



your fit. your design. your life.

## ENPRO 351 Custom Clothing, Spring 2006

### Mission

“To provide high-quality, custom designed, custom-fitted, and reasonably priced clothing to our customers in a socially responsible manner.”

### Opportunity

Simply put, *not enough clothing fits*. Consumers are hard pressed to find well fitting clothes in a pleasing design off the rack at a reasonable price. Dry cleaners represent a highly untapped and powerful business partner with the potential to become a highly effective outlet for the sale of custom clothing.

### Objectives

- Create Professional Business Plan
- Evaluate potential Points of Sale for the business model
- Choose Point of Sale for business model and conduct extensive research on proposed model
- Investigate the previously unexplored 35+ age group segment as a potential target market
- Analyze various techniques and processes of measurement
- Create instructional guide for chosen measurement process
- Study fashion industry and determine clothing design options to offer
- Create design option guide for males and females
- Work towards confirmation of the viability of supply side operations in India
- Perform test-runs of the business model involving the purchase of customized clothing
- Explore the tailoring profession and particularly focus on the process of tailoring articles of clothing.
- Determine a marketing strategy
- Further detail cost and revenue projections

### Accomplishments

- Completed Professional Marketing and Business Plan
- Determined Dry Cleaner's establishment as Point of Sale
- Performed extensive survey on 35+ age group
- Chose 35+ age segment as new target market
- Learned about customer's interaction with Dry Cleaners
- Chose Copy System as method of measurement
- Created Copy System guide
- Made Design Options guide for men and women
- Performed test runs and gathered valuable information on process
- Initiated discussions with Greener Cleaners, a dry cleaning chain in Chicago
- Initiated discussions with RUHSA, an NGO, to help with supply side operations

### **Faculty & Contacts**

Professor Braband  
Jake Elster, Asst. Dir. Of Knapp Entrep. Center  
Nick Nikiforos, Quality Tailoring and Alterations  
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Noam and Ben, Greener Cleaner's  
Gillian Carrara, Art Institute of Chicago  
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