



DESIGNIQUE

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Overview

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- *Target audience*
- *Pillars of business*
- *Business outlook*
- *Strategies*
- *Revenue Model*
- *Reliability*



Goals



Objective 01

Providing budding designers a platform and means to channelizing their interests into building a profitable business for themselves and for us.



Objective 02

Providing manufacturers a means to connect with designers for utilization of their resources to full potential.



Objective 03

Creating a well established distribution channel and a fashion enthusiast community of consumers and designers.



Pillars of our Business



Manufacturing Portal

- Option to connect
- Ratings by designers
- Price
- Surplus Amount
- List of Manufacturers



Designer Portal

- Option to connect
- Ratings by customers
- Portfolio
- List of Designers



Marketplace

- Uniquely designed product catalog
- Add cart & favs
- Pricing Options
- Custom Goods request portal



Business Outlook

DESINIQUE

DESIGNER

MANUFACTURER

PRODUCTS

CUSTOMER



Strategies



Revenue model



Reliability measures



Analysis



Phases of revenue model



01

Growth mindset:

- a. 0 commission on designer and manufacturer portal
- b. free registration of manufacturers on the website
- c. revenue generation by commission on sold products and delivery. (commission only in the marketplace)



02

Revenue generation through the business:

- a. revenue generated from designer and manufacturer on each deal cracked.
- b. revenue generation by commission on sold products and delivery.



03

Subscription model

- a. monthly subscription model for manufacturer to be able to be active on the website.
- b. monthly subscription for designer with slabs of how many manufacturers' accesses they'll get.
- c. revenue generation by commission on sold products and delivery.



Phases of reliability



01

Initial phase(phase 1 and phase 2 of revenue model)

- a. one to one contact and quality testing of a set of manufacturers we know of(these ratings and info will be published on website.).
- b. manufacturer's identity will be anonymous to the designers.



02

Second phase(phase 3 of revenue model)-

- a.The manufacturers will now be rated by the designers they work for.
- b.The designers can also order for a sample from the manufacturer for a quality check.



Statistics and Target Audience

4.5 L

Average Package

14%

Acceptance Rate

19%

Fasion ecom growth
india 2020-26

75%

Customer
Satisfaction

Rise of Peculiarism in Gen Z

In terms of cultural identity, Generation Z sees diversity as globalized, holistic, and all-embracing.

They value cognitive diversity and consider it essential for an inclusive culture. Nearly 92% of Gen Z has a digital footprint, seeking uniqueness through brands and online communities. However, this individuality has not created a culture devoid of community

THANK YOU