QLO

Institute of Innovation & Entrepreneurship (I²E)

BML MUNJAL UNIVERSITY™
A Hero GROUP INITIATIVE

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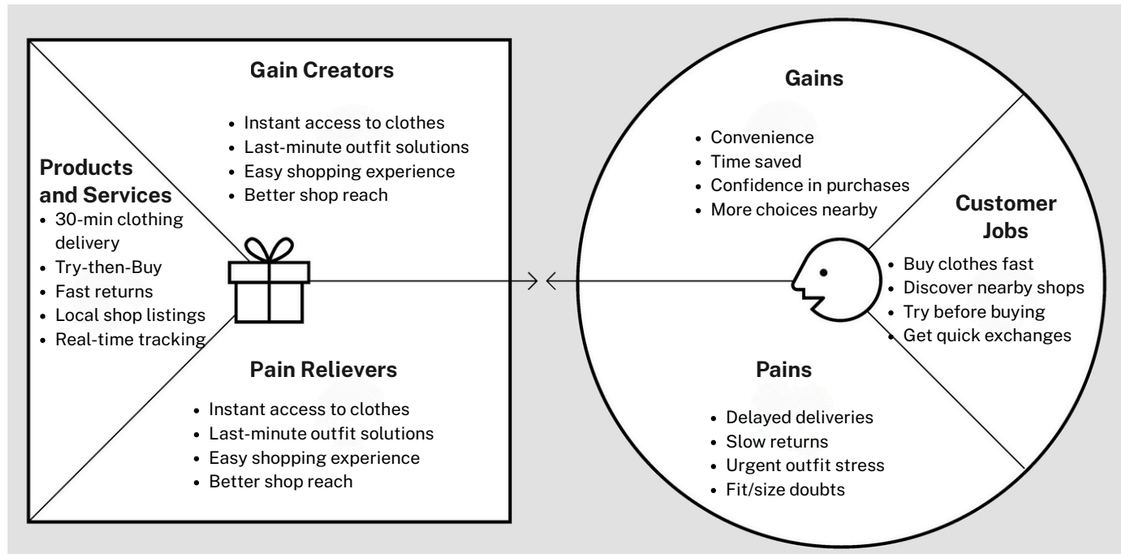
PROBLEM STATEMENT

Online clothing platforms take 3–5 days to deliver, which is inconvenient for people needing outfits urgently. Returns and exchanges are slow and complicated. At the same time, local garment shops have no digital platform to sell and deliver instantly.

VALUE PROPOSITION CANVAS

We help people frustrated with long delivery and return times by offering FlashFit, a fast clothing delivery platform that delivers in 30 minutes and provides try-then-buy convenience



BUSINESS MODEL CANVAS

Key Partners
- Local garment shops & boutiques
- Delivery partners (independent riders)
- Payment gateway partners (Razorpay, Paytm, etc.)
- App development & maintenance team
- Packaging suppliers (for try-then-buy & return bags)

Key Activities
- Onboard & verify garment shops
- Manage app & website
- Real-time delivery tracking
- 30-min delivery operations
- Handle returns & try-then-buy
- Marketing & customer acquisition

Key Resources
- Mobile app & website
- Delivery partner network
- Partner shop database
- Product listings
- Customer support
- Brand & shop partnerships

Value Proposition
- 30-minute delivery for clothes from local shops
- Try-then-Buy option for customers
- Instant returns/exchanges
- Helps shops go digital without investment
- Faster than online marketplaces (3–5 days → 30 mins)

Customer Relationships
- Real-time order tracking
- In-app customer support
- Easy return/exchange process
- Personalized clothing suggestions based on location
- Notifications for offers from nearby shops

Channels
- Direct-to-consumer website
- Blind-support organizations
- Medical device retailers
- Accessibility stores
- Healthcare & optometry channels

Customer Segments
- Students
- Office workers
- Last-minute shoppers
- Event/party-goers needing urgent outfits
- People who prefer instant shopping over long delivery wait

Cost Structure
- App development & maintenance
- Delivery partner payments
- Marketing & advertising
- Server & cloud hosting
- Customer support operations
- Shop onboarding & training costs

Revenue Streams
- Commission from each order
- Delivery charges
- Priority delivery fees
- Subscription for shops (premium listing)
- In-app advertisements & featured store promotions

OUR SOLUTION

Our solution is FlashFit, a quick-commerce clothing app where local garment shops list their products, and customers receive their orders within 20–30 minutes. The app also provides a Try-Then-Buy feature and fast return/exchange support.