**Business Case CustomThreads**

**Introduction**

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| **Business Case Conceptual Structure** | **Definitions** |
|  | **Customer:**  A customer is an individual or business that purchases another company's goods or services.  Customers are important because they drive revenues; without them, businesses cannot continue to exist.  **Supplier**:  A supplier is a person, business, or entity that provides products, data or services to another entity.  **Stakeholder**:  A person with an interest or concern in something, especially a business.  Stakeholders encompass all individuals or groups who have a vested interest in the performance of the business.  **Business Model:**  The term *business model* refers to a company's plan for making a profit. *Examples: Freemium, Subscription, Advertising, etc.*  **Distribution Channel:**  A distribution channel is a path that a product or service could take on its way to market. What's a direct distribution channel? A direct distribution channel is one where a company sells directly to the consumer, usually through their website or retail store. |

**Team No: 4**

**Application Name: CUSTOMTHREADS**

*Business case should be documented by completing the table below (Answers column).*

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| **Category** | **BC Section** | **Questions** | **Answers** |
| WHAT? | **Product Overview** | *Give a brief description of the proposed software product.* | CustomThreads is an online platform enabling users to design custom T-shirts, place orders, and share designs. Designers earn commissions when others purchase their designs. The platform handles printing, shipping, and payments. |
| **Value Propositions** | What Customer business needs are we satisfying? | 1. Personalization: Users create unique apparel.  2. Monetization: Designers earn commissions.  3. Convenience: End-to-order fulfillment. |
| What value do we add to the Customers? | - Intuitive design tools.  - Marketplace for design sharing.  - High-quality printing and fast shipping. |
| **Type of Business Model** | What type of a business model do we adopt? | Hybrid: **Direct sales** (T-shirts) + **Commission-based marketplace** + **Freemium** (premium tools via subscription). |
| **Key Resources** | What Key Resources do our value propositions require? | - Website/platform.  - Design software (e.g., HTML5 Canvas).  - Supplier partnerships (printing/shipping).  - Payment gateway (Stripe/PayPal). |
| What are our Distribution Channels? | - Direct online sales (web/mobile app).  - Social media integration for design sharing. |
| **Technology** | What technology will we use to build the product? | **Front-end:** React.js  **Back-end:** Node.js + Express  **Database:** MongoDB + Postgres  **Hosting:** AWS |
| Is it a mobile or desktop application? | Responsive web app (mobile/desktop), with potential native apps later. |
| **Known Prototypes** | What are the know prototypes of your product?  *Reference some known portals on the Internet that are similar to your product. You will use these prototypes for developing business, user requirements.* | List of Prototypes:  - -CustomInk (customization)  - Redbubble (marketplace)  - Zazzle (design sharing) |
| WHO? | **External Customers** | Who are our Customers? | - Individuals seeking personalized apparel.  - Artists/designers looking to monetize their work. |
| **External Suppliers** | Who are our Suppliers?  *Does the system exchange data with external systems? For example, banks, delivery contractors, restaurants, etc.* | - T-shirt manufacturers.  - Printing services.  - Logistics partners (e.g., FedEx, DHL).  *Integrates with payment gateways and shipping APIs.* |
| **Internal Stakeholders** | Who are our internal Stakeholders?  *Do we need a product development group?*  *Do we need a sales group?*  *Do we need a finance group (accounts payable, receivable)?*  *Do we need a customer support team?*  *Do we need an advertising management group?* | **Product Development Team** (developers, UX designers).  - **Sales/Marketing Team**.  - **Customer Support**.  - **Finance Team** (accounts, commissions).  - **Advertising Team**. |
| WHY? | **Expected Benefits to the Customer** | Why do we believe our new product will be better than those already existing on the market? | - Combines customization + marketplace + commissions (unique hybrid).  - User-friendly tools vs. competitors.  - Transparent 10% commission for designers. |
| Why the Customers would want to use our system? | - Empowerment to create and earn.  - High-quality products with fast delivery.  - Social sharing features. |
| HOW? | **System Use** | How will the External Customers use the system?  What is the main system use scenario for the External Customers? | **External Users**: Design T-shirts, place orders, share designs on social media. |
| What is the main system use scenario for the Internal Users? | **Internal Users**: Manage orders, process payments, handle support. |
| **Revenue Generation, Revenue Streams** | How will we make money?  *Such as Subscription fees, renting, leasing, licensing, brokerage fees, advertising sales, etc.* | - **Product Sales** (T-shirt markup).  - **Subscription Fees** (premium tools).  - **Transaction Fees** (5% on third-party design sales). |