

**ENPRO 352 – Fall 2006  
PROJECT PLAN**

**Objectives**

The *mission* of the EnPro 352 team is to provide high-quality custom designed, custom-fitted and reasonably priced clothing to our customers. The current *goal* for EnPro 352–Fall 2006 is to create a professional business plan, and conduct product tests. To accomplish our goal, our team has identified the following objectives:

Determine the ideal point-of-sale for our product & service.

- Further investigate the previous model which used Dry Cleaners as our Sales Representatives.

Develop a company image, including company and product name that is geared towards our key demographic. Further develop the product image to distinguish it from the competition.

Collect more information relative to the supply chain.

- Collect information about import / export laws and formalities for apparel trading.
- Investigate potential supply chain partners, including fabric suppliers and tailors.

Conduct test runs with current contacts to check the quality and consistency of the garments manufactured.

Create a way of obtaining measurements that is convenient for the consumer and both accurate and standardized for the manufacturer.

Evaluate the company's social responsibility and if it can be translated into a value proposition for the consumer.

Define what additional services the company is going to offer its customers by using the internet and other technologies.

Determine the price the customer is willing to pay for the value proposition offered by our product/service.

## **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 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 advantages from economies of scale adhere to specific designs, customer discontent has grown steadily. 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.

EnPro 352 has begun the initial stages in answering the need for mass customization. So far, an efficient system has been designed in an attempt to obtain the standard physical measurements of customers in a convenient, professional, and cost-effective manner. Surveys were conducted to determine customer preferences and to determine the target consumer for the product. In previous semesters, an initial company image was developed, and work was done to incorporate customized options on a prototype website. The supply chain was further developed to be cost effective, streamlined, and reliable in hopes of performing multiple tests. The tailoring profession was explored and relationships were established with many tailors abroad. As the desire for mass customization grows, EnPro352 will be situated to capitalize on this untapped segment of the clothing industry.

## **Methodologies**

The initial step is to collect and study the material produced from previous years to familiarize the new team with the details of the previous semesters. The best course of action would be to look through the secondary research from last semester and judge whether any of it will still be applicable to the goals of this semester. Then the previous group's primary research, now secondary, should be further studied with the same applicability measurements in mind. From the forms of research already present, a list of questions will be prepared and addressed by the team.

The EnPro team would be divided into 2 sub-teams, each tackling specific areas, while also collaborating on their findings:

### **Production Sub-Team**

The main function of the production team is to test our products and determine if the vision can be reality. As the group is in essence a research team, the plan of action includes: collecting the secondary and primary information needed to make an accurate and precise measurement guide, determining the desired traits of the custom clothing, placing the first test order, attaining feedback about more supply chain components, placing the second test order, and seeing whether the delivered products are consistent in terms of quality and accuracy.

### **Business Development Sub-Team**

The business development sub-team will use various primary research techniques, including surveys, expert interviews, product and concept testing and focus groups to obtain qualitative and quantitative data. This information will be integrated with previous data in order to identify the various variables and questions needed to achieve our objectives.

## **Expected Results**

The results expected by the team directly reflect the objectives established earlier. In tangible terms, the team expects to produce a professional business plan and have conducted at least two test runs. The specific results expected are:

- A convenient, professional, and cost-effective system for obtaining personal measurements has been established.
- Negotiations with our partners in India and the Chicago-Land area have been advanced.
- A reliable and cost-effective supply chain has been developed and tested.
- A profitable target market has been identified.
- Alternate methods of ordering have been explored.
- A finalized name and logo have been created.
- A socially-responsible path for the company has been laid.
- A prototype of the product has been made and tested.

## **Budget**

Item	Quantity	Price	Total
Phone Cards to call Indian Suppliers	2	\$50	\$100
Photocopies	500 copies	\$0.05	\$25
Color Printing	100 pages	\$0.40	\$40
Travel Expenses		\$100	\$100
First Production Run		\$600	\$600
Consumer Subsidies		(\$300)	(\$300)
Second Production Run		\$600	\$600
Consumer Subsidies		(\$400)	(\$400)
Research Incentives and Prizes		\$200	\$200
<b>Total:</b>			\$965

## **Schedule of Milestones and Tasks**

	Week	Business Plan	Testing & Prototyping
<b>August</b>	<b>21-Aug</b>	Forming	
	<b>28-Aug</b>		
<b>September</b>	<b>4-Sep</b>	Background Study & Planning	
	<b>11-Sep</b>	Planning	
	<b>18-Sep</b>	Secondary Research	Determine Test Objectives & confirm standards
	<b>25-Sep</b>	Prepare Research Materials	Prepare Order
<b>October</b>	<b>2-Oct</b>		Place Order & Correspondence
	<b>9-Oct</b>	Conduct Primary Research & Discuss Findings	Check Order
<i>Fall break</i>	<b>16-Oct</b>		Prepare second Order
	<b>23-Oct</b>		Place Order & Correspondence
	<b>30-Oct</b>	Prepare Revised Business Plan	Check Order
<b>November</b>	<b>6-Nov</b>		Prepare Deliverables
	<b>13-Nov</b>		
<i>Thanksgiving</i>	<b>20-Nov</b>	Prepare Deliverables	
	<b>27-Nov</b>		
	<b>1-Dec</b>	Ipro Day	

## **Individual Assignments**

Team Members	Major	Year

Waseem Ahmed	Molecular Biochemistry and Biophysics	4
Ankush Bhatia	Molecular Biochemistry and Biophysics	4
Kenneth Buddell	Bussiness Adm., Conc: Financing	4
Juan Casiraghi	Computer Science	4
Rishu Mandolia	Bussiness Adm., Conc: Information Tech.	5
Natalie Mikosz	Architecture	3
John Trocke	Architecture	5
Megumi Yamashita	Architecture	5
Robert Zaprzal	Bussiness Adm., Conc: Marketing	5

Advisor: Jim Braband

Consultants: Nikhil Mandrekar, Rajan Shah

The Role of Team-Leader has been assigned to Rishu Mandolia. His enthusiasm for the project, and his familiarity with the material from prior semesters are the primary reasons for his selection.

The team will be divided into two sub-groups in order to address the major objectives of the semester:

Business Development Team:

Waseem Ahmed (sub-team leader)  
Ankush Bhatia  
Kenneth Buddell  
Rishu Mandolia  
Robert Zaprzal

The Business Development Team will be responsible for the re-evaluation of last semester's Business Plan, including an investigation of the Target Consumer, Financials, Marketing, Consumer Interaction, and the Internet's role in the project. In addition to re-evaluation, the team may also add to the current business plan any new methods or strategies deemed appropriate for the project.

Production Team:

Juan Casiraghi  
Natalie Mikosz  
John Trocke (sub-team leader)  
Megumi Yamashita

Consultant: Nikhil Mandrekar

The Production Team will be responsible for producing at least two sets of garments by semester's end in order to test the viability of the production process. This will involve the development of a standardized garment measurement system, assembling a test group of consumers, ordering fabric, and coordination with the manufacturer. Once produced, the garments will be tested for accurate sizing, consistency and customer satisfaction will be evaluated. Nikhil Mandrekar will serve as liaison between the team and the operations in India.

IPRO Deliverables:

Three weeks prior to IPRO day, the group will reassemble as a whole in order to produce the IPRO deliverables. Individual tasks will be assigned at this time.

**Designation of Roles**

The following Administrative Roles have been assigned to team members:

Minute Taker: This position will be rotated as the semester progresses:

	<b>25-Sep</b>	<b>Waseem</b>
<b>October</b>	<b>2-Oct</b>	<b>Ankush</b>
	<b>9-Oct</b>	<b>Kenneth</b>
<i>Fall break</i>	<b>16-Oct</b>	<b>Juan</b>
	<b>23-Oct</b>	
	<b>30-Oct</b>	<b>Natalie</b>
<b>November</b>	<b>6-Nov</b>	<b>John</b>
	<b>13-Nov</b>	<b>Megumi</b>
<i>Thanksgiving</i>	<b>20-Nov</b>	<b>Robert</b>
	<b>27-Nov</b>	

Agenda Maker/Time Keeper: Rishu Mandolia  
 I-Groups Coordinator: Megumi Yamashita  
 Treasurer: Kenneth Buddell