



DESIGNIQUE

BY

THE UNDERDOGS

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PROBLEM STATEMENT



ADDRESSING GAPS IN FASHION PRODUCTION AND DISTRIBUTION

PROBLEM-1

IN THE BURGEONING FASHION INDUSTRY OF INDIA, A SIGNIFICANT GAP EXISTS THAT AFFECTS DESIGNERS, INSTITUTIONS, AND MANUFACTURERS ALIKE. A PLETHORA OF TALENTED DESIGN GRADUATES AND FREELANCE DESIGNERS, MANY OF WHOM ASPIRE TO LAUNCH THEIR OWN CLOTHING LINES, FIND THEMSELVES CONSTRAINED BY TWO MAJOR BARRIERS: LACK OF ACCESS TO AFFORDABLE PRODUCTION FACILITIES AND EFFECTIVE DISTRIBUTION CHANNELS. THESE DESIGNERS POSSESS THE CREATIVITY AND SKILLS NECESSARY TO PRODUCE INNOVATIVE DESIGNS BUT OFTEN LACK THE RESOURCES OR NETWORK TO BRING THEIR IDEAS TO MARKET.



PROBLEM-2

SIMULTANEOUSLY, VARIOUS INSTITUTIONS, SOCIETIES, AND DESIGN HUBS FREQUENTLY ENCOUNTER CHALLENGES IN FINDING RELIABLE PARTNERS TO PRODUCE AND DISTRIBUTE THEIR CUSTOM-DESIGNED APPAREL, SUCH AS T-SHIRTS AND OTHER CLOTHING ITEMS. DESPITE HAVING THE DESIGNS AND THE MARKET, THEY STRUGGLE WITH SCALABILITY AND LOGISTICAL INEFFICIENCIES.

PROBLEM-3

ON THE MANUFACTURING SIDE, NUMEROUS INDIAN FACTORIES AND MANUFACTURERS REPORT UNDERUTILISED CAPACITY. THESE FACILITIES ARE EQUIPPED AND READY BUT OPERATE BELOW THEIR POTENTIAL DUE TO FLUCTUATING DEMAND AND INCONSISTENT ORDER VOLUMES, LEADING TO LOST REVENUE AND INEFFICIENCIES IN THE PRODUCTION PROCESS.

SOLUTION

OUR STARTUP AIMS TO BRIDGE THIS CRITICAL B2B GAP BY ESTABLISHING A REPUTABLE MARKETPLACE THAT CONNECTS THESE KEY STAKEHOLDERS. OUR PLATFORM WILL ENABLE DESIGNERS TO TURN THEIR CREATIVE VISIONS INTO REALITY, ASSIST INSTITUTIONS IN SCALING THEIR PRODUCTION NEEDS EFFICIENTLY, AND HELP MANUFACTURERS OPTIMISE THEIR CAPACITY AND INCREASE PROFITABILITY. BY INTEGRATING PRODUCTION AND DISTRIBUTION CAPABILITIES IN A SINGLE, STREAMLINED SERVICE, WE ARE DEDICATED TO FOSTERING A THRIVING ECOSYSTEM THAT SUPPORTS AND AMPLIFIES THE POTENTIAL OF EMERGING AND INDEPENDENT DESIGNERS IN INDIA'S VIBRANT FASHION LANDSCAPE.

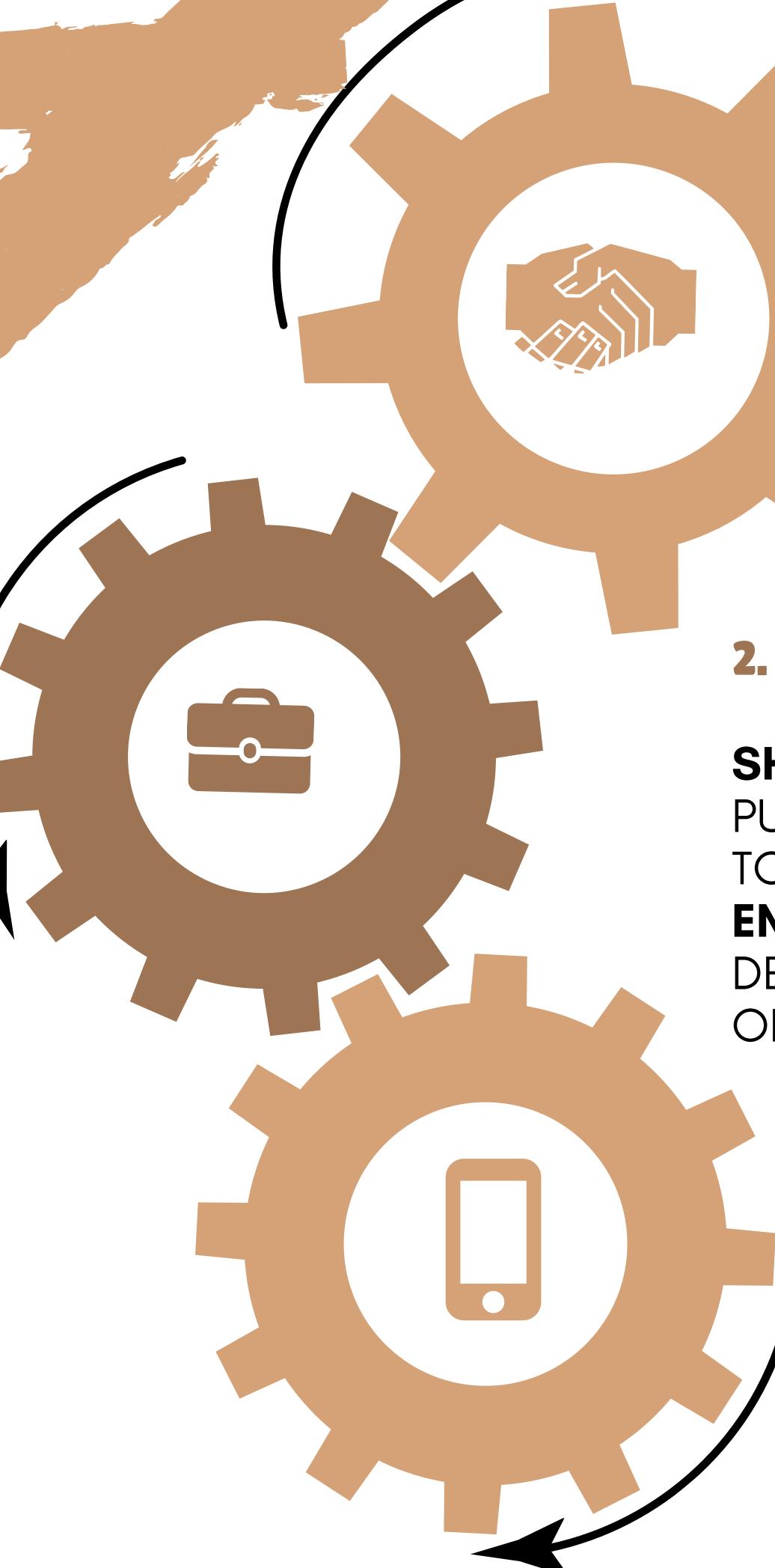
DESIGNIQUE





IMPLEMENTATION

DESIGNIQUE IS OUR INNOVATIVE WEB-BASED PLATFORM DESIGNED TO CONNECT THE DOTS BETWEEN DESIGNERS, MANUFACTURERS, AND CONSUMERS IN THE FASHION INDUSTRY. OUR COMPREHENSIVE SOLUTION COMPRISSES THREE DISTINCT PORTALS TAILORED TO MEET THE NEEDS OF OUR DIVERSE USER GROUPS, ENSURING A SEAMLESS, SECURE, AND EFFICIENT MARKETPLACE..



1. MANUFACTURER PORTAL:

FEATURES: MANUFACTURERS CAN LIST THEIR AVAILABLE SURPLUS PRODUCTION CAPACITIES, SPECIFY MINIMUM ORDER QUANTITIES, AND SET PRICING DETAILS TRANSPARENTLY.

RATING SYSTEM: EACH MANUFACTURER IS RATED BASED ON PERFORMANCE, QUALITY, AND RELIABILITY, HELPING USERS MAKE INFORMED DECISIONS.

DIRECT ENGAGEMENT: DESIGNERS AND INSTITUTIONS CAN DIRECTLY PLACE ORDERS THROUGH THE PORTAL OR INITIATE NEGOTIATIONS USING OUR INTEGRATED CHAT SYSTEM, FACILITATING CLEAR COMMUNICATION AND SWIFT TRANSACTION PROCESSES.

2. DESIGNER PORTAL:

SHOWCASE OPPORTUNITY: DESIGNERS CAN DISPLAY THEIR CREATIONS, OFFERING THEM FOR PURCHASE OR LICENSING. THIS PORTAL SERVES AS A DIGITAL STAGE TO HIGHLIGHT THEIR TALENT TO A BROADER AUDIENCE.

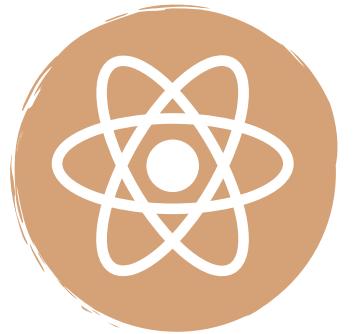
ENGAGEMENT TOOLS: POTENTIAL BUYERS OR COLLABORATORS CAN DIRECTLY CONTACT DESIGNERS THROUGH THE PLATFORM, ENCOURAGING INTERACTION AND FOSTERING BUSINESS OPPORTUNITIES.

3. MARKETPLACE:

E-COMMERCE INTEGRATION: OUR E-COMMERCE PORTAL ALLOWS CUSTOMERS TO BROWSE AND ORDER A WIDE RANGE OF CLOTHING ITEMS DIRECTLY, SUPPORTING BOTH CUSTOM AND STANDARD APPAREL.

CONSUMER ACCESS: THIS PLATFORM MAKES UNIQUE AND INNOVATIVE DESIGNS ACCESSIBLE TO THE GENERAL PUBLIC, SUPPORTING INDEPENDENT DESIGNERS AND SMALL INSTITUTIONS ALIKE.

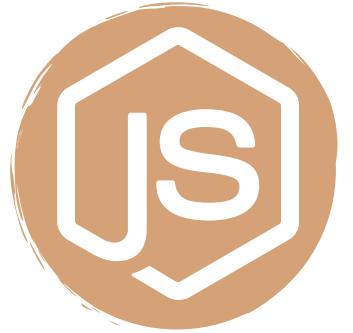
TECH-STACK



REACT



FIREBASE



NODE JS



EXPRESS JS





UNIQUE SELLING POINTS

ACCESS TO LATEST TRENDS

Consumers gain access to innovative designs directly from designers, bypassing traditional retail delays.



CUSTOMIZABLE SERVICE

Personalized design slots allow consumers to create bespoke apparel, offering a unique fashion experience.



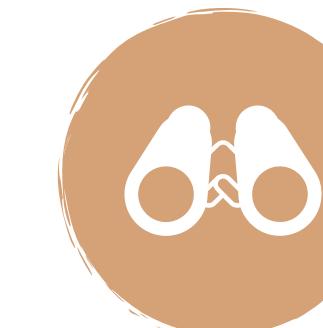
EMPOWERING DESIGNERS

Designique facilitates direct negotiation with manufacturers, offering designers flexibility and favorable terms for their clothing lines.



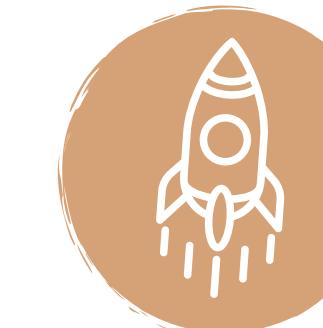
MARKETPLACE INTEGRATION

Designers can sell their creations directly to consumers through our platform, enhancing market visibility and revenue potential.



BOOST FOR MANUFACTURERS

Access to a steady stream of requests fills idle production capacity, increasing profitability for manufacturers.





FUTURE SCOPES

TECH SCOPE

- **MIGRATION TO MONGO DB AFTER INCREASED TRAFFIC**
- **AI MONITERED CHATTING AND CALLING INTERFACE**
- **RATING/PAYMENT PORTAL DEVELOPMENT**

GENERAL SCOPE

- **SUSTAINABLE FASHION INITIATIVE**
- **EXTENDING PRODUCT LINES**
- **DEVELOPING ARTISTIC CAFE**
- **PARTNERSHIP & COLLABORATION**

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THANKING YOU

~ THE UNDERDOGS