



# FD WEARS

GET YOUR WEARS FROM FASHION DESIZNERS

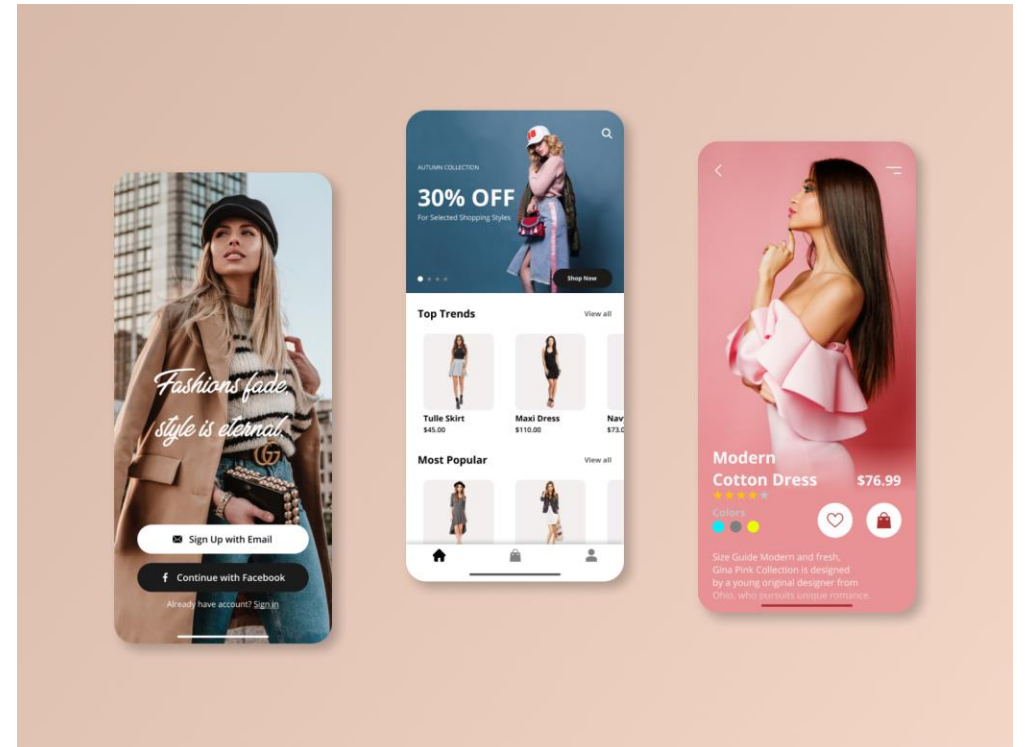


# PROBLEM

- Many youngsters in India & other countries want to try wears which designed by professional fashion designer. Actually youngsters want to look like our actors & actresses. They just want to create a good looking personality. But they can't do it.
- Hire a professional fashion designer or consult to fashion designer is so expensive .& Some people really don't know how they can meet to fashion designer. Because some people live in other town or city or state. So I have a solution & have A opportunity to make money

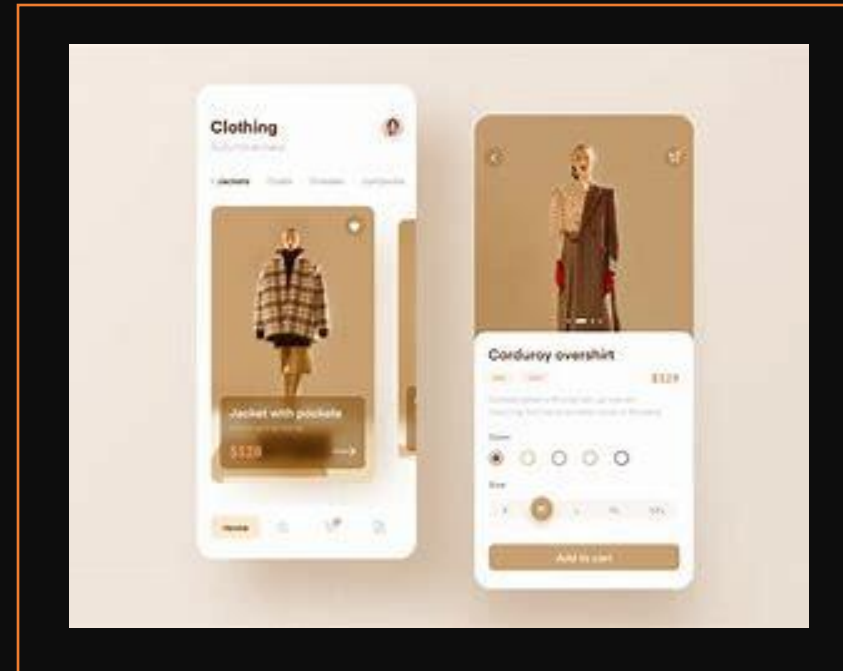
# SOLUTION

- In this scenario a platform should be created for fashion designers and people. we should made a app & website. & Just like every cab driver joins ola and uber, same as it is every fashion designer will join our app and website. After people who wanted to try fashion designer's outfits they can have it through our app and website. This will reduce the gap between fashion designers and people. And people will purchase wears through our app and website. And we will earn commission
- Let's understand the business model



# BUSINESS MODEL

- 1) First we will create a profile of all fashion designers on our app or website.
- 2) After joining the process, all the fashion designers will design many clothes and then they will upload their clothes on our app or website
- 3) When customers like the clothes on our website, then they will order. While doing order they will mention their size (S,M,L,XL) & customer will give suggestion if they have



- 4) Fashion designer will make clothes according to customer's size and suggestion
- 5) We will deliver the clothes once it become ready, Indian Postal Service, DHL Express India Pvt. Ltd, Blue Dart Express Limited, First Flight Courier Limited
- ola, uber doesn't won a single cab but they are earning money. oyo doesn't won a hotels but oyo are earning money. Zomato & Swiggy doesn't own a restaurant but they are earning money. Same as it is we do not completed any course of fashion designing, but we have the opportunity to make money.



# UNIQUE SELLING PROPOSITION

- Our main USP is our wears and garments are designed by professionally fashion designers. No other e Commerce website is providing wears which is designed by directly fashion designers.
- All e commerce websites are providing clothes of particular wear company.



# REVENUE MODEL

- We will take 10% commission on each selling garments
- As the quality of fashion designer's product increases, their customer base will increase and therefore they earn more and our company will earn more too via commission.



This picture is free for commercial use, provided that a link is provided to [www.easymarketinga2z.com](http://www.easymarketinga2z.com)



# TARGET MARKET

Our main  
targeted audience  
is youngsters

And we will also  
focus on wedding  
ceremonies

---

# STRATEGY

- We need to create hype about fashion designers and our services through TV commercials, social media
- We need to do tie up with courier companies so our product will deliver easily.
- we need to meet or contact a number of fashion designers and explain to them how they can make money from our business model. After they understand we need to create profile of fashion designers on our app or website.



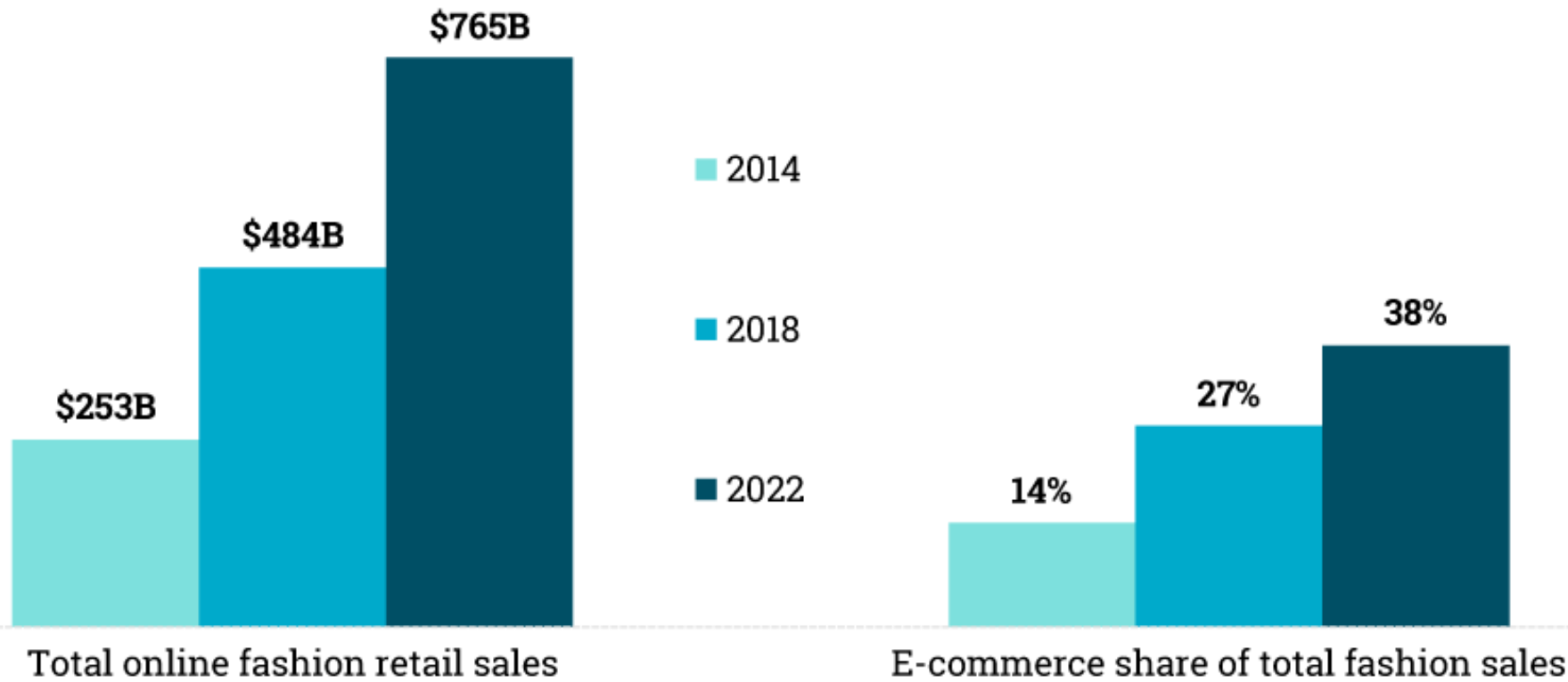
# MARKET SIZE

India 106 billion  
dollars.

- 46 billion dollars  
Fashion industry  
Market size E  
commerce companies

- Wears contribute  
31% of Indian E  
commerce

# Global Fashion Industry E-Commerce



Published on MarketingCharts.com in November 2018 | Data Source: Forrester Research, Inc. (2018)

Based on Forrester Analytics: Online Fashion Retail Forecast, 2017 To 2022 (Global)

amazon

Flipkart



snapdeal



Myntra

COMPETITORS

Meesho , Myntra ,  
Amazon , flipkart and  
e commerce  
companies



THANK YOU