

Graduation Project

Topic – Development of One Size Fit Denim for Kids Wear

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Project Description

“To identify opportunity losses in denim bottoms for kids wear-girls (age group: 8yrs-16yrs) through competition mapping and trend analysis”

Background study:

- Product Analysis (8-16 Denim Bottoms for Girls- Kids Wear)
- Kids wear being the highest contributing department for Max Fashion (about 26%)
- However from past 2 years the contribution percentage has been declined from 1%-2%.
- Thorough analysis helped us to identify that girls denim bottom of age group 8-16 years being the most concerned area for decline in the contribution percentage.

Objectives

- Comparison of various product features for the low sales of the product.
The factors on which the product will be assessed was decided:
 - Fit
 - Pricing
 - Options
 - Features
 - The competitor and aspiration brands were considered for the analysis.
- To discover the opportunity in the market where the brand can increase its sales.
- To improve the pricing strategies.
- To know the customer's demand.

Methodology

- Secondary Data Collection
 - Sales Report of the company
- Primary Data Collection
 - Interview
 - Questionnaires
- Data Analysis & Findings
- Problem Identification
- Providing the Solution
- Trial Run of the Given Solution
- Implementation
- Analysis of the Improvement after Implementation
- Comparing Both the Data
- Costing and ROI Analysis
- Result Analysis and Documentation

Conclusion From Sales Data

- All the above data are taken out from product readings made in every season.
- High miss percentage in girls' denim is observed throughout the seasons especially in age group 11-16 years.
- Sales of denim in this particular age group is degrading season by season.
- It leads to overall performance degradation of girls' category.
- It can be one of the reasons for degrading contribution of kids wear- non basic in overall sales.

Analysis Of The Survey

- Most of the kids of age group (11-16)y need to buy denim bottom once in every 6 months due to changing clothing needs.
- Majority of the customers who shop from Max buy denim bottom for girls & most of them think that fit can be improved.
- If we improve the fit of the denim bottoms we can also increase the sales.

Competitive Study

- In this analysis we are comparing both competitive brands as well as aspirational brands. Competitive brands being- Reliance Trends, FBB, and Pantaloons and aspirational brands being- Zara kid and Westside.
- We have compared the products on the basis of styles, prints, embroidery, add- on and also on product option availability. We also compare competitive brands on the basis of price point.
- Suggestions on the basis of competition mapping to improve product.

The Stores Visited For The Competitive Study

Competitive Brands' store and their location in Kolkata, West Bengal :

- Pantaloons- Sector 5, Salt Lake, Kolkata, West Bengal
- Reliance Trends- New Market Area, Dharamtala, Kolkata, West Bengal
- FBB- Sector 5, Salt lake, Kolkata, West Bengal
- Westside- Mani Square Mall, Phool Bagan, Kolkata, West Bengal
- Zara- South City Mall, Jadavpur, Kolkata, West Bengal
- H&M- Bhawanipur, Kolkata, West Bengal
- Gini&Jony- Action Area II D, Newtown, Kolkata, West Bengal

Conclusions From Competitive Analysis

- There is an issue with the fits of the denim which may be a reason for decrease in sales.
- Lack of different fits in kids wear as there is in western wear like straight fit, skinny fit, carrot fit, boyfriend fit etc.
- Too many options in print and embroidered denims- lack of plain denims.
- Products being repeated from previous season- no new concept introduced.
- No segregation between age group 11-16 years.

Introduction To One Size Fit Denim

- Type of denim which can fit to more than one size or can fit to a specific size group is termed as one size fit denim.
- It can be developed by changing the composition of regular denim fabric along with some changes in pattern pieces to achieve the desired result.
- In this project kids wear girl of age group 11 years to 16 years is chosen to fit the same denim instead of three different denims.

Analysis Of The Survey

- Parents easily spends Rs.700-Rs.900 on kids wear denim, so one size fit denim should be in this price bracket only.
- They buy denims for their kids in every 6 months and the average use of denim is also around 3-6 months which may be due to the growing body of the kid, one size fit can easily eradicate this problem.
- Changing the composition of fabric may result in slight increase in the price of denim but our survey shows that majority are ready to spend some extra buck for a denim which will adjust to the growing size of a kid and lasts longer.

Procedure Of Development Of The Sample

➤ **Age Group: 11-16**

- Category: Kids Wear (Girls)
- Fabric Required: Highly elastic fabric, highly flexible and comfortable, adapt to all body shapes and sizes and always recover their elasticity after use.

➤ **Fabric Composition Idea:**

Workout Pants+ Denim Bottoms

Workout Pants Composition:

85% Cotton+ 15% Elastane

➤ **Denim Composition:**

98% Cotton+2%Elastane

➤ **Suggested Fabric Composition:**

70% Cotton+27% Polyester+3%Elastane

69% Cotton +28% Polyester+3% Elastane

69% Cotton + 27% Polyester + 4% Elastane

Advantages

- Rectifies the problem of improper fit in different sizes.
- Adjusts with the growing size of kids.
- Very less chances of loss of opportunity due to stock out of sizes.
- Saves time and money associated with consolidation of product.
- More profitable than the regular denim.

Future Scope

- The future scope of the project is that after the development of the project becomes successful and is accepted by the customers of kids wear department it can be introduced for women's wear as well.
- With the launch of this new product max might be able to enter a new segment into the market catering not only middle class customers but other classes as well due to the uniqueness factor.
- Through this project max can produce products using lesser fabric thus helping the company to cut down its cost.

Conclusion

- In a retail industry products and customers are directly proportional to each other.
- To improve the performance % of any product it is important to realize the target customers connected with that product.
- The collection, options as well styles of a product shouldn't be repeated season by season as customers might feel that the product is old.
- More focus should be given on girls department as it's performance is poor not only in terms of denim collections but other categories also as compared with the other competitive brand.
- As retail industry is one of the fastest growing industry and with the increasing competitors a company should always focus on launching new products into the market as revenue & profit can only be achieved through products & customers by a company.