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

PROJECT REPORT

LEAN STARTUP MANAGEMENT

MGT1022

SLOT: TE1

SUBMITTED TO: DR. SAURABH GUPTA

**TITLE: CUSTOMANDU- a place to customize your
love for your loved ones**



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ABSTRACT:

The demand for customized gifts has increased over the last few years, as people have developed different taste comparing to when the options were lesser and people were satisfied at the existing items that they bought. Nowadays people are more fascinated towards customized items like custom design clothes, customized sneakers, name engraved iPhone and many other custom accessories. But as the demand has been increasing there aren't enough vendors or providers of customized items, the ones that do customizations work on only specific domains. For eg-some do phone cover customizations, some do t-shirts and some do handicraft. The big market gap we saw and the feeling of necessity of a platform that caters to all customization needs brought us to create 'CUSTOMANDU- a place to customize your love for your loved ones'. Through our website, people can order or parcel customized gift items that are created by local level vendors/artists at a single place and do not have to go searching for different places to customize different items.

INTRODUCTION:

In simple word, we take order from the customers according to their requirements and then we contact with our local level artist/vendors who got some extreme talent and we give them the task which we got from our customers and then we act as a mediator between customers and those talents and send the final product as a gift to their loved ones through some courier service in any national or international level. This type of business doesn't require very high investment as we don't have to manufacture anything. We just assemble accessories and other materials needed for customization based on customer need and requirements, customized and personalized it with the way the customers asked for and directly transfer it to their loved ones with the help of courier services in any national or international level. Also based on the customer requirements they could either prefer budget friendly items or some imported branded items. Apart from this the

main idea of starting this business is to promote local level artist who needs some exposure to showcase their talent.

People who stay far from their loved ones always try to find someone who will help them to send some customized gifts or some sweets item to their loved ones during every festive season and other special occasions. For certain customization of product, customers usually look in local levels and are limited by the services they provide. Instead of this we planned to bring various domains of customization in a single platform. Here we created an e-commerce website listing all the categories in a single place for customization.

Our company can also be used by other corporate companies during various festive seasons to send various customized gifts to their board members and employees which will help to establish a strong bond between them inside a company. Also, people from out of the country can send gifts to their family members on special occasions like birthday cake on family members birthday, Diwali gifts to their loved ones, Raksha Bandhan gifts to their brothers/sisters etc.

NEED/NECESSITY OF CUSTOMANDU IN MARKET:

1. People who stay far from their loved ones always try to find someone who will help them to send some customized gifts or some sweets item to their loved ones during every festive season and other special occasions
2. Nowadays people are more fascinated towards customized items like custom design clothes, customized sneakers, name engraved iPhone and many other custom accessories
3. For certain customization of product, customers usually look in local levels and are limited by the services they provide. Instead of this we planned to bring various domains of customization in a single platform
4. This can also be used by other corporate businesses to give their very own accessories and goods. For example, for every recruit in Google, they always send the acceptance letter with their very own accessories like Noogler caps, t-shirts, and many other such items

GLOBAL PERSONALIZED GIFTS MARKET 2020-2024

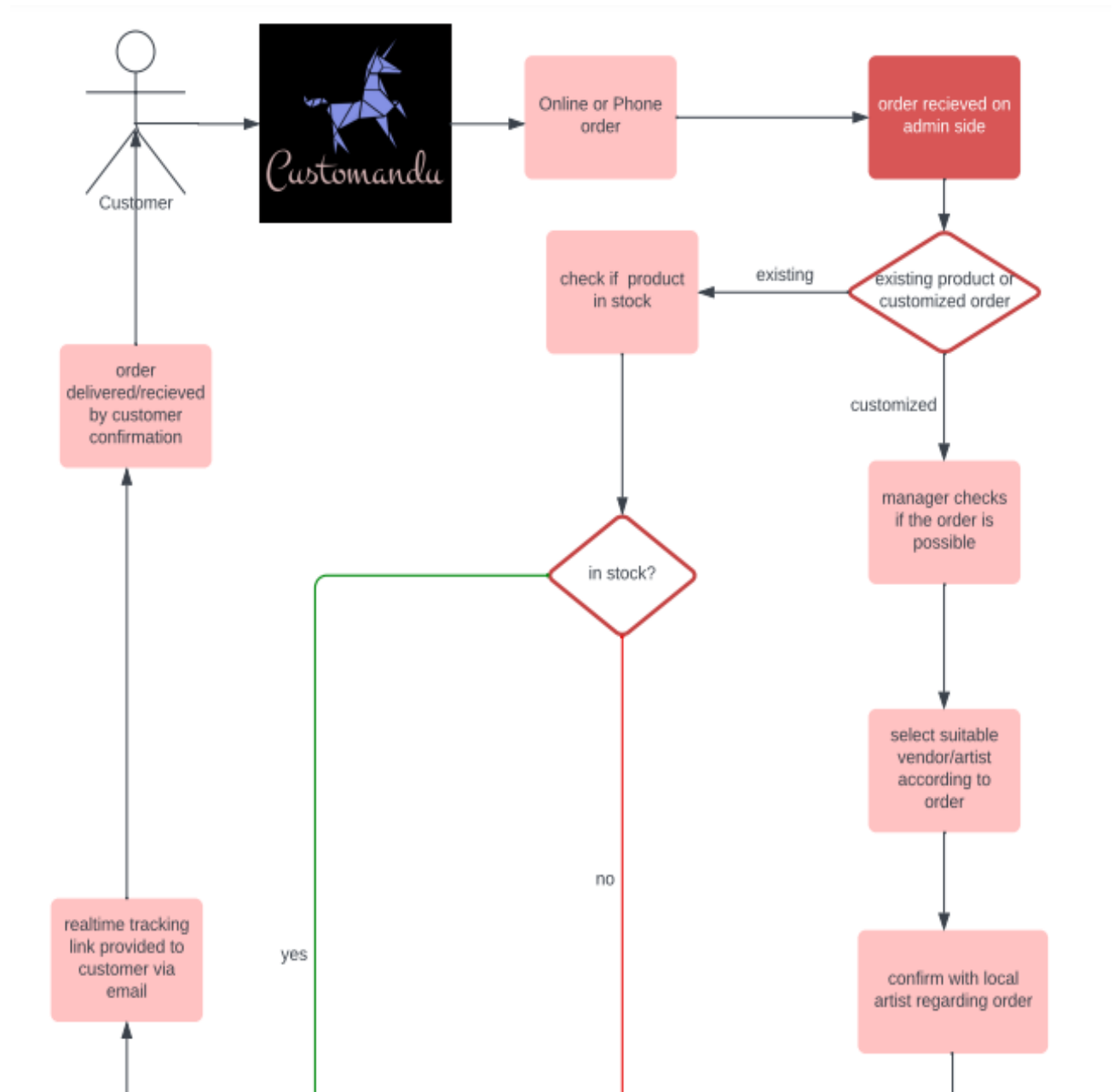


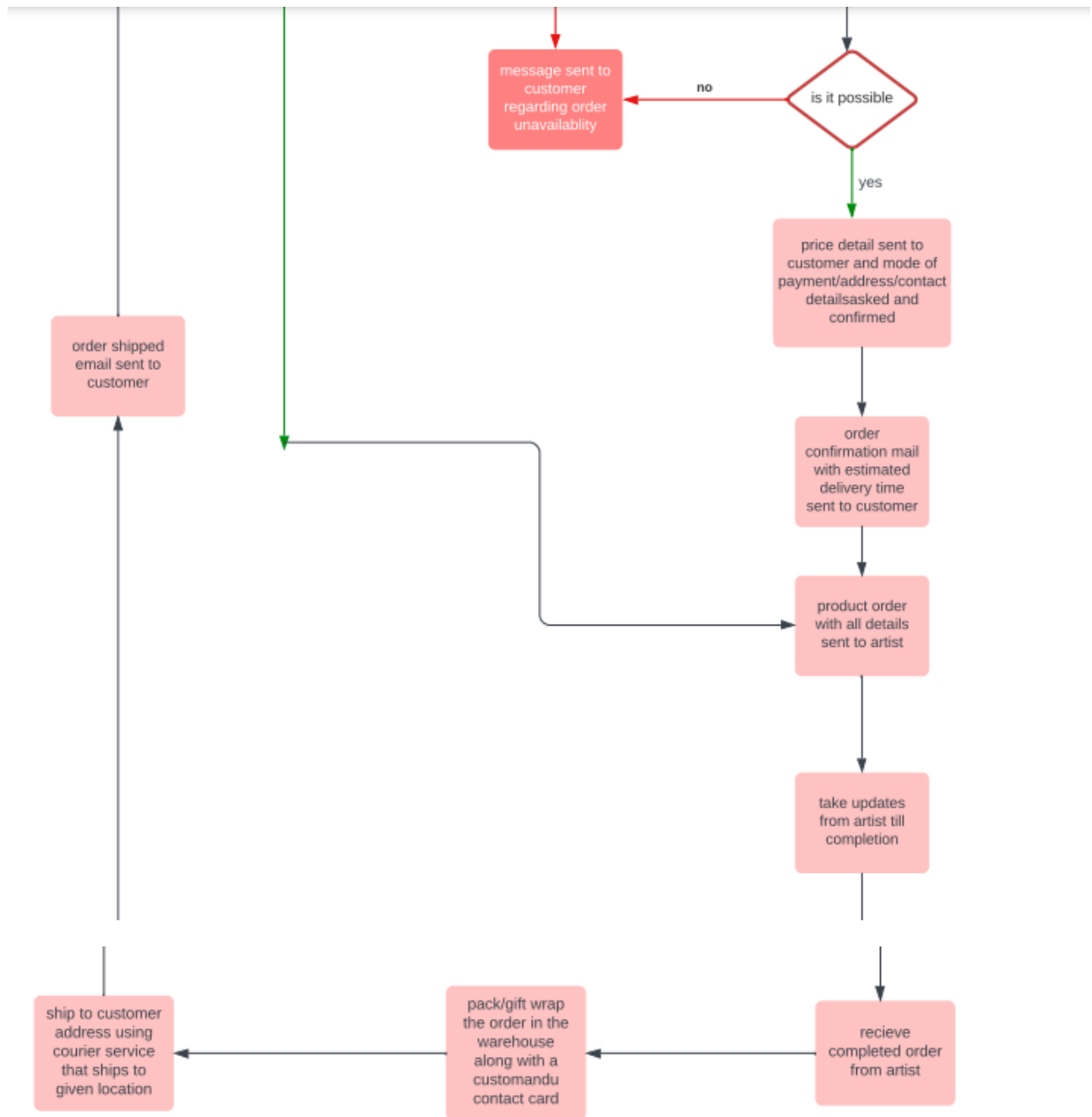
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METHODOLOGY ADOPTED:

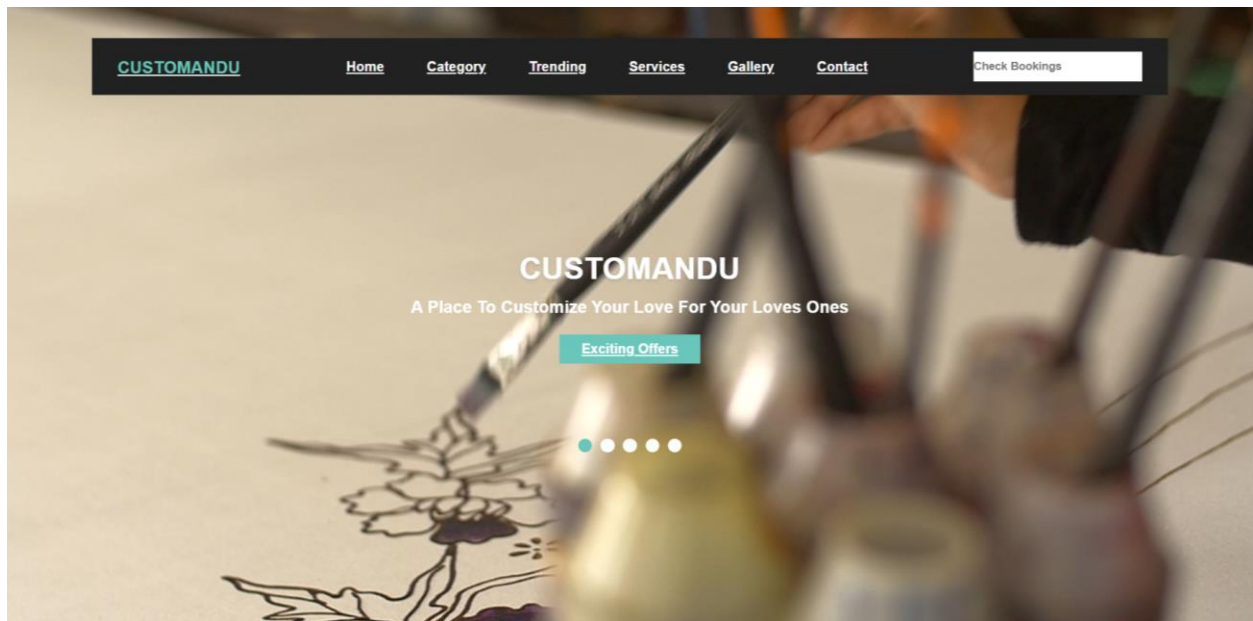
1. We first started with development of our website. We initially created the first landing page of our website.
2. The first page contains all the important information such as contact, enquiries, categories menu, trending items, booking check, etc. Took reference of various e-commerce websites to understand and develop the prototype of our website.
3. Then, we started looking for contacts who does customization of various categories.
4. We then started to analyze the market and need of the product by interacting with the people and getting their responses. This was also done with the help of google form to better understand and keep the statistics of the overall preference.
5. With the development of website, we started acquiring the contact details of the companies.
6. Contacted various companies through various means such as phone calls, physical presence, Facebook and Instagram's.

FLOWCHART/WORK FLOW MODEL OF CUSTOMANDU FOR SPECIFIC DOMAIN:

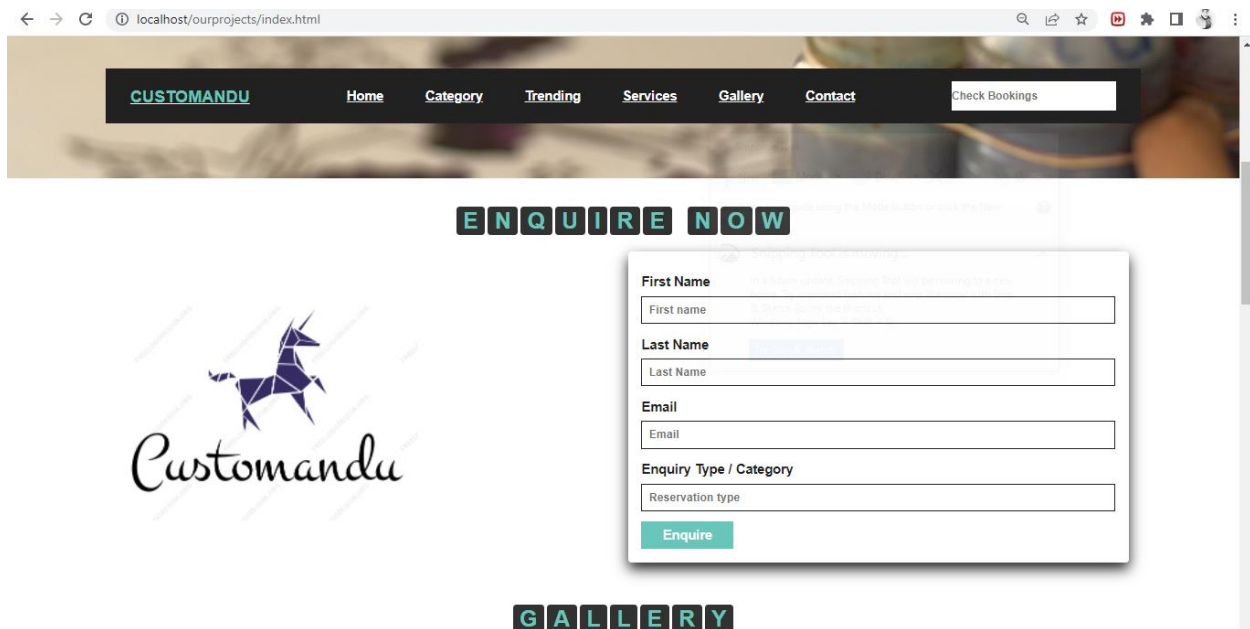




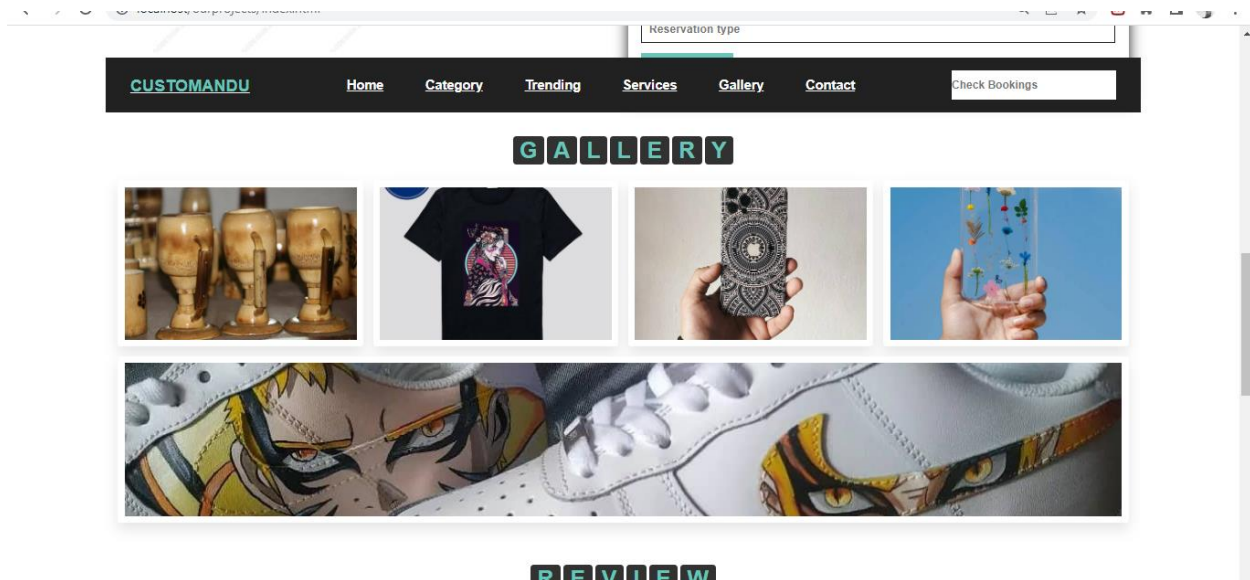
PROTOTYPE OF THE WEBSITE:



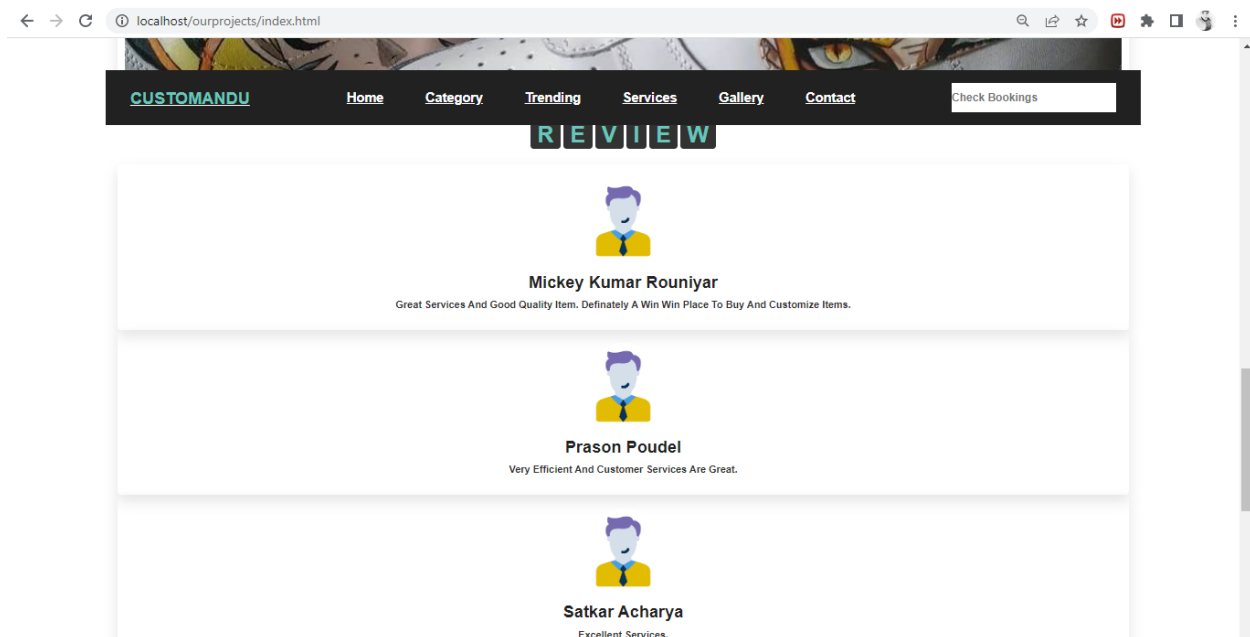
HOMEPAGE OF CUSTOMANDU.



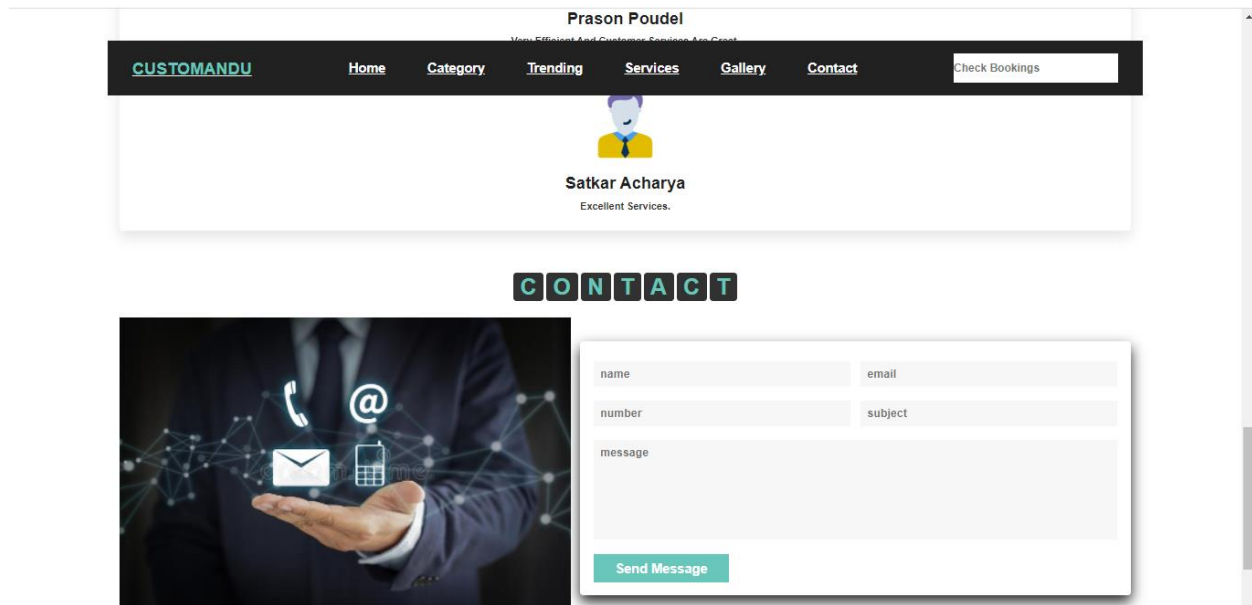
ENQUIRY SECTION FOR CUSTOMERS.



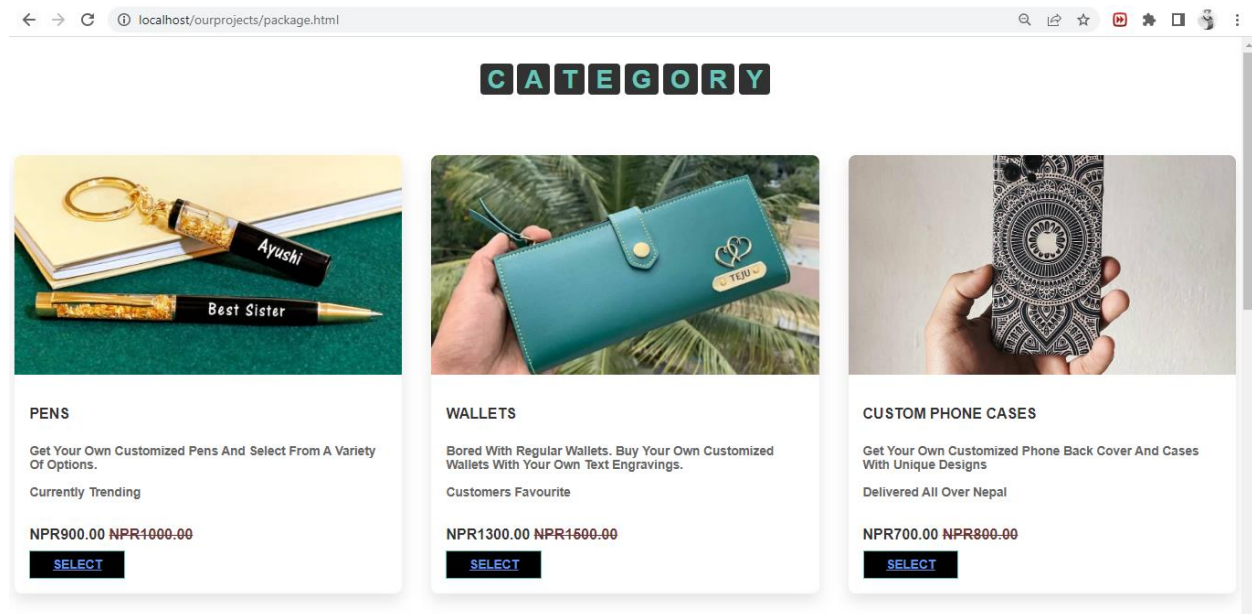
GALLERY SECTION OF CUSTOMANDU.



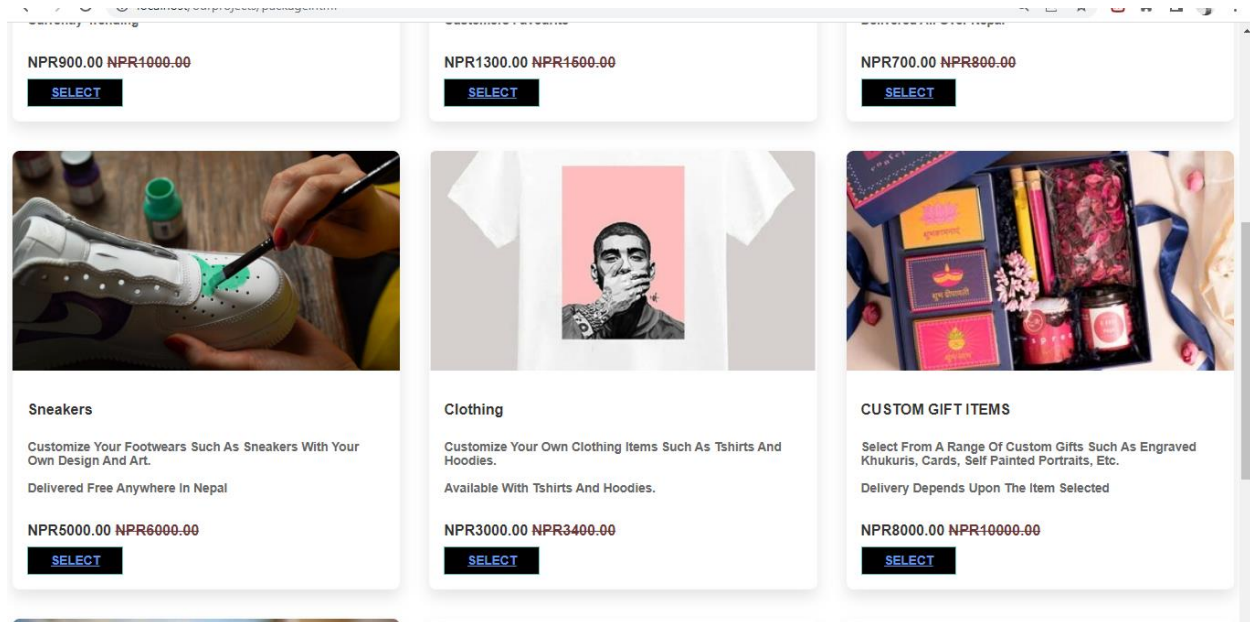
REVIEW SECTION.



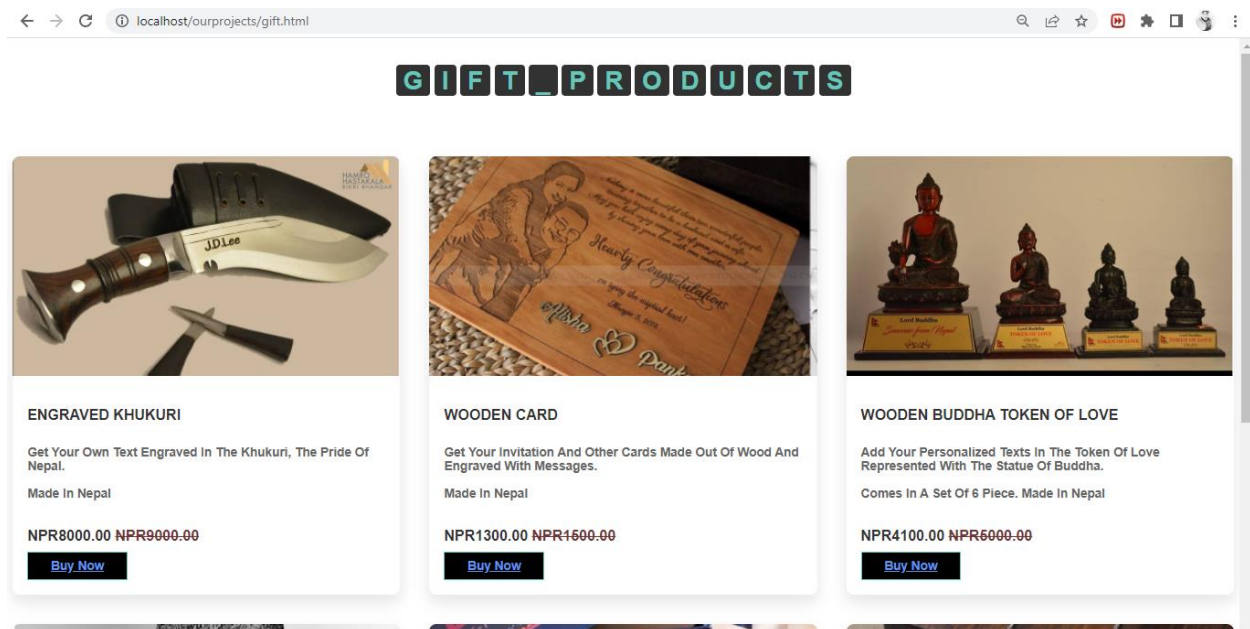
CONTACT SECTION



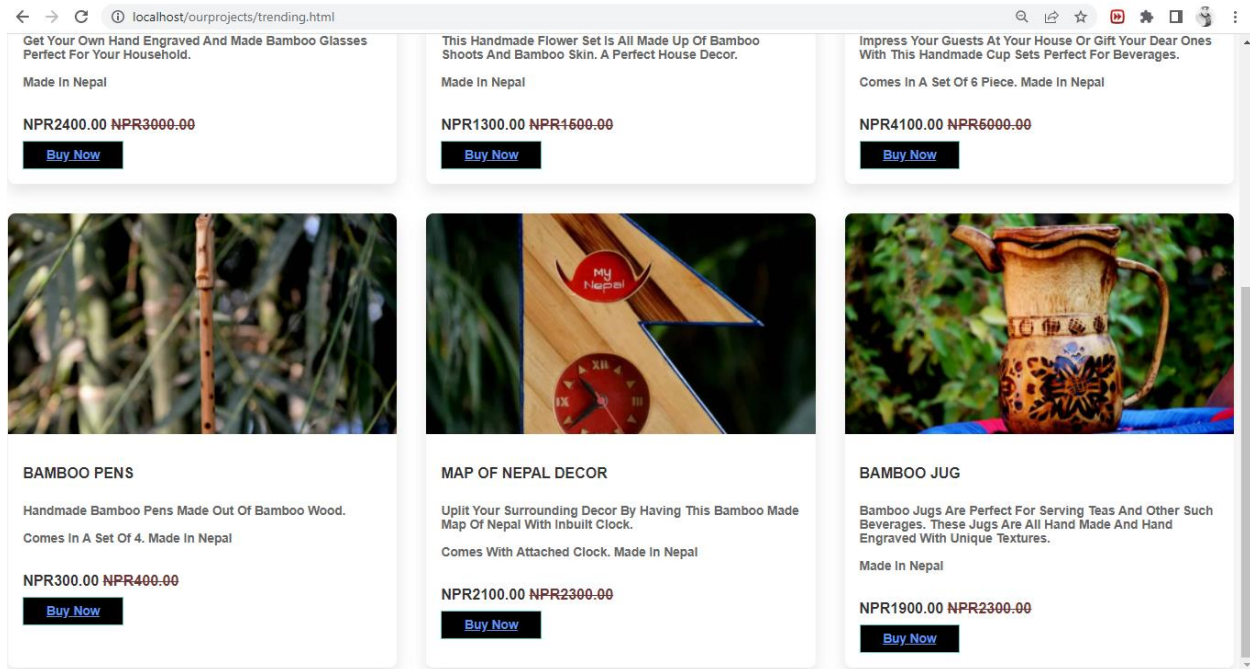
CATEGORY SECTION



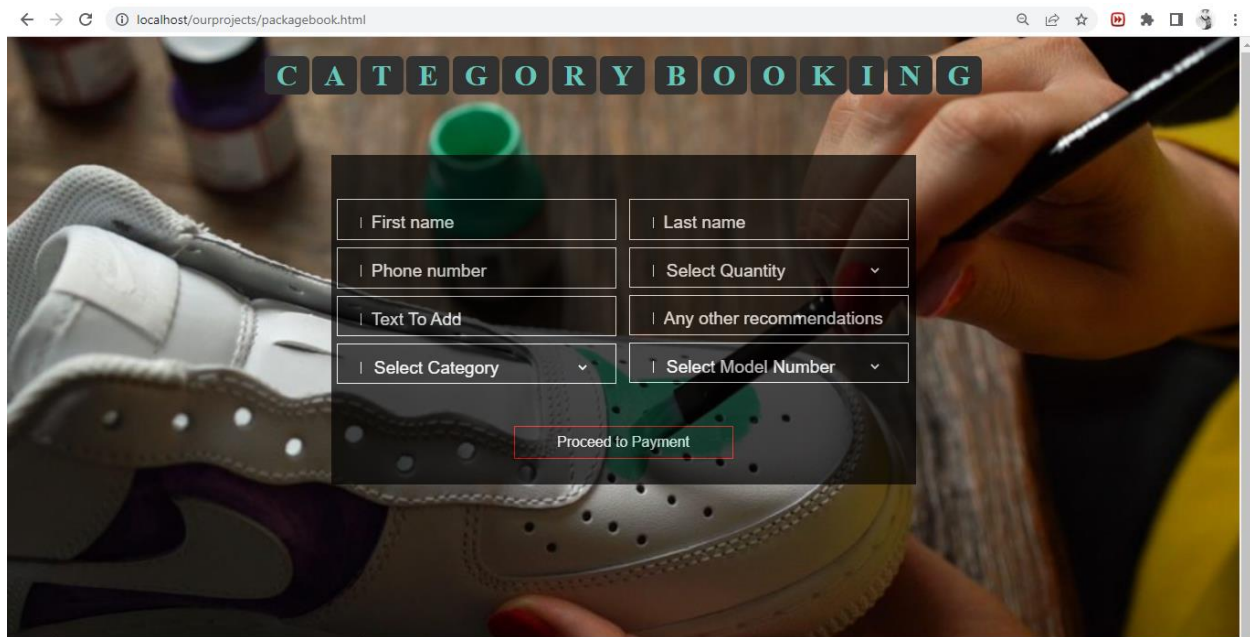
CATEGORY SECTION



GIFT ITEMS UNDER CATEGORY SECTION



TRENDING ITEM CATEGORY



CATEGORY BOOKING

Billing Details

First Name

Last Name

Address

Email Address

Payment

Accepted Cards

Credit card number

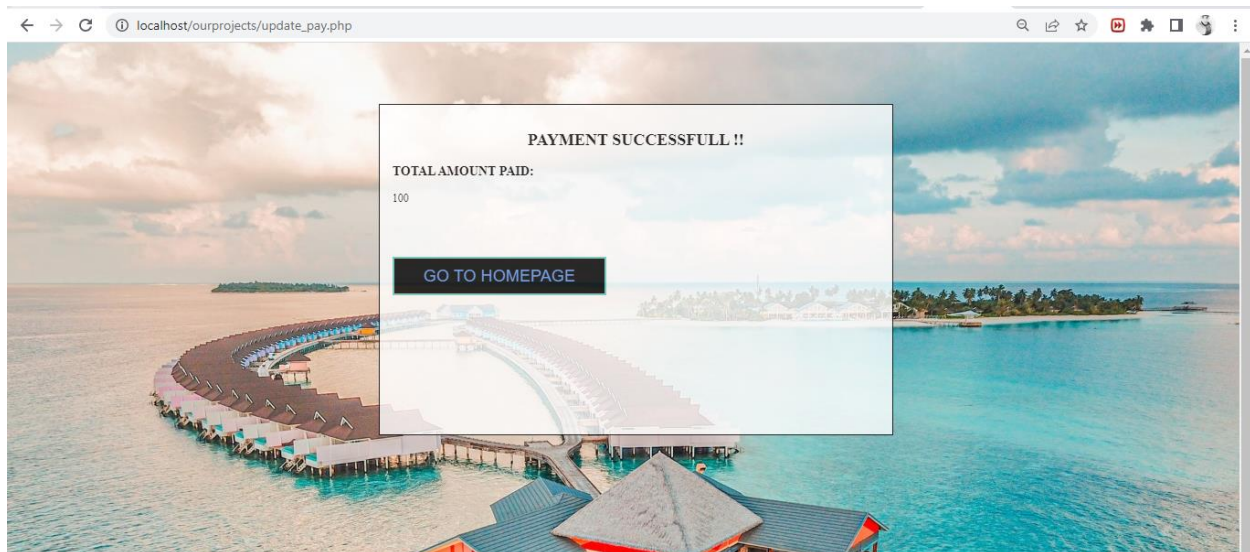
Discount Code

Exp Year

CVV

Pay Now

PAYMENT DETAILS



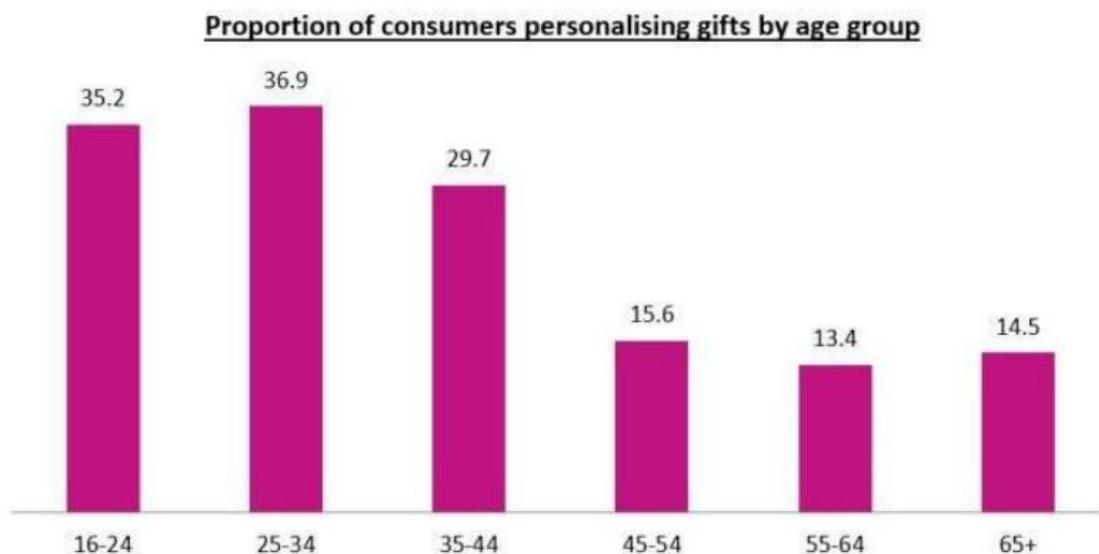
PROTOTYPE OF SUCCESSFUL PAYMENT

LIST OF OBJECTIVES MET:

- A complete working prototype of the Customandu webpage was successfully made. This included categories and other such domains such as trending options, enquiry, reviews, services, payment portal prototype, category selection page, etc.
- Risk analysis for possible loopholes were identified and mitigating measures and possible solutions were suggested to solve the problem. Along with this, the possible impact of those loophole in the business were identified and level of risk was assigned based on the severity ranging from high, moderate and low.
- Survey of the market through google forms were done. This supported and predicted that majority of the people preferring customized items lied between 18 to 40 years of old group and preferred customized items over premade items.
- Vendors of various categories were contacted and details were collected about their domain of customization and prices, delivery time and service charges. The information and category customization of the vendors were added in the category section of the customandu webpage for selection from wide variety of items.
- Prediction of the running and operating charges and cost analysis was done for customandu to start in the initial phase. These were the costs predicted within the given range and was done by contacting various agencies and other companies of the related fields.

TARGETED BENEFICIARY:

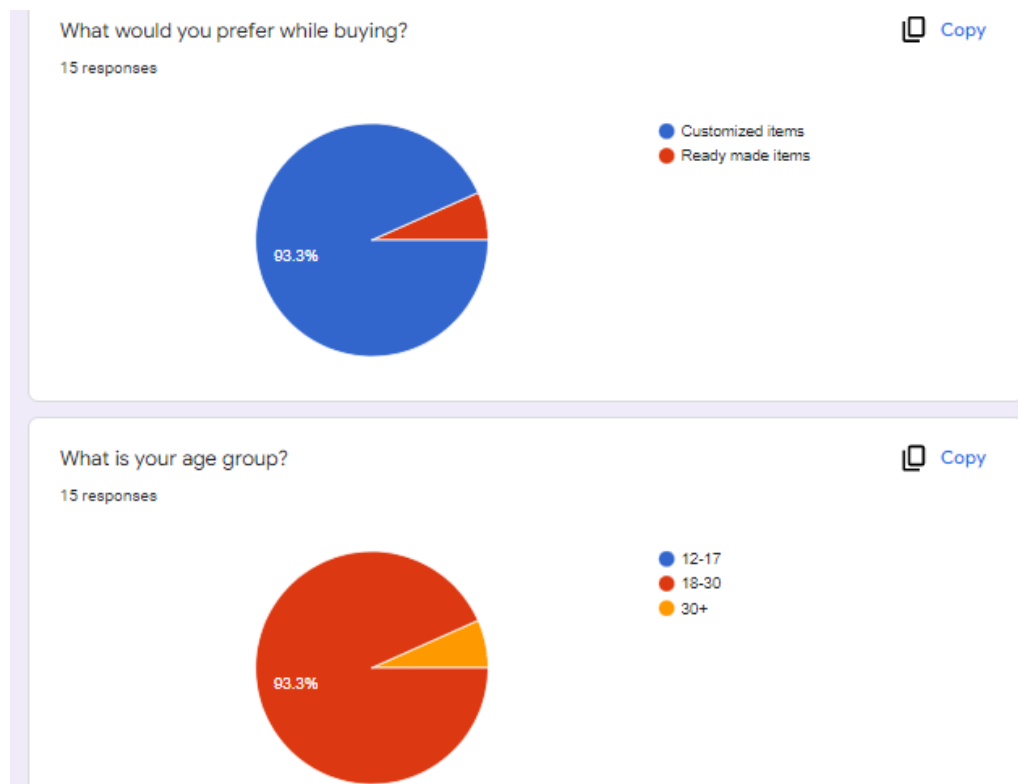
1. Corporate offices and other such private as well as public companies tend to give something to their employees and other staffs such as their keychains with company logo, t-shirts with custom gifts, pens and other such items.
2. Schools, colleges, universities, etc. also give their token of love emblems to the students during farewells and other accessories during school functions and other such events.
3. Marriages and other such events and parties can directly contact us for any sort of customization in items in a single package.
4. People who live away from the family members can directly contact us for any sort of custom gifts to their loved ones during festive seasons or during any special occasion.



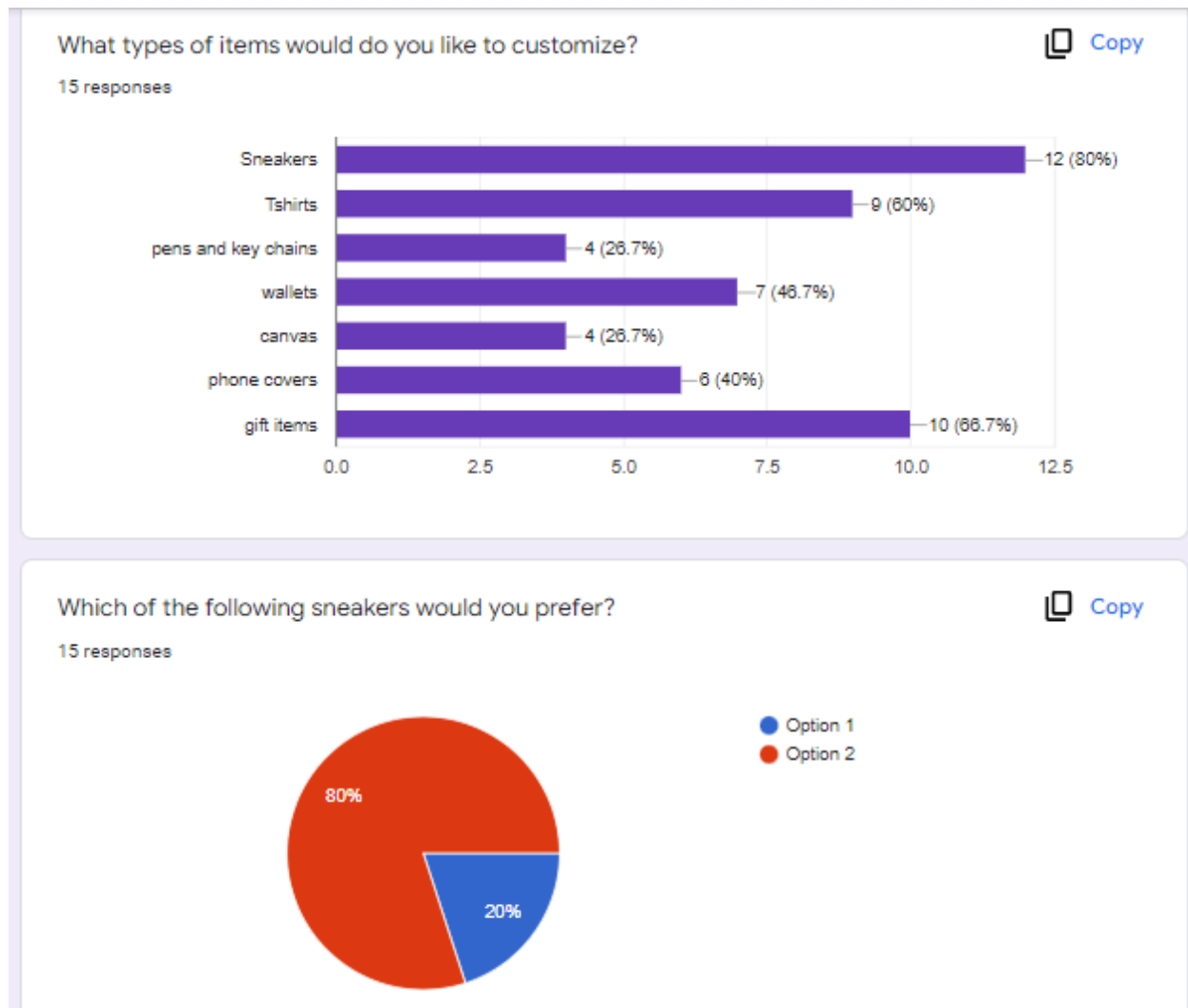
FINDINGS/RESULTS:

After the completion of the prototype of the website, a survey was conducted to know the end user and what they prefer. A list of images was circulated in the google form survey to know which type of customizations they liked the most, starting from moderate customizations to complete makeover customizations. The result was then analyzed using the statistics and charts generated at the end of the survey.

After the development of the prototype of the website, a google form was circulated to find the response and customer feedbacks. The result and statistics of the survey is reflected below:



By this survey report, it was found that majority of the people preferred customized items over ready made items and many of them were in the age group of 18-30. This result gave us clear direction about the launch of this startup and potential success in long run.

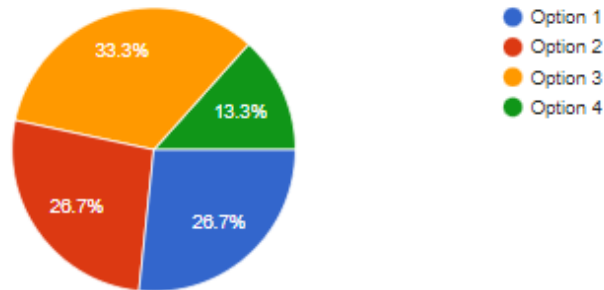


By this survey report, people were asked to select which item they would prefer for customization and it was found that people preferred to customize sneakers and gift items the most along with other items such as t-shirts, wallets etc. This was beneficial for our analysis so that we can contact vendors according to this report and add the preferred category. Also, the second question was asked with two photos of customized sneakers with moderate and full customization. Many people preferred fully customized sneakers and after analyzing it, we found that sneaker category was most likely to be trending in our list.

Which of the following hand made item would you prefer?

 Copy

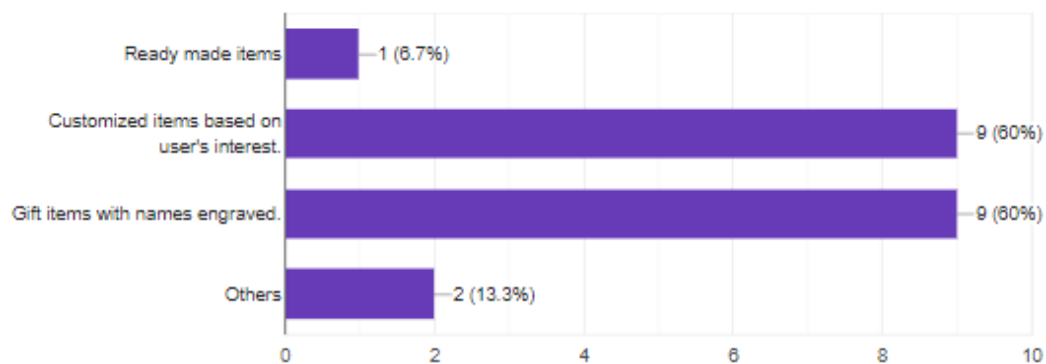
15 responses



Which type of gift item would you prefer to give someone?

 Copy

15 responses

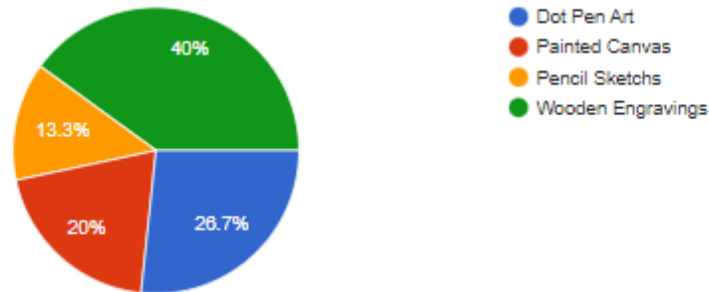


In this survey, we added various sort of handmade items to receive feedbacks and get insights about the market for handmade items and what specific items they would prefer. After this, we conducted another survey to know the preference of gift items that people would give someone. Many people went with customized gift items with engraved options indicating a need and a good market for items such as pens, wallets, etc.

Which of the following hand made portraits do you like?

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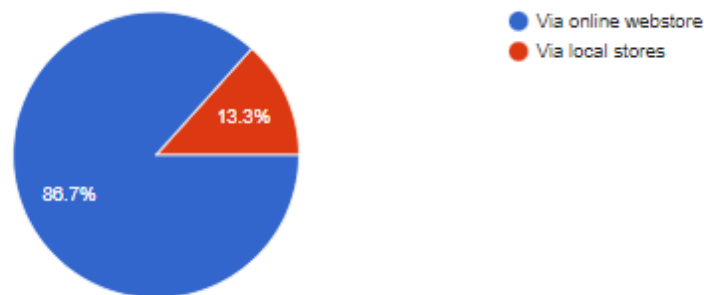
15 responses



Would you prefer purchasing these items from which of the following?

 Copy

15 responses



In this survey, we gave four photos of type of art people would prefer and many people responded with interest in wooden engravings followed by dot pen arts. Also, we got to know about the customer preference whether they would buy it from online store or somewhere else. Majority of people responded with buying it from website, clearly indicating that our website for customandu was in right direction and was most likely to gain good customer satisfaction.

ESTIMATED COST BREAKDOWN FOR CUSTOMANDU:

COST TYPE	PRICE RANGE	DURATION
Acquiring proper website name and buying a domain for launching it on internet.	Rs 3000- Rs 6000	Per month charges applied.
Website development charges	Rs. 45000 – Rs. 90000	One time charge.
Website maintenance charges	Rs. 20000 – Rs. 40000	Per month charges based on the expansion of company.
Online cloud storage and backup services (for 10TB storage)	Rs. 4500 – Rs. Rs. 6000	Per month charges.
Data storage costs (online/offline)	Rs. 3000 – Rs. 9000	Initially a one-time charge. Can be expanded with increase in services of customandu and increase in traffic of website visits.
Bank portal charges and gateway prices.	Rs. 1000 – Rs.1500	Per month charges based on the gateway portal to be used.
Warehouse costs	Rs. 20000 – Rs 40000	Per month charge based on the area size.
Packaging materials	Rs. 8000 – Rs. 9000	Per month charge based on the number of orders received.
Office supplies	Rs. 40000 – Rs. 70000	One time charge.
Maintenance costs	Rs. 20000 – Rs. 30000	Per month charges.
Social Media handle.	Rs. 4000 – Rs. 5000	Per month charges.
Delivery charges nationally.	Rs. 100 – Rs. 500	Based on weight and size of package.
Delivery charges internationally (initially in India and Nepal only)	Rs. 800 – Rs. 1000	Based on weight and size of package and destination to be delivered.
TOTAL ESTIMATED VALUE:	Rs. 169400 – Rs.308000	The margin can be increased with the growth of the business in the run.

VENDOR COSTS AND DELIVERY TIME BASED UPON THEIR DOMAIN OF CUSTOMIZATION:

SAMPLE OF 5 VENDORS ARE ADDED TO THE REPORT:

1.ANIME PASAL

Category: T-shirts

Contact No: +977 9823062987

Price Range: Rs 850 - above

Location: Kathmandu, Nepal

Estimated delivery time: 6-7 days



2.Wraps Nepal

Category: Phone covers

Contact No: +977 9823062987

Price Range: Rs 750 – Rs 850

Location: Kathmandu, Nepal

Estimated delivery time: 6-7 days



3. The Panda Apparel

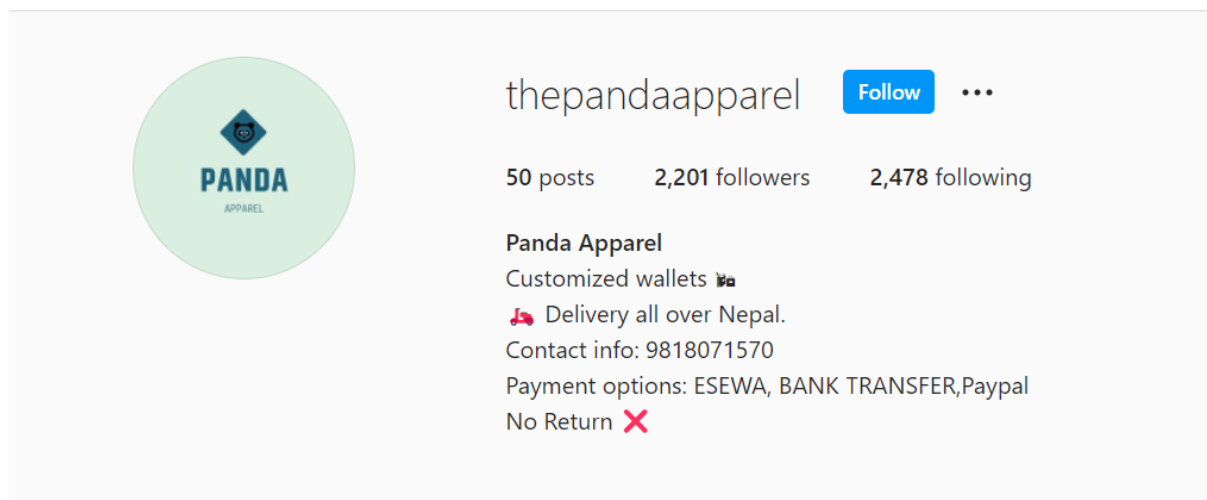
Category: Wallets

Contact No: +977 9818071570

Price Range: Rs 750 – Rs 850

Location: Kathmandu, Nepal

Estimated delivery time: 6-7 days



4. Stickerpimpz

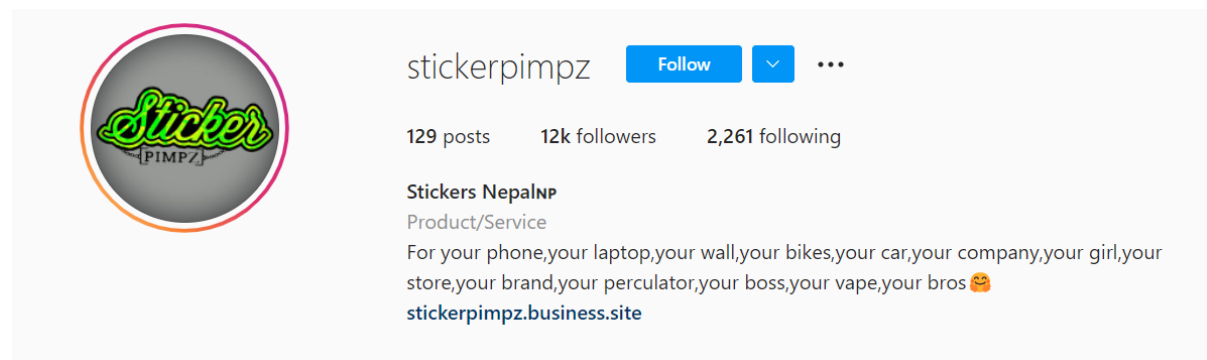
Category: Custom designs for phone, laptop, bike, car

Contact No: +977 9860493620

Price Range: Rs 750 – Rs 850

Location: Teku, Nepal

Estimated delivery time: 3-4 days



5. BAMBOO CUT [Category: handicrafts]

Contact No: +977 9814385404

Location: Bhaktapur, Nepal

Price Range: Rs 600 to above



RISK ANALYSIS FOR CUSTOMANDU:

RISK	MITIGATION	LIKELIHOOD	RISK TYPE	IMPACT
If the appointed vendor is unable to complete the customization for the given order and for the assigned quantity in time.	Having a list of several vendors in hand who does the customization of same domain and contacting them for immediate customizations with high-cost price.	Moderate depending upon the scale of expansion of the business.	High	Might cause in instability of business leading to loss of profits, increased loss and customer dissatisfaction.
If the delivery company takes more time that estimated time due to transportation problem or other possible causes.	Reliability and contacting expert companies who does the courier services in regular basis with minimum risk of delay.	Low as initially the courier service company contacted will be based upon their services and good customer satisfaction level.	Low	Can cause the cancellation of the order by the end user and affect the reputation of the company.
Improper packaging of the order in the warehouse with the tag of customandu's label.	Order can be checked in phases before delivering it to the destination with double package based on the items. For example, fragile and glass items can be packed with bubble wrap inside to save from possible damage.	Moderate as packaging will be done carefully.	Moderate	can cause in delivery of damaged product which can lead to negative feedbacks from the customer and can lose possible customer in long run affecting both the revenue and reputation of the company.

SOCIAL IMPACT:

- Since the market and shift of customers towards customized items are increasing, this website can be used for people looking for customized items of various domains and can ease the process of ordering and using such items.
- Customandu can also be used by schools, colleges, universities, etc. for their events and programs. For example, during farewells, they always give token of love and other such items which can directly be purchased from our website in a single platform.
- Customandu can also be used for a social cause. For protests or rallies against pollution, wildlife conservation programs, social services, etc. customandu can supply custom printed t-shirts and such essentials based on the requirement and given preferences.
- Customandu can promote and give a boost to local vendors and local artists by adding their work to the category section and promoting it in their page. People can use customandu to gift items to their loved ones staying far away from them. They can personalize gift items and can directly deliver it their friends, family and loved ones.
- Customandu can be used to promote local tradition and culture. People making authentic traditional items such as clay pots, bamboo arts, paintings, theme dresses, etc. can contact us and list their items in our webpage. This can give them the platform to showcase their skills and talents and can give them a source of income.

FUTURE APPLICATION:

- The expansion of “CUSTOMANDU” can be done with its own permanent customization services to cut down the costs and increase the revenue for the company. The customization services for the company can start with customizations of specific domain initially and can be chose based upon the most selling item of the company.
- Customandu can start its own delivery and courier services for more efficient delivery timings and can deliver the order in minimum time. This will also bring the company with additional revenue as the cash flow for the company increases by adopting with own delivery services rather than depending on external vendors.
- Customandu can be launched for Android/iOS mobile applications so that the customer can visit the application and check for their desired items anywhere. The feature of launching the app can start with a beta version to understand the customer point of view in a better way and development and launch of the app can be done accordingly.
- Customandu can develop its own wallet for the website and apps so that the user payment experience is more smoothened and the payment charges can be decreased to increase the profits for the company.
- Customandu, in future, can add various categories for customization by contacting various other business and companies of certain domains. This will make the company more flexible and open to the customers to select from a wide variety of items.

CONCLUSION:

Hence, this report shows detail information about our startup "CUSTOMANDU". All the related information with the workflow diagram was illustrated and methodology for our project was mentioned. After the survey and customer feedback, we concluded that there is a great market for our business with potential customers from nearly all age categories.

Therefore, this business can further be expanded and many categories can be added in coming days. Also, integrating the business with own delivery services and some common customization tools can benefit the business and increase the revenue of the business. Also, efficient wallets and payment portals can be integrated in the future to ensure the customer satisfaction and make the user interface and working smooth and effective. There is more room for improvements in this business in coming days. Some of the recommendations for this business is that before launching the actual modifications and features, beta version can be launched to ensure the need and market for the feature developed. This can help to do major modifications which can result in increase revenue and customer satisfaction in the long run of the business.

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- www.amazon.in
- <https://www.nytimes.com/wirecutter/gifts/personalized/>
- <https://www.marketresearchfuture.com>
- www.flipkart.in