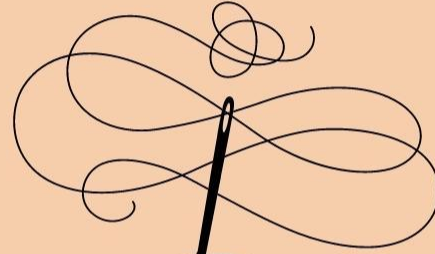
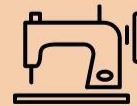
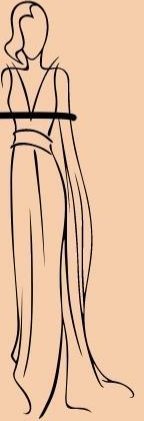


Bestfit

India ka apna Tailor



BestFit



India ka apna Tailor

Problem Statement



1. Size variation among different brands
2. Quality
3. No personalised dresses
4. Expensive



Diagram illustrating shirt measurements: Sleeve length, Chest, Length, and Waist.

DENNIS LINGO

MEN'S SHIRT SIZE CHART

SIZE	BRAND SIZE	CHEST (in)	FRONT LENGTH (in)	ACROSS SHOULDER (in)
38	S	39	27.5	17.5
40	M	41	28	18
42	L	43	29	18.5
44	XL	45	30	19
46	XXL	47	30.75	19.5

Size:

Select ▾

Select

S

M

L

XL

2XL

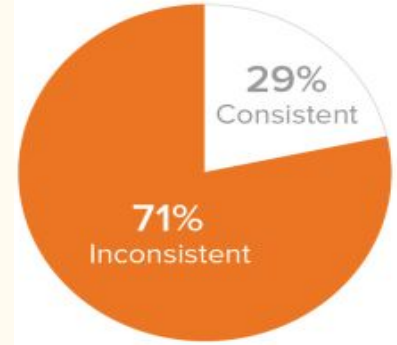
extremely

Washing

• Style - Ent

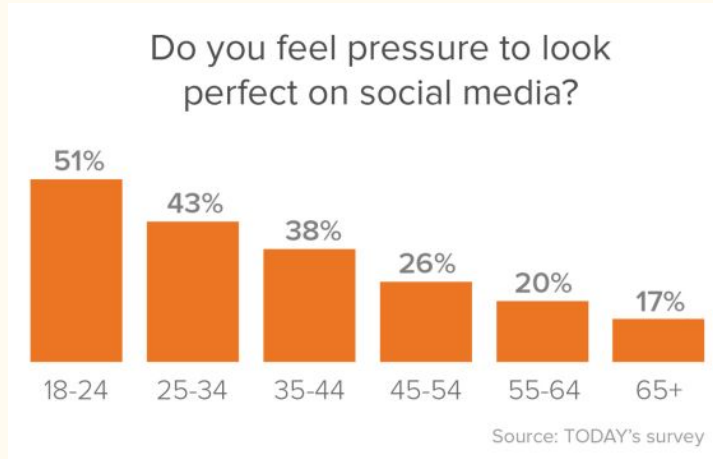
Market Size

According to TODAY's survey, 29% of people said their size is always the same, while **71%** said their varies between brands.



Total available market:

1. Independent Tailors
2. Customers of different age group



Target Market is Mumbai City

Year 1: We will serve existing Customers of our tailors with our service.

Year 2: Through the recommendations of 5 current customers, we hope to acquire at least 1 new customer.

Target Customers-1



1. Corporate people
2. Models
3. Traditional wears
4. Offices and school people who wear uniform
5. Old people

Target Customers-2

1. Small-scale tailors
2. High Skilled tailors
3. Fashion Designers
4. Experts in stitching blouses



Competitive Analysis

	GetBinks	CloudTailor	BestFit
Women Clothing	✓	✓	✓
Men Clothing			✓
Mobile App		✓	✓
Doorstep Delivery	✓	✓	✓
Bulk Orders			✓
Clothing Customization			✓
Multiple Cities		✓	✓
Personal Fashion Designer			✓

Customer Discovery

Taken insights from 30 people (19 Women + 11 Men)

We also approached 17 Tailors (6 Women fashion + 7 Men fashion + 4 Both)

Key Questions we asked:

People

1. Preference : readymade vs. stitched
2. Buying readymade: Which platform?
:Online or Offline
3. Quality issues/Size issues
4. Tailoring cost issues?
5. Difficulties in getting a dress stitched?

Tailors

1. How customer approaches you?
2. Getting new customers?
3. How many orders per month?
4. How much do you expect?
5. How do you retain a customer ?
6. Rates of different services

Problems discovered :

1. High stitching cost
2. Ready-made clothes are preferred as tailoring is time consuming process
3. People don't know small scale tailors
4. Tailors are not getting enough customers

Value Proposition

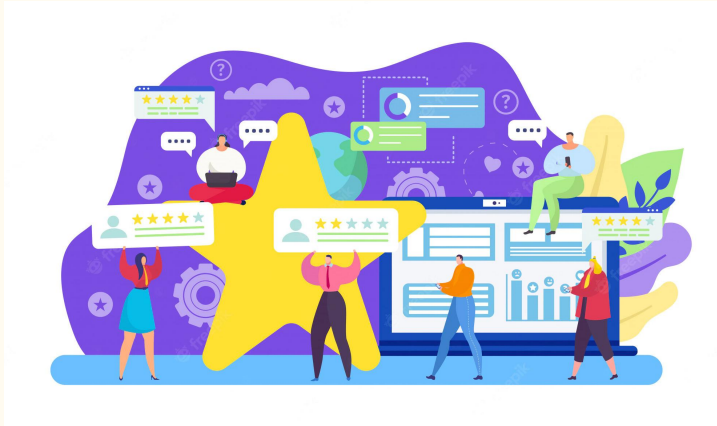
Customers

1. Personalized Clothing
2. Perfectly suited dresses
3. A hassle-free process that makes life easier
4. On-time door-to-door delivery
5. The best fabric on hand to satisfy the request
6. A wide variety of dress styles
7. Having a wide range of tailors to pick from
8. A reasonable price range and the opportunity to bargain

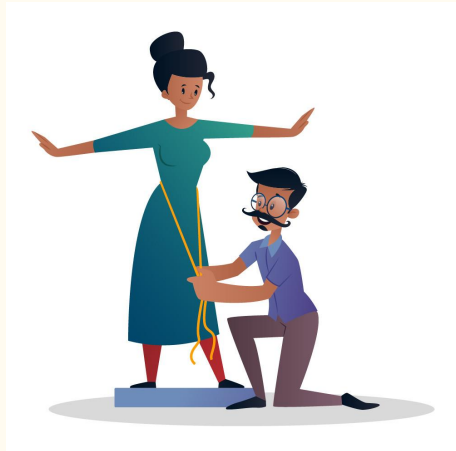


Tailors

1. Reaching out to more clients
2. Schedule orders with flexibility in accordance with workload
3. Chance to win client's trust
4. Get the customer's feedback and rating on an individual basis

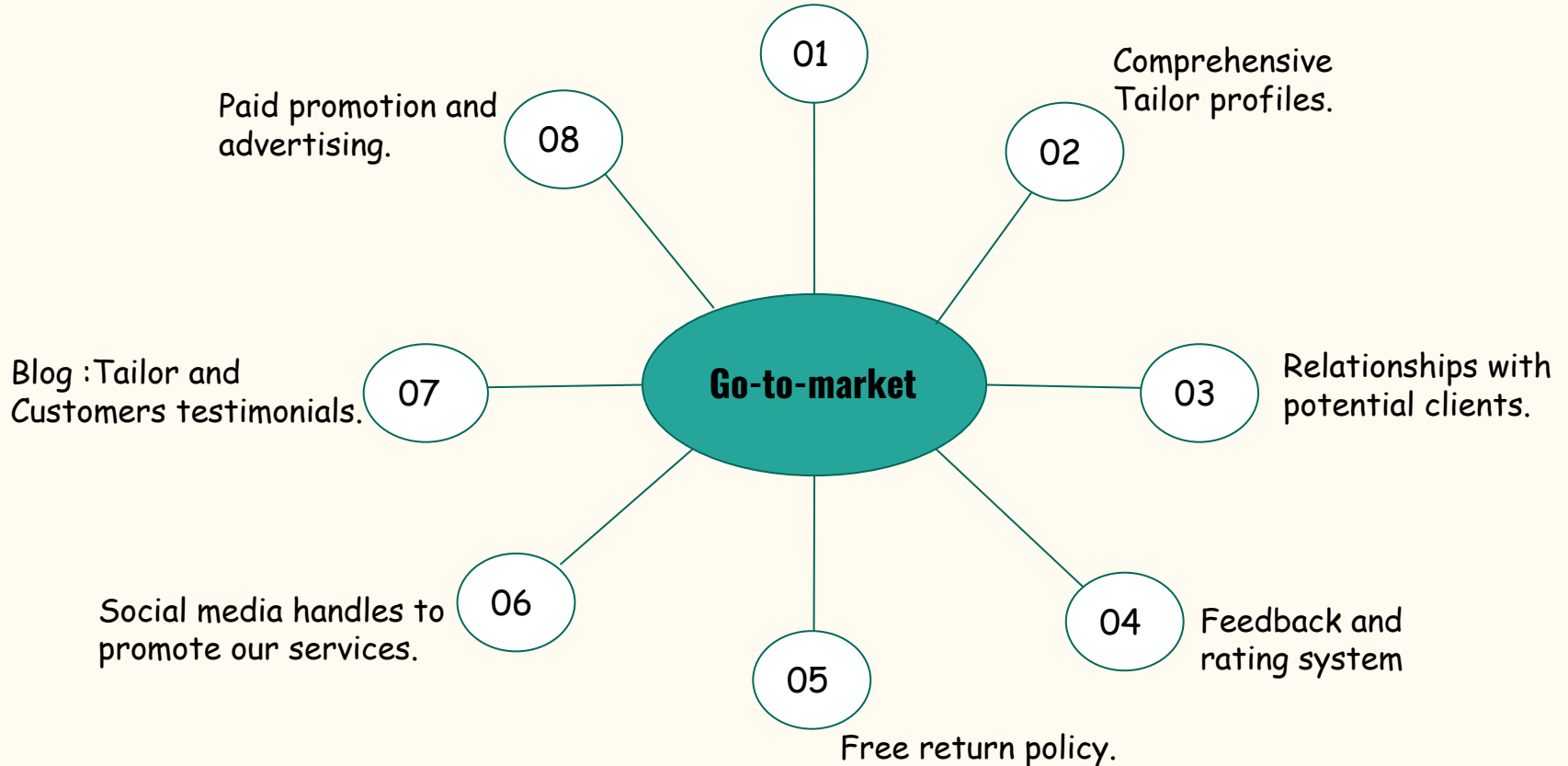


Our Solution



Go To Market

Separate GUI for
Tailors and Customers.

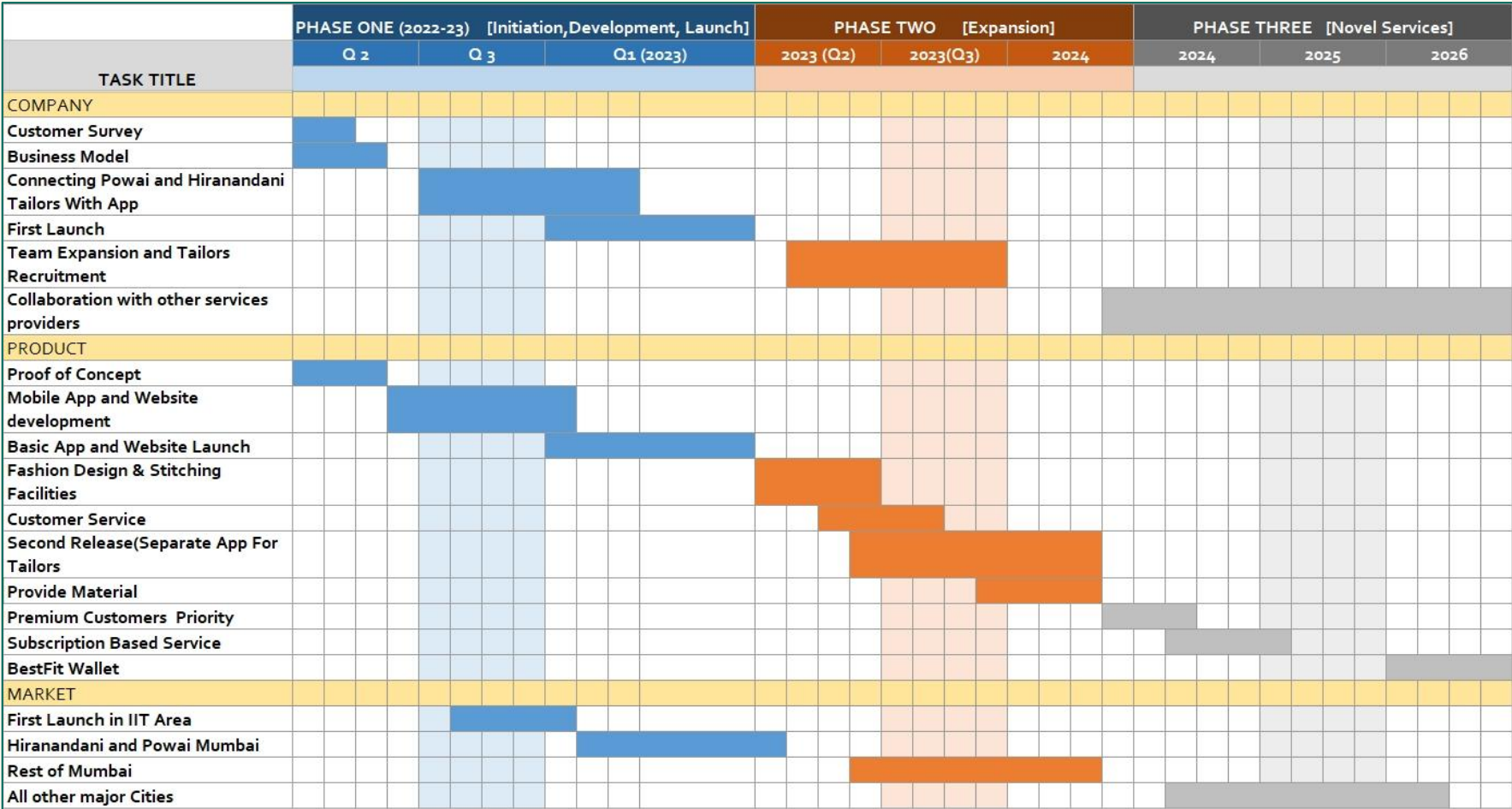


Revenue Stream

1. According to our survey, depending on the order's budget, tailors are happy to give us 5-10% of the stitching costs.
Average Stitching Cost: 800-1200 per dress
2. For customers who are interested, we will display a variety of various types of clothing, materials, and stylized wear.
3. Regular customers can opt for subscription by which they will be eligible for "free shipping".
Fee: 100-150 per month
4. Customer can connect with a fashion designer with nominal charges.



GANTT Chart



OUR TEAM



Naveen Gowda J
CEO & Co-founder
B.tech, Mech.



Anushika K. Poddar
CMO & Co-founder
B.Tech, MEMS



Sanket Mhaske
COO & Co-founder
Energy Dual



Avinash Kumar
CFO & Co-founder
B.tech, Civil



Praveen Saharan
CDO & Co-founder
B.tech, Civil



Mohit Krishna
CTO & Co-founder
B.Tech, MEMS

Financial Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
Commission from Tailors(percent of total cost)	5-7%	5-7%	7-10%	7-10%	10-15%
Pick up and Delivery Charge	50-100	50-100	70-100	70-100	70-100
Subscription Charges	--	--	100-150	100-150	100-150
Personal Fashion Designer	--	300-500	300-500	400-500	400-500
One Time Registration Fees	--	250	300	500	500



Thank You