FASHION DESIGN

Design Your Own Style

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ABOUT US

Our dress design website is a unique platform that offers a seamless and user-friendly experience for designing custom dresses. With our intuitive design tools, users can easily choose from a range of bodice and skirt styles, select their preferred fabric and size, and create a truly bespoke garment.

TECHNOLOGIES

- Front-end : html , css , js , bootstrap.

- Back-end : MVC , EntityFrameWork , Oop , Sql Server , LINQ .

OBJECTIVE

- To provide a user-friendly platform for customers to design custom dresses online.

- To provide excellent customer service and support, ensuring that customers are satisfied with their custom dress and the overall experience of using the website.

- To streamline the process of designing, ordering, and delivering custom dresses, making it more efficient and convenient for customers.

- To offer a wide range of bodice and skirt styles, fabric choices, and dress sizes to ensure that customers can create a dress that meets their exact specifications.

- To expand the business by adding custom clothes for men and children, thereby increasing the customer base and revenue.

KEY ACTIVITIES

- Developing and maintaining the website and its features.
- Marketing and promoting the website through various channels to reach potential users.
- Managing user accounts and dress design requests.
- Approving dress design requests and communicating with users.
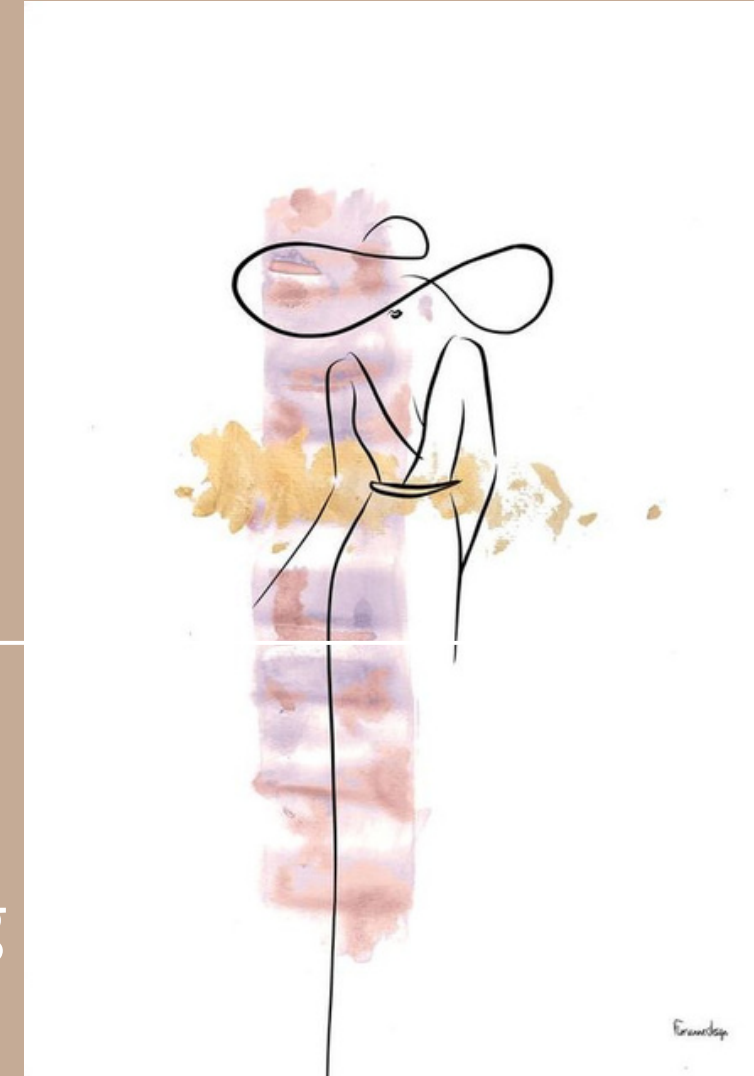
KEY PARTNERS

- Fabric suppliers: To ensure a variety of fabric types and quality for users to choose from.
- Manufacturing partners: To help produce the dresses once they have been approved by the admin.
- Payment gateway providers: To enable secure payment processing for customers.

KEY RESOURCES

- Website development and maintenance team.
- Fabric suppliers and manufacturers.
- Payment gateway provider.
- Customer service team to answer inquiries and provide support.

VALUE PROPOSITION

- The ability to design custom dresses according to individual preferences.
- Streamlined process for design, approval, and delivery of dresses.
- Access to a variety of fabric types and quality.
- A positive user experience with a user-friendly website and responsive customer service.

CUSTOMER SEGMENTS

- Women interested in designing custom dresses for special occasions such as weddings, proms, and parties.
- Fashion enthusiasts who want to create unique dresses according to their own styles.
- Customers who appreciate personalized and high-quality clothing.
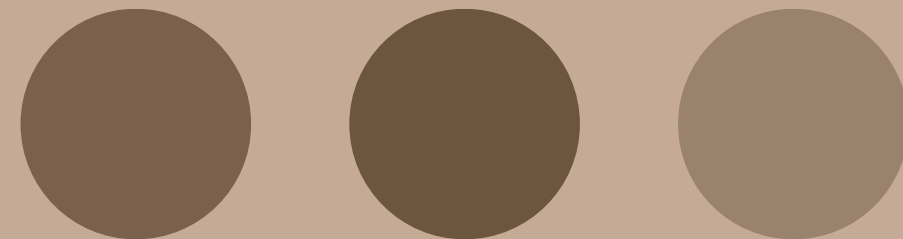

REVENUE STREAMS

- Revenue can be generated through the sale of custom dresses.
- Additional revenue can be generated through premium features such as expedited delivery or access to exclusive fabric types.

COST STRUCTURE

- Website development and maintenance costs.
- Fabric and manufacturing costs.
- Payment gateway fees.
- Marketing and advertising costs.
- Customer service and support costs.

OUR VISION

In the near future, I envision expanding my website to include a section for custom clothes for men and children.

This will allow users to design and create custom clothing for themselves, their families, or even as a unique gift.

The process will be similar to the existing dress design process, with options to select style, fabric, and size.

The addition of this section will further enhance the user experience on the website and attract a wider range of customers.

By offering custom clothes for men and children, we will become a one-stop-shop for all family members,

providing personalized clothing that perfectly fits their unique style and preferences.

I am excited to bring this new feature to the website and to continue expanding our services in the future.

Thank You!

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Nsreen Al-Daraghmeh