## Lack of research and planning.

1. Financial mismanagement.
2. Poor hiring and leadership practices.

Data for FY’2010-FY’2015

Facts

India’s apparel and footwear market for kids are estimated to grow substantially in the mid-long term. Overall, the kidswear market makes up approximately 20% of the total apparel market and is expected to grow at a compound annual growth rate (CAGR) of 10.5%. Branded kidswear market is poised to reach over USD 18 billion by 2020. The Indian footwear industry was estimated to be worth INR 385 billion in 2015, of which, Kids footwear comprised 15% of the overall market.

Why?

* high population
* growing exposure of both parents and children towards fashion trends
* double income parents

Which Category

* Across both boyswear and girlswear, denim remains the fastest growing category. Both children and parents consider denim fabric and style more fashionable as well as wearable.
* School uniform is another category
* T-shirts and bottom wear accounted for the second largest market share within the boys segment.
* Girlswear segment, ethnicwear and dresses

[Research and Markets](http://www.prnewswire.com/news/research-and-markets)23 Nov, 2016

The market for kids apparel in India is anticipated to grow at a CAGR of over 12% during 2016-2021, on account of growing sales of kids’ apparel through online sales channels and multi branded retail stores. T-shirts/shirts and bottom wear dominated kids’ apparel market

Facts:

* Rising disposable income
* increasing number of nuclear families
* Growing influence of media and western culture on Indian mind-sets
* large middle and upper middle class population

Why:

Demand for kids’ apparel in the country was the highest in Western and Northern India, due to growing influence of western culture

<https://www.kenresearch.com/consumer-products-and-retail/baby-care/india-kids-apparel-footwear-market-report/19659-95.html>

* Kids belonging to the age group of 8-14 years contributed for maximum market share in terms of revenue generation.
* The kids' footwear industry has been considered as one of the most steadily growing segments in the country.

Notes:

* Since young children under three years of age have very delicate and sensitive skin, parents are particularly concerned about the material of the clothing.
* Those interviewed said they would not purposely buy clothing made of these materials or pay a higher premium for them, because "pure cotton" already satisfied their requirements for the quality of children's clothes.

Unique designs

Adopt targeted marketing strategies

# Starting a fashion accessory business?

Women spend more on handbags than anything else in the accessories market. In 2005 they accounted for 61% of all women’s sales, totalling £350m.

As for men, ties accounted for half of all male accessory purchases in 2005, standing at £156m. Belts also figured prominently, as the next most popular accessory for men to buy after ties.

# App Idea:

1. Login using open source like google or Facebook
2. Simple product inventory with option to apply design which we will provide then show it on different colours + design or vice versa.
3. Calculate price and then Order