

Hackathon Day - 01

E-Commerce Market place Products Plan

⇒ General E-Commerce Website
Custom T-Shirts Business

⇒ Purpose

The purpose of this business is provide high-quality, customizable T-shirts that allow individuals, groups, & organization to express their unique identity and creativity. By offering a seamless platform for designing and ordering personalized apparel, I aim to:

• Empower Creativity

Enable customers to create T-shirts with their own designs, quotes, or images, turning their ideas into wearable art.

• Promote Individuality:-

Cater to those seeking unique & meaningful apparel that reflects their personal or message

• Deliver Quality Products:-

use premium

materials & reliable printing techniques to ensure customer satisfaction & durability.

• Support special Occasions:-

Provide tailored solutions for event, gifts, and branding, helping customers make memorable impression.

• Encourage Eco-Friendly Choices:-

offer sustainable options, such as cotton T-shirts, to support environmentally conscious buyers.

⇒ Business Model

• Custom T-shirts

Allow customers to upload their own designs for personalized printing.

• Pre-designed T-shirts:-

Create and sell your own designs like quotes, patterns or trendy artwork.

• Theme-based Collections:-

offer collections like motivation quotes, pop culture, minimalist designs, or seasonal trends.

⇒ Target Audience:-

- young individuals looking for trendy and personalized clothing
- Companies needing branded T-shirts for their staff
- Schools, colleges, or event organizers for bulk orders
- Customers seeking unique gifts for birthday or other occasions.

⇒ Product & Design Ideas

• T-Shirts Types:

- Basic cotton T-shirts (all sizes)
- oversized T-shirts for a modern look
- Crop tops for women.

• Design Ideas:

- Minimalist quotes (eg "keep going")
- Graphics (eg anime, abstract patterns).
- Special occasion theme (eg "Team Bride" or "Birthday Vibes")

⇒ Printing Techniques

• Heat Transfer Printing:-

Affordable and ideal for small business and custom orders.

• Screen Printing:

Perfect for bulk orders with vibrant and durable results.

• Direct to Garment (DTG):-

high-resolution, detailed prints. suitable for small runs and intricate designs

⇒ Set up an online Platform.

• E-commerce website.

Build a website using platforms like Shopify, or WordPress

• Customization Features

Allow users to upload their designs or choose from our templates

• Payment Options:

- 1/ Cash on delivery
- ✓ Through Card
- ✓ Easy Paisa
- ✓ Online Banking

⇒ Marketing

• Social Media Marketing:

- ✓ Showcase designs on Instagram, Facebook, other Social Media Accounts.
- Post engaging content like behind-the-scenes videos or customer reviews.
- Run ads targeting age groups and interests relevant to audience

- Collaborations.

Work with influencers to promote my brand to their followers.

- Special Offers:-

launch discounts during festivals or other peak seasons.

- Content Marketing.

Start a blog or youtube channel about custom clothing trends and tips to drive traffic to my site.

