

Project Design Phase-I
Proposed Solution Template

Date	04-11-2023
Team ID	NM2023TMID10132
Project Name	How to create a reel design using canva
Project Design Phase-1	Proposed Solution Template

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Consumer tastes and preferences are constantly evolving, making it difficult to predict and meet demand accurately. This results in overstocking or understocking of certain products, leading to revenue loss and increased carrying costs.
2.	Idea / Solution description	Strengthen your online presence by creating an appealing e-commerce website and engaging in digital marketing. Use social media, email marketing, and influencer partnerships to reach a wider audience. So we create reel design using canva and post in social media.
3.	Novelty / Uniqueness	Use high-quality and unique fabrics or materials that are not commonly found in other clothing brands. This can include sourcing sustainable, organic, or rare materials that align with your brand's values.
4.	Social Impact / Customer Satisfaction	Offer high-quality clothing items that meet or exceed customer expectations. Quality should be a top priority in terms of material, craftsmanship, and finishing.
5.	Business Model (Revenue Model)	Online Store: Sell products through an e-commerce website, providing a convenient and accessible shopping experience. Physical Retail Stores: Operate brick-and-mortar stores in strategic locations. Third-Party Retailers: Partner with department stores, boutiques, or online marketplaces to expand reach. Pop-Up Shops: Create temporary retail spaces or pop-up shops for limited-time engagements.
6.	Scalability of the Solution	Choose a scalable e-commerce platform that can handle increased website traffic and online sales. Ensure that the platform supports third-party integrations and customization as your business expands.