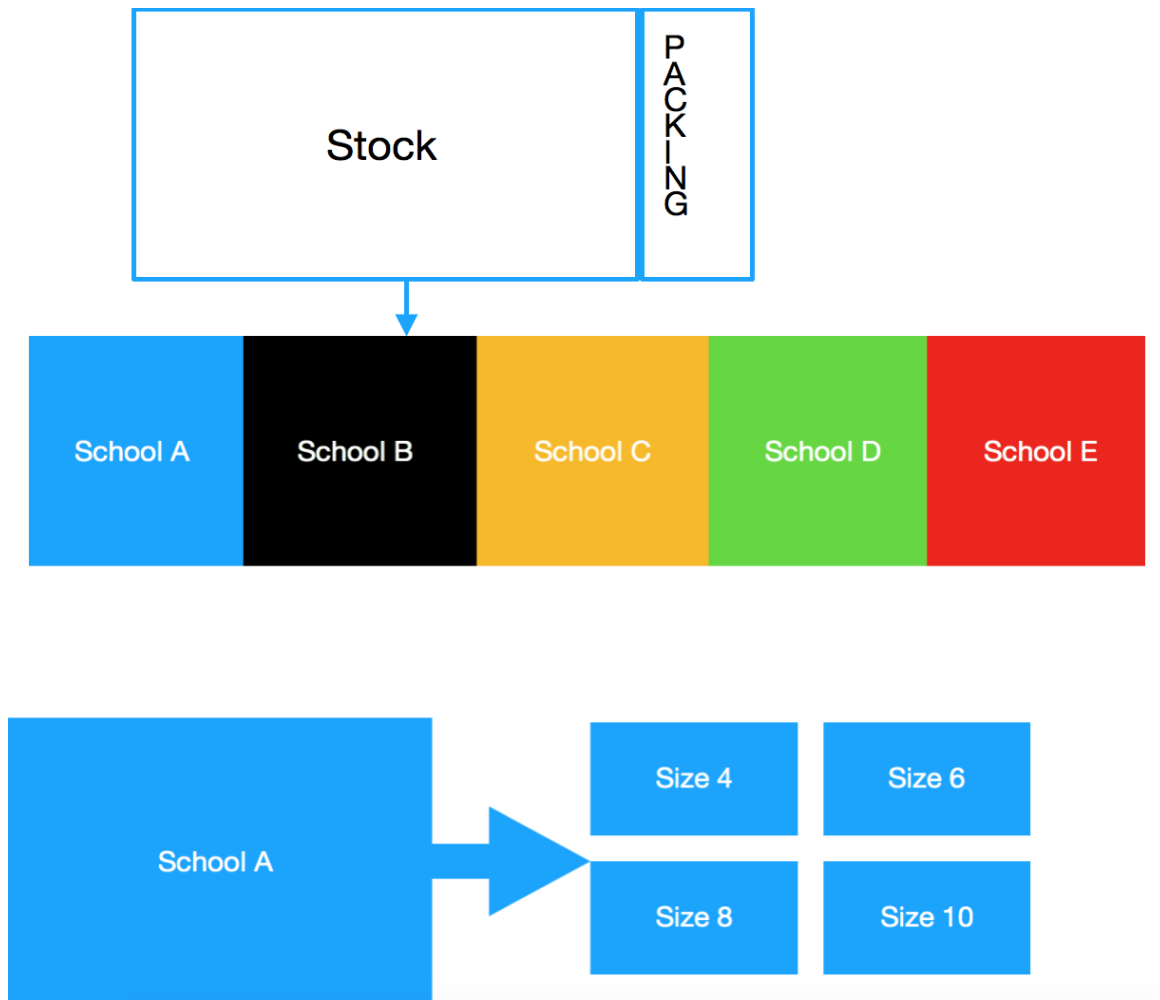
Warehouse:

The uniforms will be arranged according to the Schools in Alphabetical order .

Then they will be arranged according to sizes .

The sorted layout will make it easier to pick out items for delivery

The warehouse will also consist of a packaging unit which will take care of on site inventory and logistics.



Area

Area needed for warehouse is 4000 - 5000 sq ft.

This much area will be needed to store uniforms of different schools of various sizes. Vertical racks will be used so that optimum floor space is used.

Area needed for office is 900 sq ft .

This much area will be enough for the office. Only few employees will work on the app and few on sales.

Product Process/ Workflow

Adding products to cart

The order process starts the moment the customer selects a uniform and adds it to the cart. A cart will be created and saved in the system.

Even if the person returns to the website/app later he/she will be able to view the cart with previously added items.

In this step, the system will perform an inventory and pricing check to check if the product is available in the warehouse.

Proceed to Checkout

The billing and shipping address will be added with a preferred type of delivery (One Day Delivery/ Standard Delivery).

Payment Method

The system will calculate the total amount including the order amount and the delivery charges.

The customer will select a payment method like credit/debit card or net banking or Paytm.

The payment will be registered and verified.

Sending the Order

The moment the purchase is done with a successful payment, an order number will be created and an order confirmation will be sent to the customer.

The order number is useful for tracking the order.

Processing the Order

The warehouse and inventory status is checked for the ordered products to proceed for shipment.

The order may be split into more than one shipment at times based on the order.

For eg: If a customer has ordered a belt and a shirt and the belt isn't available in the warehouse at the moment, then the shirt will be shipped first and the belt will be delivered after its stock comes to the warehouse.

Packaging

The order is packed in the warehouse. A packing slip will be attached to the physical package being delivered that will contain the order details like address, order number etc.

Order completed

After the packaging step the order will be set for delivery. The order status will show 'Out For Delivery'.

The order can be tracked from now on by the customer by using the GPS location of the delivery person. This feature will be added in the app.

Return/Exchanges

In case there is a discrepancy in the size, fitting or liking of the customer, he/she can always return/exchange the items within a stipulated period of time.

If the customer wants to return the item:

It will be picked from their doorstep and deposited in the warehouse by the delivery person.

On acknowledging the return of the item in good condition, a refund will be initiated.

If the customer wants to exchange the item:

It will be picked from their doorstep and deposited in the warehouse by the delivery person.

On acknowledging the return of the item in good condition, delivery of the new product will be initiated.

Placing bulk orders for the warehouse

Depending on the current stock status of items in the warehouse, future orders will be placed to wholesale markets.

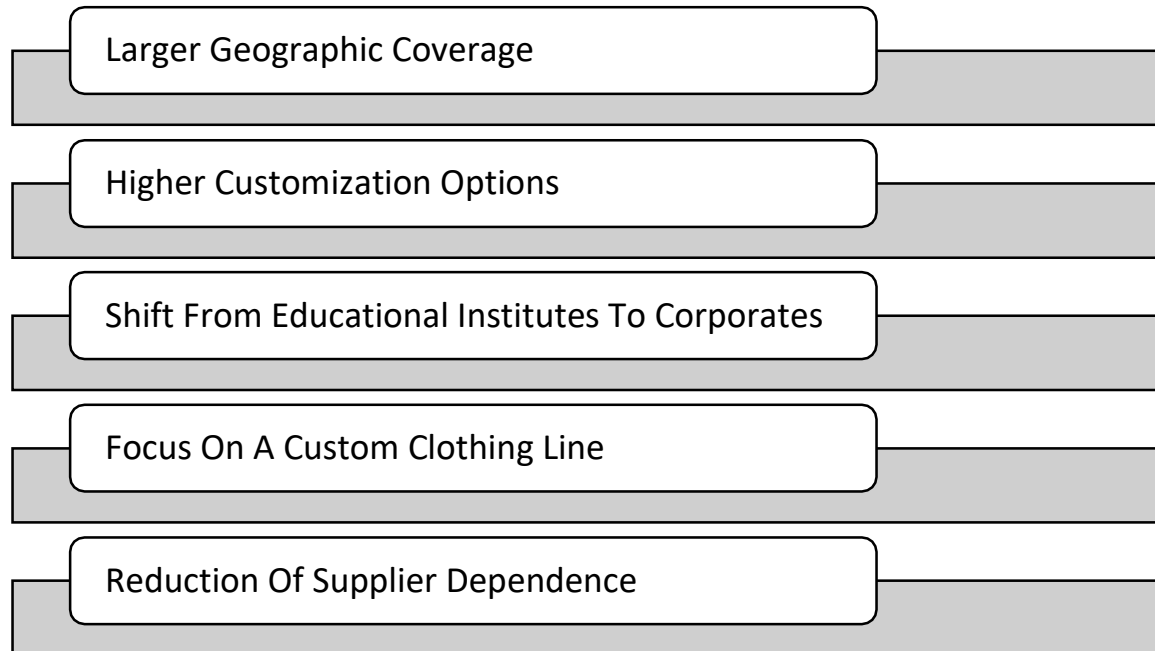
Safety:

1. The shelf life of the cloth material needs to be in mind before being sent to the store room. Not just the shelf life, but fungus and humidity that effect the cloth material. Insecticides must be sprayed regularly to keep the warehouse safe from rats.
2. The storage needs to have safety precautions in case of fire ,natural disaster. This can be done by insurance and proper safety measures.
3. The stored material needs to be completely sold before the material loses its original quality due to factors like humidity, etc.
4. Website needs to undergo regular maintenance so that it can run smoothly. In case the website does not work, we need to provide our customers other mode of interaction like phone call or physical stores.

EXPANSION PLAN

EXPANSION PLAN

Since the company is operating in a very high growth market which also sees no signs of depleting demands, it can grow over time in terms of revenue, margins and as a result, even in profits. This additional income can then be used to scale up the business in various aspects like:



The above mentioned Expansion Plans have been formulated keeping in mind practicality of business growth projections and increasing market demand for the services rendered.

- **Larger Geographic Coverage**

Since the company will initially only be able to meet the demands of a certain concentrated geographic region, The business needs to scale up distribution and service rendering coverage to ensure a larger market can be tapped into which can lead to an increase of revenues to the company.

- **Higher Customization Options**

Since the company will be largely dependent on suppliers for all the customisation options that can be provided on the portal initially. It will slowly move to a model where the suppliers can be paid on a order to order basis for different mould and needs based on specific orders which can then help in increasing the level of customisation available to the customer.

- **Shift From Educational Institutes To Corporates**

The main focus of the company in the initial days is to get connections with schools and other educational institution related activities. But overtime, this focus can turn into a more holistic market approach where even the corporate looking for a employee identity uniform can be seen as

a potential market. This can also help with corporate skill inducing workshops where employees spend high amounts on training programs and other events.

- **Focus On A Custom Clothing Line**

A custom clothing line can be produced over time based on popular designs selected by the customers on the portal which can then be sold on the platform as a standalone brand and in various other e-commerce platforms.

- **Reduction Of Supplier Dependence**

At present, the entire business works on the assumption that the supplier ability to meet the rising demands on the portal will be constant at all stages. But since moving forward this assumption cannot be the base of the business, the company must move to a model where the manufacturing and supply is also made in-house.

FACTORS TO CONSIDER

Some of the measures considered in the expansion plan for the company may seem like they are capital intensive, and they undeniably are so. But it is imperative for the business to take these measures going forward to ensure profitable running of the company. The aim is to ensure all these plans of expansions are done in a logic sequence with a period infusion of capital.

❖ Key partners:

Textile industry for materials.

Delivery services.

❖ Key activities:

Selling school uniforms

event uniforms

club shirt

❖ **Key resources**

Interactive web interface for better experience

Faster delivery options,

Better cloth material for comfort

❖ **Value proposition:**

Web interface for customers to buy school uniforms.

Focus is on sales for school uniforms, mass shirt sales in colleges and events.

❖ **Customer relations:**

first time customer offers

replacement policies in case the product has defects

festival and back to school deals and offers.

❖ **Distribution Channels:**

We will provide our services through website, where the customers can browse the required dress material, without actually going to physical stores.

The product will be delivered to their respective homes, if their home is within our region of delivery.

❖ **Cost structure:**

In the profit we make, 40% needs to be spent on the companies development, the rest can be used for the services that we use for the business to run like the outsourced delivery.

❖ **Revenue streams:**

Our website can be used by Google ads to earn money,

Our main business of selling shirts, we can set up contracts with schools,

businesses for selling shirts at a regular interval (constant source of income).

HR structure:

In order to retain top talent and reward them generously, it is important to provide employees with work flexibility.

SMEs have the opportunity to create a work-friendly, easygoing environment with an open culture so the employees can relax and focus on work. HR managers working in such small-scale companies can easily resolve work-place problems by having one-on-one interactions with the employees and share valuable information.

HR managers can move employees laterally to enrich the work experience by offering them the chance to learn new skills, job share or cross train. You can also throw in some extra perks like providing top talent a chance to visit industry conferences or other events to add value

SMEs and startups cannot compete with bigger corporations when it comes to offering glamorous salary packages and benefits. Make sure you offer a competitive salary and offer as many benefits to your team as possible, such as health insurance, life insurance, retirement plans, etc. In order to sweeten the deal even more, offer soft benefits like flexible hours and performance-based benefits like profit sharing.

Some of the key HR objectives that apply to SMEs and startups:

Develop a Competency Model:

The main objective of an HR department is to hire the right people for the right jobs keeping in mind their skills, expertise, and education. This objective is achieved by setting clear job descriptions, establishing job competency models for each department in the company and benchmarking roles against similar jobs in the industry.

In order to ensure smooth running of the business, HR professionals will take into account studies and data related to staffing, transactions, and costs and then create a competency model accordingly.

Define Role of Mission, Vision, and Values

The mission, vision and values of the small business or startup play a crucial role in shaping the HR strategies and objectives for the future ahead. The mission of the organization will help you understand why the business exists and who it serves

while the vision statement basically provides insights on what the organization hopes to achieve and where it sees itself in the future.

Perform Workforce Analysis

A workforce analysis is considered a key part of the human resource strategy and focuses mainly on the organization, its culture, people, and the systems that have been implemented. Doing a workforce analysis is helpful in analyzing the current situation of the company in terms of the elements discussed above and where they ideally want to be in the years to come.

Identifying the gaps in these areas will enable the HR professionals to come up with specific objectives designed especially to bridge these gaps.

Evaluate Implemented Strategy:

A small business or startup will consider a wide variety of factors for developing, implementing and evaluating the effectiveness and performance of its HR strategy. Usually, doing an evaluation will give you accurate facts and figures on employee turnover, number of vacant positions, customer complaints, and employee grievances along with the satisfaction and dissatisfaction levels of both customers and employees.

Some important things that HR also needs to do are:

Organize:

To maintain proper work environment , an employee handbook needs to be created.

Motivate:

Ensure that talent stays in the company.

Recognize employee contribution.

Acknowledge team members.

Make the work environment aesthetically appealing,pleasing and warm.

Retain:

Ask the employee for their valuable feedbacks. This helps create a mutual understanding and respect.

Pricing-

Taking in account that we are particularly targeting an audience on individual basis (via transporting the uniform set directly to the doorstep of the customer), costing is to be set accordingly.

Which rises some essential questions to us that are-

1. What's the competition of the product in the market?
 - The main competition for our product is the traditional shopkeepers, with their traditional business tactics, which have existed for more than a century now.
 - So, in order to compete with them we need to make sure that the pricing is less comparatively to the shopkeepers (including shipping).
 - We can provide the customers with some exciting offers or promocodes to get in their mind and make our existence visible at once.
2. What's the demand for our product?
 - The only reason anyone would buy from us, is their will to slack off, be lazy and to save money just by sitting on their couch, see everything happen on their smartphone.
 - We could make this happen by reducing our costs by buying directly from the factory outlets, or by making a manufacturing plant of our own, in order to reduce costs, and increase the profit margins for our product.
 - As the product is still available in the market with a lesser price than the traditional shopkeeper sells it for, and in additional it gets shipped at your footstep, you have a new option to opt for, which would save your money as well as your time.
3. Does it help increase our profit margin and let us take a hold of the market, thus increasing the sales?

- We can definitely increase the profit margins by simply increasing the pricing of the product, taking in account, that we have a good reputation to go with in the market through our past projects, and we still are the best alternative there is in the market.
- We can definitely make a good hold over the market, provided, we keep our services obsolete, time bound and cheaper as compared to any other possible alternative there is.
- Increasing sales can be one tough job to deal with here, as we are targeting individuals who order uniform for their children, it's only a seasonal market, so how do we increase or at least maintain a constant sale throughout the seasons?
 - We can not only manufacture summer, but as well as winter uniform to begin with.
 - We can manufacture garments like track suits for summers, winters, with collaboration with the schools, with providing them with a fair share of the profits.
 - Fancy garments for replacing school uniforms, occasionally, to be sold, exclusively on our website, again in collaboration with the schools.
 - Manufacturing off-campus garments, like casual hoodies, t-shirts, track-suits, having the symbolism of the schools, being advertised at the schools, and being available offline too.
 - Making an offline store for the garments, or more of a trial section, inside the schools, if someone wants to buy the uniforms or garments directly from the school, solving the problem of some parents having trust issues with buying online stuff.

Thus, we can take in account Cost-Plus Pricing and Competition-Based Pricing.

Revenue structure:

1. Ad-Based Revenue Model

Ad-based revenue models entail creating ads for a specific website, service, app, or other product, and placing them on strategic, high-traffic channels. If your company has a website or you have a web-based company, Google's AdSense is

one of the most common tools get ads. For most websites, AdSense will earn about \$5-10 per 1,000 page views.

Advantages: Making money from ads is one of the simplest and easiest ways to implement revenue models, which is why so many companies utilize ads as a source of revenue.

2. Affiliate Revenue Model

Another popular web-based revenue model is the affiliate revenue model, which works by promoting links to relevant products and collecting commission on the sales of those products, and can even work in conjunction with ads or separately.

Advantages: One of the most obvious benefits of employing an affiliate revenue model is that it generally makes more money than ad-based revenue models.

3. Transactional Revenue Model

Countless companies, both tech-oriented and otherwise, strive to rely on the transactional revenue model, and for good reason too. This method is one of the most direct ways of generating revenue, as it entails a company providing a service or product and customers paying them for it.

Advantages: Consumers are more attracted to this experience because of its simplicity and the wider set of options.

4. Subscription Revenue Model

The subscription revenue model entails offering your customers a product or service that customers can pay for over a longer period of time even year to year.

This relation can be maintained between the school and our company. This ensures that we will have our customers every year.

5. Channel Sales (or Indirect Sales)

The channel sales model consists of agents or resellers selling your product for you and either you or the reseller delivering the product. The affiliate revenue model is a good companion model to this one, especially if your offering is a virtual product.

Advantages: The channel sales model is ideal for companies who have a product that's an incremental sale for their channel and can produce incremental profit.

6.Freemium Model

The freemium model is one in which a company's basic services are free, yet users must pay for additional premium features, extensions, functions, etc.

Advantages: Similar to the previous model, the freemium model offers something free to users, which is a great way to give them a taste of your product or service while simultaneously enticing them to pay for something later on.

For your business, could include sales of ties,belts, coupons on shoes and school bags.This would help the parents not just buy uniform, but also help in buying other items for their kids.

Costing and Budget-

Costing here includes:

Travelling cost for setting up vendors to provide with the uniforms-

(Required every six months, to have a perfect update of what's new in the market and how is your own production pulling up)

- Train tickets: 2000/-
- Accommodation charges: 6000/- (At least 4-5 days)
- Expenses for travelling in the city: 2000/-
- Making it 20,000/- per year
- 55/- per day

Transportation cost:

- With such heavy weights to transport, we can always rely on transport buses: 1500/- per bulity (approximately 150-400 kg)
- Which makes it prominent that one shipment per month are more than enough.
- 18,000/- per year.
- 50/- per day

Convenience cost:

- Cost for taking the package from warehouse to inventory: 300/- per shipment
- Taking in consideration we might end up doing two shipments per month: 600/- per month
- 7,200/- per year
- 20/- per day
- Transport cost to the individual-paid by the customer at first, with coupon codes applied will be free, which leaves us to pay the cost being: 262 approximately in average.
- 62/- per day

Inventory cost:

- 4,000 square fit of inventory minimum is required: 15,000/- per month
- 1,80,000/- per year
- 493/- per day

Labour cost:

- At least two labour required to maintain such big inventory: 13,800/- per month (230*30*2)
- 1,65,600/- per year
- 453/- per day

Office Set-up cost:

- Office rent: 20,000/- per month
- 2,40,000/- per year
- 657/- per day

Employee cost:

- 8 of the team members with minimum expectation of 20,000 of an output per month.
- $20,000 * 8 * 12 = 1,920,000/-$
- 5,260/- per day

Uniform cost:

- Upper: 160/- (Bigger the order, lesser the pricing)
- Lower: 120/-
- Cost price: 280/-
- Selling price of traditional shopkeepers:
- Upper: 350+ (In markets)
- Lower: 250+
- Total: 600+
- With our Cost price being 320/- less than what we have as an alternative in the market, we can sell the combo for 499/- (An attractive pricing scheme, used from ages).
- Still making us a profit of 179/- per combo.

Our expenses:

- 7250/- per day
- Taking 100 as miscellaneous expenses: 7350/- (Expenses)
- Taking in account that we have 179/- profit per uniform.
- $7150/179 = 41$ (Approximately)
- So, it is needed to take at least 41 orders per day, as per the requirements and expenses, to cover up all the losses and starting to have profit.

Budget:

- Any number of orders taken other than the 41 taken in account, can be counted in profit for the company taking surplus units * 179/- being the profit for the day.
- Seasonal sales take at least 150 orders per day, providing 109 units of profit surplus to provide as a buffer for times when not even 41 orders can be covered in a day.
- Taking into account seasonal days being at least 1/3 of the times (Summers, Winters, and occasional and casual alternative for non-seasonal timings.)
- $365/3 = 121$ days approximately.
- Assuming 150 orders on an average per day: 60 surplus units.
- $109 * 179 * 121 = 2,360,831/-$
- 6,468/- per day.

- For the rest of the days that is 244 days, taking an average of 15 orders per day:
- 16 orders are still less than the limit to be reached: $26 \times 179 \times 244 = 1,135,576/-$
- 3,111/- per day.
- Still keeping a profit margin: $2,360,831 - 1,135,576 = 1,225,255/-$ per year.
- 3,356/- profit per day (In a year, keeping all the factors in account.)

FUNDING NEEDS

Since, we wish to start an app that would facilitate online shopping of school uniforms with doorstep delivery, we will basically be targeting the school going children as our customers.

This app will solve the problem of long queues and waiting time that parents have to face while purchasing uniforms from conventional stores. We also wish to control the monopoly regarding the prices.

These are the needs to set up this business:

- 1) Money will be required to buy the office furniture. This would include all the office chairs and tables, a projector and a coffee maker.
- 2) Desktops/laptops will have to be purchased to maintain the app.
- 3) An LCD screen for the warehouse that would display the status of packaging.
- 4) The office area will have to be rented. All the software development and sales work will be done from here.
- 5) The warehouse where all the goods will be stored will be required. It is the most essential component as this will act as the storage area for all uniforms and packaging will take place here.
- 6) Working capital will include software developers, sales team and the workers associated with packaging and delivery.

- 7) Capital Structure: The optimal capital structure of a firm is often defined as the proportion of debt and equity that result in the lowest weighted average cost of capital (WACC) for the firm.
- 8) Dividend Decisions: This affects the market value of the company. It depends on the relation between the Firm's internal rate of return(r) and cost of capital(k). We wish to maintain a $r > k$ standard and thus will retain earnings to grow and won't distribute dividend.

FUNDING SOURCES

We believe that diversifying our sources of financing will allow our start-up to perform better and will also improve our chances of getting the appropriate financing to meet your specific needs.

1) BOOTSTRAPPING

We can all use our saved up money to start this business. This way we will not be indebted to anyone. As all founders will fund their share.

Money will not be expected to be returned.

2) FRIENDS AND FAMILY

Money can be borrowed from these people to start the business and pay for the upfront costs. They won't expect us to return the money with interest but only the principal amount. No fixed duration to return the money.

3) BUSINESS INCUBATORS

They can fund the business for the starting period (2 years). We can pitch them the idea and show a prototype of the app. We can get infrastructure, marketing and other support at a very low cost.

4) MAJOR COMMITMENT FROM A CUSTOMER

The customer can place the order and give us advance.

LICENSE REQUIRED:

Every business is completed with the documentation procedure as well as it is mandatory to apply for every required document. The necessary documents for starting a textile business for school uniform are as follows:

1. Company registration

Incorporation is the formation of a new corporation/ company (a corporation being a legal entity that is effectively recognized as a person under the law). The corporation may be a business, a non-profit organization, a startup, a micro small or medium scale business. MCA regulates corporate affairs in India through the Companies Act, 1956, 2013 and other allied Acts, Bills and Rules. MCA also protects investors and offers many important services to stakeholders. The Ministry is primarily concerned with administration of the Companies Act 2013, the Companies Act 1956, the Limited Liability Partnership Act, 2008 & other allied Acts and rules & regulations framed there-under mainly for regulating the functioning of the corporate sector in accordance with law.

2. MSME Registration

MSME remains for Micro, Small, Medium Enterprises and any venture that falls under any of these three classifications. MSME ventures are the foundation of any economy and are a motor of financial development, developing fair advancement for all. In this manner, to help and advance MSME enterprises by the Government of India through different sponsorships schemes and promote these companies through the MSMED Act. To profit the advantages under the MSMED Act from Central or State Government and the Banking Sector, MSME Registration is required. Under MSMED act every MSME needs to get registered whether the business is service related or for manufacturing. MSME

registration is a useful extract exclusion plot, impose endowments, control tax sponsorships, capital speculation appropriations, and others.

3.NOC and Environmental clearance certificate from State Pollution Control Board

The environmental clearance process is required for 39 types of projects and covers aspects like screening, scoping and evaluation of the upcoming project. The main purpose is to assess impact of the planned project on the environment and people and to try to abate/minimise the same.

4. VAT registration from a Commercial Tax Officer.

VAT registration is the process of listing your business with the government as active in production and sales.

After a business registers for VAT, it's able to reclaim any VAT paid on company purchases and becomes responsible for:

- Charging VAT on any goods or services sold (and charging the right amount!)
- Paying any VAT due to HMRC
- Submitting VAT Returns
- Keeping VAT records and a VAT account.

Companies registered for VAT will be issued a unique VAT registration number.

Prototype Website:

<https://viditgarg199919991.wixsite.com/schoolmart>

Entrepreneurship Development J-Component Review-3 Under the guidance of: Prof. Prabir Chandra Padhy

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Problem Statement



To eradicate the cumbersome shopping of school uniforms from conventional stores.

Drawbacks of existing idea!



- Tailors have to stitch a huge number of uniforms in a stipulated period. Especially between the result declaration day and reopening day, they receive a lot of orders that they find difficult to cope up with.
- Customers face return and size issues. Readymade shirts or pants cannot be tried on before wearing and once purchased cannot be returned. This leads to a waste of money of customer.
- Monopoly regarding the prices



Abstract



In this project, we aim to address a very major issue of every school going student and their parents.

The issue addressed is the distribution of school uniforms.

As we've observed that this market leads to unavailability of the uniforms and monopoly from particular shops fixed by the schools.

We'll create an online platform where uniforms of all schools will be made available. We'll also segment the customer base in premium, middle class, lower class. This categorization will help us to maximize our profit.

Our customer

Who is your customer?



B-B and B-C - We connect schools and customers through an app which serves as the platform.

B-C: Customers here are individual buyers like parents.

B-B: The school itself can place bulk orders for all its students based on their sizes. User: Students as they will be the ones wearing the uniforms. Buyer: Parents of students will buy or schools can also buy clothes for the annual day/sports day etc.

Influencer: Schools

How our platform is better than the existing platforms?

- We would provide a trial option to our customers in which they can try the uniform and return it in 2 days if there is some problem.
- Since we are a startup we can provide a lower price than our competitors by asking for money from venture capitalists and by making our products sponsored .
- We will provide coupons and vouchers of our sponsors as freebies.
- We will charge extra but have an option for one day delivery.
- Discount on bulk order.
- Subscribe and save option can also be implemented.

SCHOOLS THAT WE WILL TARGET IN STARTING

Since we all have passed out from our high schools and we have good relations with our teachers and principal we would start this initiative by first making and selling our uniforms to our high school.

Possible funding schemes by Gov. of India

- Support for International Patent Protection in Electronics & Information Technology (SIP-EIT)
- Multiplier Grants Scheme (MGS)
- Software Technology Park (STP) Scheme
- Electronic Development Fund (EDF) Policy
- Modified Special Incentive Package Scheme (M-SIPS)

FUNDING SOURCES

- 1) BOOTSTRAPPING We can all use our saved up money to start this business. This way we will not be indebted to anyone. As all founders will fund their share. Money will not be expected to be returned.
- 2) Venture Capitalists: We can ask for initial funding from venture capitalist.
- 3) BUSINESS INCUBATORS They can fund the business for the starting period (2 years). We can pitch them the idea and show a prototype of the app. We can get infrastructure, marketing and other support at a very low cost.
- 4) MAJOR COMMITMENT FROM A CUSTOMER The customer can place the order and give us advance
- 5) Angel investors at later stage.

EQUITY SPLIT

- Equity is non-cash compensation that represents partial ownership in a company. The equity is typically distributed among the early founders, financial supporters and sometimes employees who join the startup in its earliest stages. This small share in company ownership serves to compensate employees for the smaller salaries and job uncertainty that working at a startup entails. This compensation model certainly worked out well for the first 13 employees of Instagram, who shared a 10 percent equity stake with a total value of \$100 million after Facebook acquired the company in 2012.

Factors to Consider in a Fair Equity Split

- Salary Replacement
- Ideation
- Startup Stage
- Seed Capital
- Vesting Schedules

Equity Split of our Start-up

- Founders: 20 to 30 percent divided among co-founders. The distribution is rarely exactly 50/50
- Commission to schools: 10-15% of commission has to be given to schools in the name of donation.
- Venture Capital Providers: 30 to 40 percent.
- Angel Investors: 20 to 30 percent at a later stage.
- Option pool: 10 percent, which can be divided among employees.

Business Model Canvas

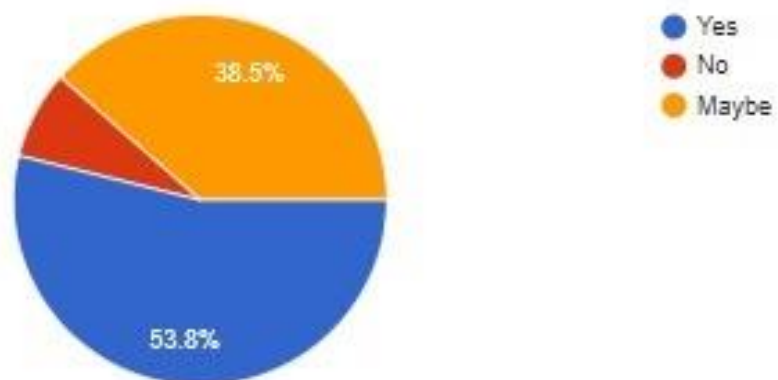


Company Name: scoolup|

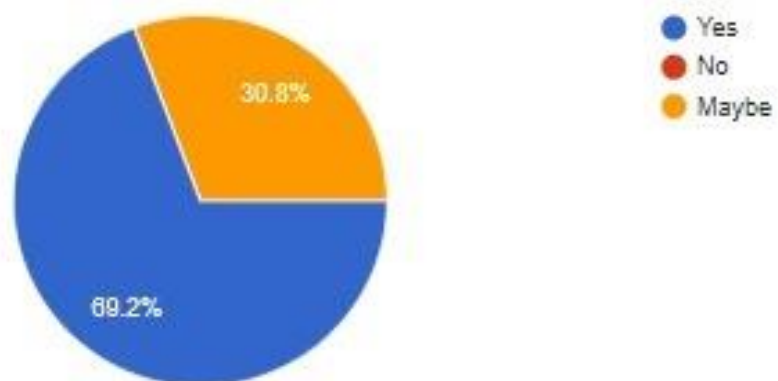
Date: 30-01-2020

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Investment Partners Schools Raw Materials Suppliers Machinery providers Collaboration from local Market	Raw Material Acquisition Marketing Catalogue preparation Operations and Distribution	Eradicate the cumbersome shopping of school uniforms from conventional stores. Make the uniform and other stationary products available at a cheap price. Fix the problem of unavailability of the uniforms and monopoly from particular shops	Personal Assistance Loyalty Good Product Awareness Co-Creation	B-C: Customers here are individual buyers like parents. B-B: The school itself can place bulk orders for all its students based on their sizes.
	Key Resources		Channels	
	Labour Warehouse Machines Raw Materials		An interactive online portal (Website) where customer can place both individual as well as bulk.	
Cost Structure			Revenues Streams	
Raw Material: Clothing Materials, Sewing Threads, Zippers, Interlinings. Labour: Tailors have to stich and delivery staff to deliver a huge number of uniforms in a stipulated period. Loss: Monopoly of prices and cost of wear and tear. Machinery and Transportation Cost.			Product Sale: Aim is to make profit by selling large product at low profit. Advertising - Fee for advertising a particular product.	

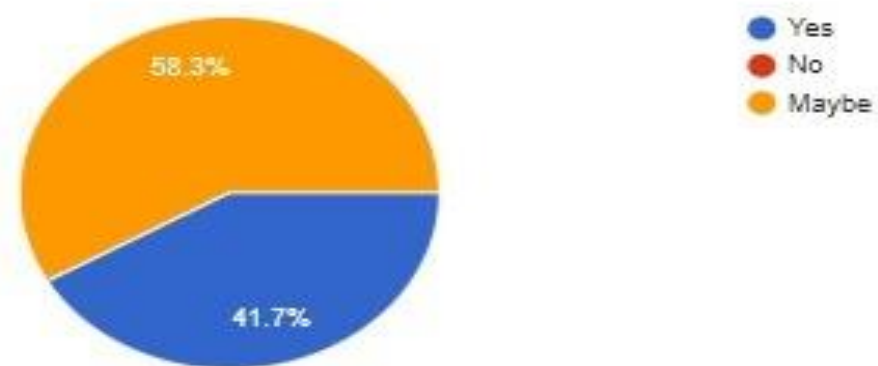
Would you be interested in buying school uniform online?



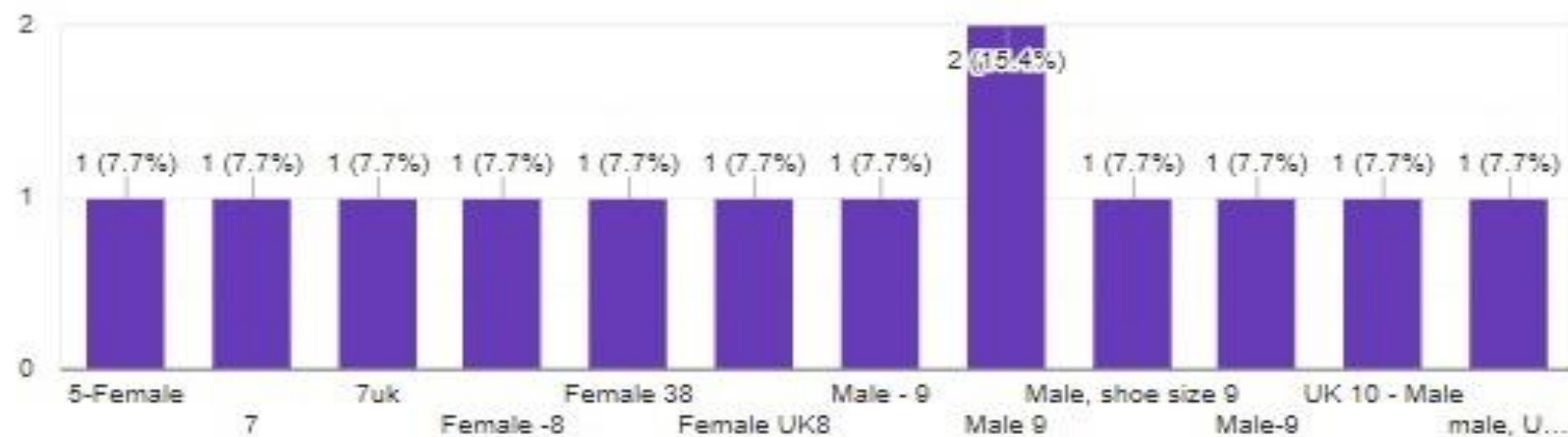
Is selling school uniform of all sizes throughout the year a good idea?



Would you prefer our manufactured stationary products?



What shoe size would you prefer? Please mention gender and shoe size.



Five Force Model



Intensity of Competition:

High:

Most schools already have some patent shops which supply all the product(uniforms, sweater, shoes etc). Lot of players are already there in the market who would not want to supply for the app based home delivery of school uniforms. Competition from similar players in the market like Schoolkart, All school uniform, The school uniform specialists etc. Schools may tie up with such companies who could give them better deals as they are already established ones. Pressure to be better than these existing forums.

Threat of New Entrance:

High-

The idea can be copied easily and be implemented by anyone, just by having a basic knowledge of the market involved and application based programming.

Threat of Substitutes:

Low- ·There may be competitors who copy the idea and try to execute it in one or the other way but there exists no substitute to a service uniquely existing for one only purpose, it itself is a substitute to change the traditional way of functioning of school dresses.

Bargaining Power of Buyers:

Medium-

The customers may buy from us to save the trouble to go to a shop and buy dress, instead it gets delivered to them, but it's not necessary they buy from us, because there still exist a second option for them, the traditional shopkeepers, so we can say they can buy from us yet they can also buy from someone else, so, medium.

Bargaining Power of Suppliers:

Low-

Raw materials like cloth material, stitching material, machines, work places, can be provided by many, as cloth industry is one the oldest compared to any industry, so we can say here in terms of suppliers, supply > demand, thus bargaining power of suppliers is low. ·If the IT support is outsourced, there are a lot of options for it. ·If the app development is to be done as a part of the business, then any cloud platform can be chosen like Amazon Web Services, Google Cloud etc.

TYPE OF COMPETITORS

SKILL BUILDER

- There are various skill builders for this business.
- They started with low capability and an idea of delivering school uniforms.
- They provided a platform by creating an online shopping platform for uniforms.
- EG: Eschool Buddy, Almasto, Schoolkart

ANXIOUS TRANSFORMERS

- It is easy to start such a business. There might be ventures who start with low capabilities.

RUTHLESS COMPETITORS

- Skill builders can turn to ruthless competitors.
- Schoolkart has revenue of \$1M, and 407 employees. It is doing really well in Delhi.
- School kart's main competitors are E-school Buddy Retail, Edu-Vision Retail Technologies and Almasto.
- All these companies are competitors; however the competition is native to places like Uttar Pradesh and Delhi.

MARKET LEADER

- There will not be any market leader for this business.
 - High capability is not required.
 - For every school, ten shops will be able to suffice the demand in a city.
 - There is no standard retail brand that sells uniform all across the country. Only small shops contribute.
-

SWOT Analysis of Online Uniform Store

Strengths

Ability to compete with other local stores

Implementing an e-commerce business solution allows companies to expand their customer base to a very large level without considerable time or expense.

Low overhead cost and low barrier to entry

Startup costs for an e-commerce retail operation are a fraction of the costs of starting a traditional brick and mortar company.

Direct consumer communication

This form of commerce allows the business to maintain a higher level of consumer communication. The communication happens when the order is placed, when the order has shipped and then at a point in the future, should the customer opt-in to receiving regular email communication.

Ability to sell at a low price

Since it will be a large scale business, it will allow the company to buy uniforms at a cheap price, which will enable the company to sell at low prices as well.

Weaknesses

- *High Customer Expectations*
- Small businesses can appear to be large companies on the Internet. Customers have no way of gauge the business' actual level of man power and resources. This leads to customers that demand the same level of service from.
 - business with 1-2 employees as they would from industry giants like amazon.com.
- *Search Engine Unpredictability*
- Web retailers live and die by organic search engine placement. The higher the store is placed on the search engine result pages (SERPs) translates to more traffic and sales. Search engines regularly change their ranking systems and this can cause major fluctuation in placement and create an unpredictable environment.

Opportunities

- *National Exposure*
- Adding an e-commerce component to a business allows the company to sell their products to a global market.
- High Availability: a 24/7 business
- Selling on the Internet allows the company to take orders around the clock on every day of the week. Orders can then be filled and processed during set business hours.
- *Strong business-to-business networking*
- Websites allow for business-to-business exchange links to increase traffic and search engine placement for each businesses' sites. This opens lines of communication on a business-to-business level and aids in the cooperation between companies.
- *Industry Growth*
- Retail sales on the Internet in India have seen double digit growth each of the past 8 years. Growth is expected to continue at high rates and having a business online allows the merchant to be in a position to benefit from this expansion.

Threats

- *Competition*
 - The low barriers and the comparatively low overhead costs allow a for a relative easy entry into the market. This increases the level competition and can cause a reduction in prices and profit margins. Threats are produced not only by other retailers within the same industry but also by the manufactures that supply the products that the retailer sells. It is not uncommon for online retailers to directly compete with the manufacturer of the lines they carry.
 - Innovation
 - Future innovation could have an adverse effect on e-commerce businesses.
- *Fraud*
 - Some consumers are leery of doing business online out of concerns of fraud and misuse of their financial data. This alienates an entire segment of the population from conducting business via the Internet.
- *Privacy Concerns*
 - Some consumers prefer not to give any personal information out over the Internet because of fears that the information will be misused, lead to spam email or identity fraud.
- *Future Legislation*
 - Internet sales only have tax applied to the purchase if the buyer and seller reside in the same state. Considering the growth and amount of tax revenue lost to e-commerce, the federal government and individual states could write legislation to impose tax on all online sales. This would remove one incentive to conducting business online.

BUSINESS MODEL

- **LOCATION**

- As we're going to set up a delivery service technically from the textile manufacturers to the consumer itself, we would need a warehouse and an office to facilitate both the services parallel. For delivery we will appoint employees who have their own bikes so that we do not have to invest on vehicles for transportation.

- **Warehouse-**

- Outskirts where transport is easy. Not too far from the city, yet in a place with less rental costs and more accessibility.

- Built in rooms for the labour to stay. Working capacity of 10-20 people

Working hours - 14 hours

- Includes two shifts day and night (7 hour each) Main task -

- To maintain the storage and logistics of the inventory based on the orders placed.

Office-

- Inside the city
- Particularly in the main textile market, costly yet necessary to make our existence visible to the consumer (Trust)
- Not more than 1000 sqft required in setting up or in the beginning Working capacity – 8-12 people
- Working hours - 8

VIRTUAL PRESENCE

- **Website:** It will enable the user to buy uniform of various schools listed on the website and get it delivered on their doorstep. User will also be able to track the order. User will also be able to change the date of delivery as per their convenience.
- **App:** It will have the same features as the website mentioned above. As some people are more comfortable with apps, while some are more comfortable with websites, we will create both.
- **Advertising on school websites:** As our target customers comprise of school children and their parents, it will be beneficial for us to advertise on school websites as both school children and their parents visit their respective website on a regular basis.
- **Facebook Page and pages on other social networking sites :** This will give us an exposure to a large audience which uses facebook, it will help us to advertise without spending large amounts of money (Only expenditure in this will be the money paid to a graphic designer).

MAJOR FIXTURES AND EQUIPMENTS NEEDED

1) Packaging items (packets, boxes, tapes):

- The uniforms ordered by the customers will have to be sent to them in a secure manner.
- Packaging the items nicely will prevent damage to the garments, such as staining of white shirts, attack by insects etc.
 - It will ensure that the garments delivered to the customers remain clean and crease free.

2) Office Furniture

- Since the office premise will be of moderate size, a lot of furniture will not be required.
- Furniture required will include:
- ***Chairs and tables*** for the employees to sit and work on the app.
- ***A conference table with chairs*** for the conference room for discussion of new ideas or tackling problems.
- ***A projector*** will be needed for technical or sales presentations for the stakeholders.
- ***A coffee machine*** may be needed for employees to take a break and
 - have coffee whenever they want to.
 - These can be bought as no matter where the location of the office shifts, the items can be packaged and transferred to the new office.

3) Desktops/ Laptops

- This will be needed in the office by the technical team for managing the app.
- The sales team will also need these for managing the marketing of the business by tracking sales, asking different schools for collaboration and for online advertisement.
- These can be bought as no matter where the location of the office shifts, the items can be packaged and transferred to the new office.

4) LCD Screen in the Warehouse

- This will display all important details like:
 - a) Number of orders dispatched
 - b) Number of orders yet to be packaged
 - c) Current order number that is being packaged
 - d) Next order number that needs packaging
- This will ensure efficient and faster workflow in warehouse.

5) Vertical Racks with compartments

- This will be used for storing the uniforms in an ordered manner. Vertical racks will ensure that more space is being used efficiently. Uniforms will be segregated based on different schools and will be further classified based on sizes.
- This will ensure easy selection from the racks according to the customer's order and faster packaging.
- These racks can be bought as they will be used in future too. Racks
- are not all that expensive also so investment cost is less.

Product Process/Workflow

- **Adding products to cart**
- The order process starts the moment the customer selects a uniform and adds it to the cart. A cart will be created and saved in the system.
- Even if the person returns to the website/app later he/she will be able to view the cart with previously added items.
- In this step, the system will perform an inventory and pricing check to check if the product is available in the warehouse.
- **Proceed to Checkout**
- The billing and shipping address will be added with a preferred type of delivery (One Day Delivery/ Standard Delivery).
- **Payment Method**
- The system will calculate the total amount including the order amount and the delivery charges.
- The customer will select a payment method like credit/debit card or net banking or Paytm.
- The payment will be registered and verified.
- **Sending the Order**
- The moment the purchase is done with a successful payment, an order number will be created and an order confirmation will be sent to the customer.
- The order number is useful for tracking the order.
- **Processing the Order**
- The warehouse and inventory status is checked for the ordered products to proceed for shipment.
- The order may be split into more than one shipment at times based on the order.
- For eg: If a customer has ordered a belt and a shirt and the belt isn't available in the warehouse at the moment, then the shirt will be shipped first and the belt will be delivered after its stock comes to the warehouse.

- **Packaging**

- The order is packed in the warehouse. A packing slip will be attached to the physical package being delivered that will contain the order details like address, order number etc.

- **Order completed**

- After the packaging step the order will be set for delivery. The order status will show 'Out For Delivery'.
- The order can be tracked from now on by the customer by using the GPS location of the delivery person. This feature will be added in the app.

- **Return/Exchanges**

- In case there is a discrepancy in the size, fitting or liking of the customer, he/she can always return/exchange the items within a stipulated period of time.
- If the customer wants to return the item:
- It will be picked from their doorstep and deposited in the warehouse by the delivery person.
- On acknowledging the return of the item in good condition, a refund will be initiated.
- If the customer wants to exchange the item:
- It will be picked from their doorstep and deposited in the warehouse by the delivery person.
- On acknowledging the return of the item in good condition, delivery of the new product will be initiated.

- **Placing bulk orders for the warehouse**

- Depending on the current stock status of items in the warehouse, future orders will be placed to wholesale markets.

*Thank
you!*