

D'Sign App

1. Business Proposition

a) Introduction

The term 'fast fashion' has become more prominent in conversations surrounding fashion, sustainability, and environmental consciousness. The term refers to 'cheaply produced and priced garments that copy the latest catwalk styles and get pumped quickly through stores in order to maximise on current trends'.

The fast fashion model is so-called because it involves the rapid design, production, distribution, and marketing of clothing, which means that retailers are able to pull large quantities of greater product variety and allow consumers to get more fashion and product differentiation at a low price.

The term was first used at the beginning of the 1990s, when when Zara landed in New York. "Fast fashion" was coined by the New York Times to describe Zara's mission to take only 15 days for a garment to go from the design stage to being sold in stores (Maiti, 2020). The biggest players in the fast fashion world include Zara, UNIQLO, Forever 21 and H&M.

According to Business Insider, fashion production comprises 10% of total global carbon emissions, as much as the European Union (McFall-Johnsen, 2019). It dries up water sources and pollutes rivers and streams, while 85% of all textiles go to dumps each year.

The Quantis International 2018 report established that fibre production has the largest impact on freshwater withdrawal (water diverted or withdrawn from a surface water or groundwater source) and ecosystem quality due to cotton cultivation, while the dyeing and finishing, yarn preparation and fibre production stages have the highest impacts on resource depletion, due to the energy-intensive processes based on fossil fuel energy (Quantis International, 2018).

According to the UN Framework Convention on Climate Change, emissions from textile manufacturing alone are projected to skyrocket by 60% by 2030 (UNFCCC, 2018).

As an increasing number of consumers call out the true cost of the fashion industry, and especially fast fashion, the trend forced number of retailers introduce so-called sustainable and ethical fashion initiatives such as in-store recycling schemes. These schemes allow customers to drop off unwanted items in "bins" in the brands' stores. But it's been

highlighted that only 0.1% of all clothing collected by charities and take-back programs is recycled into new textile fibre (Wicker, 2017).

The increasing amount of textile and clothing waste has led to the necessity of development of methods using the textile waste, i.e. reuse, recycling or redesign. This is where D'Sign mobile App steps in. The App will allow customer to not only order but also redesign their expensive party dresses for free within 6 months of their purchase rather than discard them.

b) Product

D'Sign is an app developed under the banner of R Model Design. The company is based in Honslow, London and sell traditional Indian party dresses via App called D'sign. The company strive to progress in the technological advancement and innovation. The R&D department carried out extensive research and realised that apart from the fact that British people are becoming more and more environmental conscious there is no App cater their need to redesign their existing dresses into something different but wearable for another year or so. The company came up with an idea of D'sign App to not only provide customers with party wear but also facilitate the customers to make changes in their existing dresses to reuse it for extended time.

Goal:

The main goal of the R Model Design by including D'Sign App is to decrease the negative impact of clothing waste on the environment by allowing user to redesign their cloth for extended use.

Mission

"To provide eco-sensitive customers an opportunity to buy guilt free party wear and offering them versatile mobile application to redesign their existing clothes for extended use"

Rationale

The report from InRiver, 2019 shows that consumer attitudes to sustainable fashion lies around cost and quality and brands must make it a priority to effectively communicate eco-values and appeal to what is important to their eco-conscious consumers.

Oxfam's 'Second-hand September' campaign has put the test to consumers; 90% of UK consumers say they would be willing to purchase a product clearly labelled as 'upcycled' or '100% recyclable', less than half of that number (43%) would actually be

willing to pay a premium. This increases to 51% for London-based shoppers, who are the most willing to pay a higher price for recycled products (Oxfam, 2019).

In recent years, the United Kingdom emerged as the most lucrative mobile app market in Europe, ranking ahead of Germany, France, Russia, and Italy in 2021 (Statistics, 2022). Also, Apps by British publishers have an average of 180.3k downloads. Overall they get more downloads than the average of all apps which is 218.54k.

The success of D'sign based on its being first to market, rapid development and penetration of market to enhance visibility to potential customers as well as using strong technology.

Objectives of the D'Sign App

- To attain 500 downloads in the first quarter of the launch
- Use innovative marketing techniques to gain loin's share in the market by end of next financial year
- Be the market leader to introduce sustainable clothing options for eco-sensitive customers.

1. Understanding the market

a) Market

Your market review should be a discussion and a critical evaluation of current trends. You should use a selection of academic resources (i.e. books, journals, databases) to support your understanding. In this section you should discuss the size of the current market, factors affecting market growth, current market share and potential annual growth. For international propositions you should discuss what makes your product unique for an overseas market?

b) Customers

The company needs to figure out which sorts of customers would be keen on downloading the D'Sign App so the company can target them specifically through our advertising channels. The four essential business sector division techniques depend on:

- Behaviour (rate of utilization, dependability status, availability to buy and so forth)
- Demographics (age, sexual orientation, occupation, financial gathering and so forth)
- Psychographics (identity, ways of life and so forth)

- Geography (client area, locale and so forth)

The one we are using is Demographics. Our segmentation is as follows:

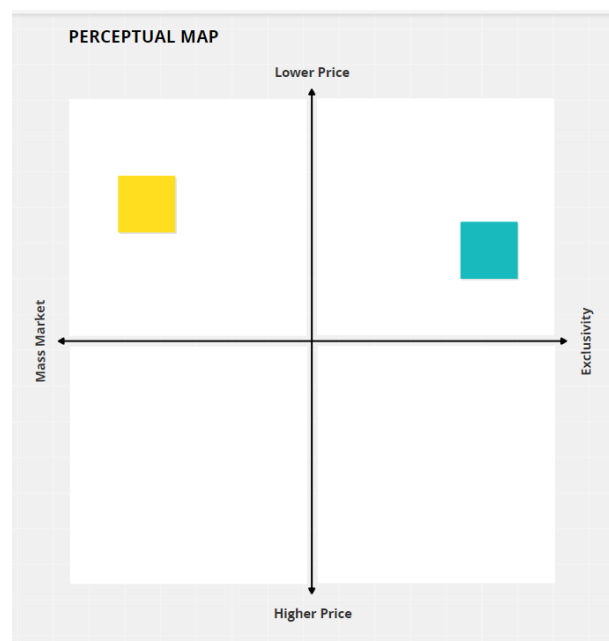
Women (Indian/South Asian): the mobile ordering of Indian party wear as well as the option of redesigning services within 6 months of purchase, so women are the main target.

Age: 30-55 years, the women in this age bracket are more eco-sensitive and conscious about what they wear.

Eco-sensitive: the eco-sensitive clothing shoppers who are concerned about reducing the level of textile waste in the world.

c) Competitors

MoodBoard is the key player in dress designing mobile app but as it caters only dress designer therefore its target audience is different. The perceptual mind map show the positioning of D'Sign and MoodBoard.



SWOT

A SWOT analysis is a technique used to assess the Strengths, Weaknesses, Opportunities, and Threats of a business. The objective is to adjust the strategies with realities of the business environment keeping in mind the end goal to:

- Maintain and expand on the strengths
- Take favourable position of opportunities

- Fix or dispose of weaknesses
- Counter threats

Strength

- Strong software developing team: the designers of the portable application are key engineers of the R&D division with extremely solid abilities.
- First to market: A first mover may not generally be favourable position. Optional or late movers to an industry or business sector, can anticipate problems to begin with movers and their procedures and techniques. They can gain from their errors. The competition is additionally permitted to advantage and not bring about the costs which the primary mover has to sustain.

Weaknesses

- No solid advertising capacity: the R Model Design is an innovative firm, not a promoting one. The company required to outsource the marketing for the D'Sign
- Monetization model: the company is uncertain about the plan of action to use with a specific end goal to make benefit what's more, to develop.

Opportunities

- Partnership: as the company is providing redesigning option, the most famous clothing brands might in all likelihood be considered as a partner.

Threats

- Competitors emerging: Being first and exclusive to the market and business sector, the company needs to strive to be one step ahead of the competitors.
- Technological evolution: as technological innovation is developing rapidly, it is difficult to anticipate how mobile applications will advance in the future.