Business Presentation

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REVIVE

- We style your wardrobe

Our service: Revive- we style your wardrobe

- Coming to the service that we provide, we would like to first give a general idea before moving onto the MVP aspect of it.
- We are a clothing company that focuses on all processes of such a company from manufacturing to packaging to distributing and even post usage methods.
- What makes us stands out as a clothing company is that we provide our customers with periodic subscriptions that gives them the option of completely renewing their wardrobe every week/month/quarter/year.

Basic features of our product/service:

- We manufacture our own clothes.
- We send it out to your door step ourselves, free of cost.
- We do not compromise with the quality of our clothes.
- We provide weekly/monthly/quarterly/yearly subscription to people.
- On these subscription, all your clothes that you once bought from us would be renewed by completely new clothes according to the subscription period.
- The used clothes would be taken back if you do not want to buy them permanently and will be refurbished by us to be sold in lower markets.
- The charges of subscription will not include the cost of buying the cloth on a permanent basis.
- The clothes will be selected by you through our app and website.
- Before finalizing the order, we will give you a trial at your home on minimal charges.

Feedback Mechanism:

- Once we start the work and start taking orders, we will have offline and online feedback forms at every step to receive valuable feedback and improve.
- We will make the feedback compulsory by giving the people an incentive. The incentive would be: A valuable customer of the company and will always be updated with new offers and trends.

Future benefits for the consumers:

- Initially we will not start the subscription system on a stretch.
- We will start with providing only a monthly subscription.
- After one month, when we receive the feedback, we'll make necessary changes in the system.
- Benefits for the consumers who register in the initial phase:
- □ 20% Discount coupons for when the actual subscription period starts.
- 5 free trails at your home.
- On priority during delivery.

Trends in Apparel Industry

- Changes in Consumer Lifestyles
- Some shoppers just don't want to go into brick and mortar stores any more. By the time they drive there, fight traffic, park, walk in and find what they're looking for, they could have stayed cozy on their couch, searched many online sites for price and product comparisons, paid for it, and moved on to playing video games.
- As a result of this lifestyle change, malls have suffered. And when department stores go out of business in a mall, the smaller retailers lose the customers who are wandering around in the mall and who make additional stops after shopping in the department store. Apparel stores are among these smaller retailers who lose business in this manner.

Change in target group

Target groups change continuously, but within just a few years, these shifts will spawn great diversity, the likes of which the world has never known. First, the global population is aging rapidly: In the U.S., for instance, the segment of consumers over 55 is growing faster than any other - both in terms of their share of the total population and their expenditures for clothing.

Globalization reboots

The global economic base of power is shifting from north to south and from west to east. Fifteen of the 20 cities in which apparel sales are growing the quickest lie outside established Western markets, in places like Chongqing and Guangzhou. In China, one of the most important trends to watch is the increased purchasing power of men, as more Chinese men become interested in clothing and fashion. Increasing migration is giving rise to new customer profiles.

Personalization of apparels

Global fashion companies are shifting their focus on the consumer—and prioritizing personalization in their strategic efforts to ramp up loyalty and sales. According to the report, 41 percent of consumers demand personalization for their shopping experiences, as they continue to value authenticity and sustainability in their wardrobes. Fashion companies are expected to harness the power of data to tailor personal recommendations, engage with social media influencers and tap into the needs of each consumer by facilitating more digital experiences online and instores.

Digitization

Young fashion customers readily use a spectrum of digital platforms to get information on trends, exchange experiences, or compare prices. Within these customer journeys, social media plays a key role. Up to 35 percent of consumers indicate that they rely on recommendations from social networks. This is why adidas' fast fashion brand NEO, for instance, has equipped several of its European concept stores with interactive mirrors. These enable customers to take a picture while trying something on and then to post it to networks like Facebook for instant feedback from their friends before purchasing.

Competition in Apparel Industry

Costs, Prices and the Consumer

The fashion consumer chooses to buy based on her personal taste, status needs and financial condition. Many fashion brands compete in layered price ranges to appeal to different consumer price points. A fashion house that made its mark in couture, for example, often develops a ready-to-wear line for department stores and a discount line for mass-merchandisers. Your ability to launch in your chosen niche market might depend on controlling your design, sourcing and production costs to present your line at the appropriate price point. Launching a line that conveys high value in terms of workmanship, materials and design at a reasonable price might not appeal to the status-conscious consumer. However, it might gain great traction among a larger consumer group. Once you are successfully launched, with several profitable seasons, you can make incursions into other market level.

Technology and Supply Chains

Offshore manufacturing has cut costs and allowed for higher quality materials and accents, such as embroidery and detailed tailoring for many fashion brands. However, technological advances in mills and garment production in the United States threaten to level the playing field with respect to cost and quality. The apparel supply chain can be risky when it depends on importing goods manufactured overseas, and design houses that don't own and manage their overseas factories can find their seasonal lines are delivered late or lost in transit. Controlling your supply chain alleviates some of that risk and improves your ability to compete as a new entrant in themarketplace.

Brand Management and Competition

Brand management includes how you market your brand -- particularly if you are a new entrant in an already crowded fashion marketplace dominated by internationally recognized brands. Fashion brands convey many images to their customers, including quality, innovative design, status, utility and value. Identify the brands that compete for your target customers and find an underserved niche. Thanks to ever-changing customer tastes, many fashion brands seem to come out of nowhere to capture major market share in certain niches. They later leverage the brand so it can be licensed to a wide variety of products beyond clothing, such as eyewear, perfume, luggage, home decoration and even cookware.

Sustainability and Innovation

To many, the term "sustainability" refers to producing products in an ecofriendly way. In fashion, however, it also refers to whether a new designer can sustain and grow market share in an often-fickle marketplace. Marketing and distribution play an important role in your sustainability, as does your ability to continually produce new and appealing designs. Another component of sustainability is constant innovation in your design process, supply chain, distribution, expansion into other products and consumer involvement. Process modeling has become a way of life in the fashion industry. It employs research into consumer needs and buying habits, combined with production methods and cost analysis, to develop innovative products that go beyond merely producing attractive designs.

Marketing Plan

- Strategic positioning (ad Early Adopter target market definition)
- The first step in a successful brand/product launch program is a strategic positioning exercise, including the early adopter target market simulation. Correct positioning is as critical as aiming your guns in the right direction at the start of an assault.
- We keep asking: 'Who exactly is our customer and why exactly should they buy from us?'

Brand development

- In this world of intangibles and endless competition, branding is everything. Our name, logo and URL need to stand out from the crowd and really 'mean something'.
- We should run a quality yet rapid program for developing the best-fit brand name, iconography and/or logo and start with URLs that are available. Get creative and put it off, or we'll only regret it later.

Web Presence

- In the age of social media and digital marketing your web presence is both more important and more complicated than ever. It no longer requires just a functional site, we need a sophisticated website that performs multiple roles. Think of our website as a customer 'application' rather than just for information.
- We'll also need a rich blog site, a dynamic Facebook Fan page and the right Twitter page at a minimum. Some also need Web apps, Facebook apps, iPhone apps and more.

Blog Strategy

No business can get by without a successful blog. From 2009 to 2012, the percentage of respondents with a company blog grew from 48% to 62% - don't be left behind. It's the core of a modern, 'social' marketing and communications strategy.

Digital PR and partnering

- To support and drive the company's web presence and social media marketing activities a digital PR and partnering program needs to be kicked off, not just to drive communications, traffic, networking and partnering but also to monitor conversations, word of mouth (WOM) and online reputation.
- Twitter is your main tool, but an effective digital PR and partneringprogram should be tightly linked to your key, numeric business goals and help drive revenues and clients/users.

- Viral videos and guerrilla marketing
- Viral video and guerrilla marketing programs done in the right waycan help amplify and spike awareness and WOM. They should be carefully produced and executed as done in the wrong way or too fast they can backfire.
- Viral videos/games and guerrilla activities are all about great, original ideas, content and production. Just get creative and remember real humour nearly always works.

Online Advertising

- Now that you know a great deal more about your brand, product/service, market, prospects, users, clients and partners post launch, you are in a better position to develop effective advertising program.
- A Google AdWords program is the best place to start as it is cost effective, flexible, results oriented and highly scalable. Following this Yahoo/Bing, Facebook ads and banner campaigns can be considered and developed.

Crowdsourcing Campaigns

- Crowdsourced campaigns have become another key arrow in the Social marketing quiver. Large brands and SME's are tapping into the power of the Crowd for contest based campaign ideas as well as viral content development and marketing.
- Crowdsourcing can also be used for cost effective business development,
 market research, opinion gathering, customer service support and more.

- Speaking and Briefing
- Once your reputation and awareness has been developed a highly targeted speaking and analyst/media briefing program should be developed to ensure that your brand remains top of mind and relevant.

Technology Plan

- A. TECHNOLOGY GOALS AND POSITION:
- Technology always proves to be a very crucial part of a start-up. For start-ups looking to make an impact, technology plays a vital role. Since, our start-up is very much based on the use of internet, our technology goals are as follows:
- 1. To create and maintain a website
- 2. Toupdate the website frequently
- 3. To make sure the website does not crash.
- 4. Todevelop and launch an Android application to facilitate usage among customers.

B. INTERNET GOALS AND PLANS:

Internet is an integral part of everybody's daily lives. We plan to use it as a medium to spread our business and an advertising opportunity.

PLANS:

- 1. Target the popular social networking sites to advertise ourstart-up.
- 2. Make our website a popular one by posting links all over these social networking sites.
- Display our products as suggestions to potential customers on their social networking profiles.
- 4. Use the application as a platform to take our business to mobile phone users.

GOALS:

- 1. Attract potential young customers through popular social networking sites.
- 2. Make our website popular enough to be attracting customers on its own.
- 3. Use the application to attract customers who are accustomed to smart phones rather than computers.

C. SOFTWARE NEEDS:

To create and maintain the website which will play the pivotal role in our start-up, we will require new age software. Most of the software are free and readily available on the internet. In the early stages, we will have to make do with whatever basic software are required to create the website. As the business progresses, we will switch to better software that will be helpful to improve the website and maintain it as well. However, to make the application for mobile phone, we will require software, some of which are paid. So, there will have to some initial investment on that field.

D. HARDWARE NEEDS:

To keep the website and the application up and running, we will require servers that are connected to high speed internet. A few computers with modems will be required and would be given the above mentioned task of forming a server.

E. TELECOMMUNICATION NEEDS:

For all the transactions happening via the website and the application, there will be support from our call centers incase our customers needany. Therefore, to cater to such needs, a personnel will be given the task of handling all the phone calls from the customers. The personnel will be trained so as to be able to answer to their needs.

F. TECHNOLOGY PERSONNELNEEDS:

Technology personnel will be required who will be responsible for the creation, handling and maintenance of the website and the mobile application. So the personnel will have to be previously trained in web development and app development. They will have to be smart enough to realize the trend in the market and improvise on making the website and the app on that trend.

Marketing

 Our company not only develops the clothing line but supports it with advertising and promotion campaigns. The company plans to strengthen its partnership with retailers by developing brand awareness.

Marketing Communications

- The key message associated the our company's tag line is classy, upscale, versatile, and expensive clothing. The company's promotional plan is diverse and includes a range of marketing communications:
- Public relations:
- Press releases will be issued to both technical trade journals and major business publications such as the Metropolitan Magazine.
- Trade shows:
- Company representatives will attend and participate in several trade shows such as exhibitions and mall events in Las cities.

Print advertising:

The company's print advertising program will include advertisements in magazines such as the Time Magazine.

Internet:

Our company plans to establish a presence on the Internet by developing a website. Plans are underway to develop a professional and effective site that will be interactive and from which sales will be generated worldwide. In the future, this is expected to be one of the company's primary marketing channels.

Other:

The company also plans to use various other channels including billboards, radio and television commercials, and a street team.

Sales Strategy

- Sales and Distribution Strategy
- Our company intends to build a sales team that will be tasked with generating sales leads on a regional and national basis. They will also be responsible for establishing connections with retail outlets.
- A key factor in the success will be its distribution. The company plans to use the following retail distribution channels:
- Department stores
- Apparel specialty stores
- Internet store

Catalogs are another important method of distribution. Consumers have less time to shop, and for some, catalog shopping offers a more convenient and pleasant alternative. In 1996 (latest available) an estimated 13.3 billion direct mail catalogs were printed in the United States--more than 50 for every man, woman, and child in the nation. According to NPD Group, approximately 6% of apparel retail sales were through direct mail/catalogs in 1998, representing a 29% decline from 1997.

The distribution channel that has received the most attention recently is the Internet. Although it now represents only a small portion of apparel sales, this distribution channel has the most potential for growth. Consumers like the convenience of being able to shop from anywhere and at anytime they wish. Manufacturers with Internet sites use them for marketing and informational purposes. With expected technological advances in hardware, software, and data pipelines in the future, shopping for apparel and footwear should gain popularity.

Currently, however, due to technological and infrastructure limitations, consumers are not fully satisfied with the speed, quality, security, and cost of Internet shopping. Another hindrance to wider acceptance is the fact that consumers cannot see and touch the product. Although some manufacturers have started to sell directly to consumers on the Internet, many of them are being cautious not to alienate their retail (brick-and-mortar) customers. We expect these issues will be resolved eventually, however, and that the Internet will become an important method of distribution.

Cash Flow Activities

- This could include purchasing raw materials, building inventory, advertising, and shipping the product.
- Under IAS 7, operating cash flows include:
- Receipts for the sale of loans, debt or equity instruments in atrading portfolio
- Interest received on loans
- Payments to suppliers for goods and services
- Payments to employees or on behalf of employees
- Interest payments (alternatively, this can be reported under financing activities in IAS 7) buying Merchandise

- Items which are added back to [or subtracted from, as appropriate] the net income figure (which is found on the Income Statement) to arrive at cash flows from operations generally include:
- Depreciation (loss of tangible asset value over time).
- Deferred tax.
- Amortization (loss of intangible asset value over time).
- Any gains or losses associated with the sale of a non-current asset, because associated cash flows do not belong in the operating section (unrealized gains/losses are also added back from the income statement).
- Dividends received.

Investing Activities

- Examples of Investing activities are:
- Purchase or Sale of an asset (assets can be land, building, equipment, marketable securities, etc.)
- Loans made to suppliers or received from customers
- Payments related to mergers and acquisition.

Financing Activities

- Financing activities include the inflow of cash from investors such as banks and shareholders, as well as the outflow of cash to shareholders as dividends as the company generates income. Other activities which impact the longterm liabilities and equity of the company are also listed in the financing activities section of the cash flow statement.
- Under IAS 7,
- Payments of dividends.
- Payments for repurchase of company shares.
- For non-profit organizations, receipts of donor-restricted cash that is limited to long-term purposes.

Items under the financing activities section include:
Dividends paid.
Sale or repurchase of the company's stock.
Net borrowings.
Repayment of debt principal, including capital leases.
Under IAS 7, non-cash investing and financing activities are disclosed in footnotes to the financial statements. Under US General Accepted Accounting Principles (GAAP), non-cash activities may be disclosed in a footnote or within the cash flow statement itself. Non-cash financing activities may include
Leasing to purchase an asset.
Converting debt to equity.
Exchanging non-cash assets or liabilities for other non-cash assets or liabilities
Issuing share.
Payment of dividend taxes in exchange for assets.

Cash Flow Statement (all numbers in Rs.)						
Period ending	31 Mar 2018	31 Mar 2019	31 Mar 2020			
Net income	25 Lacs	43 Lacs	72 Lacs			
Operating activities, cash flows provided by or used in:						
Depreciation and amortization	1.8 Lacs	1.7 Lacs	1.8 Lacs			
Decrease (increase) in inventories						
Increase (decrease) in other operating activities	(2 Lacs)	(50,000)	(75,000)			
Net cash flow from operating activities	30 Lacs	7 Lacs	(5 Lacs)			
Investing activities, cash flows provided by or used in:						
Capital expenditures	(3.4 Lacs)	(4.5 Lacs)	(2.8 Lacs)			
Investments	(50 Lacs)	(7 Lacs)	(13 Lacs)			
Other cash flows from investing activities	1 Lac	1.5 Lacs	(750,000)			
Net cash flows from investing activities	(52.4 Lacs)	(10 Lacs)	(16.5 Lacs)			
Financing activities, cash flows provided by or used in:						
Dividends paid	(6.4 Lacs)	(6 Lacs)	(5.5 Lacs)			
Sale (repurchase) of stock	(3.5 Lacs)	(2.8 Lacs)	20,000			
Increase (decrease) in debt						
Other cash flows from financing activities	12.4 Lacs	12.6 Lacs	12.8 Lacs /			
Net cash flows from financing activities	2.5 Lacs	3.8 Lacs	7.1 Lacs			

Market

- The Cabinet Committee on Economic Affairs (CCEA), Government of India has approved a new skill development scheme named 'Scheme for Capacity Building in Textile Sector (SCBTS)' with an outlay of Rs 1,300 crore (US\$ 202.9 million) from 2017-18 to 2019-20.
- The textile industry employs about 45 million people directly and 20 million people indirectly. India's overall textile exports during FY 2015-16 stood at US\$ 40 billion.
- Production of raw cotton in India grew from 28 million bales in FY07 and further increased to 35.1 million bales in FY17.
- During FY07-17, raw cotton production expanded at a CAGR of 2.3 per cent.
- During FY16(1), of the overall amount of raw cotton produced in the country, domestic consumption totaled to 30 million bales, while in FY15(1), the domestic consumption of raw cotton stood at 30.4 million bales.

Start-up Expenses		
Grand Opening	Rs 1.3 Lacs	
Rent Deposit	Rs 1.4 Lacs	
Salaries and Wages	Rs 78,000	
Payroll Taxes	Rs 12,000	
Insurance	Rs 15,000	
Telephone Deposit	Rs 20,000	
Utilities Deposit	Rs 55,000	
Office Supplies	Rs 16,000	
Advertising	Rs 40,000	
Accounting/Legal	Rs 26,000	
Fixtures	Rs 2.45 Lacs	
Expensed Equipment	Rs 3 Lacs	
Repairs and Maintenance	Rs 4.5 Lacs	
Floor Tile	Rs 52,000	
Travel	Rs 3.5 Lacs	
Security system	Rs 20,000	
Other	Rs 0	
Total Start-up Expense	Rs 14.99 Lacs	

Start-up Assets Needed	rt-up Assets Needed	
Cash Requirements	Rs 0	
Start-up Inventory	Rs 5 Lacs	
Other Short-term Assets	Rs 0	
Total Short-term Assets	Rs 5 Lacs	
Long-term Assets	\$0	
Total Assets	Rs 5 Lacs	
Total Start-up Requirements:	Rs 25 Lacs	
Left to Finance:	Rs 0	

Short-term Liabilities		
Unpaid Expenses	Rs 0	
Short-term Loans	Rs 23 Lacs	
Interest-free Short-term Loans	Rs 0	
Subtotal Short-term Liabilities	Rs 23 Lacs	
Long-term Liabilities	Rs 0	
Total Liabilities	Rs 23 Lacs	
Loss at Start-up	(Rs 22.5 Lacs)	
Total Capital	(Rs 10.7 Lacs)	
Total Capital and Liabilities	Rs 12.3	
Checkline	Rs 0	

SWOT ANALYSIS FOR REVIVE

Strengths-

- We manufacture our own clothes.
- We send it out to your door step ourselves, free of cost.
- We do not compromise with the quality of our clothes.
- We provide weekly/monthly/quarterly/yearly subscription to people.
- On these subscription, all your clothes that you once bought from us would be renewed by completely new clothes according to the subscription period.
- The used clothes would be taken back if you do not want to buy them permanently and will be refurbished by us to be sold in lower markets.
- The charges of subscription will not include the cost of buying the cloth on a permanent basis.
- The clothes will be selected by you through our app and website.
- Before finalizing the order, we will give you a trial at your home on minimal charges.

Weaknesses-

- Lack of patent protection
- A weak brand name
- Poor reputation among Customers
- High Cost Structure
- Lack of access to good raw materials
- Lack of access to key distribution channel

Opportunities-

- Continuous changes in fashion trends.
- Different fashion styles introduced so frequently.
- Frequently changing fashion statements by celebrities.
- Most people these days hung up on taking and uploading pictures on social media, and feel that they should have different types of clothes in each photograph.

Threats-

- Competition from rival companies manufacturing similar products with already established customer base
- Finance: As it is a startup it needs good marketing or it will not get sponsors.
- Initial stage: it will not turn profit initially, until it establishes itself in the industry.
- Customer base: customers may not want to switch to our company's products

THANK YOU