

PROJECT REPORT

1.INTRODUCTION

1.1 Overview

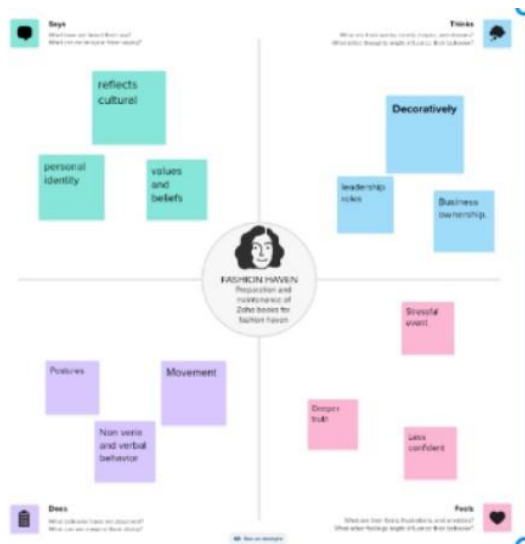
- Fashion Haven, an online retail store, leverages Zoho Books to manage their inventory and track sales.
- They can generate invoices and manage customer payments seamlessly.
- Zoho Books also enables them to reconcile bank transactions and generate financial reports, helping them make informed Decisions about their business..
- Fashion Haven is a Private Limited company also registered under GST in Tamil Nadu.
- Fashion Haven is a retailer of various lifestyle products in wholesale and retail, it has a wide range of customers (B2B& B2C) all over the state and it procures from various suppliers in the state. It operates at a Gross Profit margin of 50%.

1.2 Purpose

- In the heart of the city's bustling shopping district lies a true gem for fashion enthusiasts – the Fashion Haven Clothing Store. More than just a retail space, it's a sanctuary for those who seek impeccable style, quality, and a touch of elegance.
- Fashion design is the art of applying design, aesthetics, clothing construction and natural beauty to clothing and its accessories. It is influenced by culture and different trends, and has varied over time and place. "A fashion designer creates clothing, including dresses, suits, pants, and skirts, and accessories like shoes and handbags, for consumers.

2 Problem Definition & Design Thinking

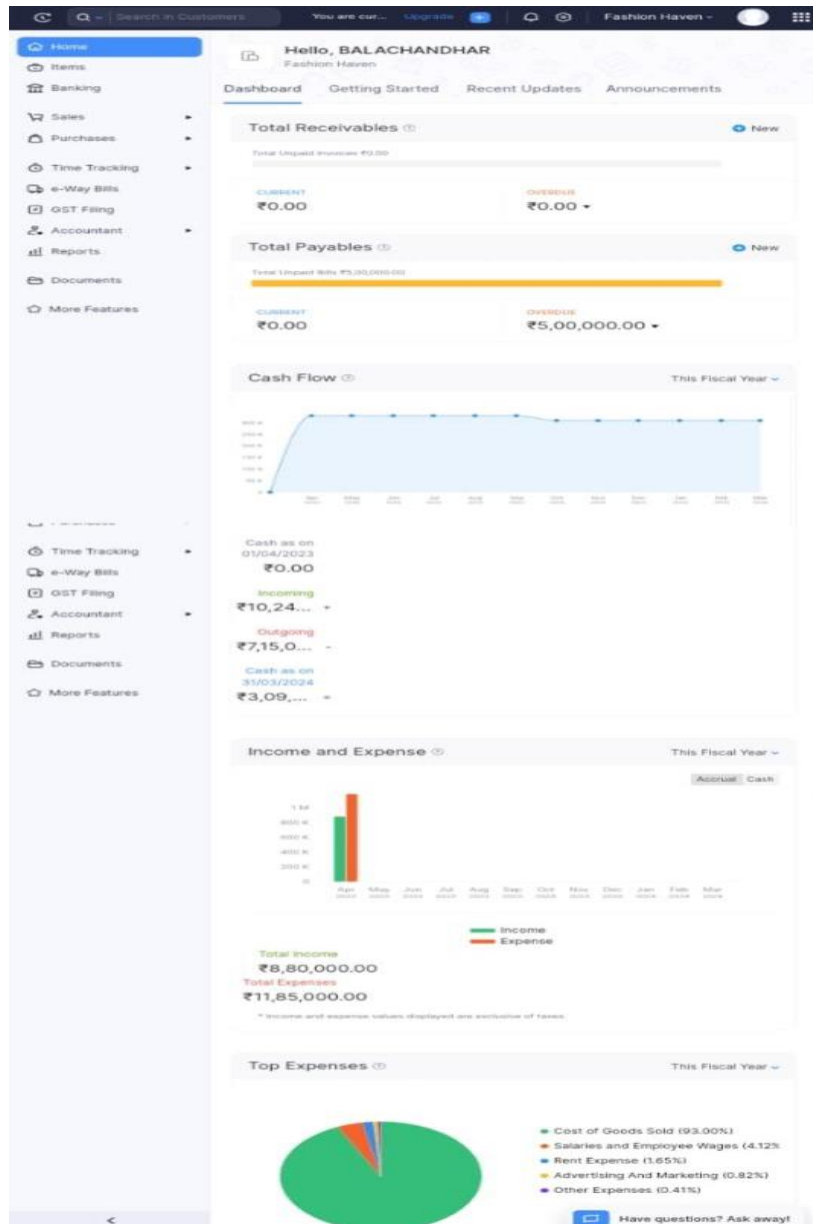
2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3.RESULT



Fashion Haven
Horizontal Profit and Loss

Basis: Accrual
From 01/10/2023 To 31/10/2023

Expense		Income	
OPENING STOCK	0.00	OPERATING INCOME	
PURCHASES	0.00	• Sales	6,00,000.00
VENDOR CREDITS	0.00	<u>TOTAL OPERATING INCOME</u>	<u>6,00,000.00</u>
INVENTORY ADJUSTMENT	0.00	CLOSING STOCK	0.00
COST OF GOODS SOLD		NON OPERATING INCOME	
TOTAL COST OF GOODS SOLD	<u>0.00</u>	<u>TOTAL NON OPERATING INCOME</u>	<u>0.00</u>
OPERATING EXPENSE			
TOTAL OPERATING EXPENSE	<u>0.00</u>		
NON OPERATING EXPENSE			
TOTAL NON OPERATING EXPENSE	<u>0.00</u>		
NET PROFIT/LOSS	6,00,000.00		
Total	6,00,000.00	Total	6,00,000.00

Fashion Haven
Horizontal Balance Sheet

Basis: Accrual
As of 12/10/2023

Liabilities & Equities		Assets	
LIABILITIES		CURRENT ASSETS	
• CURRENT LIABILITIES		Cash	
• GST Payable	0.00	• Petty Cash	-5,15,000.00
• Output CGST	22,000.00	Bank	
• Output SGST	22,000.00	• ICICI Bank 001	3,04,000.00
Total for GST Payable	44,000.00	• Accounts Receivable	1,89,000.00
Rent payable (02)	-20,000.00	Other Current Assets	
Unearned Revenue	8,19,000.00	• Input Tax Credits	0.00
• <u>TOTAL CURRENT LIABILITIES</u>	<u>8,43,000.00</u>	• Input CGST	15,000.00
<u>TOTAL LIABILITIES</u>	<u>8,43,000.00</u>	• Input SGST	15,000.00
		Total for Input Tax Credits	30,000.00
EQUITIES		• Prepaid Expenses	6,30,000.00
Capital Stock	1,00,000.00	<u>TOTAL CURRENT ASSETS</u>	<u>6,38,000.00</u>
• Current Year Earnings	-2,85,000.00		
Drawings	-20,000.00		
<u>TOTAL EQUITIES</u>	<u>-2,05,000.00</u>		
TOTAL LIABILITIES & EQUITIES	6,38,000.00	TOTAL ASSETS	6,38,000.00

4 ADVANTAGES & DISADVANTAGES

- **An Inspiring Personality:** reoudate One of the greatest advantages of fashion is the development of your personality. The people, in your company, get impressed by you and follow you as a model. On the other hand, if your ways and manners ad, folks will neither like you nor enjoy your company.
- **The advantages of It** are that it leads to a more harmonic lifestyle – visually speaking, it celebrates beauty and is inspiring people. Despite common belief, I think it also leads to individuality, as it encourages a person to develop their own style based on fresh trends.
- **The disadvantages** 'would be that sometimes it's not easy to understand it and it can cause frustration – body shaming, degradation of self-esteem as a result of not achieving what's on trend.

5 APPLICATIONS

- Fashion keeps a society lively through different new styles and subsequent changes. Fashion promotes social changes from time to time and also respects traditions and customs in society. Fashion encourages to modify or amend all those customs that are rigid and have no relevancy anymore.
- It will also cover the 5 reasons why we wear clothing: protection, adornment, identification, modesty, and status.
- Fashion is that which characterizes or distinguishes the habits, manners, dress, etc., of a period or group: the fashions of the 18th century. Style is sometimes the equivalent of fashion, but also denotes conformance to a prevalent standard

6 CONCLUSION

- **A Haven for Style Aficionados.** In a world of fast fashion and fleeting trends, Fashion Haven stands as a beacon of timeless elegance and unparalleled style.

- From its carefully curated collections to its commitment to customer satisfaction, the store exemplifies what it means to provide more than just products; it provides an experience that uplifts and celebrates the art of fashion.
- Fashion has been a prominent aspect of a woman's life throughout time. Women of different times and cultures have turned the routine of picking out clothes and putting together different ensembles into a sort of art, or a way to express and promote themselves.

7 FUTURE SCOPE

- Many of the international and domestic fashion corporations and companies, as well as journals and popular design labels, seek out graduates of Fashion Design programmers. As a result, there are many new talents emerging every year with their unique designs.
- Fashion designing is considered to be an extraordinary course and has an extraordinary scope as well. For instance, the rise in the E-commerce fashion world, wherein you can purchase all your outfits and accessories online has led to an inclination in the demand for fashion designers as well.