Online Designer Studio

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* Group Id - 21

Chapter – 1

[1.1] Organization Profile:

Internet tends to be the backbone of all the technologies. The Online Designer Studio is a progressive step in the field of designing and clothing field.

 Organization Name:

Hemal Corporation.

 Address:

23,RadhaKrishna Avenue,

Opp. Golden Triangle,

Stadium Road,

Navrangpura,

Ahmedabad-18,

Gujarat, India.

 Contact No.:

9428106009

 Name and the Designation of Chief Functionary:

 Name: Mr. Hemal Modi

 Designation: Owner / Designer

[1.2] System Details:

We are trying to convert the offline designing & clothes store system into online designing studio through our project. The project is mainly used to maintain the information the schedule of designing studio such as to maintain the stock easily, to schedule the orders to get ready on time properly etc.

[1.2.1] Current System:

There is no current system available to global designing studio. People follow traditional manual approach to go in store and buy it. People store the all information and record into the books-files etc. This all typical method increase the cost of organization and demand more human effort to maintain it.

[1.2.2] Proposed System:

We are providing a platform on which both customer (client) and designer organization can do design related stuff easily. We are giving facility to the designing organization to maintain the all the things computerize such as to store the information about materials,designs,ready-made garments and studio owner can also maintain the schedule of orders so that he (studio owner) can provide well service to the client.

On the other hand , Customer can do all the clothing(design) related stuff such as he can take online appointment to meet with designer and make him understand what client want ,buy readymade garments,make own designs,etc. It is not possible to do(perform) above mentioned function using current system.

[1.3] Scope of System:

* We are creating online Designer Site.
* We will include most of the things for readymade Online Clothing and different brand purchases with appropriate discounts .
* In additionally in our site we will also provide online wedding bookings for your Clothing from your home.You will have to just do some Process for that and the Designer will Contact you.
* The main Benefit will that with readymade clothes you will also have clothes with your size.
* The dresscode for an Events,Wedding Dresses and Readymade dresses that all you can do from your home anytime.
* There is immense scope for designer clothing.With wedding season and festivals approaching,we can see a huge demand for good quality clothes in terms of design and fabric.
* For occasion-wear the market is moving towards embellished Kurtas,Kurta payjama sets and Sherwanis.The handloom and handerafted products also have a tremendous scope in men`s wear and for women there is a huge market of Traditionals like Choli,Saree,Indowestern etc.
* The products which you will purchase will have no Shipping charges and the Designer will also not take any Additional charges from you So it will be get more convienent for you.Either went to the Designer Studio or any shop you can purchase quality things online at any time from anywhere.
* It will Reduce your cost and time both.
* Educate customer on quality and fabrics so which makes it easier for them to buy.
* With the help of social media it is becoming easier to communicate and market the brand in at affortable cost.

[1.4] Objectives:

* The Young people are more convienent with Online Shopping.
* Educate customer on quality and fabrics so which makes it easier for them to buy.
* A lot more options are available when shopping for clothes is done online.The customer gets a lot of information on the variety,pricing and quality of clothing which is available.The Online trasactions nowadays are more secure.
* E-commerce these days is the buzz word in business.Nowadays,a lot of people prefer to visit the website of the company before actually visiting the store.In certain cases,the online store has successfully replaced the need to physically visit the store.
* The cost of having an Online clothing store is considerably less and you also get to save on warehousing costs.This translates into lower prices and lower prices mean larger volumes.Larger volumes translate into a larger market share.Having an online clothing store means that your store is open at all hours so the customer can shop as per his convenience.This emphasizes on user friendliness.