

ENPRO 351 – SPRING 2006 – ZINDA CUSTOM CLOTHING

PROJECT PLAN

The *mission* of the ZINDA team is to provide high-quality custom designed, custom-fitted and reasonably priced clothing to our customers using the power of the internet.

The current *goal* for BUS351 – spring 2006 is to create a professional business plan, explaining the ZINDA business model.

OBJECTIVES:

Create an efficient system through which we can obtain the standard personal physical measurements of all of our customers in a convenient, professional, and cost-effective manner.

Re-evaluate previous market research to focus on a target niche market, conduct the necessary additional research and subsequently, create a marketing strategy to break into the clothing industry.

Work towards a product image that distinguishes us from all the other companies currently involved in custom clothing.

Decide which customized options will be made available on the website along with all other website content.

Determine how to incorporate professional designs from budding designers into the functioning of website.

Optimize supply chain with regards to cost, speed, and reliability.

Perform a supply chain test which involves the ordering of clothing from overseas.

Explore the tailoring profession and particularly focus on the process of tailoring articles of clothing.

BACKGROUND:

Just like all other industries, clothing was once a craft industry. A craft industry suggests the creation of items one at a time, for specific individuals. Clothing used to be 'custom' designed and tailored. However, the advent of the Industrial Revolution led to the demise of this special custom touch. Huge factories opened up in which mass production techniques led to standardized sizes and designs.

Nevertheless, as rigid sizing standards have emerged, and as companies, in pursuit of an "economy of size" adhere to certain specific fabric designs, customer discontent has grown steadily. Manufacturers and retailers have had to discard significant portions of their inventories which failed to sell. Sometimes this is done by dramatically marking down the price of their current stock in an attempt to extract what little remaining value they can before the next year's stock arrives.

The future of the production process lies in mass craft. Mass craft combines the benefits of customization with the speed and cost efficiency of mass production. Also known as mass customization, the clothing would be designed for and fitted

to the preferences and physical dimensions of customers on a mass scale. Many major companies, realizing the future in mass customization, have started adding commercial functionality which fulfills the basic purpose of customized clothing for the average customer at a reasonable price, such as Levi Strauss and Target.com.

EXPECTED RESULTS:

To design a convenient, professional, and cost-effective system for obtaining standard personal measurements.

To have developed a marketing strategy to break into the clothing industry by re-evaluating our target niche market and by conducting more specified research.

To have the base of a product image that will distinguish us from other companies involved in the clothing industry.

To have a finalized set of customized options made available on the website.

To have developed a cost effective, streamlined, and reliable supply chain.

To have conducted multiple tests of said supply chain.

To have explored the tailoring profession, most specifically the process of tailoring articles of clothing.

RESEARCH METHODOLOGY:

The project will be conducted in multiple stages.

The first stage is the "*Revisit*" Stage, where the team will re-evaluate the research conducted over the Fall 2005 semester, and answer questions that came up on IPRO day. This will help the new members on the team familiarize themselves with the project idea and the work conducted over the past semester; it will also help highlight the key concerns that judges and people had about the business model.

The second stage will be the "*Extended Research*" stage, which will start off by picking up on leads from earlier work, including researching new aspects/suggestions/alternatives of the project's elements. This will also include any additional primary research in the form of surveys, focus groups, etc as the team sees fit.

The third stage will be the "*Business Plan Completion*" stage. At this point, all the information collected by the team in the course of the last year, will be used to write up a professional business plan, that explains all elements of the ZINDA business model, to be presented to investors.

The fourth and final stage will be the "*IPRO Preparation*" stage where the team will fine-tune its business plan, practice its presentation, and complete all necessary deliverables as required by IPRO Day.

PROJECT BUDGET:

Item	Quantity	Price	Total
Phone Cards	5 cards	\$50	\$250
Photocopying	700 copies	\$50	\$50
Transportation to potential sponsors/partners	-	\$100	\$100
Fabric for test runs	-	\$400	\$400
Tailor fees	-	\$200	\$200

The total projected budget as of now is in the range of \$1000-\$1200.

TASK SCHEDULES / MILESTONES:

	Week of	Business Plan	Project Work
January			
	31Jan	Planning & Background study	Planning & Background study
February	6 Feb	Feasibility Analysis	Project Plan ready
	13 Feb	Outline of business plan	Resource/Data Gathering
	20 Feb	Collection of data	Additional Research
	27 Feb	Individual business plan elements	
March	6 Mar	Write up of Business Plan	Testing begins
	13-15 March	Spring Break	
	17 Mar	Complete Initial Business Plan	Testing business model
	22 Mar	Midterm Review [Presentation]	
	27 Mar	Presentations and fine-tune business plan	
	3 April		
April	10 April	Finalizations & Deliverables	
	17 April		
	24 April		
	5 May		
May			

INDIVIDUAL ASSIGNMENTS:

Initially, the team will be split up into two broad categories "Supply" and "Demand". The "Supply" team will cover areas such as operations, scanners, technology, etc. The "Demand" team would cover areas such as target market, customer feedback, competition. However, there will be a lot of grey areas between both groups, and so the work will be evenly distributed, until highly specific tasks are assigned.

In addition, individual team members will be responsible for the collection and analysis of data in the following areas:

Joke: Competition - complete profile on existing, current, and upcoming competition

Joe/Pavan: Tailoring - Correspondence with Chicago tailors, system of measurements, product line.

Hisham: Business Plan - Conception, Outline, Compilation, Completion in the decided timeline.

Nikhil: Indian operations - Correspondence with Indian tailors, setup test runs.

Raj: Tailoring technology - scout for scanners, software, etc used in the apparel industry.

Dolapo/Nate: Marketing plan - Target market(s), reasons, customer profiling.

Additional tasks may be assigned to team members as required, to balance workload.