

Project Report

Kurapati Naga Sumanth: 711120243029

Kante Ganesh: 711120243023

Talamarla Saketh: 711120243049

Gaddam Rajesh Reddy: 711120243015

Introduction:

1.1 Overview:

Create a brand name, Brand identity Design: Design a brand logo- using Canva and Create an email account on Gmail to link all your project work - (brandname@gmail.com), use this email account centrally to access all tools and platforms by signing up with the created Gmail id.

1.2 Purpose:

This is a platform where one customer propose their wish kind of Wedding Dresses according to their taste and likeliness, and where we from our side will provide the product.

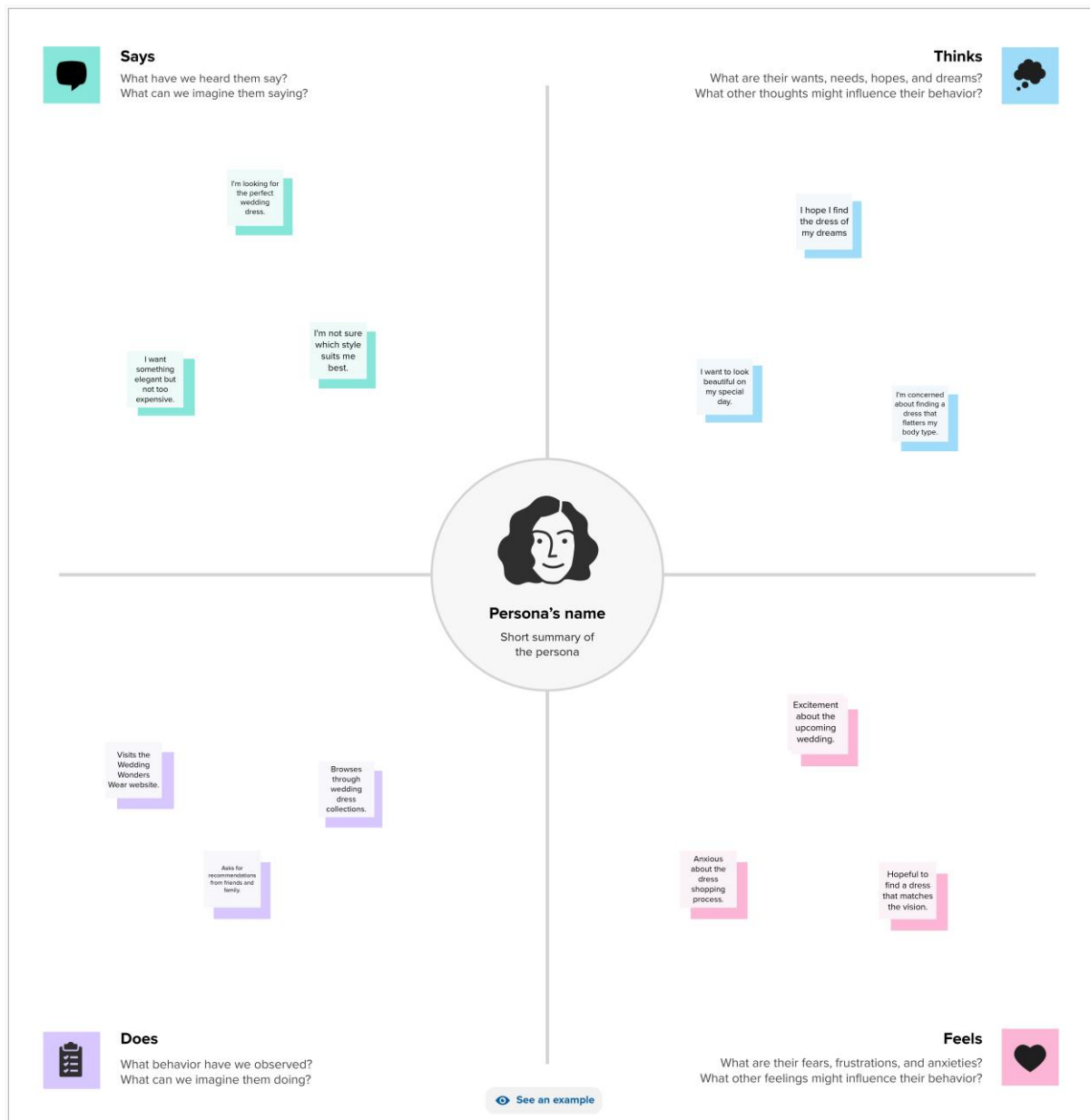
Brand Name – WEDDING WONDERS WEAR

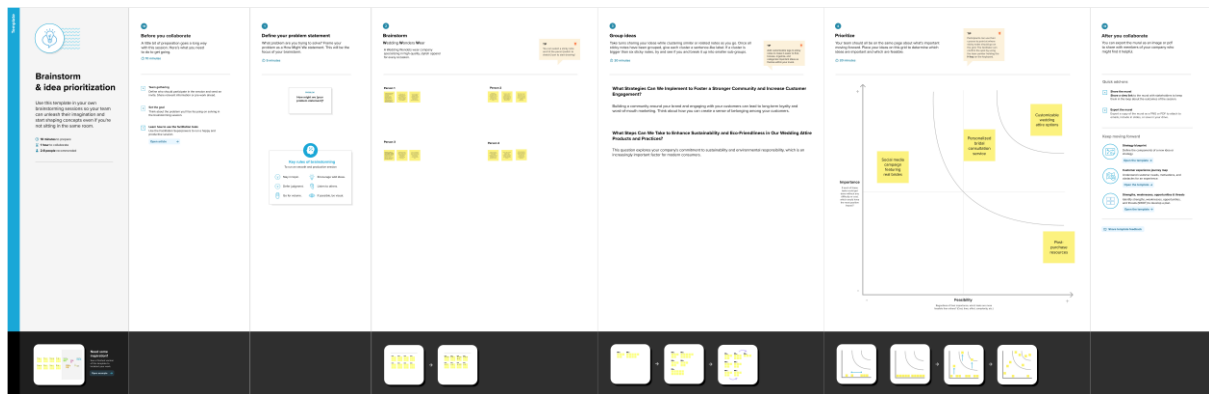
Brand logo -

Brand Mail – weddingwonderswear@gmail.com

Problem Definition and Design Thinking:

2.1 Empathy Map:

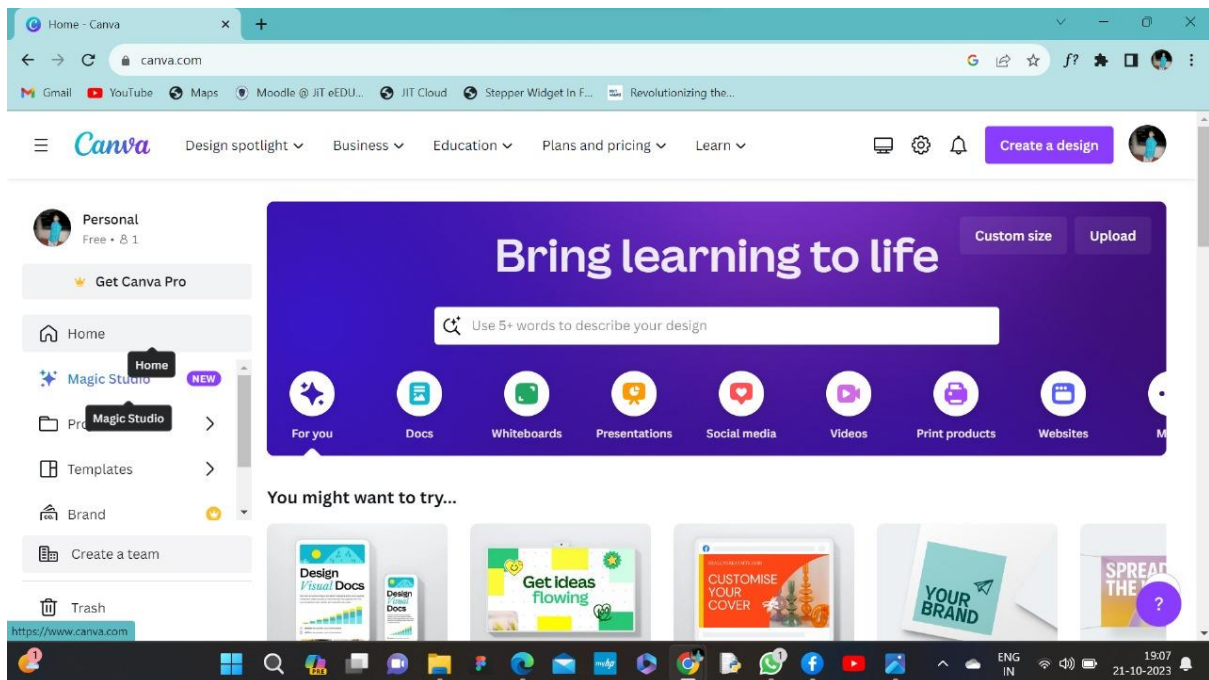




2.2 Ideation and Brainstorming

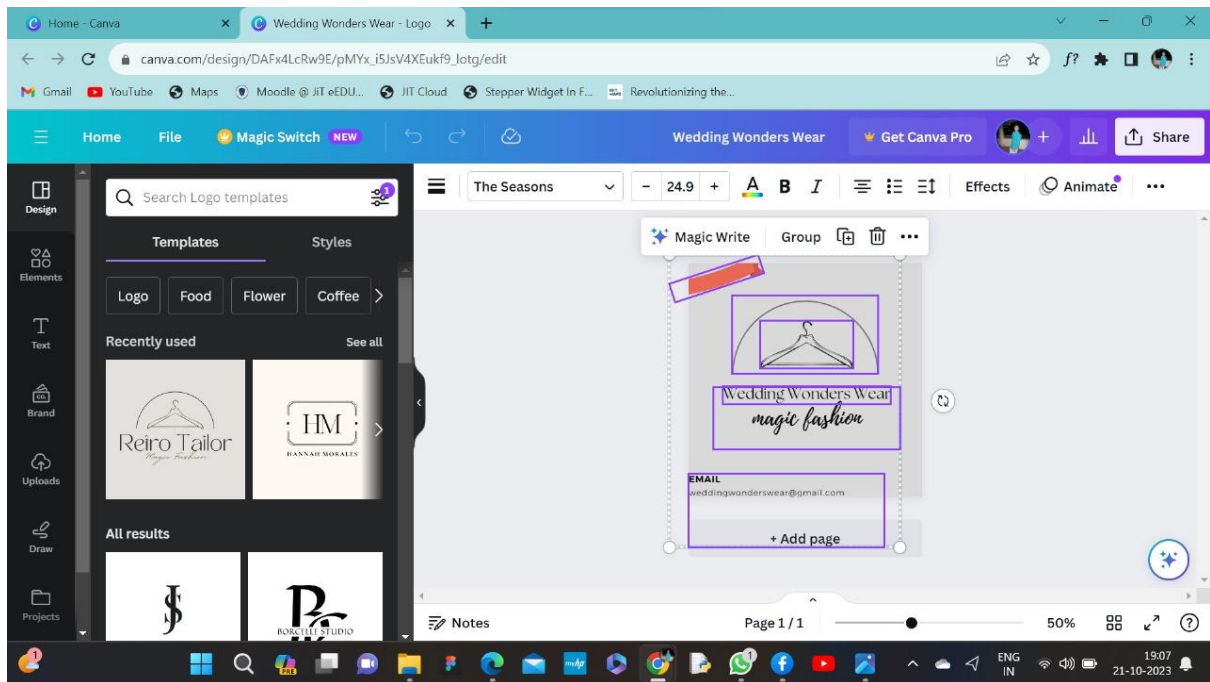
3. Result

i) Using Canva –



Canva as a software for the design of the logo we design ourselves a with a template.

ii)



Designing up the logo with lot different shapes and elements naming

Wedding Wonders Wear, 2023

ii)



Final Output LOGO

Google

Review your account info

You can use this email address to sign in
later



Wedding Wonders Wear
weddingwonderswear@gmail.com

Advantages:

Niche Market: The wedding dress industry serves a specific and stable niche market. People will always get married, which ensures a consistent demand for wedding dresses.

Emotional Purchase: Wedding dresses are often emotionally charged purchases, and customers are willing to invest in their dream dress. This can lead to higher price points and more profitable sales.

Seasonal Consistency: Wedding seasons tend to follow a fairly consistent schedule, allowing companies to plan their production and marketing strategies accordingly.

Customization: Many brides are looking for unique and customized wedding dresses. Offering customization options can set your company apart from competitors.

Disadvantages:

Seasonal Demand: The wedding dress industry is highly seasonal, with most weddings taking place during specific months. This can lead to inconsistent cash flow and production challenges during off-peak seasons.

High Competition: The wedding dress market is saturated with both established and emerging brands, making it challenging to stand out and compete effectively.

Price Sensitivity: Brides may have budget constraints, and the wedding dress market caters to a wide range of price points. Price wars can lead to lower profit margins.

Changing Fashion Trends: Bridal fashion trends can change rapidly, and staying up-to-date with these trends while maintaining a consistent brand identity can be a challenge.

5. Applications

Customization Tools

E-commerce Platforms

Online Stylists and Chat Support

Social Media Engagement

Online Reviews and Testimonials

Virtual Try-On

Mobile Apps

Conclusion:

In conclusion, for a wedding dress company, it is vital to recognize the advantages, disadvantages, and applications in the current market. While the wedding dress industry presents several opportunities for success, it also poses various challenges and demands adaptability. By leveraging its unique advantages, such as a niche market, emotional purchases, and customization options, a wedding dress company can thrive.

However, it should remain mindful of disadvantages like seasonal demand, high competition, and changing fashion trends, as well as continuously evolving to meet the needs of modern brides and grooms. Embracing innovative applications, from e-commerce and virtual try-on technology to sustainability practices and digital marketing, can help the company stay competitive and relevant.

Ultimately, success in the wedding dress industry requires a balance of tradition and innovation, exceptional customer service, and a keen understanding of market dynamics and consumer behavior. By carefully considering these factors and staying adaptable, a wedding dress company can carve a place for itself in this timeless and ever-evolving market.

Future Scope:

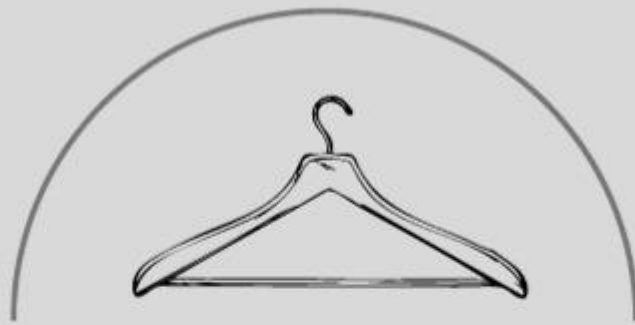
Sustainability and Eco-Friendly Practices: As environmental consciousness grows, there will likely be an increasing demand for sustainable and eco-friendly wedding dresses. Consider using organic materials, recycling practices, and promoting ethical manufacturing processes.

Digitalization and Virtual Reality: Advancements in virtual reality and augmented reality can transform the way brides and grooms shop for wedding dresses. Offering immersive virtual showrooms and interactive try-on experiences can set your company apart.

Sustainable Packaging: Eco-friendly packaging options can enhance your brand's commitment to sustainability and reduce your environmental footprint.

International Expansion: Exploring international markets and catering to destination weddings can significantly expand your customer base.

Quality Control and Customer Service: Maintaining the highest quality control standards and providing exceptional customer service will always be a key driver of success.



Wedding Wonders Wear
magic fashion

EMAIL

weddingwonderswear@gmail.com