

Topic: “Plan for creating a clothing brand of TEN”

Table of Contents

| <u>SL No</u> | <u>Topic</u> | <u>Page No</u> |
|---------------------|---|-----------------------|
| 1. | Things to be considered while having a clothing brand. | 2 |
| 2. | Niche’s in India that can be adopted as a brand. | 2-3 |
| 3. | What Indians look for in a cloth while shopping online. | 3 |
| 4. | Introduction to the Industry. | 4-5 |
| 5. | Types of Clothing brand in INDIA Currently. | 6 |
| 6. | Theme Selected for Our Clothing Brand. | 7 |
| 7. | Step1: Market Research. | 8-13 |
| 8. | Step2: Identify and develop the brand. | 13-14 |
| 9. | Step3: Create a budget. | 15 |
| 10. | Step4: Write a business plan. | 16-18 |
| 11. | Step5: Create product designs. | 19-20 |
| 12. | Step6: Determining the manufacturing process. | 21-22 |
| 13. | Step7: Establishing prices for the products. | 23 |
| 14. | Step8: Marketing. | 24 |
| 15. | Step9: Selling the products. | 25 |
| 16. | Step10: Making any adjustments after selling the products. | 26-27 |

Things to be considered while having a clothing brand

Step1: Market research.

Step2: Identify and develop the brand.

Step3: Create a budget.

Step4: Write a business plan.

Step5: Create product designs.

Step6: Determining the manufacturing process.

Step7: Establishing prices for the products.

Step8: Marketing.

Step9: Selling the products.

Step10: Making any adjustments after selling the products.

Niche's in India that can be adopted as a brand

1. Cultural vibrancy.
2. Eco friendly and sustainable.
3. Luxury casual wear.
4. Sports wear.
5. Office wear.
6. Meme and game culture of India, Netflix or show driven basically internet culture.
7. Fandom (a group of people who share a passion for something, such as a movie, book, TV show, band, or sports team). Bike enthusiasts and other stuff.



What Indians look for in a cloth while shopping online

1. Comfort.
2. Style.
3. Cost.
4. Customer service.
5. Quality.

Introduction to the Industry

1. In India, for calculation purposes (such as GDP contribution, taxes, and economic classifications), the clothing industry falls under the "Manufacturing Sector", specifically within the "*Textiles and Apparel*" or "*Textile and Garment*" industry. This sector is a significant part of India's Industrial Sector and is often classified into two main categories:

- **Textile Industry:** Includes spinning, weaving, and fabric production.
- **Apparel or Garment Industry:** Involves the manufacturing of clothing from textiles.



2. For statistical purposes, the Indian government and various industry reports group clothing within the manufacturing of textiles (under NIC Code 13) and wearing apparel (under NIC Code 14), based on the National Industrial Classification (NIC) system. This categorization helps in calculating various metrics like the sector's contribution to GDP, employment, and exports.
3. Clothing also plays a major role in India's MSME sector (Micro, Small, and Medium Enterprises) since a large number of clothing manufacturers operate as small or medium-scale units.
4. In India, the textiles and apparel sector is a significant part of the manufacturing industry, known for its extensive value chain and contribution to the economy.
5. It provides employment to millions, including a large number of women workers.
6. India is one of the top global exporters of textiles and apparel, with a strong presence in both traditional and modern markets.

7. The Indian textiles industry is valued at around \$150 billion in recent years, with expectations for steady growth. The sector is expected to reach a market size of approximately \$230 billion by 2025.
8. The textile sector contributes around 2% to India's GDP. It also plays a significant role in the overall manufacturing sector.
9. The textile sector provides employment to over 45 million people, making it one of the largest employers in India. It includes workers in spinning, weaving, processing, and garment manufacturing.
10. Textiles and apparel are among India's top export categories. The sector contributes significantly to the country's export revenue, with exports valued at approximately \$40-45 billion annually.
11. The United States, European Union, and Middle Eastern countries are key markets for Indian textiles and apparel. The US alone accounts for a significant share of India's textile exports.
12. Like outdated technology, environmental concerns, and competition from other countries are the challenges for Indian textile sector.
13. Textile Sector:
 - **Spinning:** Spinning is a twisting technique to form yarn from fibers.
 - **Weaving:** Weaving is a method of textile production in which two distinct sets of yarns or threads are interlaced at right angles to form a fabric or cloth.
 - Looms are the machines used for weaving and the types of looms are:
 - ★ Handloom: Fabrics produced by hand.
 - ★ Powerloom: Fabrics produced by machine.
 - **Processing:**
 - ★ **Dyeing and Printing:** Involves various techniques such as batik, tie-dye, and screen printing.
 - ★ **Finishing:** Includes processes like calendaring, sanforizing, and mercerizing to enhance fabric quality.

Types of Clothing brand in INDIA Currently

1. **Luxury and Designer Brands:** Armani, Sabyasachi Mukherjee, Manish Malhotra .
2. **High Street Fashion Brands:** H&M, Zara.
3. **Premium and Formal Wear brands:** Raymond, Allen Solly.
4. **Casual and everyday Wear brands:** Levis, Diesel.
5. **Ethnic and Traditional Wear Brands:** Biba, W for Women.
6. **Sports and Activewear Brands:** Nike, puma.
7. **Homegrown and Contemporary Brands:** Riot Clothing, House of Masaba.
8. **Fast Fashion:** Ajio, Myntra.
9. **Online-Only Fashion Brands:** Bewakoof, Nyka, Zivame.
10. **Fandom and Pop Cultures:** The Souled Store, Redwolf.
11. **Regional and Traditional Brands:** Mysore Silks, Banarasi Sarees.
12. **Sustainable and Ethical Fashion Brands:** Raw Mango, Khadi India.
13. **Children's Wear Brands:** Mothercare, Lilliput.
14. **Plus – Size Clothing Brands:** Curvys, Jockey.
15. **Luxury and International Brands:** Gucci, Louis Vuitton.
16. **Affordable and budget Friendly Brands:** Pantalooms, Big Bazaar, Spencer's.
17. **Workwear and Uniform Brands:** Dickies, Red Kap.
18. **Lingerie and Sleepwear Brands:** Victoria's Secret, Jockey.
19. **Maternity Wear Brands:** H&M Mama, Mothercare.
20. **Plus – Size Fashion:** ASOS Curve, Chubby Chic.
21. **Designer and Haute Couture:** Falguni Shane Peacock, Rohit Bal.
22. **Outdoor and Adventure Wear:** Wildcraft, Decathlon.
23. **Resale and Vintage Clothing:** The Vintage Store, Relove.
24. **Custom and Bespoke Clothing:** IndoChic, The Bombay Shirt Company.
25. **Specialty Apparel Brands:**
 - ★ **Orthopedic Clothing:** Brands like **Dr. Scholl's** offer specialty apparel for foot health.
 - ★ **Adaptive Clothing:** **Tommy Hilfiger Adaptive** provides clothing designed for ease of dressing for people with disabilities.
26. **Fashion Rental and Subscription Services:** Fynd, Rent It Bae, The Borrowed Boutique.
27. **Cultural and Traditional Wear:** Kalamkari, Pochampally, Madhubani.



Theme Selected for Our Clothing Brand

Fandom (It is a group of people who share a passion for something, such as a movie, book, TV show, band, or sports team). I have chosen this theme because there is so much to explore in it and also as the potential market among youths and even among adults and as youths spend most of their time watching their favourite shows series or movies on OTT and other places and also many other sectors are to be explored such as games, memes, bike and car related fandom, cooking fandoms, quote fandoms, book fandoms etc.



Step1: Market Research

1. Target Audience:

- **Demographics:**

- ✓ **Age:**

- ★ Find the targeted audience group, for fandom it is between 16-35 yr who are highly active in fandom culture and personalized fashion and also till late 40's based upon audience who are nostalgic about the shows or fandom culture they grew up with.

- ✓ **Gender:**

- ★ Identify which gender have interest in which fandom culture for E. g. men are into gaming and superhero or anime and other things women are into harry potter, K-POP, Disney movies, Anime etc we need to identify that and adjust our marketing based on that.

- ✓ **Location:**

- ★ Major cities often have higher concentrations of fandom activity due to events like comic conventions (e.g., Comic Con), which provide hubs of fan activity. We should focus on global urban centre's where fandom culture is prominent.
- ★ Fandom is universal, but we can focus on regions where specific fandoms are more popular. For example, anime fandom is huge in the U.S and Japan, while K-pop fandoms are very active in South Korea and globally. For India we could do region specific Fandom base for E. g. Indians worship cinema so we could make use of that fandom culture.

- ✓ **Income:**

- ★ We might have students who have low disposable income or working professional's who have high disposable income so we should adjust our pricing based on the data we obtain after doing the research on this topic.

- **Psychographics:**

- ✓ **Interests and Hobbies:**

- ★ Fans are highly invested in fandom culture, Personal expression through fashion is the key and audience likes to wear clothing that reflects their fandom and unique style which allows them to showcase their individuality.
 - ★ Content creators are highly expressive with their fandom through online platform so we should analyze that as part of research.

- ✓ **Personality:**

- ★ Fandom enthusiasts tend to be creative & community based and they tend to take pride in being part of niche culture also they value authenticity to the source material.

- ✓ **Values:**

- ★ Self expression
 - ★ Sustainability
 - ★ Creativity and customization

- **Behaviours.**

- ✓ **Shopping Habits:**

- ★ Majority of fandom enthusiasts love to shop online and especially for customized shopping.
 - ★ Fans are likely to buy products tied to special events, movie releases, anniversaries, limited – edition clothing release of new season of a tv show, movie premieres, comic - con or major game launches these things can trigger sales of the products so timed drops or collaborations with fandom influencers can drive sales.

- ✓ **Fan Loyalty:**

- ★ Fandom based customers are highly loyal. Once they find a brand that aligns with their favourite fandoms they are likely to return for more purchases. Providing Ongoing customization options and consistently launching new products can build a customer base.
 - ★ We should be highly active in social media and try to build a community which can express themselves freely and also to get

feedback and get recommendations while working on our product.

- **Fandom – Specific Interest:**

- ✓ **Which Fandoms:**

- ★ Things we could do differently including this is we can find niche fandoms, such as indie video games or cult classic movies. Finding underserved fandoms can be a way to carve out a niche market for custom designs.

- ✓ **Types of Products They Buy:**

- ★ **Clothing:** T-Shirt's, Hoddie's, Bag's, Cap's, Jacket's etc.
 - ★ **Custom Artwork:** Inside Jokes, specific scenes, specific quotes, memes, lesser known characters etc.

2. Analyze the market:

- **Competitor Analysis:**

| Brand | Strengths | Weaknesses |
|------------------|---|--|
| Redwolf | Wide range of fandom merchandise (movies, games, TV shows). | - Limited customization options; mostly fixed designs. |
| | - Strong online presence and brand loyalty among fans. | - Higher price points for exclusive merchandise. |
| | - Collaborations with artists for unique designs. | |
| Qwertee | - Unique, artist-driven designs appealing to niche fandoms. | - No customization options. |
| | - Strong community engagement and limited edition releases. | - Higher prices for unique designs. |
| Printo | - Extensive customization options available (personal designs, graphics). | - Not focused specifically on fandom merchandise. |
| | - Affordable pricing and local manufacturing. | - May lack unique, trendy designs associated with popular fandoms. |
| TeeCorner | - Trendy designs appealing to younger demographics. | - Limited focus on specific fandoms; more general offerings. |
| | - Some customization options. | - Less community engagement compared to specialized brands. |

- **Current Trends:**

- ✓ Crossover design from different fandoms.
- ✓ Retro styles for E.g. old cult classics.
- ✓ Minimalist Aesthetics which is simple with iconic images or quotes.
- ✓ Sustainable Fashion that is eco - friendly materials and process.
- ✓ Community Engagement where community can present ideas or vote on different upcoming products.

- **Demand:**

- ✓ Fans are increasingly looking for unique and personalized items that express their identity within fandom communities.
- ✓ Many consumers express a strong interest in customizable options, allowing them to add personal touches to their fandom apparel.
- ✓ There's a rising trend of supporting local brands, especially those that focus on unique, community-oriented designs.

3. Customer Needs and Preferences for Fandom-Themed Clothing Brand in India:

- It would be better to obtain data for this by doing online survey or on ground survey or meeting fans at fandom groups etc.
- Customer needs as of reports available are:
 - ✓ Customization option availability.
 - ✓ Environment consciousness.
 - ✓ Locally manufactured products.
 - ✓ Favourite products include sweatshirts, hoodie's, oversized t-shirt's, cap and bags.

4. Pricing and Budget Insights:

- **Price Sensitivity:**

- ✓ Customers typically expect to pay between ₹500 to ₹1,500 for customizable t-shirts, depending on the level of customization and quality.
- ✓ For high-quality materials or intricate designs, fans may be willing to pay up to ₹2,500 or more, especially for limited edition items.
- ✓ Discounts for bulk purchases or package deals (e.g., buy two, get one free) can attract customers looking for value.
- ✓ Customers often compare prices with existing brands, so maintaining competitive pricing while emphasizing unique offerings is essential.

- **Cost Analysis:**

- ✓ **Materials:** Higher quality fabrics (e.g., organic cotton, specialty blends) can increase production costs, typically ranging from ₹150 to ₹400 per item.
- ✓ **Printing/Embroidery:** Customization techniques (screen printing, direct-to-garment printing, or embroidery) can add significant costs, ranging from ₹100 to ₹500 per item based on complexity and quantity.
- ✓ **Setup Costs:** Initial costs for setting up customization options (software, tools) can be substantial, but these can be amortized over time.
- ✓ **Labor Costs:** Custom orders may require more labour compared to bulk fixed-design items, leading to increased costs.

- **Comparison With Fixed Design Clothing:**

- ✓ **Lower Production Costs:** Fixed-design clothing typically incurs lower costs because they can be produced in larger quantities with standardized processes.
- ✓ **Economies of Scale:** Brands benefit from economies of scale for fixed designs, allowing for competitive pricing that may be challenging to match for customizable items.
- ✓ **Margin Considerations:** While customizable items might have higher production costs, they can command higher retail prices, allowing for healthy profit margins if managed effectively.
- ✓ By balancing production costs with customer expectations, we can establish a pricing strategy that attracts buyers while maintaining profitability.

5. Channels of Engagement:

- **Online Platforms:** Social Media, Fandom Forums, E-Commerce Platforms.
- **Influencers:** Pop culture influences, Cosplayers, YouTubers and Streamers, Niche Fashion Influencers.



6. Survey and Feedback Strategy:

- Distribute online survey forms on reddit or social media platform and other websites with sample survey questions.
- Offer incentives, such as a chance to win a customizable product, discount codes, or early access to your brand launch. This can increase response rates.
- Collect and analyze survey responses to identify trends and preferences.
- We should Use feedback to refine our product offerings, themes, and customization options based on direct input from potential customers.

Step 2: Identify and Develop the Brand

1. Brand Identity:

- Creating a strong brand identity is critical to building a lasting connection with our target audience, especially in the competitive world of fandom-related merchandise.
- Our brand identity is the face of your business—how people perceive and interact with your company.
- **Theme:** Our theme revolves around the world of fandom. Whether it's movies, TV shows, video games, anime, or comics, the key is to focus on giving fans a voice through customizable clothing that reflects their passions.
- **Vision:** "To empower fans to express their unique love for their favourite fandoms through fully customizable, high-quality merchandise."
- **Goal:** Allow customers to create something truly personal, offering a unique sense of ownership over their clothing.
- **Values:** Creativity, Sustainability, Quality, Inclusivity(Embrace diversity within fandoms, making sure our designs appeal to a wide range of fan communities and cultures), Fun(The brand should have an element of fun and playfulness).

2. Brand Name and Logo:

- Choosing a brand name and creating a logo is crucial because they are your first impression. You need something catchy, memorable, and reflective of your brand's vision and theme.

3. Unique Selling Proposition:

- Allowing for customization.
- Fan centric approach.
- Sustainability.

- High quality and Affordable.

4. Brand Voice and Messaging:

- The way we communicate with our customers should reflect our brand's personality and values.
- Tone of Voice should be Friendly, enthusiastic, inclusive, and fan-focused. We should speak directly to our audience as fellow fans. Use language that makes them feel part of a community rather than just a customer base.
- Messaging should be used to highlight the power of customization in every communication that we should showcase how uniquely customers have created a design.
- We should focus on being a part of fandom culture rather than just being a brand or a store.
- We should run campaigns to encourage fans to share their unique and creative designs and stories which can also include their experience with products.
- We should do BTS and share it on social media so that followers know how product is made sustainably and how production works.

5. Develop Brand Story:

- Brand story is the narrative behind why we started the business and what we stand for. It creates an emotional connection with our customers.

Step 3: Creating Budget

| Category | Expense Item | Estimated Cost (₹) | Notes |
|----------------------------------|--------------------------------------|---------------------|--|
| Initial Costs | Business Registration | 10,000 | Legal fees for registration and licenses |
| | Brand Development | 20,000 | Logo and identity design |
| | Website Development | 15,000 | Basic e-commerce setup |
| | Design Software (Annual) | 18,000 | Adobe Creative Cloud or alternatives |
| Product Development Costs | Material Costs (Sustainable Fabrics) | 50,000 | Sourcing eco-friendly materials |
| | Local Production Costs | 30,000 | Collaborating with local artisans |
| | Sample Production | 7,000 | Cost for creating initial samples |
| Marketing and Promotion | Brand Launch | 15,000 | Focus on digital marketing |
| | Ongoing Marketing | 10,000 | Monthly budget for social media |
| Operational Costs | E-commerce Platform | 10,000 | Local e-commerce options |
| | Shipping and Handling | 6,000 | Estimated for initial orders |
| | Sustainable Packaging Supplies | 5,000 | Eco-friendly materials |
| Miscellaneous Expenses | Contingency Fund (10%) | 20,000 | Reserved for unexpected costs |
| | Utilities and Office Supplies | 6,000 | Internet, phone, basic supplies |
| Funding Sources | Personal Savings | (Your contribution) | Based on your financial situation |
| | Crowdfunding/Loans | (Estimate) | Based on target funding goal |
| Total Estimated Budget | Total | ₹ 307,000 | Overall estimated budget |

This budget is generated using ChatGPT and can only be used as an reference.

Step 4: Write a Business Plan

1. Executive Summary:

- **Business Name:** ***"FandomSpectrum"***
- **TagLine:** ***"Wear Your Story, Live Your Fandom!"***
- **Business Model:** Customizable fandom-themed clothing
- **Mission Statement:** "To empower fans to express their unique love for their favourite fandoms through fully customizable, high-quality merchandise."
- **Vision Statement:** To create a vibrant community where fans can showcase their individuality through personalized apparel that reflects their passion.



2. Market Analysis:

- **Target Audience:**
 - ✓ **Demographics:** Primarily individuals aged 16-35, with interest extending to fans in their 40s. Gender-specific targeting based on fandom interests.
 - ✓ **Location:** Focus on urban centers globally, with special attention to India's diverse fandom culture.
 - ✓ **Income:** Pricing strategies to accommodate both students and working professionals.
- **Psychographics:**
 - ✓ Interests in fandom culture and personalized fashion.
 - ✓ Values include sustainability, creativity, and self-expression.

- **Competitor Analysis:**

- ✓ **Redwolf:** Wide range but limited customization.
- ✓ **Qwertee:** Unique designs with strong community engagement but no customization.
- ✓ **Printo:** Extensive customization at affordable prices, though not fandom-focused.
- ✓ **TeeCorner:** Trendy designs, limited fandom focus.

- **Current Trends:**

- ✓ Crossover designs, retro styles, minimalist aesthetics, and sustainable fashion.
- ✓ Increasing demand for unique and personalized items.

3. Marketing Strategy:

- **Brand Positioning:** Establish FandomSpectrum as the go-to brand for customizable, high-quality fandom merchandise, emphasizing authenticity and creativity.
- **Promotion Strategies:**
 - ✓ **Social Media Marketing:** Engage fans through platforms like Instagram, Twitter, and TikTok to showcase products.
 - ✓ **Influencer Partnerships:** Collaborate with pop culture influencers and fandom communities to expand reach.
 - ✓ **Community Engagement:** Host online events, contests, and polls to involve fans in the design process.
- **Sales Channels:**
 - ✓ Primary sales through an e-commerce platform.
 - ✓ Participation in local fandom events and conventions.

4. Product Line:

- **Core Offerings:** Customizable clothing items such as T-shirts, hoodies, bags, and caps featuring fandom designs.
- **Limited Edition Collections:** Seasonal drops tied to specific events (e.g., movie premieres, anniversaries).

5. Operational Plan:

- **Production:**

- ✓ Collaborate with local artisans for sustainable manufacturing.
- ✓ Use eco-friendly materials and sustainable practices.

- **Technology:**

- ✓ Invest in design software for customization and a user-friendly website for online shopping.
- ✓ Implement a secure payment gateway for transactions.

- **Logistics:**

- ✓ Establish partnerships with local shipping companies for efficient delivery.
- ✓ Implement sustainable packaging solutions.

6. Financial Projections:

- **Startup Costs:** Estimated total startup budget of ₹307,000, including registration, website development, material costs, and marketing.
- **Revenue Streams:** Direct sales from the website, potential wholesale opportunities with local retailers, and collaborations with event organizers.
- **Break-even Analysis:** Determine the number of units to be sold to cover costs based on projected pricing.

7. Funding Requirements:

- Initial funding through personal savings, crowdfunding, and potential small business loans.
- Outline a clear plan for how funds will be utilized in the initial phase of the business.

Step 5: Create Product Designs

Creating compelling product designs is crucial for a fandom-themed clothing brand, especially one that emphasizes customization.

1. Design Concept Development:

- We should draw inspiration from popular media, including movies, TV shows, video games, and comics. Identify iconic images, quotes, characters, or symbols that resonate with fans.
- Explore fan art and trends within fandom communities to see what designs are popular or missing in the market.
- We must incorporate seasonal designs or event-specific merchandise, such as holidays, anniversaries, or fandom conventions.

2. Customization Options:

- **Design Templates:** Create base templates that fans can customize. These might include blank t-shirts, hoodies, or caps where fans can add their artwork or text.
- **Custom Elements:** Allow fans to choose elements such as colors, graphics, fonts, and placement of designs. Consider features like
 - ★ **Upload Options:** Enabling customers to upload their images or artwork.
 - ★ **Text Personalization:** Allowing users to add names, quotes, or messages.
- **Interactive Design Tools:** Develop an easy-to-use online customization tool that enables fans to visualize their designs in real time.

3. Prototyping:

- **Sample Production:** Create prototypes of various designs to assess how they look and feel in real life. This is crucial for ensuring quality and accuracy.
- **Feedback Loop:** Share prototypes with a select group of fans or community members to gather feedback. This can help refine designs and customization options based on actual user preferences.

4. Sustainability Considerations:

- **Material Selection:** Choose sustainable fabrics, such as organic cotton, recycled materials, or other eco-friendly options. Highlighting this can resonate well with environmentally conscious consumers.

- **Printing Techniques:** Research sustainable printing methods (like water-based inks or digital printing) that minimize environmental impact while providing high-quality designs.

5. Design Guidelines:

- **Brand Consistency:** Ensure all designs align with your brand identity and messaging. This includes maintaining a cohesive color palette and design style that reflects your theme of fandom and customization.
- **Quality Standards:** Establish quality control measures for the designs and materials used to ensure customer satisfaction and brand loyalty.

6. Launch Strategy:

- **Limited Editions and Collaborations:** Consider launching limited-edition designs or collaborating with popular artists or influencers in the fandom community to create exclusive collections.
- **Feedback and Iteration:** After launching, continue to gather feedback from customers on designs and customization options. Use this data to iterate and improve your product offerings.

7. Marketing the Designs:

- **Showcase Unique Designs:** Use social media, your website, and other marketing channels to highlight unique designs and customization options. Encourage fans to share their personalized creations.
- **Engage with the Community:** Run contests or campaigns that invite fans to submit design ideas or showcase their customized products. This can enhance engagement and foster a sense of community.

Step 6: Determining the Manufacturing Process

1. Identifying the Product Range:

- We need to first identify the types of products we use in our company for E.g. t-shirts, hoodies, caps, jackets, bags, scarves etc also what kind of customizable options the customers opt for.

2. Choose a Manufacturing Model:

- **In – House Production:** This is possible when we have upfront investment and machinery and skills required also it is easy for controlling quality and customization process.
- **Outsource Production:** We would need to find a third party manufacturer that specializes in customizable apparel. This is to reduce the initial investment required for setting up all machinery.



3. Selecting the Printing Technique:

- There are lots of techniques we can use for E.g.
 - ★ Screen printing.
 - ★ Digital printing.
 - ★ Embroidery.
 - ★ Heat transfer vinyl, etc.



4. Sourcing Materials:

- Materials should be selected based on types of machine we are using and the type of clothes we are going to produce, for our brand we must use which is sustainable as youth are becoming more conscious.
- We can source it from China or any local markets chosen based upon the quality required.

5. Establish the Customization Process:

- A user friendly platform should be created so that there is direct contact between manufacturer and customer who have designed their own t- shirts.
- Must set a realistic timeline for manufacturing and delivery without compromising the quality and passion behind it.

6. Quality Check:

- Quality check is good and must be done but it only works when produced more in number.
- It must be checked for design, quality and accuracy.

7. Packaging and Shipping:

- There are many 3rd party sources which can pack and ship for us we can take help of such platforms for E.g. Shopify, etc.
- If have more investment we can go ahead with eco friendly packaging as 3rd party sources don't yet do it as of now.

8. Cost Management:

- The key to business managing is this very part which can be done by learning the art of balancing between customization costs and customer affordability, considering material, labor, and shipping costs.

Step 7: Establish Prices for the Products

1. Understand the Cost involved:

- Estimate production cost (Materials, Machines, Labour).
- Estimate operational cost (Overhead, Marketing, Packaging & Shipping).

2. Define Pricing Strategy:

- Profit margin based model.
- Value based pricing model.
- Competitive pricing.
- Tiered pricing (Standard, mid-level customization, full customization, Premium Items).

3. Target Market Consideration:

- Market research should be done on how fandom lovers love to spend money for buying their products.
- Also we must position ourselves in the market on whether we cater to affordability or premium things.

4. Factor in Discounts and Offers:

- We must plan for discount methods and models.
- We can add in subscription models.

5. Review and Adjust Periodically:

- Survey should be done and rates should be adjusted accordingly also must understand the market through feedback mechanism.

Step 8: Marketing

1. Develop the Brand Identity:

- **Brand Vision:** Our brand stands for creativity, fandom love, and sustainability. Highlight these values in your marketing campaigns to attract eco-conscious, creative fans.
- **Logo and Visual Identity:** Must create a appealing logo that speaks to both customization and the fun nature of fandoms.

2. Creating a Social Media Strategy:

- Content Creation.
- Influencer Collaboration.
- Paid Social Ads.



3. Leverage Fandom Events and Conventions:

- Must attend fandom conventions.
- Collaborate with cosplayers for influencing youths.
- Sponsor events or contests.
- Run giveaways.

4. Launch an E- Commerce Website:

- Platform should be customer friendly easy to use with customizable templates also equipped with various designs.
- Website must be mobile friendly.
- SEO Must be added so that products are easily accessible with keywords.

Step 9 : Selling the Products

1. E – Commerce Platform:

- Setting up online store with all the amenities which existing platforms provide.

2. Social Media:

- Using social media commerce such as Instagram and Facebook posts and Influencer Collaborations.

3. Selling Items at Events and Conventions:

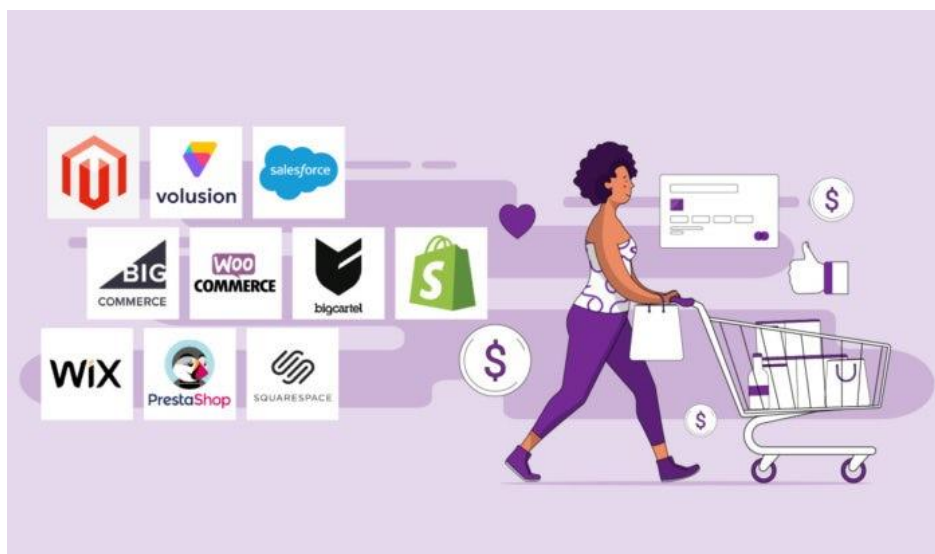
- We can set up booths at comic cons or any other gaming or fandom related events and conventions.

4. Offering Discounts and Promotions:

- Seasonal discounts.
- Referral programs.
- Bulk based pricing model, etc.

5. Excellent Customer Service:

- Real – Time support.
- Simple returns and exchanges.



Step 10: Make Adjustments After Selling the Products

1. Collect Customer Feedback:

- Surveys and Reviews.
- Social Media Engagement.

2. Analyze Sales Data:

- Sales Trends.
- Customer Retention

3. Product Improvements:

- Adjust designs based on feedback.
- Continuously monitor the quality of the products and packaging.

4. Optimize Operation:

- **Shipping and Fulfillment:** If customers report delays or issues with shipping, work with logistics partners to streamline processes. Offer faster shipping options, if feasible, to improve customer satisfaction.
- **Inventory Management:** Review stock levels regularly to avoid running out of popular items. Implement better demand forecasting to keep the right amount of inventory.

5. Enhance Customer Service:

- **Quick Response:** Can use Chatbots for quick service.
- **Refund and Return Policy:** 3 words should define our return policy flexible, simple and transparent.

6. Scale Marketing Efforts:

- **Refine Targeting:** We must use the sales and demographic data collected to better target our ads. Focus on platforms where our audience engages most, and tailor our campaigns to specific fandoms.
- **Influencer Partnerships:** Strengthen relationships with influencers by refining the terms of collaborations based on results. Offer them more creative freedom to connect with their audiences authentically.

7. Expand Product Lines:

- **New Fandoms:** As our brand grows, expand into more fandoms based on requests or market demand. Look for emerging trends or popular fandoms that align with our audience.
- **Add Accessories:** We should introduce new categories like fandom-themed accessories (e.g., hats, bags, or jewelry) to diversify our product offering.

8. Monitor Competitors:

- **Competitor Analysis:** Keep an eye on what other fandom-themed brands are doing. Note any new trends or innovations that can be adapted to stay competitive.
- **Market Positioning:** Adjust messaging and positioning in such a way that differentiate us from competitors . Focus on what makes our brand unique, such as customization or quality.

9. Prepare for Scaling:

- **Outsource Manufacturing:** As demand grows, consider outsourcing parts of the production to ensure that we can meet increased orders without sacrificing quality.
- **Invest in Technology:** Upgrade the website, customization tool, and customer service systems to handle larger traffic and orders. Ensure our e-commerce platform can scale with our growth.

10. Foster a Community:

- **Engage Fans:** Create a community around our brand where fans can share their custom designs and ideas. Launch contests, fan art collaborations, and exclusive events to keep customers engaged and loyal.
- **Loyalty Programs:** Introduce a loyalty program where customers earn points for purchases, reviews, and referrals. Offer exclusive rewards to our most loyal customers to encourage repeat business.

THANK YOU