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**INTRODUCTION**

**PURPOSE**

Our Brand purpose is to give its customers the high preference, satisfaction, comfort, variety and keeping them up-to-date with the trends. We sell trendy and fashionable clothes to the customer of different age group at a reasonable and affordable price. We give our customers a visual delight to the world of fashion (from the brand) like they have never seen before, make them imagine , identify and inspire them through fashion photography/ videography from our campaigns to any other editorial that is made. Our moto is to staying on the side lines of trends in our field (fashion, photography, videography, etc..) to keep our customers well informed by showing them, well thought off and edited imagery (keep it on budget and do not exceed), through the brands social portals as well as, editorial campaign.

**INTENDED AUDIENCE**

Our target audience is the Middle class Indian families who wants to wear fashionable clothes but budget friendly. Mostly students and families are intended audience who come to buy and fulfil their desires. We sell our products in low prices and high-quality clothes for the youth, as well as for people in their mid 30’s.

**PROJECT SCOPE**

As the market changes quiet frequently, we ought to keep our collections up-to-date. We keep our products, prices and sales well executed and displayed for its customers to have a clear view and understanding. Checking in on our clients is what the brand believes in, their feedback is important to us, in exchange we would like to go out our way to satisfy them with our service. Interacting with them through giving them offers, festive season we do giveaway with gifts hampers. We give tremendous offers to our customers so that they can satisfy their needs and desires by spending less on the fashionable clothes at a pocket friendly price across the country. We have all the resources to show the creativity that makes the brand shines in its views and contribute in the world of hyper market.

**OVERALL DESCRIPTION**

**PRODUCT DESCRIPTION**

We give our customers best in comfort, pattern, print, colours, vision of fashion and overall design. Its designs, mostly focus on daily casual wear, however there is a section in formals too. The brand supports music, art, sports, dance and under privilege people in anyway possible. The designers keep up-to-date with emerging fashion trends as well as general trends related to fabrics, colour and shapes. We plan and develop range often based on theme. We do lot of research and development from the real life inspiration such as street style what people are buying and wearing, their changing of taste into fashion, the fashion trends.

**PRODUCT FEATURES**

We create or visualise an idea and produce a design by hand or using computer. We do fashion forecasting, directional report and market research. We bring our own personal inspiration concept, theme, we play with different colours and designs. Our team supervise the creation of sampling department including fitting, detailing and adaptions. We keep the budget in our mind so that not to disappoint our customers, we do go through many times product planning, fabric development, fabric procurement, design development. Our main aim is to keep the product quality and material best.

**USER CLASSES AND CHARACTERISTICS**

The coordination of our team member is good. We have daily communication with other department such as (Backend, stores and outbound), we all discuss with the team about creative thing.

**OPERATING ENVIRONMENT**

We create fashion public relations (In house or outsourced). We build media relations and create media target list. Our team create content for distributing such as press releases, news alearts and product detail from the basis of PR activity. At the heart of marketing is research, which enables a level of prediction, assumption and trend forecasting. We keep follow our customer behaviour according to their taste and expectation. We do brand concept development.

**DESIGN AND IMPLEMENTATION CONSTRAINTS**

The facts that we keep in our mind is that we keep multi style spot. We thrive on history of our own fabric, great quality material and comfort, confidence and style. We use different kinds of materials such as woven, knit. We stay in contact with internal and external communication, sampling, preparing internal sheets. We check the accessories and trims. We see about the material procurement, raw material inspection. We make the documentation, take the responsibilities for inspection. We see about the fabric and inspect about shrinkage, colour fastness etc. we inspect, test and sample material or assemble part. We do inspection about the sewing defected like open seams, wrong stitching technique, Non matching threads, missing stiches and tensions, colour fastness of the garment, feel and fall the garment, presentation of the final product garment, size defected. Our product also go through the observation and monitor production department.

**ASSUMPTIONS AND DEPENDENCIES**

Our brand currently operates through its eight stores which is spread across West Bengal. Very soon we are going to connect with our customer through E-media. They can get more close to us and fulfil their expectations as their desires. Our main moto is to satisfy our customers wants and meet their expectation by keeping them in our mind. They can get anything they want and it can be any age group. We believe to please our customer and make them happy.