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Project Management

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Business Case for Customized Jeans for Women

**Project Name: All-Size Jeans**

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| 1. **Introduction/ Background**   Fashion is a booming industry with almost every individual being a direct consumer. Jeans play a big part than we can all image. With “a total of 364 million pairs of women’s jeans purchased in the US alone in a year (Feb 2018-2019)” (SI Team), it is evident that jeans are both staple and versatile in the clothing industry. Moreover, “with a growth of 32% in the number of women’s jeans sold online in 2019” (SI Team), online purchases for jeans have also been increasing tremendously. |
| **2.0 Business Objective**  US is a diverse country with different body types. Jeans are for everyone. Our startup company, All-Size Jeans’ main objective is to include all women through customized jeans depending on their body types, measurements, and preferences. |
| **3.0 Current Situation and Problem/Opportunity Statement**  Women have a hard time finding the right pair of jeans for their particular body type and preferences, even though they are made in different sizes. This is largely a women’s problem compared to men’s as each woman approximately has three different sizes of jeans (Murray). Customers return 40% of what they buy online due to these sizing issues (Dockterman). Even though jeans usually come with sizing charts online, they have only a limited length, waist, and hip measurement ranges for every size and no thigh measurements are provided. This disables tall or short women or women with curvier figures or long torsos, etc. from finding the right size. Moreover, jeans have very poor sizing labels. Not only different brands have different measurements for the same sizes, but also two different jeans with the same size in the same brand fit differently. In addition, “67% of American women wear a size 14 or above, and most stores don’t even carry those sizes” (Dockterman). This makes it even harder for women to find a pair of jeans that fit them perfectly. |
| **4.0 Critical Assumption and Constraints**  Assumptions-   1. Due to COVID-19, there is a high unemployment rate of 14.7%, which might make it easier for All-Size Jeans to find cheap labor. 2. Jeans are bought and used in every season unlike jackets, coats, bathing suits, dresses, etc. helping All-Size Jeans stay in trend throughout the year. 3. Jeans will stay in fashion for the foreseeable future as they can be worn with crop tops, tank tops, long tops, t-shirts, coats, jackets, etc.   Constraints-   1. All-Size Jeans’ products are only available online. It is the customer’s responsibility to provide the right measurements. 2. All-Size Jeans’ target market is only women because our products are only made for women. |
| **5.0 Analysis of Options and Recommendation**  Options-  One of the best brands known for denims is Levi’s, which is everybody’s go to option. Though they cover all sizes, they are extremely expensive ranging from 50$-150$. Moreover, for sizes 14 and above, there’s very limited options with approximately 3-5 different types of jeans, unlike the lower sizes that have approximately 100-140 types of jeans (Women’s Jeans). This is the case with every other brand.  There are boutiques and tailor shops specifically for customized clothing. Though, people usually go to these stores for fancy clothing and accessories. Moreover, getting a customized pair of jeans in a boutique would be really expensive. In addition, not everybody prefers going to a store to give measurements and buy clothes. Most people buy premade jeans either in store or online.  Recommendation-  All-Size Jeans company is specific to denims. We offer the best deal online for any kind of jeans for women in all sizes and shapes. It is similar to ordering premade jeans online, except these jeans are made after being ordered, according to the body measurements and preferences. |
| **6.0 Preliminary Project Requirements**  The All-Size Jeans company first needs to register its business name. We have to obtain licenses and permits from the state and federal government. We must comply with federal environmental laws and also, follow labeling guidelines. We should also create an LLC in order to protect personal liability. We would also require liability insurances. We would also need sufficient space in the warehouse for the expansion of this company in the future through men’s jeans. We not only need cheap labor, but also some intern fashion designers and web designers to work, as this is a startup company and we can’t afford to pay several employees. |
| **7.0 Budget Estimate and Financial Analysis**   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | **Startup** |  |  | |  |  |  | | Warehouse Rental |  | 5,500$ | | Salaries |  | 15,580$ | | Insurance |  | 200$ | | License |  | 49$ | | Taxes |  | 429$ | | Machine |  | 897$ | | Fabric & Threads |  | 4,950$ | | Advertising |  | 600$ | | eCommerce platform |  | 30$ | | Cargo Van Rental |  | 1,750$ | | Repairs and Maintenance |  | 500$ | | **Total** |  | **30,436$** | |  |  |  | |  |  | |
| **8.0 Schedule Estimate**  We could start working by the end of the year after we get the funds. |
| **9.0 Potential Risks**  It is important that All-Size Jeans gets all 30,436$ as soon as possible because this is the minimum amount that we need in order to start this business by the end of the year. There is a competitive risk because it can be difficult to compete with famous denim brands; therefore, it is necessary to start advertising our company and products and provide pre-order option before we even start selling them. |

Work Cited

SI Team. How women in the US purchase jeans. Statistics. 2019. Sportwear International.

Murray, Rheana. It’s not you- women’s clothing sizes don’t make sense. 2016. Today.

Dockterman, Eliana. Inside the fight to take back the fitting room. One size fits none. Time.

Women’s Jeans. Jeans. Women. Clothing. Levi’s.