LEAN STARTUP MANAGEMENT

TEXTILE AND GARMENT STORES MARKETING APPLICATION

PROJECT REPORT

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- ***PURPOSE OF THE PROJECT:***
- When you starts living in a new place One common problem you may face is finding a good cloth store or textile shop. especially for ladies. You need to ask your neighbours for the tailoring shops or textile shops.

- And you really don't have any idea about their experience.
- Whether they have good customer reviews or not?
- How much they can charge for different types of cloths?
- And so many other confusions you may have
- Here our textile management system application comes.
- The Textile management system application is developed for managing the textile shop.

- # **Cont'd**

- The idea of textile shop development is how to manage the textile shop in a good manner .

- we can say managing the textile shop well from which people can get profit or just stay out from the difficulties, how the things is proper in the shopping mall, how to attract customers by making the process simple.

- This application will help the customers to find their beloved and tailoring shop near them easily.

- ***PROBLEM STATEMENT:***

- As the textile management is very big to handle the manual maintenance of details has become a tedious task for the production management with more number of customers.

- Lack of miscommunication between the department's leads to a great loss for the company.

- The availability of the raw materials should be tracked simultaneously while production planning.

- When it's come to tailor shops the measurements taken from the customers may be miss matched.

- And so many times the customer have problem with contact with the shop.

- Tracking or check the progress of their order customer need to ask the tailor every time.And it's very irritating task both for customer as well as to the tailor
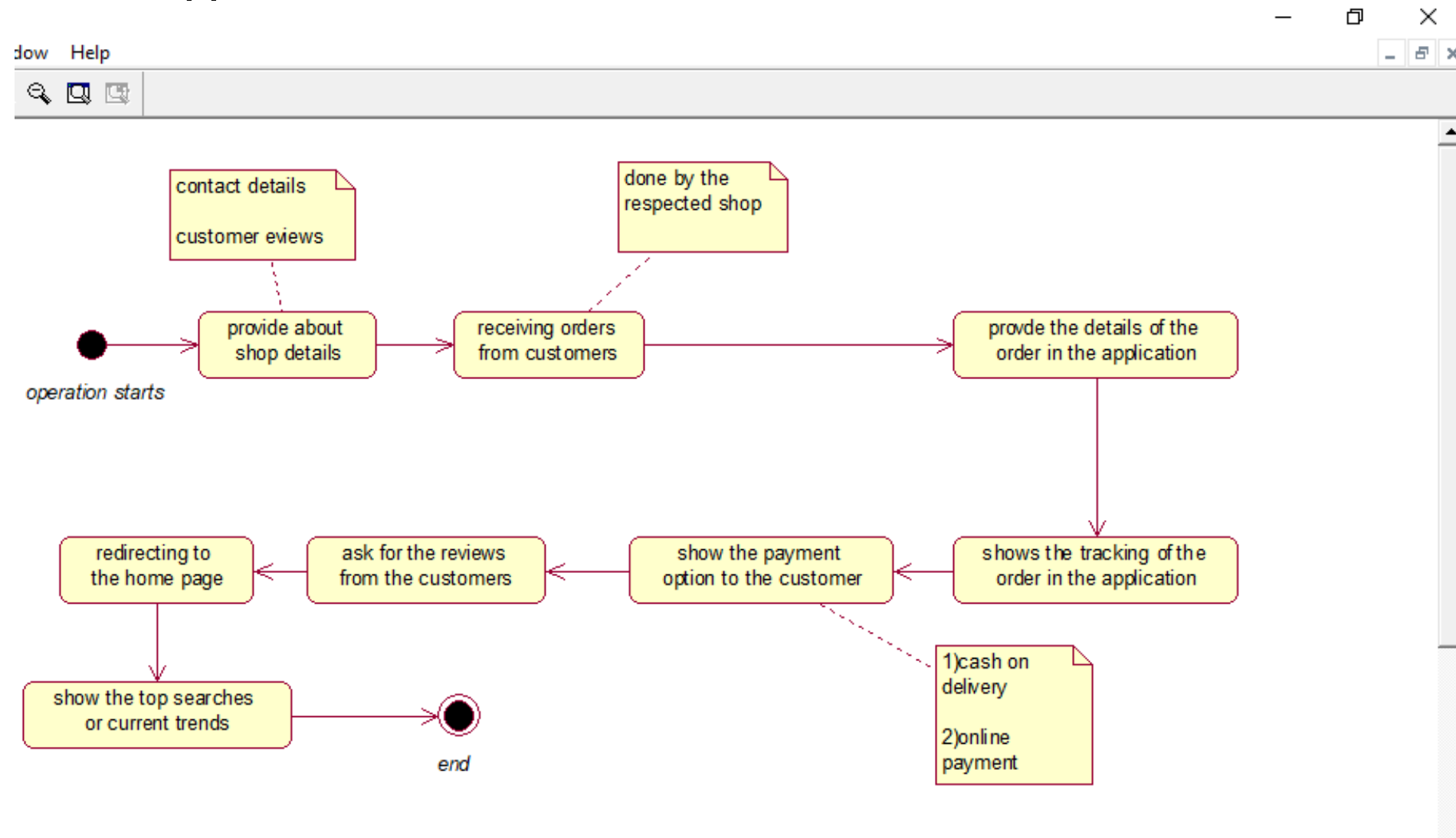
- ***OTHER PROBLEMS INCLUDES:***
- Maintenance details

- Validation problems

- Inquiry of available product

- No security facility

- Update problem
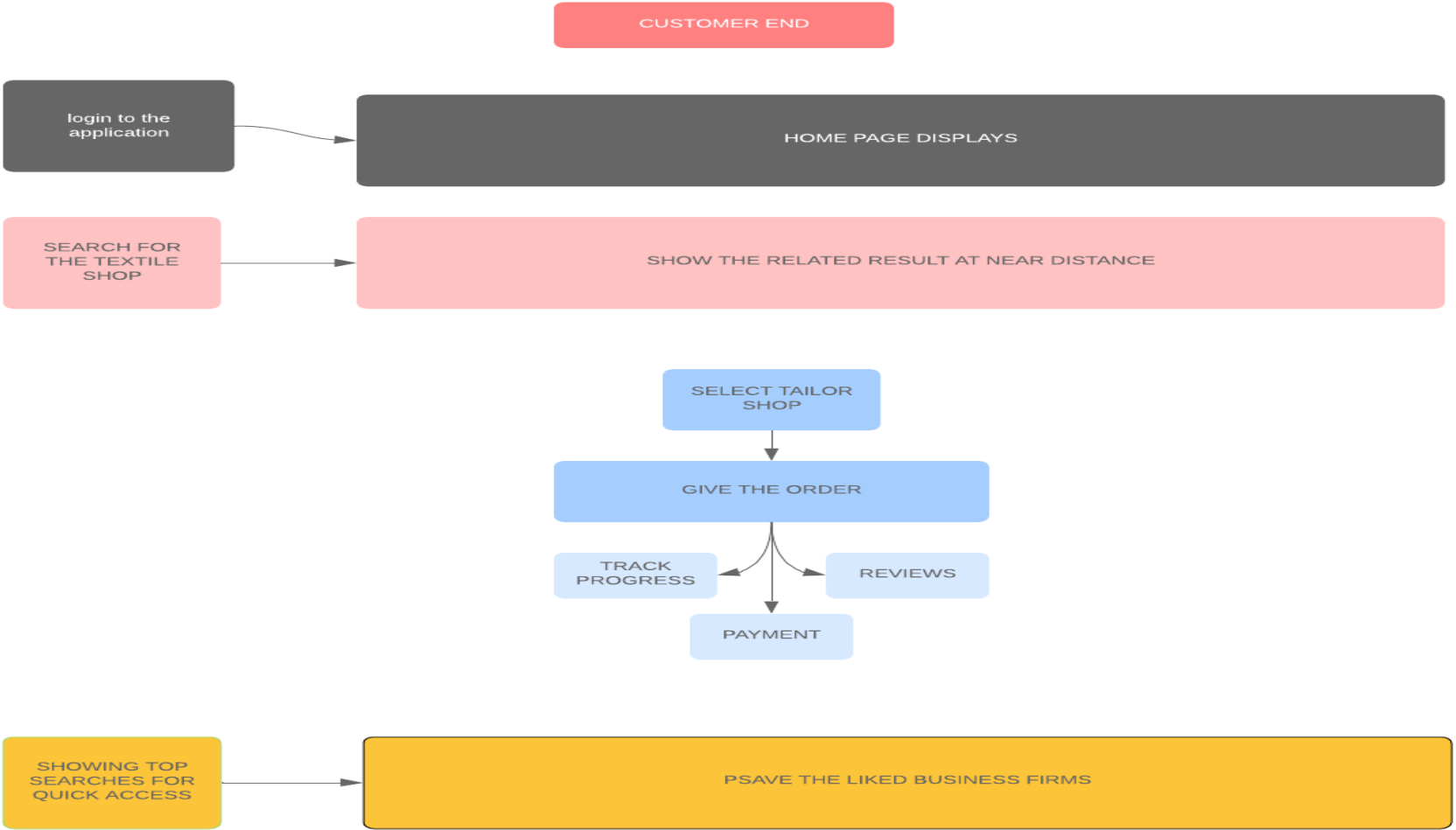
- ***SOLUTION TO ALL THESE PROBLEMS:***

- Textile and garment store marketing application will help to reduce the human effort and helps to organize the data efficiently.

- Using this application customers can find the textile shops garment stores near to them.

- They can check the customers reviews

- They can check the quality of the products from visiting the stores near to them.

- They can make their own choice

- Customers can monitor the work which is going on.

- It means tracking the progress is becomes very easy since no need to call the dealer for the progress of the work.

- Mismatching of the products won't happen since the records are computerised.
- This application will be very beneficial to the textile shops.

- Because this application help them to access to the more number of customers
- This helps for their business growth

- Business firms can take the feedback from the customers and that can help to improve the quality in the product and to develop the business.

- Last but not least is this application help all the stakeholders in a very good manner by supporting in all aspects.

- ***ARCHITECTURE***
- From the application side:

FROM THE CUSTOMER SIDE

CUSTOMER END

login to the application → HOME PAGE DISPLAYS

SEARCH FOR THE TEXTILE SHOP → SHOW THE RELATED RESULT AT NEAR DISTANCE

SELECT TAILOR SHOP
↓
GIVE THE ORDER
↓
TRACK PROGRESS   REVIEWS
PAYMENT

SHOWING TOP SEARCHES FOR QUICK ACCESS → PSAVE THE LIKED BUSINESS FIRMS

- ***CUSTOMER SEGMENT:***

- In this project the textile marketing application is the main player so.

- From the perspective of application owners there are two types of customers .

- 1)GENERAL PEOPLE

- 2)GARMENT SHOPS

- **1)GENEREAL PEOPLE:**

- THESE PEOPLE Use the application to check the shops in any location .
- They can contact the shop at any time provided in the details of that particular shop

- **2)GARMENT SHOPS:**
- This application helps the business firms to maintain the good relationship with the customers.
- They can get the feed back from the customers.
- This application can provide the information related to most liked styles in that particular region based on customer orders using machine learning.

- ***<u>CUSTOMER VALUE PROPOSITION [CVP]</u>***

- Combined benefits of your product or service going to offer it's customers is called customer value proposition or simply CVP.

- **In our project the following are the unique benefits that customers will have:**

- 1]Accessibility
- 2]Reliability
- 3]customer relationship management
- 4]quality service [give more clarity to customers on what they really looking for]

- **This service will be a real success only when you identify your user persona[TARGET CUSTOMERS]**

- Those are the following:
- 1]NEW CITIZENS OF THE TOWN
- 2]ELDERS CITIZENS
- 3]WOMAN
- 4]TEXTILE SHOPS OWNERS AND THEIR PROFILES
- 5]TAILOR SHOPS OWNERS AND THEIR PROFILES
- 6]SOFTWARE DEVELOPERS AND ENGINEERS
- 6]SPONSORS

- And what are the potential benefits our service provides to the customers?

- The following are the benefits:

- 1]Customers can know the timings of stores
- 2]Customers can check the ambience of the stores
- 3]The shops can connect to huge number of customers through this application
- 4]The textile stores can get the suggestions from the customers

Website interface
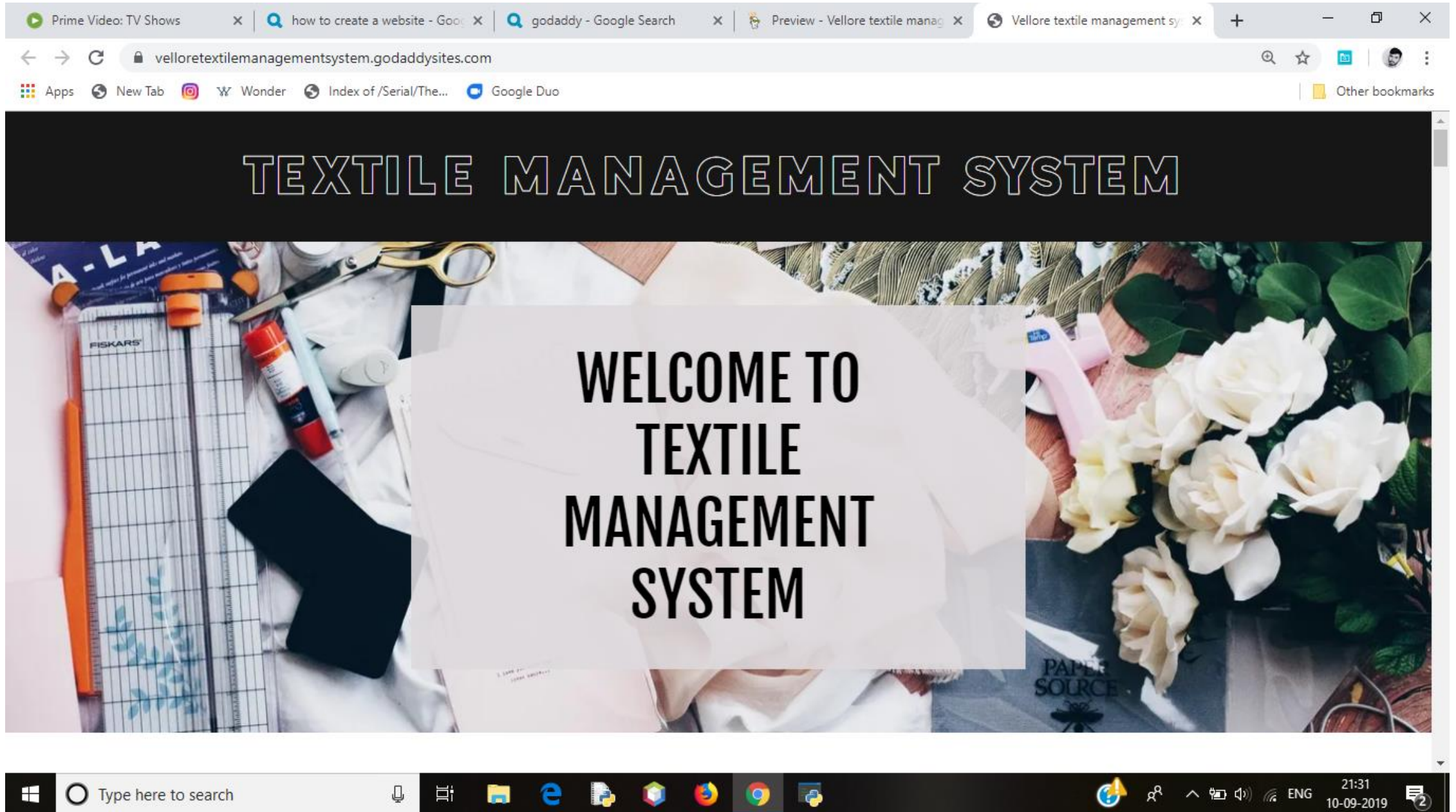
CATEGORIES

TEXTILE STORE AND TAILOR SHOPS

search

your favorites

list of all stores

APPLICATION DETAILS

suggestions

customer service

velloretextilemanagementsystem.godaddysites.com

GET STARTED

top stores

find shop near you

Prime Video: TV Shows × | how to create a website - Goo × | godaddy - Google Search × | Preview - Vellore textile manag × | Vellore textile management sy × +

velloretextilemanagementsystem.godaddysites.com

Apps   New Tab   Wonder   Index of /Serial/The...   Google Duo   Other bookmarks

DEALS

Need a Tailor

locating top rated tailors near to you

Best Offers Across Different Stores

Know the best offers to visit the suitable store to you

popular fabrics

check the current trending fabrics across different stores

KNOW FUTURE DEALS FROM DIFFERENT STORES

new stores opening near your location.

PAYMENT

YOUR ORDERS

YOUR PAYMENTS

YOUR PROFILE

CONTACT US

Drop us a line!

Name

Email*

Message

SEND

Vellore textile management system

Hours

Open today 09:00 am – 05:00 pm ⌄

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

SITE CONTENT

services

we provide services to find the stores near you to reduce your effort in finding a store

refer the application to your friends

get exiting cashbacks on your future orders

ee

100%off

use the application to find the store and show the code at the store to get 100 % cash back on your first purchase

Vellore textile management system

THANK YOU

REVIEW 2 & 3

REVENUE MODEL

- **Price strategy:**

- to use this application customers no need to pay money.

- But the garment retail shops textile shops just need to pay 500 rupees for subscription per year. This amount is for maintenance.

YEAR	REGISTRATION FEE
2019	500
2020	500
2021	600
2022	600

REVENUE MODEL (CONT'D..)

- **2019 GOAL:**
- NO OF REGISTRATIONS:5000
- Registration fee:500
- Total revenue:$5000 \times 500 = 2{,}500{,}000$
- The first year investment is 2500000.since registration fee is not charged to any shop to let them believe in the idea.

- **2020 GOAL:**
- NO OF REGISTRATIONS:7500
- Registration fee:500
- Total revenue:$\{7500 \times 500\} + \{2{,}500{,}000\} = 6{,}250{,}000$

REVENUE MODEL (CONT'D..)

- 2021 GOAL:

- NUMBER OF REGISTRATIONS:10000

- REGISTRATION FEE:600

- TOTAL REVENUE:{10000 × 600}+{6,250,000} = 12,250,000

- 2022 GOAL:

- NUMBER OF REGISTRATIONS:12500

- REGISTRATION FEE:600

- TOTAL REVENUE:{12500 × 600}+{12,250,000} = 19,750,000

BREAK EVEN ANALYSIS:

- THE FOLLOWING ASSEMPTIONS ARE MADE:

- In year 2019,2020 the no of registrations are 12500 with the revenue of 6,250,000

- In the year 2021,2022 the no of registrations are 22500 with the revenue of 13,500,000

SERVICE	COST/REGISTRATION	NO OF REGISTRATIONS	REVENUE
CLOTH STORE MARKETING APPLICATION	500	12500	6,250,000
	600	22500	13,500,000

CONT'D

Total fixed cost comes to Rs. 389,714 lakhs including the interest paid for the loan at 13%. Breakeven quantity is given by Q = Total fixed cost/ (Price/unit – Variable cost/unit)

| TOTAL REGISTRATION VALUE	5,000
EACH REGISTRATION FEE	500
VARIABLE COSTS	1,515,000
VARIABLE COST PER UNIT	303
TOTAL FIXED COSTS	389,714
BREAKEVEN	1978.2

CONT'D

- Breakeven Quantity is 1978 units(registrations) and is achievable in 5.7 months. Assuming that the o of registrations is 5000.

BREAK EVEN ANALYSIS:

BREAK EVEN ANALYSIS	REVENUE			
sales	**5,000**	**7,500**	**10,000**	**12,500**
	2,500,000	62,50,000	12,250,000	19,750,000
Total fixed cost	**389,714**	**584,571**	**779,429**	**974,285**
Variable cost per unit	303	303	303	303
Total variable cost	1,515,000	2,272,500	3,030,000	3,787,500
Total cost	1,904,714	2,857,071	3,809,428	4,761,785
profit	595,286	3,392,929	8,440,572	14,988,215

PROCESS FLOW
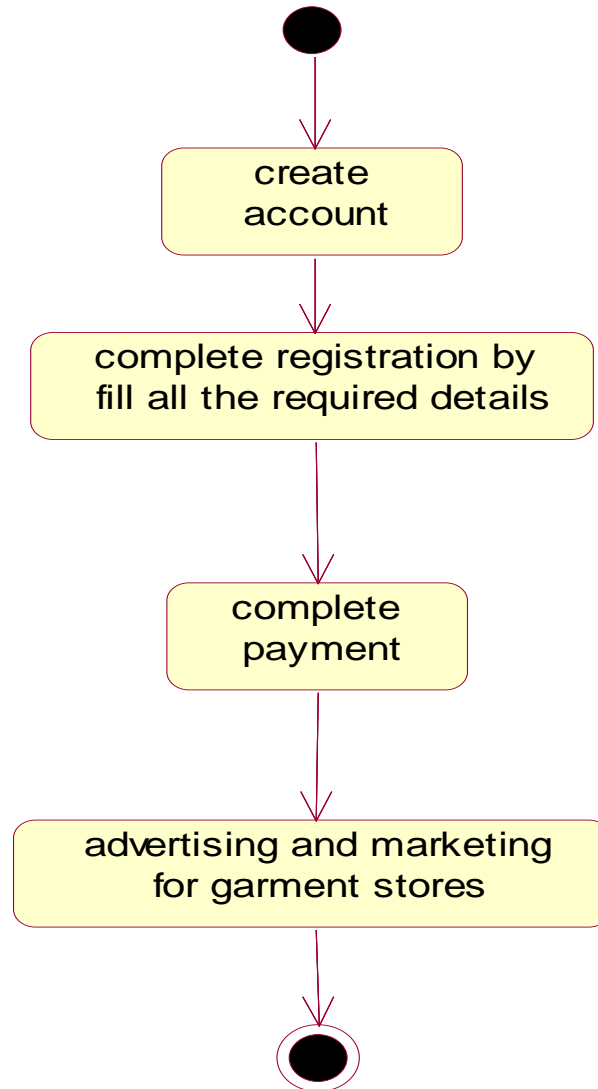
INFRASTRUCTURE REQUIREMENT

1] OFFICE REQUIREMENTS

- Minimum space 3000 sqft

- Power backup[generators , invertors]

- Refreshments to the staff

- Unique architecture

- Security guards

- Safety alarms , security alarms

Cont'd

2] CONFERENCE AND FURNITURE REQUIREMENTS

- DISCUSSION ROOMS
- STORY BOARDING EQUIPMENT
- CHAIRS FOR DIFFERENT PURPOSES
- DISCUSSION TABLES
- BOARDS

cont'd

3]ELECTRONIC REQUIREMENTS

- COMPUTATIONAL DEVICES[MONITOR,CPU,PRINTERS]
- PROJECTORS
- BIOMETRIC DEVICES

COMMON REQUIREMENTS SUCH AS:
- LIGHTS
- FANS
- POWER SUPPLY REQUIREMETS

cont'd

4]BACKUP REQUIREMENTS

- DATABASE DEVICES
- SERVERS
- CLOUD STORING DEVICES

cont'd

5] FUND REQUIREMENTS:

- Start-up costs

  LAND AND BUILDINGS: = (30000*12) = ₹3,60,000

  ELECTRONIC = (6L+2L+7L) = ₹1,500,000

- Salary

  (15) * (₹700/day) * (300days) = ₹3,150,000

- As this application is service based so , no raw material is required in huge .

Cont'd

- **FIXED CAPITAL**

  LAND AND BUILDING = 3,60,000

  EQUIPMENT = 1,500,000

- **CAPITAL FOR CONTINGENCIES**
  - In this, if our start-up faces any loss of contract or any loss due to fire or any natural accidents, we'll claim the insurance of our company. So, we will be able to overcome our losses by claiming money from Insurance company, which will be around Rs. 40 lakhs.

- **SOURCE OF FUNDS**
  - Personal funds =5 members *5 lakhs =Rs 25 lakhs
  - Loan =Rs 10 lakhs
  - Total =Rs 35 lakhs

• LEAN CANVAS

PROBLEMS:

- It's tough to find a best cloth store within very less time.
- Time consuming
- Tough to find desired product
- Pricing
- Contact information
- Address details
- stores has very less publicity Even they have good products customer strength may less

SOLUTION

1]User can view all the available cloth stores near to them.
2]Can know all information about all stores such as pricing,styles , address details ect.
3]All garment stores can get publicity with very less amount

KEY METRICS

- Quality of service
- Customer relationships management
- time and money
- experiance

UNIQUE-VALUE PROPOSITION

1]Still today there is no such platform to do marketing for the small and medium scale garment stores in india.

2]In this platform both users and cloth stores connected directly.

3]User need not to pay any amount to use the application.

4]Most important thing is it saves time, energy, money .

5] And finally it has all the qualities to become a start-up.

UNFAIR ADVANTAGE

- Marketing strategy
- Unexceptional benefits for both customers and garment stores

Channels
Advertisements through internet such as:
1. Google
2. Youtube
3. Social media applications
4. Though other popular applications

CUSTOMER SEGMENTS
Target customersFrom the perspective of application there are two types of customers .
1)**GENERAL PEOPLE**
- these people Use the application to check the shops in any location .
- They can contact the shop at any time provided in the details of that particular shop
2)**GARMENT SHOPS**
This application helps the business firms to maintain the good relationship with the customers .They can get the feed back from the customers.

COST STRUCTURE

- The most important costs would be software devices ,and maintenance

- Fixed costs: electricity , salaries , rent .

- Variable cost: maintenance of machinery, device purchases.

REVENUE STREAMS

- Subscription strategy
- Promote by advertising the service all over india in phases

PRODUCT   MARKET

• BUSINESS MODEL CANVAS

KEY PARTNERS

- Textile shops , garment stores who need publicity for their business
- all categories of people who want to purchase cloths in near stores to them
- Software developers who builds the application to use
- Google another key partner which helps to locate the store using GPS
- funding agencies
- Insurance company

KEY ACTIVITIES

- Getting funds to start a business
- Aquiring land ,either purchasing or on rent
- Hiring people to work
- Dealing or talking with firms to provide sample

KEY RESOURCES

- Equipment
- Software engineers
- funds

UNIQUE-VALUE PROPOSITION

1]Still today there is no such platform to do marketing for the small and medium scale garment stores in india.

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3]User need not to pay any amount to use the application. This idea

CUSTOMER RELATIONSHIPS

- **Both public and garment stores are going to connected with the help of our application**
- **Cloth stores are our established customers**
- **They are the main resource for the income to our service ,because they connected 24/7 to our platform.**

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REVENUE STREAMS

- Subscription strategy
- Promote by advertising the service all over india in phases
- Advantage of support both customer and business firms to make the service more popular.

PRODUCT

MARKET

SALES STRATEGY

- We will give the free trail to the garment stores in festive seasons ,so that they will understand the dependency of their business on our service.

- We will tie-up with the biggest stores each city so that we can be easily highlighted in the market.

- Giving advertisements through other applications will help to make customers use our application.

THANK YOU