

PROJECT REPORT (A39)

<FLIPCARDS>

SECTION A3, GROUP NO.9

This report consists of all the operations done by Flipcards and its members.

Team Members :

- Vansh Kumar Singh SM22UBBD162
- Yamira Chava SM22UBBD137
- Yash Kumar Singh SM22UBBD164
- Vihitha SM22UBBA040
- Yash Aggarwal SM22UBBD138
- Jash Sanchethi SM22UBBA056
- Raahil SM22UBBD104
- Vishwam SM22UBBD135
- Joshvin SM22UBBD128
- Shashidhar SM22UBBD129

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< EXECUTIVE SUMMARY

Everything began with a group of friends sitting around talking about how to communicate feelings and emotions. We came up with Flip Cards, a greeting card firm, after many hours of thinking. We all believe that using greeting cards to communicate our feelings and emotions is one of the best methods to leave a lasting impression. The team was inspired by this concept to create something remarkable and distinctive that people will remember for centuries to come.

We founded the firm on the premise that Flip Cards would enable people to communicate their feelings to the other person.

In essence, Flip Cards is a Business - to - customer greeting card firm. Well-written cards and letters filled with nostalgia, in our view, are the finest way to express yourself. We want to revive the tradition of handcrafted greeting cards that enrich people's lives with our elegant yet understated designs. We provide custom greeting cards for a wide range of occasions like weddings, birthdays, anniversaries, etc.

Customers have the option of personalizing the cards to suit their preferences and interests.

We are establishing a subscription-based service where customers can purchase a subscription and receive personalized cards from us. Customers may select the occasions for which they would like to receive a card as well as the date on which it should be delivered.

We endeavor to fulfill our purpose to bring back the tradition of hand-made greeting cards and provide & customize cards for a variety of occasions in order to fulfill our vision of instilling the culture of giving our loved ones the delight of receiving

TEAM BUILDING >

How did we start off?

One day, I, the CEO of Flipcards placed an order for a Greeting card and I personally wasn't satisfied with the product and service offered, hence I reached out to my friends and as one thing led to another, a group of 10 friends came together to launch an entrepreneurship venture i.e starting off a greeting card company. The team elected the CEO - Vansh Kumar Singh, the contact person - Yamira Chava and our Minutes of the meeting person

Vihitha . After a lot of intense discussions , the company name (Flip Cards) and logo along with the tagline “to make your life a little easier” were finalized.

Core Working Team

Core working team The team members were delegated their roles as per their skills and the company requirements. The tech part was handled by Yash Kumar Singh & Vansh Kumar Singh. The design team consisted of Vihitha ,Yamira Chava ,& Raahil. The creative cell consists of Yash agarwal, Vishwam & Shashidhar. The Finance Team consists of Joshvin and Jash Sancheti.



The team has gone through to different phases of development -

- **Forming** - The team was established
- **Storming** - Skirmish of ideas , different opinions and confusions were common as the business was in its starting stage.
- **Norming** - The management structure was designed so that there would be no additional problems or misunderstandings.
- **Performing**- The performance by our team was a source of great delight.

< LAYING THE BUILDING BLOCKS

Flip Cards was taking its shape as all the departments in the team were working hand in hand to develop the foundation of the company:

Strategy Development

The team has discussed a variety of concepts for the greeting card business, from ideas for digital greeting cards to ideas for handcrafted greeting cards that may be customized. The team has decided that we will create handcrafted, customisable greeting cards because the concept aligned with our objective and vision to provide our loved ones with individualized experiences that are especially handcrafted for them. We also had a plan in place to introduce a subscription based service in the near future. We built our plans for the future of the company around this concept.

FUNDING

The funding of Flip Cards was the next issue to be resolved. We made the decision that this business will be entirely self-funded, or bootstrapped. We all started pooling our resources to get this business project off the ground.

UNIQUE SELLING PROPOSITION

We were pleased to see that there were several businesses in the market creating greeting card businesses similar to ours because they were, in a sense, working towards the same goals as us, namely reviving the lost joy of giving original and personalized gift cards.

For us to thrive and outperform other businesses in terms of earnings, we need to come up with original ideas and propositions for them.

These are the unique value propositions that we propose to our customers:

Personalizing your card: Our company enables you to create a very customized card with a range of changes that may be made, ranging from little adjustments, such as the font size, to significant ones, such as the choice of paper.

Subscription based service:- We are establishing a subscription-based service where customers can purchase a subscription and receive personalized cards from us. Customers may select the occasions for which they would like to receive a card as well as the date on which it should be delivered.



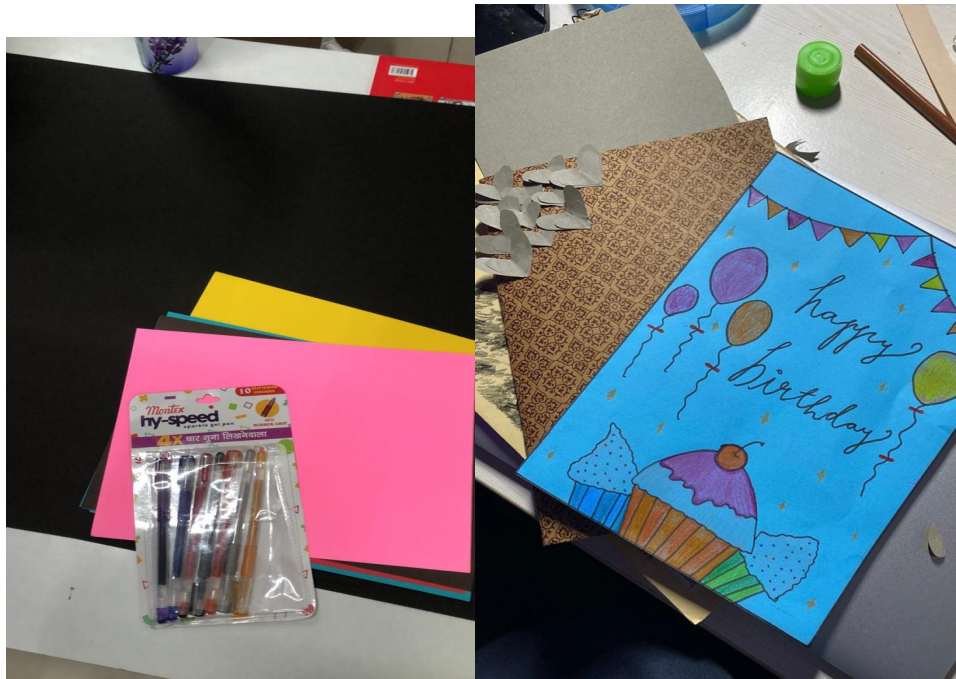
IDEA GENERATION >

We had several thoughts for how to build the website and how to accommodate unique customer demands and customization needs. To discuss the type of paper to be used and creative changes to be made on the website, we held multiple meetings both online and offline. We decided to personalize your card as our primary goal and use a subscription-based service as our premium model. We also made the decision to use organic items because doing so would reduce waste and save the environment. We aimed to run an

efficient business while simultaneously paying attention to customer demands.

< **MATERIALS USED**

We used craft materials like color papers, chart papers, card stocks, cardboards, handmade paper, acrylic & watercolor paints, rust papers, foam sheets, glue and decorative stones



BUSINESS PLAN >

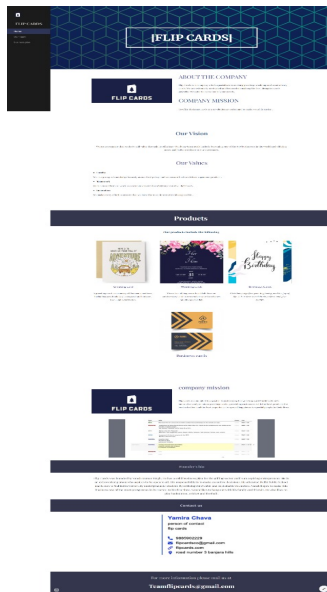
We have referred to everything starting from the executive summary to the management plan

[BusinessPlan-PDF-ReportGenerator.php](#) - Our detailed business plan

< WEBSITE DEVELOPMENT

A website takes a lot of work to create, but our CFO and website developer, Yash Kumar Singh, put in a lot of hours to create a top-notch website. Please visit our website for more information about our company and our products.

[Flip Cards](#)



Our Company's Logo :



BUSINESS EXHIBITION >

What was the exhibition about?

The exhibition was a business plan exhibition where we showcased our product(greeting card) using our entrepreneurial skills , marketing skills, designing skills and speaking skills.

What did we put out ?

To draw clients in, we display our goods in an enticing manner. The visitors particularly enjoyed our handmade cards, so we tried to showcase them. We designed a space where guests could well be delighted by our distinctiveness.

Responses by our visitors

The visitors were highly interested in our product, our idea, and our financing options because they were looking for a potential product. They had a lot of questions, and after we answered them, they were pleased with what the business was doing.

THE RESULT

The outcome was more like a learning process and an awareness of how the corporate world really operates. We gained a lot of knowledge from our errors and were pleased with our accomplishments. This was an exceptional experience for our business.



Induction

After our Business Plan Exhibition our business had learned a lot of lessons. We needed to re-evaluate our choices and realized that we had more positions open in our team so we made a recruitment poster to increase our work family.

We were looking for people who had the motivation and were consistent in working for us and would understand what the company wants.

We needed people who would take down the minutes of each meeting and would be concise in their minutes.

We received 1 resume application : Of Mr.Shashidhar, who is now allotted as a secondary content head for our company and also helps with taking the minutes of every meeting.

Our recruitment poster :

The HR Head Mr.Raahil evaluated the candidate keeping different factors in mind and also offered the job to him. It was collectively discussed and agreed by the rest of the team to add a new staff member.



< MILESTONES

- Flipcards took part in a Business Exhibition which brought in plenty of public exposure and took our company's level from its base to another.
- Creating and designing a website is a huge step itself, as it is one way of allowing the general public to access and be aware of our company.

CONCLUSION >

Flip Cards was set up to attain its target by bringing back the old school customs of giving gift cards and making hand made cards that would try to show the love and work put in by the sender. We are slowly reaching our company goal by making new products and ideas that show the effort and love put in them. Flipcards will continue on its goal and we will continue on our promise.



THANK YOU