



CONFIDENTIAL

## Business Plan



# TrendE Ecommerce site

*"An EClub Product"*

# Table of Contents

<b>NO.</b>	<b>SECTION</b>	<b>PAGE</b>
1	SUMMARY	3
2	PRODUCTS AND PRICING POLICIES	4
3	CASE STUDY	10
4	MARKET RESEARCH	15
5	MARKETING AND SALES PLAN	19
6	BUSINESS CANVAS MODEL	23
7	SWOT ANALYSIS	26
8	ORGANIZATION STRUCTURE	27

## **SECTION 1**

### **SUMMARY**

One of EClub's successful ventures is TrendE. It is a one-stop internet shop for all of a customer's necessities. TrendE's mission is to produce high-quality products that meet the needs of its clients. Clothing, stationery, and a variety of other everyday items are among the products available. TrendE will primarily operate inside the PSG TECH College campus to provide staff and students with quicker access to the most essential products. Customers outside of the PSG campus, on the other hand, are welcome to purchase the products. The store provides customers with merchandise that they might potentially gift to their friends and family on festive and other occasions, in addition to general fashion products. The transactions will take place on the official TrendE website, and the products will be delivered to your home within the specified time frame.

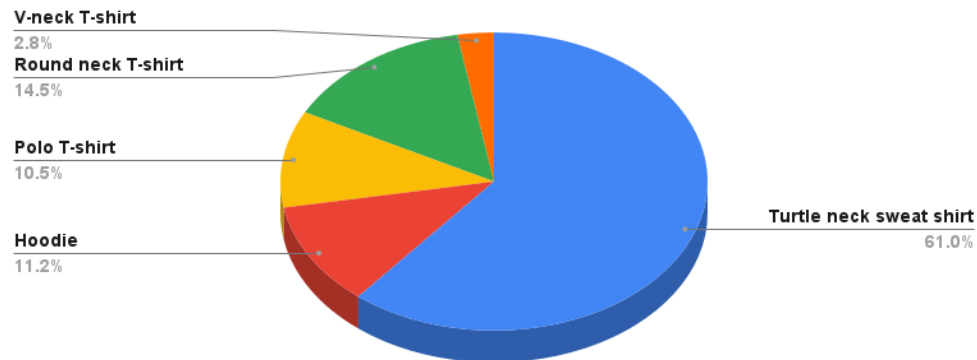
TrendE has been running for a couple of years now. To begin with, a market study is conducted to determine the customer's needs and desires. Many other merchandising stores influenced the development of TrendE's business approach. Data from prior years are gathered and then product forecasting is performed to identify the sales pattern. We use a variety of techniques to captivate customers, covering a wide spectrum of marketing strategies. TrendE's objective is to develop a sales environment that is both dynamic and user-friendly.

## SECTION 2

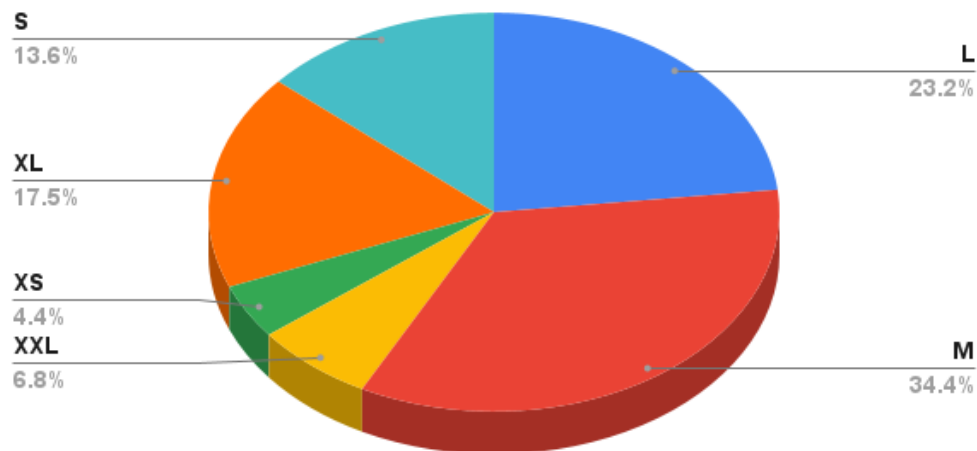
### PRODUCTS AND PRICING POLICIES

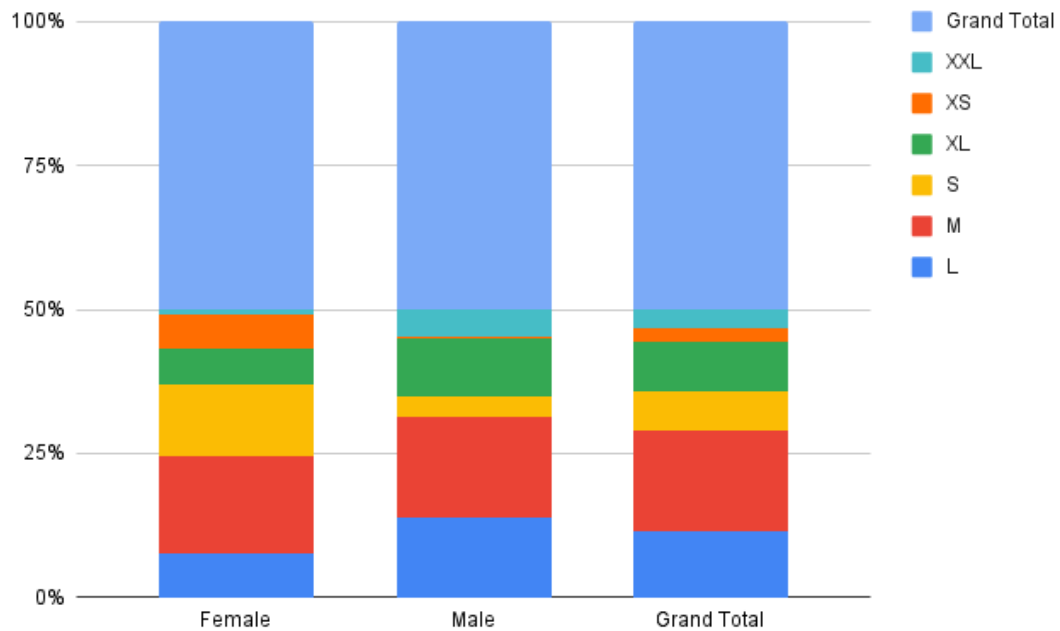
To fix the products & their prices, to know about the market and customer needs, we conducted a survey using google forms throughout the college. Around 550 people participated in the survey. The results of each question are depicted in the form of a pie chart below.

The first question was to choose the type of collar for the T-shirts, the pie chart of which is depicted below.

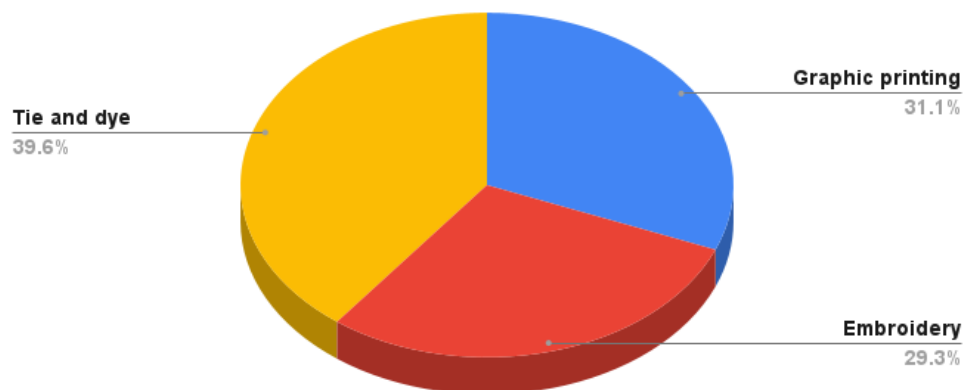


The second question was to choose the average size of the consumers which is depicted below in the form of a pie chart.

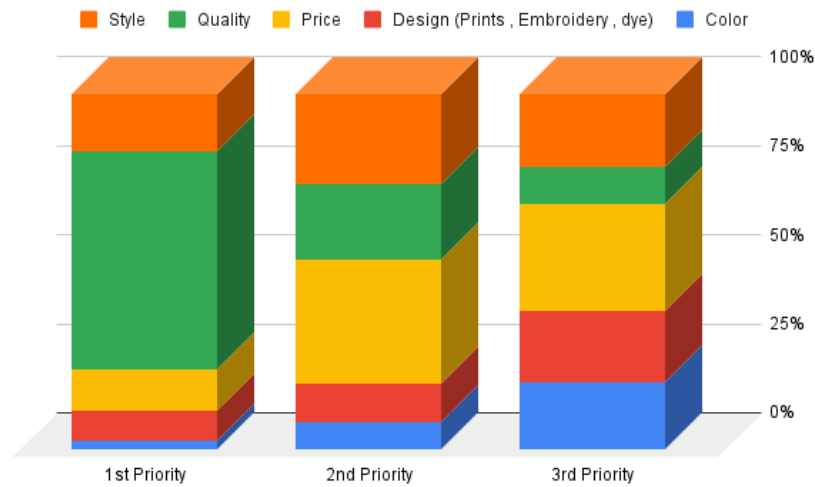




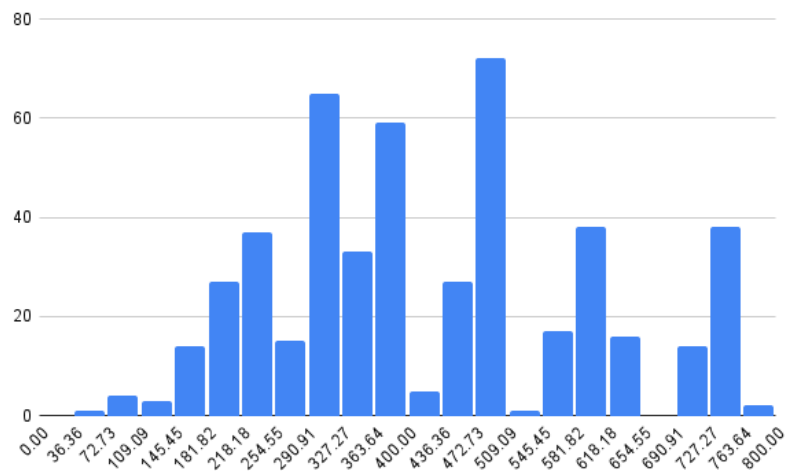
Thirdly, we asked the consumers for their preference for print and their results are depicted in the pie chart below.



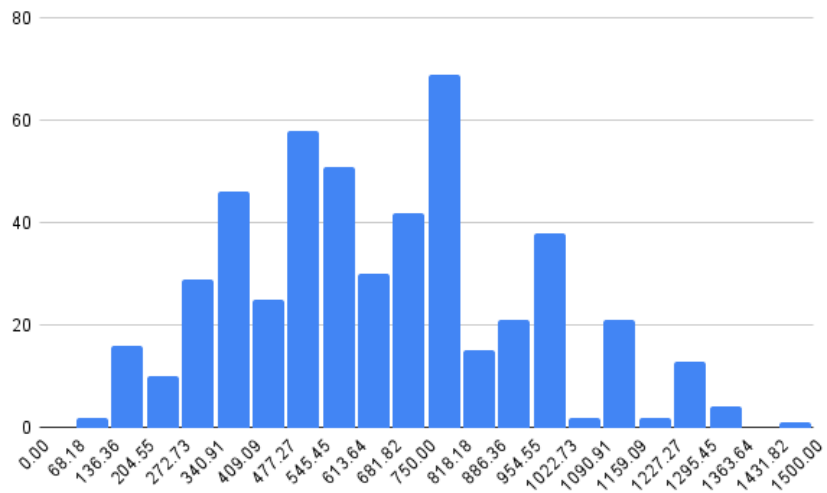
The bar graph below depicts the preference of consumers between style, quality, price, design and color.



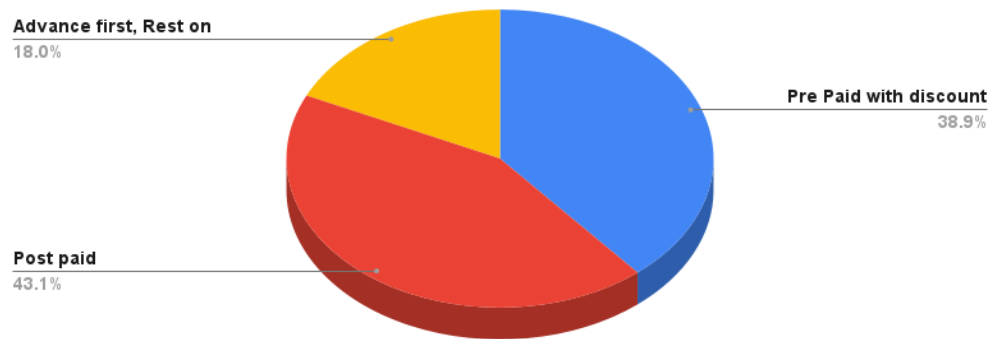
The histogram below shows the price range expected by the consumers for T-shirts from which we will be able to fix the price for t-shirts.



The histogram below shows the price range expected by the consumers for hoodies from which we will be able to fix the price for hoodies.



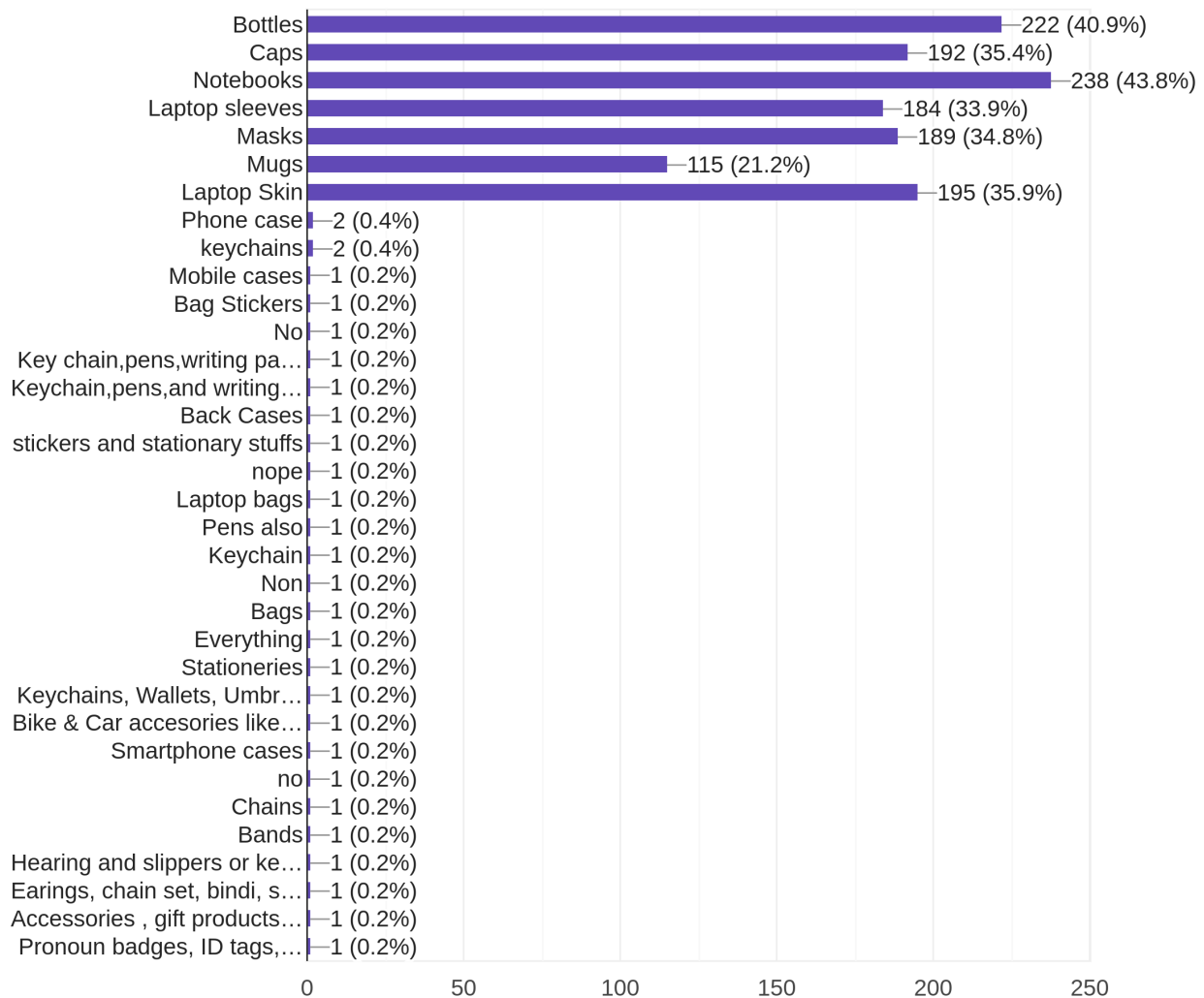
The pie chart below depicts the time of payment preferred by the consumers.



The following chart shows the preference for products other than t-shirts and hoodies by the consumers.

### Any other college merchandise you would be interested in buying?

543 responses



From the above survey, we came up with some sample designs for which are as follows.





### **SECTION 3**

### **CASE STUDY**

### **MERCHANTS**

#### **Souled Store:**

- Mumbai-based youth casual wear brand, The Souled Store, Started in 2013, The Souled Store has organically grown to become India's largest online brand for officially licensed merchandise, working with big-budget movies, popular cartoons, TV Shows, WWE, and IPL teams amongst others.
- Digital Marketing
  - Instagram
    - 918K Followers
    - Model shoots with their products
    - Story-Contest
  - Website and App - 2 lakh visitors/daily
  - Facebook - 1.1 M Likes

#### **Bewakoof:**

- With the spirit of looking at things differently, the Mumbai based venture, 'Bewakoof', was founded in 2012 offering a trendy collection of apparel based on flashy and upbeat designs targeting the Millennials. Its business strategy takes a 360-degree approach, where end-to-end manufacturing and custom design printing is done in-house, while brand marketing is primarily done over the internet.
- 'Bewakoof' tends to follow the trends and includes them as a part of their strategy by altering their designs accordingly.
  - Funky designs
  - Print viral social media posts
  - Famous movie dialogues
- Digital Marketing
  - Memes (5 memes/day in Instagram; 1/7 meme on product promotion off-page; every meme on the gender-based page dealing with the product)
  - Instagram
    - Bewakwooffl – 1.7 M (market – youth)
    - Bewakwoof men – 81.5 K
    - Bewakwoof women – 34.6 K
  - Facebook

- 45 L followers (general public)
  - 5 video memes/ day
- Strategies
  - 15 % -25 % of all orders made in WhatsApp
  - Focused on making a 'positive impact', they also include personalized messages in each package
  - Brand promotion through memes as more college/school going students engage more in social media. Through this 'Indirect Marketing' they've successfully made a presence amongst the youth
  - 15-day return policy on all orders (No returns/refunds for damaged packages)
  - EMI options are available, along with discounts and free delivery on the first order.
- Performance
  - Zero Dead Stock
  - Served more than 6 million customers to date.

### Fully Filmy:

- Started with an idea to unite the Indian movie fanatics, 'FullyFilmy' the one-stop place for T-Shirts, hoodies, posters etc., has successfully become India's Movie Merchandise Destination.
- Merchandising Strategies
  - Trendy Film modules – as their main motive
  - More on trending dialogues
  - 15 days return policy
  - Cash is refunded only if the order is canceled within an hour
  - No returns for products with special discounts
    - No money return for returned products: money is returned as a fully filmy voucher which could be used for further products or else replaced with a product of the same value.
  - Payment Options:
    - PayUMoney payment gateway accepts Indian credit cards (MasterCard/Visa), Amex
    - Cards Issued in India, All Net Banking, All Debit Cards, Cash Cards & Mobile Payment as payment options.
  - Shipping Charges:

- Paid Orders: Fully Filmy offers free shipping across India for paid orders with order values greater than ₹400 and a charge of ₹50 for orders below ₹400.
  - Cash on Delivery: charge Rs.75 for all the COD orders below Rs.10,000.
- Manufacturing Approach
  - High quality 100% cotton fabric that is soft to feel and comfortable to wear. Shrinkage if any will be within acceptable industry norms
  - T-Shirt sizes S to XXL available
  - Use of high-quality 'Direct-To-Garment' Printing.
  - All Fully Filmy posters are digitally printed on high-quality matte-card paper. posters come in two different sizes: A3 and A4.

### UCLA Merch:

- The 'UCLA Store', an enterprise of the Associated Students UCLA Student-Run Enterprises, has been selling Bruin merchandise since UCLA established its Westwood campus in the year 1919
- An item purchased online can only be returned or exchanged at the UCLA Store on campus in Ackerman Union
- New inclusions:
  - Pride t-shirt,
  - Bundle school supplies
  - Snack pack
  - Wellness pack
  - Study pack
- Marketing Strategies:
  - Promo code and discounts:
    - In-store discounts are offered during the birth month via a discount coupon.
  - Score big - Event-based discounts
  - Orders can be returned within 60 days of the date your order was shipped.

### Chris Cross Shop:

- Marketed as a lifestyle brand, the Chennai based 'Chris Cross', founded in 2010, reflects one's passion for speeding motorcycles, cars, outdoor adventure sports and even adorable pets.
- Social Media:

- 1500+ followers on Instagram
- Parent company: BellOPages.com
- Environment Friendly:
  - Eco-friendly packaging material.
  - Supports small local businesses to ensure less transportation cost in manufacturing.
- Designs: Biker, petrolhead, cyclist, Pets

## SUPPLIERS

### Printrove:

- Printrove Business plan cost Rs.5000
- Minimum Rs.5000 for Signup Fee or Deposit
- Money for business plan
- Product variation is less - Too much Pricing
- Limited printing options
- Color and Size Options are limited - No Whatsapp for support

### Qikink:

- No Signup Fee or Deposit.
- Money to start Product variation is more, Pricing is less.
- Different printing options like Direct to Garment, Sublimation, Vinyl, Glow in Dark, Screen Printing, Digital Printing, UV Printing, Eco-Solvent -More Color and Size options.
- Whatsapp support along with mail and phone.

## PRICING POLICIES

	SUPPLIERS		MERCHANTS					AVERAGE (SUPPLIERS & MERCHANTS)	SURVEY AVERAGE
	PRINTEROVE	QIKINK	FULLY FILMY	BEWAKOOF	SOUL D STORE	UCLA STORE	CHRIS CROSS SHOP		
HALF SLEEVE T-SHIRT	500	550	600	375	800	1650	450	703	504
FULL SLEEVE T-SHIRT	540	570	600	375	675	2300	800	722	
T-SHIRT V-NECK	200	530	600	410	600	2000	550	698	
HALF SLEEVE POLO TEES	250	275	700	375	650	2000	550	607	
HOODIES	710	740	1000	650	1300	3500	925	1260	783
DELIVERY CHARGES (pre-paid)	58	58	50	100	Free for members	1425 (Overseas Shipping)	40	-	-
COD	110	110	75	-	25	-	60	-	-

(Note: prices are in rupees.)

## SECTION 4

### MARKET RESEARCH

The objective of this research is to collect, analyze and comprehend the sales data of 'TrendE' collected during the years 2019 - 2020 and 2020 - 2021. Through this, we can recognize the pattern of sale of different products, the profit made from each one, the demographic to which we can appeal to, and how to go about creating & marketing new products.

#### 2020-2021 SALES DATA

The table below depicts the overall sales of our products (T-Shirts and Hoodies) along with the total stock left after we stopped taking orders:

Products	T-Shirts	Hoodies	Total
February 2020	37	91	128
December 2021	10	32	42
Stock Left	4	0	4
Total Ordered	51	123	174

The data below presents the initial cost price of the products and the prices at which they were sold for at different times:

Products	T-Shirts	Hoodies
February 2020	350	550
December 2021	425	800
Initial Cost Price	300	500

The figures below represent the individual profit made from each product in the months of February 2020 and December 2021; along with the combined profit made:

Products	T-Shirts	Hoodies	Total
February 2020	12950	50050	63000
December 2021	4250	25600	29850
Stock Left	1700	-	1700
Total Ordered	15300	61500	76800
Profit	3600	14150	17750

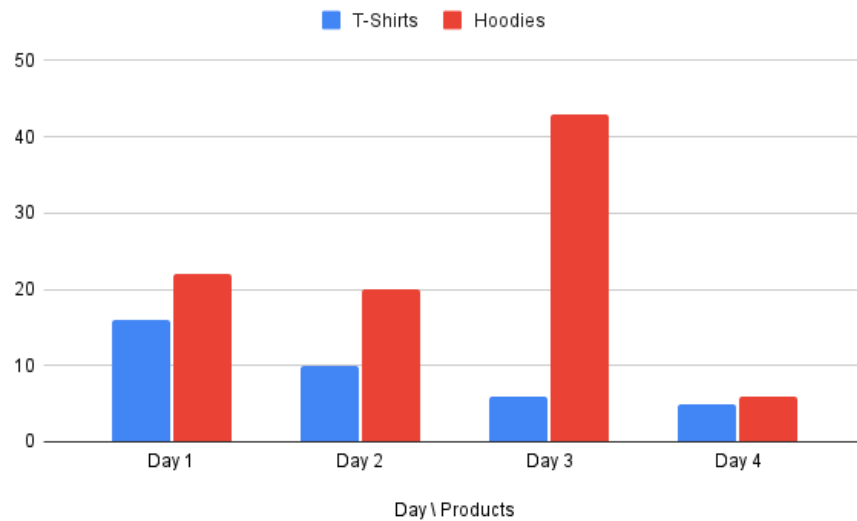
In February 2020, a fraction of the revenue from 'TrendE' was used to fund the event 'ENext 2020'. Later, due to the pandemic situation, and the college moving into a virtual platform, the business was very slow, virtually coming to a stop.

To address these concerns, and to improve the customer experience of 'TrendE', the team had proposed an E-Commerce site for the brand.

The statistics below present the total sales, along with the profit, acquired by 'TrendE' through the display stalls that the team set up in the year 2019.

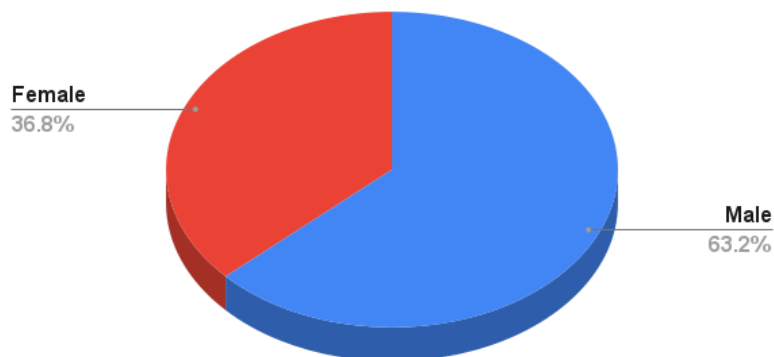
Day \ Products	T-Shirts	Hoodies	Total (day wise)
Day 1	16	22	38
Day 2	10	20	30
Day 3	6	43	49
Day 4	5	6	11
Total (product wise)	37	91	128



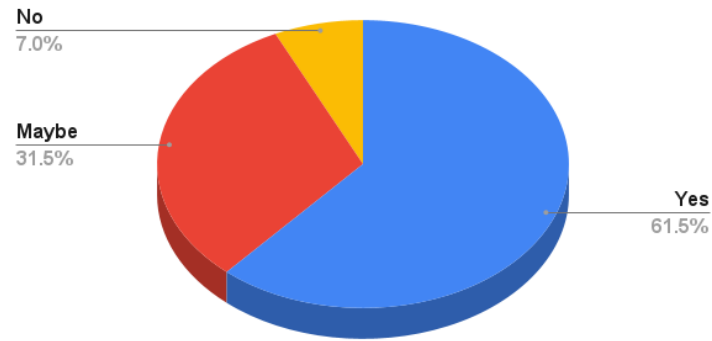


## **MARKET SEGMENTATION**

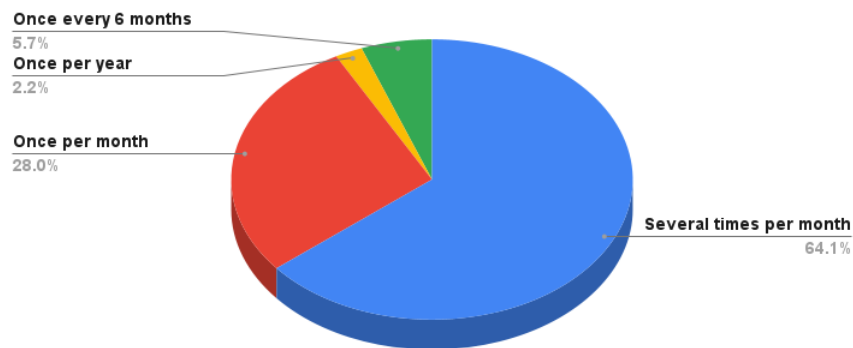
The purpose of this market segmentation is to identify different groups within our target audience so that we can deliver more targeted and valuable products for them.



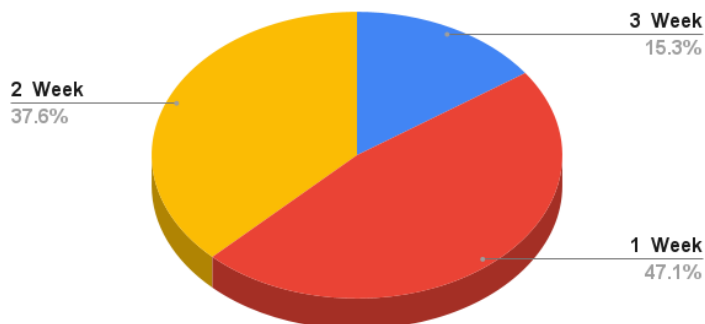
The above statistics from the survey depict the gender demographic segmentation of our target audience, of which around 37% are female and 63% are male.



This pie chart shows the preferences of people in buying a product from trendE with a PSG Trademark in it.



The above pie chart depicts the frequency of the usage for our product.



This pie chart depicts the preferred time duration for delivery of the product.

## **SECTION 5**

### **MARKETING STRATEGIES**

#### **TRADITIONAL MARKETING:**

- **MARKETING THROUGH CLASS GROUPS:**
  - As our first intended audience is our College students, marketing to them can be done directly through WhatsApp groups of every class (unofficial groups).
  - Creating catchy descriptions, with the details about the product, it has to be circulated within each class group.
- **THROUGH STALLS IN COLLEGE:**
  - Putting up stalls at major crowd gathering spots in college. E.g: Front of F-block canteen.
- **PAMPHLETS/ NOTICE BOARDS:**
  - Our College consists of several Notice Boards including a digital notice board opposite E Block. Advertising on such notice boards and also on notice boards at all blocks can help TRENDE reach more audiences (customers).

#### **DIGITAL MARKETING:**

- **SOCIAL MEDIA-INSTAGRAM:**
  - Creating a new INSTA page separately for “TRENDE”
  - Promoting through the ‘E- CLUB ’ insta page.
  - Promoting through various pages associated with PSG like meme pages, official pages, golden PSG tech, tech album, be lyk psgian, etc.
  - Promoting through highly followed students' pages.
  - Promoting through alumni by asking them to share their memories with our brand products
- **USER GENERATED CONTENT (UGC):**
  - Nail enamel brand, Essie, is one of the brands that has mastered the art of leveraging UGC for their social media account. On Instagram, they ask their followers to share pictures of themselves wearing Essie colours and use the hashtag #essielove for a chance to get featured.
  - This highly benefits the brand because they get tons of mentions and free content to post on their social media.

- Similarly, creating a #Hashtag, and following UGC, can lead to free promotions by customers, and can keep track of all the UGC generated through that campaign.
- **SOCIAL MEDIA - FACEBOOK:**
  - Promoting our brand and maintaining its presence on Facebook.
  - It can increase website traffic and also helps to reach more customers.
- **EMAILS-(NEWSLETTERS):**
  - Email marketing is a powerful marketing channel, a form of direct marketing as well as digital marketing, that uses email to promote our products.
  - It can help make your customers aware of your latest items or offers by integrating them into your marketing automation efforts.
  - It helps us by keeping our customers updated about the product after every new design release, about discounts and other information too.
  - Personalized emails can be a very successful marketing tool, especially for online fashion eCommerce brands. It is deemed as an instrument to build a long-lasting relationship with the customer while acting intelligently to enhance the shopping experience. Email marketing campaigns can be strategically synced with buying behaviour and preferences to make customers feel special. Discounts on birthdays, anniversaries, etc have always increased conversions.
- **MODELING:**
  - Having photoshoots of people wearing our product (in the bridge, other places) and posting them on our insta pages.
- **GIVEAWAYS:**
  - Giveaways are easy to organize and are a great way to get your subscribers engaged.
  - Just find an item that would be attractive to our target audience and give it away as the contest prize.
  - It can lead to new customers.

### **PROMOTING DURING EVENTS:**

- There are many upcoming events like KRIYA, HOSTEL DAY, BATCH DAY. Promoting our products during those events can reach more customers.
- Marketing during the E-Next event.

### **CONTENT MARKETING:**

- Adding options to rate and comment on the product the users had bought will help other users to learn about the product.
- User-generated content like product reviews, ratings, questions and answers from the real buyer can boost the conversion rate and decrease the bounce rate of your respective landing pages. It also helps in organic search rankings.

### **PACKAGING IDEAS:**

- Packaging the product with a file type bag (with the printed brand name “TRENDE”)

### **ADDING CUSTOMER REVIEWS AS INSTA STORIES / COMMENTS OF POST:**

- Collecting detailed and positive reviews about our product from customers, and add them as stories in TRENDE insta page and also as highlights.
- We can also suggest customers add their reviews in the comment section of the product post.

### **Sales Strategies:**

#### **COMBO OFFERS:**

- Giving the situation to users like purchasing a single piece product would be costlier compared to combo products. For example, a single hoodie costs Rs.800 whereas a 2 pieces combo is Rs.1500.
- Through these kinds of situations, users can save money and they even ask other people to buy with them so that both can save a certain amount.

#### **PROMOTING DURING EVENTS:**

Getting the contract for whole bulk orders during other club events

- Promoting by giving free products to the first 100 registered participants.

#### **INTERCLUB COLLABORATIONS:**

- Issuing our product as a gift for competitions conducted by other clubs.

#### **COUPONS AND VOUCHERS:**

- Coupons or vouchers for the next purchase on reaching a certain amount in the current purchase.

- We can issue vouchers based on the amount purchased. So those who buy more products can receive more discounts.

### **USING REFERRAL CODES:**

- Regular buyers of our products can get referral codes. Their referrals who purchase using those referral codes can get some discounts those regular buyers.
- Through this code, our product will get many new customers.

### **DECOY PRICING:**

- Considering a situation where the leftover stock products include some 10 Tee shirts and 30 Hoodies. Let the price of a Tee shirt be Rs. 300 and of a hoodie to be Rs.400. As hoodies need to be sold more in this scenario, increasing the price of a Tee shirt to Rs.350 will change the mind of the user to buy a Hoodie rather than a Tee shirt considering the price difference.

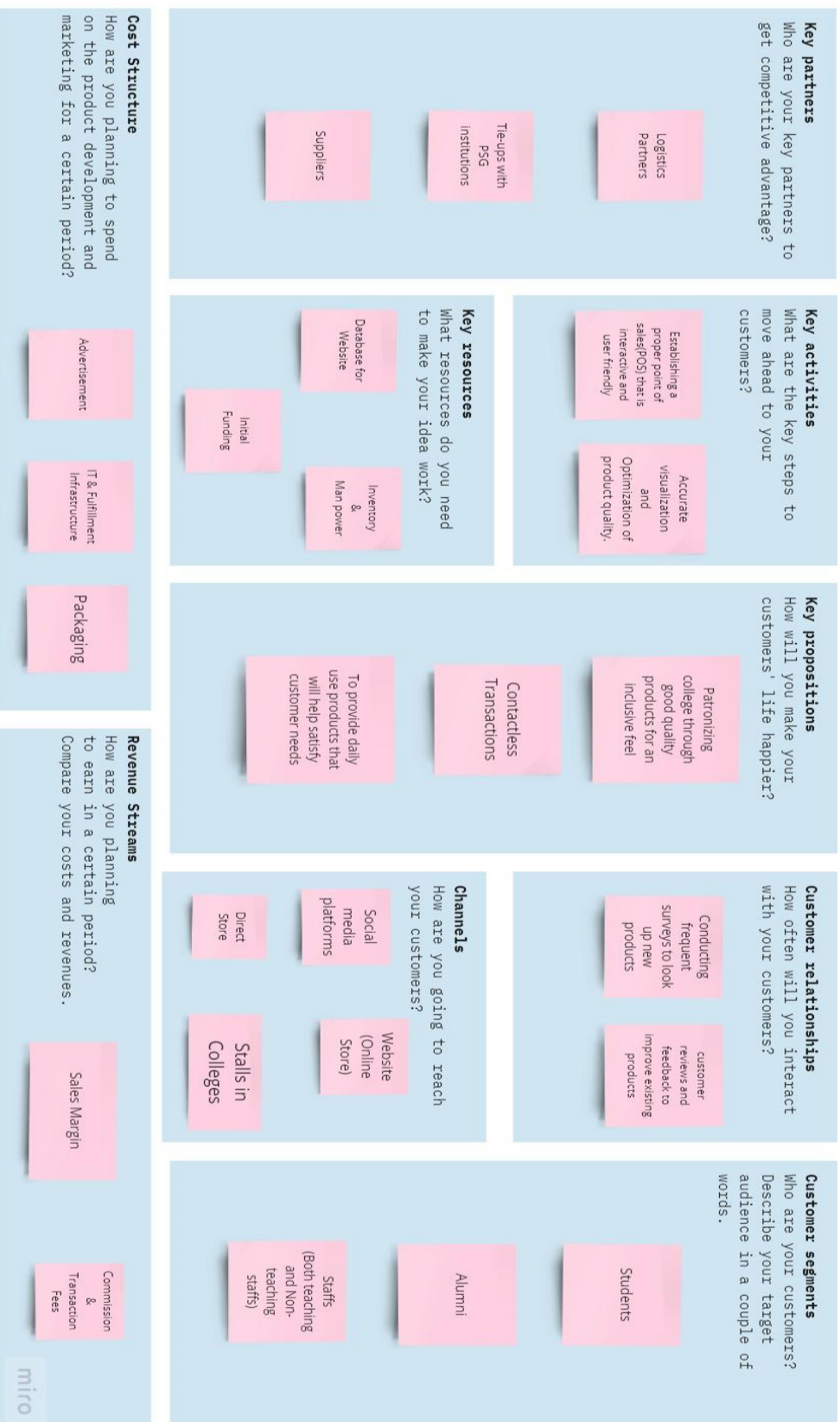
### **OCCASION SALES:**

- Can Expect a high rate of sales during special occasions in college like

HOSTEL DAY, SPORTS DAY, KRIYA, INTRAMS, BATCH DAY.

## The Business Model Canvas

# SECTION 6 BUSINESS CANVAS MODEL



## **Key partners:**

Who are your key partners to get a competitive advantage?

- Product Suppliers, Tie-up with PSG Institutions, Logistics Partners are our key partners.

Product Suppliers

- Online Dealers, Local Dealers
- Local and online manufacturer (Suppliers)

Tie-up with PSG institutions

- PSG CAS, PSG IMSR, PSG iTech also have various clubs and associations, through which our products can be marketed and promoted.

Logistics Partners

- TreadE offers their customers to gift their products to their friends and family, so logistics plays an important role if the customer resides outside the PSG College Campus.

## **Key activities:**

What are the key steps to move ahead with your customers?

- The key step is to establish a proper point of sales(POS) (i.e.) interactive and user friendly. Accurate visualization and Optimization of product quality is also an essential key step to move ahead with our customers.

## **Key resources:**

What resources do you need to make your idea work?

- We need initial funding and most essentially we need industry connections to design and fabricate products.

## **Key propositions:**

How will you make your customers' lives happier?

- We make customers' lives happier by patronizing college through good quality products for an inclusive feel. We also provide daily use products that will help satisfy hostellers needs. We make contactless transactions.

## **Customer relationships:**

How often will you interact with your customers?



- We usually conduct frequent surveys to look up new products. Also, we'll see through customer reviews and feedback to improve existing products.

## **Channels:**

How are you going to reach your customers?

- We publicize our products through social media platforms(Instagram, Facebook, LinkedIn, Twitter)
- Customers can also know as through our Websites(Bridge, Eclub)
- Students from PSG Tech can also know it through PSG Newsletter: The bridge
- We organize stalls on certain occasions.

## **Customer segments:**

Who are your customers?

- Students, Alumni, Faculties and online customers are our customers.

## **Cost Structure:**

How are you planning to spend on product development and marketing for a certain period?

- We are planning to spend on product development and marketing via Advertisement, IT & Fulfillment Infrastructure.

## **Revenue Streams:**

How are you planning to earn in a certain period? Compare your costs and revenues.

- The sales margin is after we add up how much it costs to provide the product, such as advertising, and materials. Suppose the customer wants to cancel the product, cancellation fees can be applied.

## SECTION 7

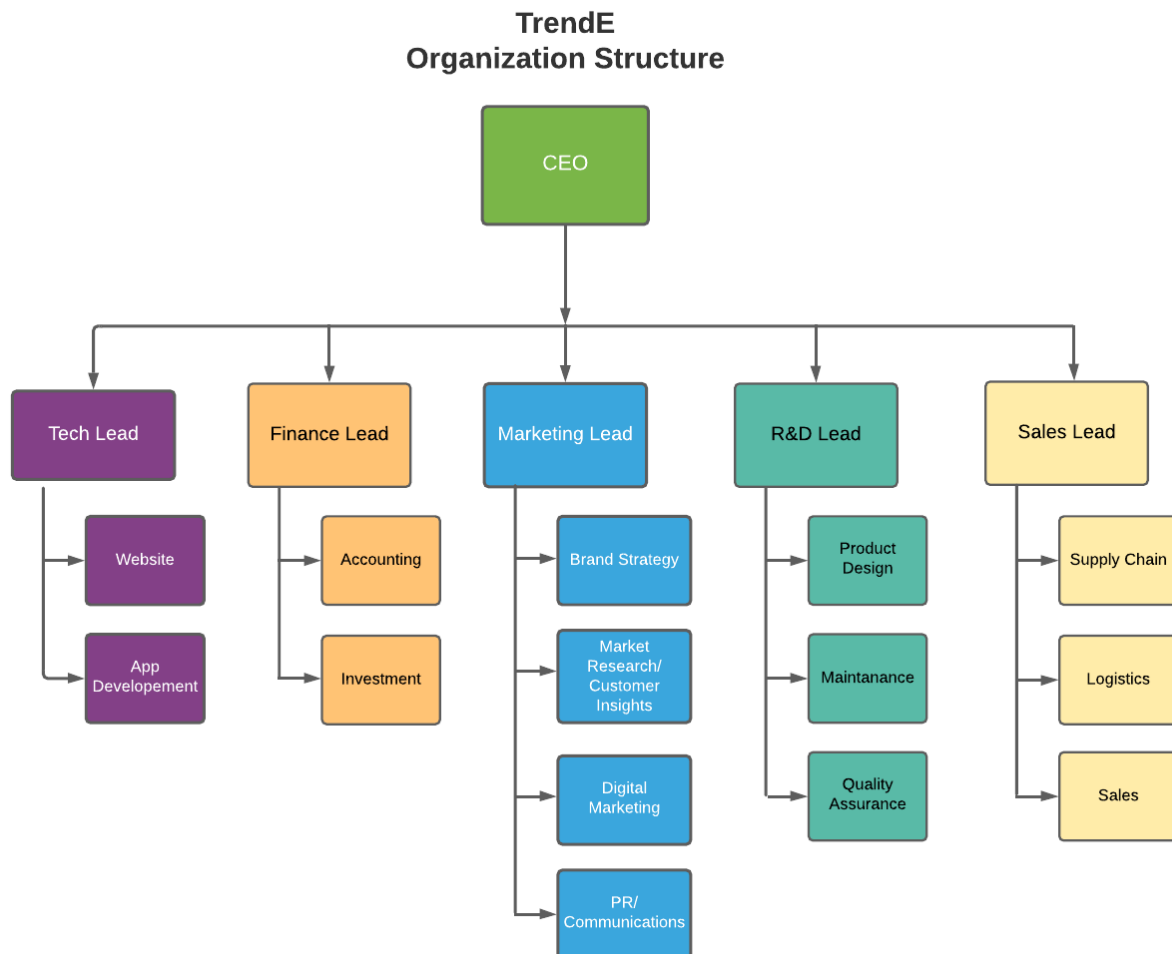
### SWOT ANALYSIS

# SWOT ANALYSIS



## SECTION 8

### ORGANIZATION STRUCTURE



#### Roles and responsibilities:

##### Tech Lead:

The main responsibility of this position would be to look over all technical aspects of Trend-E like maintaining the website and app. Managing platforms by constant updation on products, pricing, orders, tracking, and customer reviews. Managing all backend, and frontend works.

Basically, it is the backbone of Trend-E, as the entire business model depends on the technology.

##### Finance Lead:

They are responsible for tracking cash flow and financial planning and analyzing the company's financial strengths and weaknesses and proposing strategic directions.

He/She is responsible for making decisions on how much to invest and refuse by predicting profit-loss on every deal. They are in charge of sending invoices to customers.

### **Marketing Lead:**

He/She is responsible for overseeing the planning, development and execution of an organization's marketing and advertising initiatives.

He/She often plans direct and coordinates marketing budgets in accordance with organizational goals.

Our goal here is to publicize our brand through digital marketing. Publicizing through an Instagram, E-commerce website, or brand app. Maintaining brand name and working constantly on new trends for advertising, analyzing customer reviews and ratings.

### **R&D Lead:**

A research and development (R&D) manager is responsible for research, planning, and implementing new products and redesigning existing products, and performing research and testing on product concepts.

The R & D manager has to maintain the products and their circulations, and continuously check on product quality.

### **Sales lead:**

A Sales Lead is responsible for ensuring the team achieves target growth and meets sales revenue targets.

He/She has to look at overall sales happening in the start-up and has to manage sales over all periods of time like clearance of old stock and quick moving of new stocks using various strategies. Some of the other responsibilities are contacting vendors, maintaining orders, ensuring availability of stock, backing shipments, ensuring correct delivery, ensuring correct billing on every order, and ensuring product quality before shipping.

### **Chief Executive Officer:**

A Chief Executive Officer's primary responsibilities include making major decisions for the start-up, managing the overall operations and resources of the start-up and acting as the main point of communication between the board of authority and start-up operations.