



***WALK IN AND STYLE IT***

**1. INTRODUCTION:** lets fit is a semi stitched cloth showroom, focusing on providing comfortable clothing with quality to our consumers.

- Targets people those who are unable to find proper fit for their outfit in other brands.
- Targets people with different body structures, which **are different thigh size, hip size, length of arms and legs.**

**2.MARKET ANALYSIS:** Clothing brands that are available in the market are providing quality with latest trends. But often comfort levels and body fitting are being ignored since long time. India is a large country consisting of citizens with wide verity of tastes and preferences and seeking comfortable clothing for their daily needs and other occasions.

**3.UNIQUE SELLING PROPOSITION(USP):**

- Concentrate on proper body fitting to your outfit in according to body structure of each consumer.
- Experienced dress maker
- Good quality cloth
- Delivery of completely stitched product within 24hrs of placing order with us
- Provides latest designs as per market trend

**4.TARGET AUDIENCE:** lets fit targets those people who aspires of owning their wardrobe with **comfortable and customised clothing.**

- Targets those people who are unable to find outfit suitable to their body structure.

**5.BUSINESS MODEL:** lets fit is a **walk-in store**.

**PROCESS:**

- LET'S FIT displays semi-stitched garments from factory, customers have to walk-in and select the outfit like any other
- Our outfit maker will measure & note down the body measurements of customer according to their taste and preferences.
- LETSFIT stitches the complete outfit and delivers to customers within 24HRS of accepting the order.

**6. MARKETIING & PROMOTION:** we promote our brand through influencer partnership and social media active participants from residents in which location of store is situated.

**7.CONCLUSION:** lets fit provides affordable clothing based on consumers taste and preferences.

- Provides customised clothing **according to body structure of consumer** for a comfortable day.



- This is the prototype of LET'S FIT.
- Our store provides clothing for age group 13 and above.
- Our store provides with trail facility so that customers can try the completed output to have a fit check.
- Customer satisfaction is the motto of the business.



- Outfit makers are available in the store throughout the working hours to assist the customers and guide their fit check accordingly.

### **TEAM**

G. SRI TULASI (2301510113)

J. POOJA SREE (2301510227)

PRAJNA (2301510294)

AKANKSHA (2301510076)

DEDEEPPYA (2301510110)

M. LAVANYA (2301510179)

P. SHANMUKHA SAI (2301510188)

K. AARTHI SREE (2301510173)

RAKSHITHA (2301510275)

VASAVI (2301510331)

Thank you