



**ZEUS**

MEN'SWEAR

*Aesthetic collection's*

BUSINESS PLAN &  
FEASIBILITY REPORT

PRESENTED BY  
GNANCHANDU

## TABLE OF CONTENTS

<b>CHAPTER No.</b>	<b>TITLE</b>	<b>PAGE</b>
	<b>BUSINESS PLAN</b>	<b>3</b>
	<b>BUSINESS PLAN REPORT</b>	<b>11</b>
<b>1</b>	<b>Executive summary</b>	<b>12</b>
<b>2</b>	<b>Description of products and services</b>	<b>14</b>
<b>3</b>	<b>Technology considerations</b>	<b>17</b>
<b>4</b>	<b>Marketplace</b>	<b>20</b>
<b>5</b>	<b>Marketing strategy</b>	<b>22</b>
<b>6</b>	<b>Organization and staffing</b>	<b>24</b>
<b>7</b>	<b>Schedule</b>	<b>25</b>
<b>8</b>	<b>Financial projections</b>	<b>26</b>
<b>9</b>	<b>Finding and recomendation</b>	<b>27</b>
<b>10</b>	<b>Our top selling products</b>	<b>28</b>
	<b>conclusion</b>	<b>34</b>
	<b>Location</b>	<b>35</b>
	<b>Contact</b>	<b>35</b>

# BUSINESS PLAN

Name of the Firm	<b>ZEUS MEN'SWEAR</b>
Name of business / project	<b>TEXTILE AND MENS WEAR</b>
Location	<b>Villivakam, Chennai-600082</b>
Type of Organization (Proprietary/Partnership)	<b>Proprietary</b>
Address (with Phone, e-mail)	<b>56/9, 31<sup>st</sup> GKM colony , Villivakam, Chennai -600082, 90803709923, chandu1282004@gmail.com</b>
Name of the Chief Promoter(s)	<b>P.GNANCHANDU</b>
Date of Birth	<b>12/8/2004</b>
Names of Partners	<b>NA</b>

## EDUCATIONAL QUALIFICATION :

Course (SSLC/Diploma)	School/University/Institute	Major Subject	Yr. of Passing
SSLC	GOVERNMENT.HR.SEC.SCHOOL		2008
HSC	GOVERNMENT.HR.SEC.SCHOOL		2010
DIPLOMA A	THAI MOOGAMBIGAI POLYTECHNIC COLLEGE	CSE	2013

## SPECIAL TRAINING :

Training in	Institute	Duration	Achievement / Remark
designing	MIT	6 MONTHS	

## WORK EXPERIENCE (PAST & PRESENT)

Organization	Position	Nature of work	Duration
VIPRO IT SOLUTION	CHIEF EXECUTIVE	MANUFACTURING	5 YEARS

Promoter's Annual Income (Last Year)	<b>Rs. 15 Lakhs.</b>
Assets owned by the promoter (s) :Movable	<b>Rs. 3 Lakh.</b>
Immovable	<b>Rs. 30 Lakhs.</b>

**COMPANY'S MAIN OBJECTIVE (Why does the company exist?):****MANUFACTURE OF TEXTILE AND MENS WEAR****FINANCIAL GOALS:**

a) To have a sales revenue amounting to	<b>Rs. 2,50,00,000 per annum</b>
b) To obtain a profit margin of	<b>30 %</b>
c) To obtain a profit per business partner	<b>Rs. NIL</b>

**DESCRIPTION OF THE PRODUCT or SERVICE:****MANUFACTURE OF TEXTILES AND CLOTHING**

- 1) **JIO SERVICES**
- 2) **TVS MOTORS**
- 3) **ZOMOTO**
- 4) **PHILIPS ELECTRONIC**
- 5) **ISRO**

*Needs satisfied by the product or service:*

**All needs of manufacturers related with textiles production can be satisfied**

**IDENTIFICATION OF THE CUSTOMERS :****IDENTIFICATION OF THE COMPETITION (Major competitors):**

- 1) **GUCCI FASHION**
- 2) **ZARA**
- 3) **ZUDIO MENSWEAR**

**Strengths / weakness of the competition :**

<i>Strength</i>	<i>Weakness</i>
Experienced staff's	prize
Quality meets expectations	Lack of branding
Heavy demands	finance

**ADVANTAGES AND DISADVANTAGES OF THE PRODUCT AND YOUR COMPANY**

Price	<b>medium</b>
Quality	<b>High</b>
Terms of Delivery	<b>On time delivery as per customer need</b>
Payment Methods	<b>Cash / Credit/debit/online payment</b>
Customer Service	<b>Very user friendly</b>
Others	<b>Nil</b>

**MESSAGE TO BE COMMUNICATED TO THE CUSTOMERS :**

<b>We undertake all production related clothing and menswear</b>
--

**MARKETING AND MEANS OF COMMERCIALIZATION :**

Present demand & supply	<b>demand exist for designing and supplies.</b>
Competition	<b>A few number of competitors exist.</b>
Target clients	<b>Fashion Influencer</b>
Marketing strategy (USP – Unique Selling Proposition)	<b>More festival offers and discount.</b>

**PROCESS / SERVICE METHOD :**

Technical know-how availability	<b>4 Years of experience in the same field.</b>
Step-by-step description of the manufacturing process	<b>Raw material purchase, Designing, stitching ,Final quality check up,packing, shipping</b>

**WORKING PROGRAMME :**

No. of working days/annum : <b>282 Days</b>			
No. of working shifts (6 hrs.)/day: <b>2</b>			
Installed capacity (annual) : <b>50</b>			
Utilized capacity (%)			
Year - I : <b>20 %</b>			
Year – II : <b>50 %</b>			
Year – III : <b>100 %</b>			
<b>S.No.</b>	<b>Item(s)</b>	<b>Sales (Service)Volume / Yr.</b>	<b>Capacity Utilization (%)</b>
1.	Sewing machine	20	20
2.	Sewing machine	50	50
3.	Sewing machine	100	100

**DETAILS OF THE PROPOSED PROJECT :****LAND AND BUILDING :**

S.No.	Particulars	Area required	Total value	Remarks
1.	Land	Own		Own
2.	Building	2600 Sq. ft.	4,00,000	Advance

**MACHINERIES / EQUIPMENT :**

S.No.	Description	Nos. Required	Rate (Rs.)	Total value (Rs.)
1.	SEWING MACHINE	50	10,000	5,00,000
2.	FABRIC CUTTER	35	5000	1,75,000
3.	FABRIC PRINTER	20	10,000	2,00,000
4.	PACKING MACHINE	10	10,000	1,00,000
5.	MANNEQUIN'S	40	2000	80,000
6.	OTHER EQUIPMENT	10	5000	50,000
<b>TOTAL</b>				<b>11,05,000</b>

**MISCELENEOUS FIXED ASSETS :**

S.No.	Particulars	Nos. Required	Rate (Rs.)	Total value (Rs.)
1.	VECHILE	10	-	10,00,000
2.	OFFICE ITEMS	30	-	3,00,000
3.	COMPUTERS	20	-	10,00,000
4.	OTHER ITEMS	1	-	2,00,000
<b>TOTAL</b>				<b>25,00,000</b>

**PRELIMINARY AND PRE-OPERATIVE EXPENSES :**

S.No	Particulars	Amount (Rs.)	Remarks
1.	Interest during implementation	5,00,000	-
2.	Material expenses	3,00,000	-
3.	Start-up expenses	18,00,000	-
4.	Designing. expenses	2,00,000	-

**WORKING CAPITAL :**

S.No	Item	Duration	Total Value (Rs.)				
			Year – 1	Year – 2	Year – 3	Year – 4	Year – 5
1.	Raw-material stock	3 Months	10,00,000	10,00,000	15,00,000	20,00,000	25,00,000
2.	Semi-finished goods	3 Months	15,00,000	30,00,000	35,00,000	35,00,000	45,00,000
3.	Finished goods stock	3 Months	20,00,000	45,00,000	40,00,000	46,00,000	50,00,000
4.	Sales on credit	3 Months	25,00,000	75,00,000	60,00,000	80,00,000	1,00,00,000
5.	Production expenses	3 Months	25,00,000	15,00,000	23,50,000	20,00,000	20,00,000
<b>Total</b>			<b>95,00,000</b>	<b>2,05,00,000</b>	<b>1,73,50,000</b>	<b>2,01,00,000</b>	<b>2,40,00,000</b>

**TOTAL COST OF THE PROJECT :**

S.No	Particulars	Total value (Rs)
1.	Fixed Capital (sum of 2.1+2.2+2.3)	4,005,000
2.	Working Capital (Sum of 2.5) (For 3 Months)	95,00,000
3.	Preliminary & Preoperative Expenses (sum of 2.4)	28,00,000
<b>Total</b>		<b>16,305,000</b>

**MEANS OF FINANCE :**

S.No	Particulars	Amount (Rs.)	Remarks
1.	Own Investment / Equity	10,00,000	-
2.	Side income	1,10,00,000	-
3.	Working capital loan	40,00,000	-
4.	Any other source (subsidy etc.)	2,00,000	-
<b>Total</b>		<b>1,62,00,000</b>	<b>-</b>

**SALES REVENUE :**

S.No	Items (s)	Quantity Sold / Yr.	Rate / Unit (Rs.)	Sales Revenue (Rs.)
1.	Street wear	20,000	500	10,00,000
2.	Winter wear	12,000	400	48,00,000
3.	Men's wear	25,000	600	15,00,000
<b>Total</b>				<b>2,98,00,000</b>

**RAW MATERIAL (ANNUAL) REQUIREMENT :**

S.No	Item (s)	Quantity	Rate (Rs.)	Total value (Rs.)
1.	All Raw Material	50,000	100	5,00,000
<b>Total</b>				<b>5,00,000</b>

**UTILITIES :**

S.No.	Particulars	Annual Expenditure (Rs.)	Remarks
1.	Power / electricity	10,00,000	-
2.	Water	30,000	-
3.	fixtures	28,000	-
4.	Transport	5,50,000	-
5.	Others	1,00,000	-
<b>Total</b>		<b>17,08,000</b>	<b>-</b>

**MAN POWER (SALARIES / WAGES) :**

S.No.	Particulars	Nos.	Wages / Salary Per Month (Rs.)	Annual expenses (Rs.)
1.	Skilled	16	20,000	44,40,000
2.	Semi-skilled	8	12,000	8,00,000
3.	Designer	10	35,000	32,00,000
4.	Office staff	4	12,000	10,40,000
5.	Others	2	10,000	4,00,000
<b>Total</b>				<b>98,80,000</b>

**REPAIRS AND MAINTENANCE :**

S.No.	Particulars	Amount (Rs.)
1.	Machinery Annual Maintenance Charges	65,000
<b>Total</b>		<b>65,000</b>

**SELLING AND DISTRIBUTION EXPENSES :**

S.No.	Particulars	Amount (Rs.)	Remarks
1.	Publicity expenses	1,00,000	-
2.	Traveling	5,00,000	-
3.	Taxes	80,000	-
4.	Commission	1,50,000	-
<b>Total</b>		<b>8,30,000</b>	



## ADMINISTRATIVE EXPENSES

S.No.	Particulars	Amount (Rs.)	Remarks
1.	Stationery & Printing	25,000	-
2.	Post/telephone	30,000	-
3.	Travel	28,000	-
4.	Miscellaneous	15,000	-
<b>Total</b>		<b>98,000</b>	<b>-</b>

## INTEREST :

Year	Loan amount Outstanding (Rs.)	Interest @ 14% (Rs.)	Installment (Rs.)	Balance (Rs.)
Year – 1	1,25,00,000	17,50,000	42,00,000	1,00,50,000
Year – 2	1,00,50,000	14,07,000	42,00,000	72,57,000
Year – 3	72,57,000	10,15,980	42,00,000	40,72,980
Year – 4	40,72,980	5,70,217	42,00,000	4,43,197
Year – 5	4,43,197	62,048	5,05,244	0

## DEPRECIATION :

S.No	Type of Asset	Cost of Asset	Expected Life	Depreciation @10% (Rs.)
1.	Sewing machine	30,00,000	8 Years	3,00,000
2.	Fabric cutter	20,00,000	12 Years	2,00,000
3.	Other Machines	10,00,000	10 Years	1,00,000
<b>Total</b>				<b>6,00,000</b>

## PRICING :

Particulars	Product - 1	Product – 2	Product – 3
Total product cost per unit (Fixed cost / unit + Variable cost /unit)+Tax	20,00,000	10,20,000	20,50,000
Desired Profit	12,00,00	2,20,000	12,50,000
Sales Price (including tax)	32,00,000	12,40,000	33,00,000

## PROFITABILITY PROJECT

S. No.		Particulars	Amount (Rs. In Lakhs)				
			Year – 1	Year – 2	Year – 3	Year – 4	Year – 5
<b>A.</b>		<b>Total Revenue</b>	<b>2980</b>	<b>3500</b>	<b>4800</b>	<b>5600</b>	<b>6400</b>
<b>B.</b>		<b>Cost of producing</b>					
	1.	Raw materials	500	785	860	998	1185
	2.	Utilities	17.08	18.7	19.8	21	22.8
	3.	Salaries / Wages	98.8	110	130	150	169
	4.	Repairs & Maintenance	0.65	0.85	1.2	2.3	3.3
	5.	Selling & distribution expenses	8.3	9.8	10.5	11.7	8.5
	6.	Administrative expenses	0.98	1.7	1.9	2.7	2.6
	7.	Interest	17.5	20.07	23.15	24.7	26.5
	8.	Rent	2.8	3.8	5.8	6.5	10
	9.	Misc. expenses	<b>2.5</b>	3.5	4.6	5.1	6.2
<b>TOTAL – B (1 to 9)</b>			<b>646.91</b>	<b>953.42</b>	<b>1056.95</b>	<b>1222</b>	<b>1433.9</b>
<b>C.</b>	<b>(A – B)</b>	<b>Gross Profit / Loss</b>	<b>2333.09</b>	<b>2546.58</b>	<b>3743.05</b>	<b>4378</b>	<b>4966.1</b>
D.		Less : Depreciation	6.0	8.8	9.2	10.6	11.5
E.		Less : Income-tax	170	210	300	480	500
<b>F.</b>		<b>Net Profit / Loss</b>	<b>2157.09</b>	<b>2327.78</b>	<b>3433.85</b>	<b>3907.4</b>	<b>4454.6</b>
G.		Loan Repayment	42	42	42	42	5.1
<b>H.</b>		<b>Retained Surplus</b>	<b>2115.09</b>	<b>2285.78</b>	<b>3391.85</b>	<b>3865.4</b>	<b>4449.5</b>



**ZEUS**  
MENS'WEAR

# FEASIBILITY REPORT

Presented by  
GNANCHANDU P

# **CHAPTER 1**

## **EXECUTIVE SUMMARY**

The Indian Textiles and clothing industry plays a crucial role in the Indian economy, and contributes about 14% of industrial production and 4% of GDP of the country. The industry also creates an employment opportunity for about 45 million people and accounts 12% of the export of the country with a share of 6.16% in textiles and 4.31% in clothing in the global market during 2014. While export contributes significantly to the overall growth of the textile industries of the country, the domestic demand of textiles both in household sector also plays an equally important role. The increase in disposable income in the recent years accompanied by accelerated growth in Gross Domestic Product (GDP) of the country has further enhanced the contribution of the domestic demand for the overall growth of the Introduction sector. Besides, the change in fashion trends and improved socio-economic conditions of Indians has also contributed in purchase decisions of consumers for textiles and clothing. One of the important factors for growing demand of textiles is population growth, which has increased to 1.25 billion in 2014. The key driver to the overall growth in demand for textiles and clothing products is the Household sector. With a population of more than 1.25 Bn in 2014 and enhanced purchasing power accompanied with changing trend in fashion and preference pattern, the demand of textiles in the household sector is growing. The growing demand of the end use products is also creating a conducive market for textile industry to sell the product in domestic market. However, there is a need to quantify the domestic demand of the textiles in the household sector in terms of product, fiber and area etc. for helping the industry to devise their business strategy. The available of data will also help in taking informed decision by the government for the development of the sector. The Market for Textiles & Clothing report creates a database on the household sector in the country The accessories and later the clothing will be cool and elegant, making statement to be summarized.

company founder is an experienced entrepreneur and has worked as an art

director for over 8 years. She has already designed dozens of looks and as a designer will be able to create many marketing resources herself and strike up business relationships in the creative industry. She has experience in leadership and has conducted extensive marketing research including an empirical internet survey of over 130 women, which she found by reaching out to motorcycle associations and clubs. She also already stands in contact with various potential clients, business helpers and partners. [fashion business plan example] home office will be located in [fashion business plan example] City, close to the fashion district. While the initial goal is to sell to retail stores, expansion plans include potentially opening its own retail store.

The market research shows evidence that [fashion business plan example] COMPANY will operate in a very favorable environment. This fact, combined with Mrs. [fashion business plan example] COMPANY FOUNDER's very strong competence profile make the business venture very likely to lead to a successful market entry. The accessories and later the clothing will be cool and elegant, making a statement to be summarized as follows: I live and think independently and I am a passionate, self-conscious woman.

[fashion business plan example] COMPANY is established by Mrs. [fashion business plan example] COMPANY FOUNDER. Mrs. [fashion business plan example] COMPANY FOUNDER is an experienced entrepreneur and has worked as an art director for over 8 years. She has already designed dozens of looks and as a designer will be able to create many marketing resources herself and strike up business relationships in the creative industry. She has experience in leadership and has conducted extensive marketing research including an empirical internet survey of over 130 women, which she found by reaching out to motorcycle associations and clubs. She also already stands in contact with various potential clients, business helpers and partners. [fashion business plan example] COMPANY's home office will be located in [fashion business plan example] LOCATION City, close to the fashion district. While the initial goal is to sell to retail stores, expansion plans include potentially opening its own retail store.

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## CHAPTER 2

### DESCRIPTION OF PRODUCTS AND SERVICES

Textile products may be subjected to different modes of deformation including tension, compression, bursting, tear, bending, shear, friction, and abrasion. Details on these attributes and their testing methods can be found in many literatures. These modes of deformation can influence fabric durability over time. Traditional textiles are typically subjected to these modes of deformation as a result of repeated wear, washing, and drying. In some situations, deformation imposed by high physical activities and harsh working conditions can accelerate the deterioration of garment. Technical textiles may be subjected to severer levels of deformation depending on the application. In most applications, the tensile behavior of fabric represents the most critical design parameter. This is particularly true for woven fabrics. In these applications, it will be important to develop a design-problem model of fabric tensile behavior. One of the common expressions of tensile behavior of textile fabrics is the following one, describing fabric tenacity :

#### Products

The company's product portfolio is aimed at providing female motorcycle riders stylish options of bags and clothing to buy and wear. As the number of educated women who buy and ride motorcycles increases, it becomes clear that there is a market niche for providers that cater to the woman who wants to ride her bike in high fashion- whether she is riding to a party, to work or to a date.

The first 12-18 months of operation will be dedicated to starting a line of bags, as this is a good way to gather experience, contacts and a first following of consumers. The costs for starting a bag collection are significantly lower and there is high demand in the market. The types of bags Mrs. [fashion business plan example] COMPANY FOUNDER thought of are medium-

sized should-bags and sports bags as well as hand bags and purses. They will be crafted in styles that appeal to motorcycle-enthusiastic women and will combine functionality and robustness with clean, aesthetic design. The fabric will be mainly high-tech artificial fabrics which are cut and rip-proof and can last for decades. A certain proportion of the products or certain parts of some products will also be made of leather.

Since designing apparel is the mid-term goal of the young enterprise, it makes sense to elaborate the planned product portfolio already at this point. [fashion business plan example] COMPANY will give special attention to the styles, colors and fits to flatter the curvy woman. The niche specialty will be fitting women sizes 6-14, although some clothing will range in sizes 0-14. The products are modern motorcycle wears, including apparels, boots, helmets, bags and motorcycle inspired accessories, such as scarves. Since [fashion business plan example] COMPANY creates clothing that people can wear on and off the bike, the clothes have removable and/or very flexible padding.

When designing the clothing, Mrs. [fashion business plan example] COMPANY FOUNDER focuses on designs that are able to unify function and beauty. All Jackets and any gear that is meant to protect from abrasion and impact while riding a motorcycle will be tested and CE certified.

The goal is to create pieces that are exactly what an urban, individualistic woman is looking for, something that she would wear even if she is not going to ride a motorcycle. Therefore the clothing has to be serving two needs at the same time, just like for example Nautica that caters to the needs of marine sports enthusiasts but has developed such a cult that its clothing is worn in daily life (also Surface to Air produces beautifully crafted riding jacket that might serve as an inspiration for fashion business plan example One very special element of the product portfolio is the inclusion of a new material compound called D30 . D30 is a lightweight and very flexible high density plastic material that can be used for padding and provides a lot of safety despite its being thin and lightweight. The initial communication with the manufacturer that came up with this new material has not yet had a positive outcome. Using this particular material is still considered an important element of the product portfolio of [fashion business plan example] COMPANY

# TARGET MARKETING STRATEGY:





## CHAPTER 3

### TECHNOLOGY CONSIDERATIONS

Textile Technology Platform provides detailed information about the short, mid and long term research in the European textile industry. For discussion about the health, safety and environmental implications of nanotechnology, please refer to Annabelle Hett, *Nanotechnology: Small Matter, Many Unknowns*, Zurich, Switzerland: Swiss Reinsurance Company; The Royal Society and The Royal Academy of Engineering, *Nanoscience and Nanotechnologies: Opportunities and Uncertainties – Summary and Recommendations*, London: The Royal Society, 2004; and Wolfgang Luther (ed.), *Industrial Applications of Nanomaterials: Chances and Risks – Technological Analysis*, Dusseldorf, Germany: Futures Technologies Division of VDI Technologiezentrum GmbH, 2004. A number of books that examine the exploitation of novel functions in the textile industry have been published, such as Sabine Seymour, *Fashionable Technology – The Intersection of Design, Fashion, Science and Technology*, New York: SpringerWien, 2008 and P. Brown and K. Stevens, ‘Nanofibres and Nanotechnology in Textiles’, Cambridge: Woodhead Publishing, 2007.

Electronic-textile (e-textile) technology holds out the promise of truly wearable computers as well as inexpensive large-scale computational devices. New fibres are being created for inclusion in e-textiles, including battery, conductive and mechanically active fibers. Methods are being developed to attach discrete components to e-textiles, including processors, microphones and speakers. In the category of wearable computing, a garment providing the user with precise location information within a building is being developed. Virtually all woven e-textiles are expected to use the new fiber batteries and solar cells that have been developed.

Conductive woven fabrics are being made by utilizing metallic conducting wires as flexible wearable electrical circuits; the properties of these nanotube-based yarns can be leveraged to produce more robust systems far lighter and more flexible than metallic wires. As a step in the direction towards the

creation of nanotube-based electronic components for fabric applications, super-capacitors have also been woven into a textile fabric.

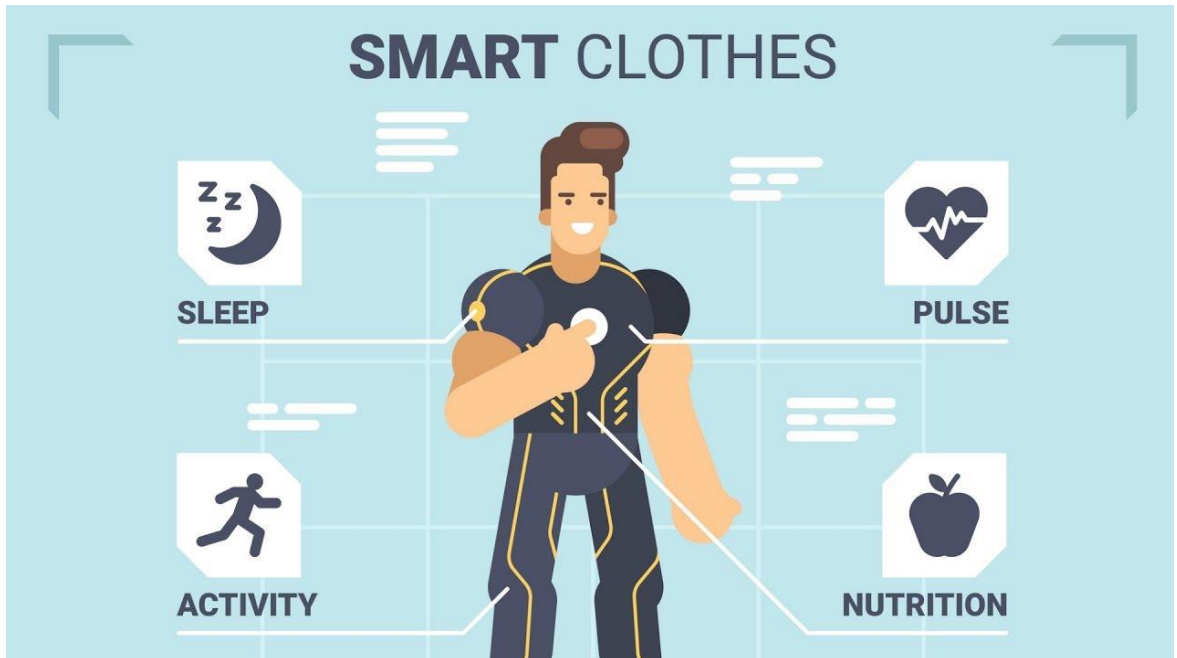
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## TECHNOLOGY IN FUTURE:



## **CHAPTER 4**

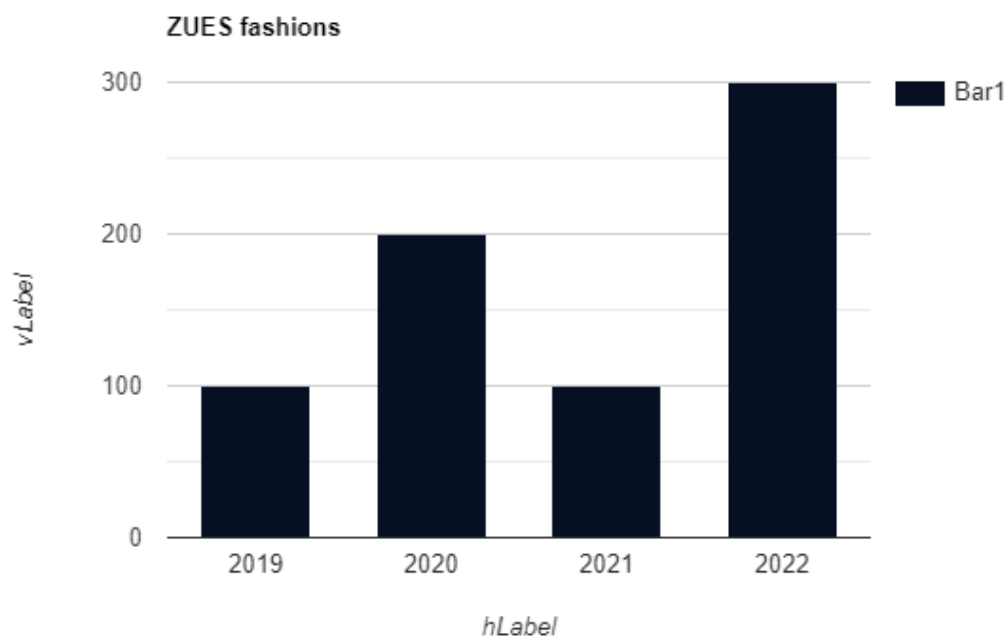
### **MARKET PLACE**

The global textile market size was valued at USD 993.6 billion in 2021 and is anticipated to grow at a compound annual growth rate (CAGR) of 4.0% from 2022 to 2030. Increasing demand for apparel from the fashion industry coupled with the growth of e-commerce platforms is expected to drive the market growth over the forecast period. The industry works on three major principles, designing, production, and distribution of different flexible materials, such as yarn and clothing. Several processes, such as knitting, crocheting, weaving, and others, are largely used to manufacture a wide range of finished and semi-finished goods in bedding, clothing, apparel, medical, and other accessories.

Natural fibers led the market in 2021 accounting for the maximum revenue share of more than 44.5%. This high growth was attributed to the wide use of natural fibers in diverse applications of the fashion and apparel industry. The segment will expand further at a steady CAGR from 2022 to 2030 due to the increasing environmental concerns coupled with the consumer shift toward sustainable products, which will drive the demand for natural fibers. The nylon segment is estimated to register the fastest CAGR, in terms of revenue, over the forecast period. It is widely used in apparel and home-furnishing applications owing to its high resilience, elasticity, and moisture-absorbing properties. In addition, it acts as a substitute for silk-based products, such as women's stockings, parachutes, flak vests, and various others.

The polyester segment is expected to witness a significant growth rate from 2022 to 2030, which can be attributed to the rising demand for polyesters due to different properties, such as high strength, chemical & wrinkle resistance, and quick-drying properties. It is used in both, households as cushioning & insulating material in the pillows and in industries for making carpets, air-filters, coated fabrics, and others.

## MARKETING ANALYSES:



## **CHAPTER 5**

### **MARKETING STRATEGY**

A marketing plan for a cloth industry company sets forth a specific request strategy that identifies marketing pretensions and objects with time-specific conduct for achieving them. The cloth industry includes the design and manufacturing of fabrics and other fabrics. Distribution channels include manufacturers, importers and retailers. As a result of the wide compass of distribution channels, as well as the variety of product and service parts, each marketing plan will vary extensively, and will be particularly acclimatized to each company's pretensions and objects. Not all customers are the same. A target request represents a specific type of buyer that a company has linked as potentially interested in the company's product or service. A target request can represent a linked niche. For illustration, a small manufacturer might conform its design and product labors to the home fabrics request, which represents a fairly large request member. The manufacturer can also conform its products to environmentally conscious consumers, analogous to Europe's Ecolabel cloth products. In such a case, the manufacturer can also vend products to both general retailers in the ménage cloth request and retailers in the niche environmental products request.

**Branding Strategy:** Garment industry can employ these strategies so as to run the production in bulk and build brand so as to get to create identity in market and get consistent consumers for their products.

**Packaging Strategies:** It can implement in order to give some value addition to the outer appearance of product for shipping purpose.

**Distribution Strategies:** Targeting market is crucial and it's necessary to maintain proper distribution channel in order to reach as many as consumers one can.

## MARKETING STRATEGY:



## CHAPTER 6

### ORGANIZATION AND STAFFING

The textile online sales campaign is not anticipated to significantly affect the organizational structure of the company. There are, however, several staffing additions required to successfully implement the online sales campaign. All of these positions will work within existing departments and report to department managers.

**Staffing Position #1 : *Online Sales Manager*** – this full time position will lead sales staff in identifying sales opportunities and converting these opportunities to actual sales. This person will report to textile director of Sales and will work in textile headquarters.

**Staffing Position #2 : *Online Marketing Manager*** – this full time position will lead marketing staff in identifying target customer groups/markets and conducting online advertising/marketing efforts to maximize traffic to textile online marketplace.





## **CHAPTER 7**

### **SCHEDULE**

The textile online sales campaign is expected to take seven months from project approval to launch of the e-commerce platform. Many of the foundations for this platform, such as high- speed internet and web server capability, are already available. The following is a high level schedule of some significant milestones for this initiative:

- ***February 1, 2023*** : Initiate Project
- ***March 20, 2023*** : Project kick-off meeting
- ***April 10, 2023*** : Complete online sales site design
- ***July 1, 2023*** : Complete testing of online sales site
- ***August 21, 2023*** : Complete beta testing trials of online sales site
- ***September 2, 2023*** : Go live with site launch

Once approval of this project a detailed schedule will be created by the assigned project team to include all tasks and deliverables.

## CHAPTER 8

### FINANCIAL PROJECTIONS

The financial projections for the addition of an online sales platform for textile business are highlighted in the table below. These figures account for projected online sales, additional staffing requirements, shipping, material, and insurance costs, contract support for IT and training needs, and web server and hosting costs.

The **assumptions** for these projections are as follows:

- All milestones are performed in accordance with the schedule
- All transactions are closed yearly with no carry-over to subsequent

Measure	Amount (Rs. in Lakhs)					
	Year 1	Year 2	Year 3	Year 4	Year 5	5 Year Total
<b>Online Sales Projections</b>	<b>65</b>	<b>72.4</b>	<b>80</b>	<b>95</b>	<b>109</b>	421.4
<b>Additional Cost</b>						
Additional Staffing Costs	22	24	26.3	30.8	32.5	135.6
Projected Material, Shipping, Insurance Costs	8	9.8	10.5	11.6	12.4	52.3
Additional Web Server and IT Hosting / Maintenance	4.2	5.8	7	8.5	9.3	34.8
Training for Sales and Marketing Staff	15	0	0	0	0	15
Contract for Design, Build, and Implementation of Online Store	18	0	0	0	0	18
<b>Total Additional Costs for Online Sales</b>	<b>102.2</b>	<b>39.6</b>	<b>43.8</b>	<b>50.9</b>	<b>54.2</b>	<b>255.7</b>
<b>Cash Inflow</b>	<b>-37.2</b>	<b>32.8</b>	<b>36.2</b>	<b>44.1</b>	<b>54.8</b>	<b>165.7</b>

## **CHAPTER 9**

### **FINDINGS AND RECOMMENDATIONS**

Manufacturing garment products is not only linked with making of a final product, it also relates to the processing of raw materials. Therefore, the process cotton production to cotton processing need to be under consideration. The main process continues to convert cotton fabric through spinning, weaving, bleaching, dyeing and printing processes. All these stages requires chemical usage and produce a large amount of effluent. There is a great risk of environmental degradation through cotton processing effluents and waste water. The chemical use contaminates water badly and poses threat to aquatic eco-system.

- Nanotechnology innovation for future development in the textile industry
- Once in place this technology is simple to operate and maintain for a relatively low cost .
- Ecommerce infrastructure will be contracted out to vendor which allows AB to share risk\_.

#### ***Marketing :***

- This is expected to propel the growth of the technical application segment in the market during the forecast period.
- The marketplace for online textiles and clothing sales is in a steady state of growth
- The market has been witnessing rapid growth due to growing expansion and mergers & acquisitions activities.

#### ***Organizational:***

- Minimal increases to staffing are required with no changes to organizational structure
- No new facilities or capital investments are required

#### ***Financial:***

- Cash inflow occurs early in the second year of operation
- Five year projections show online sales accounting for 32% of total sales

## CHAPTER 10

### OUR TOP SELLING PRODUCTS

**HOODIE'S:** A **hoodie** (in some cases it is also spelled **hoody** and alternatively known as a **hooded sweatshirt**)<sup>[2]</sup> is a sweatshirt with a hood. Hoodies with zippers usually include two pockets on the lower front, one on either side of the zipper, while "pullover" hoodies (without zippers) often include a single large muff or pocket in the same location. Both styles (usually) include a drawstring to adjust the hood opening. When worn up, the hood covers most of the head and neck and sometimes the face. Hoodies may be worn for aesthetic purposes, or protection against the environment (cold weather, rain, etc.)



**T-Shirt :** **T-shirt** (also spelled **tee shirt**), or **tee**, is a style of fabric shirt named after the T shape of its body and sleeves. Traditionally, it has short sleeves and a round neckline, known as a *crew neck*, which lacks a collar. T-shirts are generally made of a stretchy, light, and inexpensive fabric and are easy to clean. The T-shirt evolved from undergarments used in the 19th century and, in the mid-20th century, transitioned from undergarment to general-use casual clothing.



**SHIRT :** A **shirt** is a cloth garment for the upper body (from the neck to the waist).Originally an undergarment worn exclusively by men, it has become, in American English, a catch-all term for a broad variety of upper-body garments and undergarments. In British English, a shirt is more specifically a garment with a collar, sleeves with cuffs, and a full vertical opening with buttons or snaps (North Americans would call that a "dress shirt", a specific type of collared shirt). A shirt can also be worn with a necktie under the shirt collar.



**TROUSERS:** Trousers , slacks, or pants are an item of clothing worn from the waist to anywhere between the knees and the ankles, covering both legs separately (rather than with cloth extending across both legs as in robes, skirts, and dresses). In the United Kingdom the word *pants* generally means underwear and not trousers. Shorts are similar to trousers, but with legs that come down only to around the area of the knee, higher or lower depending on the style of the garment. To distinguish them from shorts, trousers may be called "long trousers" in certain contexts such as school uniform, where tailored shorts may be called "short trousers" in the UK.



**BLAZER:** A **blazer** is a type of jacket resembling a suit jacket, but cut more casually. A blazer is generally distinguished from a sport coat as a more formal garment and tailored from solid color fabrics. Blazers often have naval-style metal buttons to reflect their origins as jackets worn by boating club members.<sup>[1]</sup>

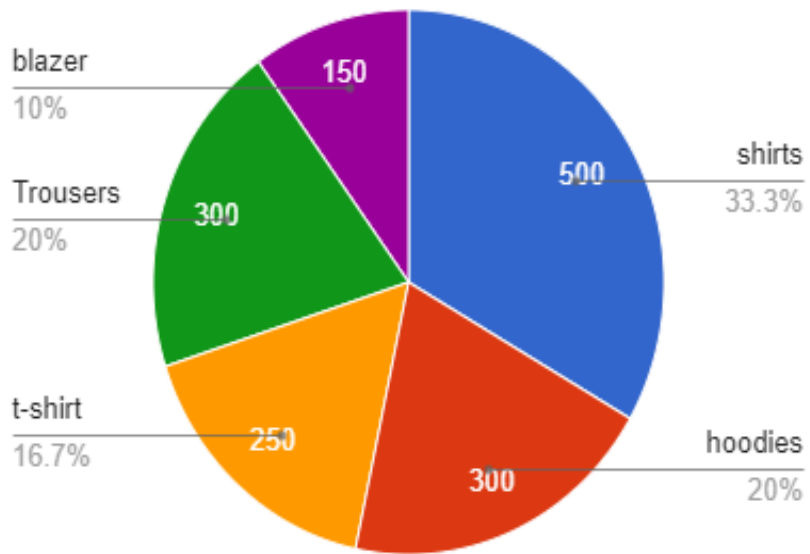
A blazer's cloth is usually durable, as it is intended as outdoor wear. Blazers are often part of a uniform that denotes, for example, an airline's employees, pupils of a particular school, members of sports clubs, or sportsmen and women on a particular team.





## PI CHART OF TOP SELLING PRODUCTS:

ZUES



## CONCLUSION

The Indian textile industry is at present is one of the largest and most important sectors in the economy in terms of output foreign exchange earnings and employment in India. The Textile industry has the enriched potential to scale new height in the globalized economy.

The textile industry in India has gone through significant charges in anticipation of increased international competition. The industry is facing numerous problems and among them the most important once are those of liquidity for many organized sector units, demand recession and insufficient price realization. The long-range problems include the need for sufficient modernization and restructuring of the entire industry to cater more effectively to the demands of the domestic and foreign markets for textiles as per the needs of today and tomorrow. Bricks registered a further growth of 9 percent over the corresponding period of the previous year.

The Indian textile industry has a significant presence in the Indian economy as well as in the international textile economy. Its contribution to the Indian economy is manifested in terms of its contribution to the industrial production, employment generation and foreign exchange earnings. The industry also contributes significantly to the world production of textile fibres and yarns including jute. In the world textile scenario, it is the largest producer of jute, second largest producer of silk, third largest producer of cotton and cellulosic fiber\yarn and fifth largest producer of synthetic fiber\yarn. Textile Industry is providing one of the most basic needs of people and the holds importance; maintaining sustained growth for improving quality of life. The Government of India has also included new schemes in the Annual Plan for 2007-08 to provide a boost to the textile sector. These include schemes for Foreign Investment Promotion to attract foreign direct investment in textiles, clothing and machinery etc.

## **LOCATION:**

Our company “ZUES” menswear is located near VR mall koyambedu  
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## VISITING CARD FOR OUR COMPANY:





