

Customization Guide:

We are proud to offer many different customization options with regard to almost every aspect of the garment, such as for shirts: the collar, cuffs/sleeve, front buttons style, chest pocket, bottom cut, and button color.

Here are some examples of options that we offer in women's shirts:

Women's Shirt

Collar Style



Shawl Collar

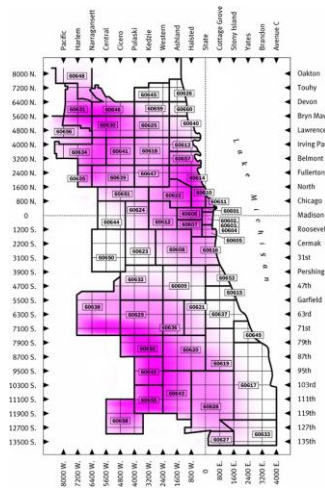


Notched Lapel



Wing Collar

Market:



Information on the map above was found by using a combination of U.S. Census data, Claritas PRIZM segments, and results from surveys that Zinda conducted.

The following rating system was used in order to find the best target market: Income – Average household income (weighted x 3), Population – Total amount of people living in particular zip code (weighted x 2), Clothing – Likelihood of purchasing clothing similarly priced to Zinda (weighted x 1.5), Charity – Likelihood of donating to charity (weighted x 1).

Community Website:

We have created a website with polls and incentives for people to get involved and find out more about Zinda:



<http://zinda.awardspace.com/>

Zinda

-ENPRO 352-

Team Members:

Waseem Ahmed

Ankush Bhatia

Kenneth Buddell

Juan Casiraghi

Rishu Mandolia

Natalie Mikosz

John Trocke

Megumi Yamashita

Robert Zaprzal

Project Mission:

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

Opportunity:

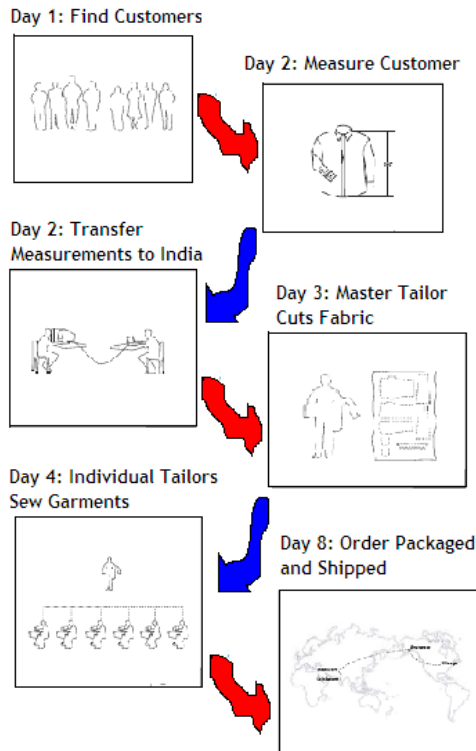
With the archaic method of buying off the rack clothing it is becoming increasingly difficult to find something that fits and is designed well. Zinda wishes to address this issue while partnering with dry cleaners in order to have a highly effective point of sales that is accessible to our target market.

Objectives:

- Reevaluate and determine the ideal point of sales
- Gain more information with regards to the supply chain, such formalities regarding apparel trading
- Evaluate our social responsibility and verify whether it can translate into a value proposition for the customer
- Devise an accurate method for obtaining measurements that is convenient for the consumer
- Evaluate the quality and consistency of the product produced by our supplier
- Determine the price that a consumer is willing to pay for the value proposition offered

Supply Chain:

Here is the proposed timeline from when an order is placed, to when the clothing is in the customer's hands



Social Responsibility:

We are the only custom clothing company to stress in our manifesto that social responsibility is very important to us. With this commitment to service in mind, we have decided to donate 5 % of our profits to the customer's charity of choice, and even have the logo of the charity embroidered onto the customer's shirt.



Financials:

The manufacturing cost of our shirts is \$31.81 and for our pants is \$74.96, which are being sold for \$60 and \$100 respectively. This leads to a contribution margin of \$28.19 and 25.04, for shirts and pants.

Our fixed cost in the first year is \$249,500, and the chart below represents the amount of shirts and pants that must be sold in order to break even:

Break Even Analysis				
Product Mix	Percent	# to Break Even	# Per Month	# Per Day
Shirts	75%	6,830	569	19
Pants	25%	2,277	190	6
Total	100%	9,107	759	25

From the chart, it can be ascertained that we need to sell at least 25 garments per day, 19 shirts and 6 pants.

Additionally, in terms of our company's cumulative cash balance, we anticipate debt until the end of our 3rd year in business, at the end of which we will break even and continue to grow and profit.

