

STARTUP

A P P A R E L

by SKYSTREET FASHION



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Entrepreneurship

“ If It's Easy To Be an Entrepreneur then
Everybody Would Become an
Entrepreneur ”

ELON MUSK

Founder
SpaceX & TESLA

Startup & Entrepreneurship



Start-up and Entrepreneurship



Why Apparels



Scope in the market



Advantages in e-Commerce



What we do for you



What you should do



1. START-UP AND ENTREPRENEURSHIP



ACTIVE INCOME

Who wants to dedicate full time for his/her business and live on it by means of spending efforts and for earning.



PASSIVE INCOME

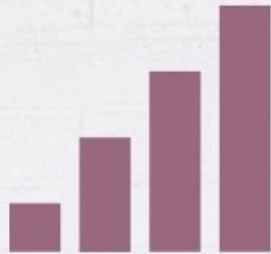
Can't leave day job and wants to try & learn business acumen. Additional Income to bolster financial needs



TAKE THE WORLD ON YOUR OWN

Freedom comes with responsibility; Employee vs Entrepreneurship is like soldier vs captain. It's always easy to follow and challenging to lead. Living on your own with greater control and responsibility over life.

... START-UP AND ENTREPRENEURSHIP



FAIL BUT NOT FAILURE

Failing is a learning but failure is not an option; Failing in one match or one battle is not a failure. Being alive and chasing your dreams everyday is the greatest success.

Fail fast - Learn & Never be a failure.



NEVER GIVE-UP ATTITUDE

Persistence is very important.
Nobody can defeat you unless you accept defeat



BELIEVE IN KARMA YOGA

What you sow you reap, What you do defines you; Tomorrow's result depends on today's action/efforts.

2. WHY APPARELS

BASICS AND ALWAYS
IN DEMAND



APPAREL

Clothing has become part of our body, very basic requirement for humans unlike other commodity, it's demand is not seasonal. It's demand is always in uptrend

AVERAGE HOUSEHOLD
CONSUMPTION



TREND

India's apparel market will be worth \$59.3 billion in 2022, making it the sixth largest in the world, comparable to the United Kingdom's (\$65 billion) and Germany's (\$63.1 billion), according to data from McKinsey's FashionScope.



GDP



CONTRIBUTION

The domestic textiles and apparel industry contributes 2.3% to India's GDP and accounts for 13% of industrial production, and 12% of the country's export earnings.

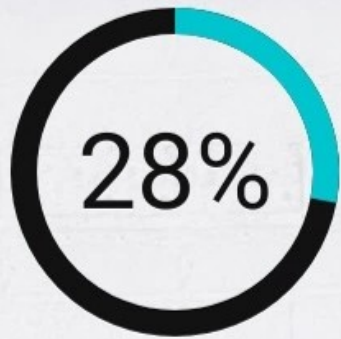
INDUSTRY
SCENARIO



STATS

FDI in the textiles and apparel industry has reached up to \$3.1 bn during 2018-19. Exports in the textiles and apparel industry are expected to reach \$300 bn by 2024-25 resulting in a tripling of Indian market share from 5% to 15%

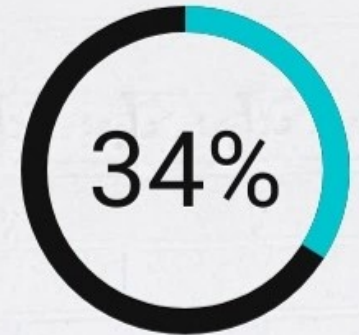
3. SCOPE IN THE MARKET (India)



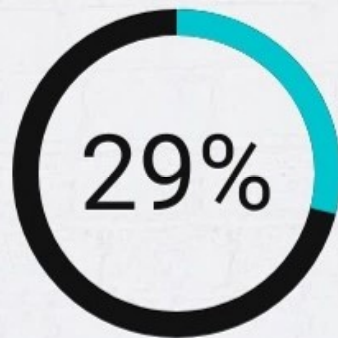
Expected sector
CAGR (2019-2021)



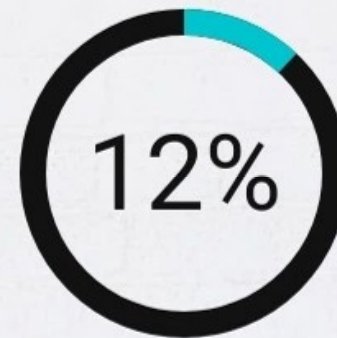
Share in India's GDP



Youth age group
between 15 & 34 of
total population in
India



29% of total online sales in India. 1 in
every 3 online purchase is for apparel



Textile exports share
in overall exports

... SCOPE IN THE MARKET



RELIANCE TRENDS

676 Trends store
(as of Mar'19).
Opened 200
stores in last
fiscal year itself



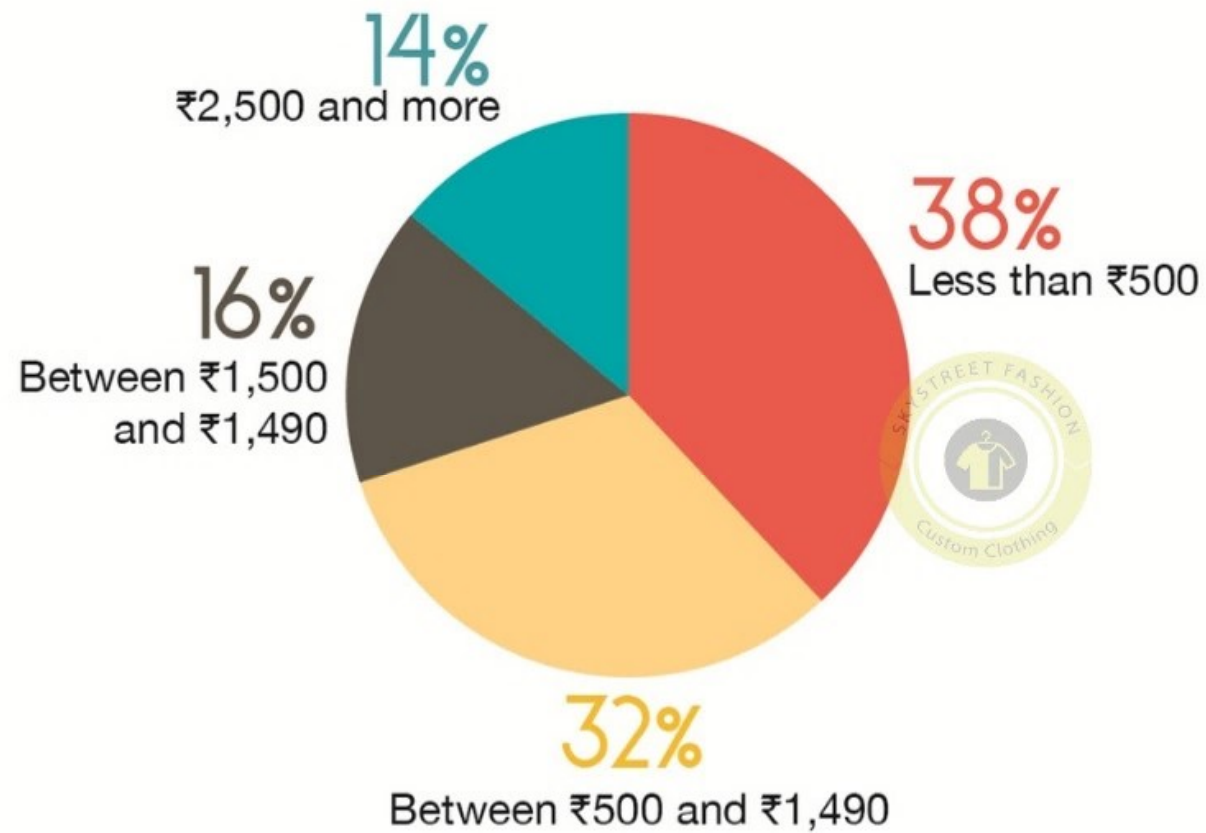
2018-19

4 Lakhs

Reliance Trends sold over 4 lakhs
garments every day in 2018-19

... SCOPE IN THE MARKET

HOW MUCH DO INDIANS SPEND ON CLOTHES PER MONTH?



4. ADVANTAGES IN E-COMMERCE



**Creativity and
opportunities
unleashed in marketing**



**Platform to compete
with bigger brands**



**No boundary
Global Market
Unlimited customers**



**No capital required for
store set-up**



Logistics made easy



Sky is the limit

E-COMMERCE

Your online
ad/marketing can be
your point of sale
(POS)

5. WHAT WE DO FOR YOU

1. Make apparels in customized styles for your own brand



3. Support in Choosing Yarn to Packing materials



5. Support you with sample making process



2. Support for wholesale ventures & Merchant Exporters



4. Styles and Designs



6. Keep Inventory and manage logistics for you



... WHAT WE DO FOR YOU

1

OWN BRAND

Interested to step into retail apparel business.. Wanna launch your own brand? As a manufacturer, We can be your factory setup to support develop your brands/ideas in apparel. We provide guidance and support in choosing right product and styles to launch your own brand and also share our industry experience. We take care of all manufacturing process.

We "Make in India"..You "Sell Anywhere"

2

WHOLESALE VENTURES MERCHANT EXPORTERS

Retail is not the only option for start-ups to start a business in the apparel market. You can also be Wholesale supplier and merchant exporter. You can get bulk orders from Retails shops, Schools, Offices, Factories, Event management, Sports club, etc. and also from any overseas customer through known contact & B2B portals. We can make all types of customized apparel.



... WHAT WE DO FOR YOU

3

YARN TO PACKING

Apparel industry is a combination of many related industries and options available in yarn to fabric to styles to value addition to packing is almost unlimited. Each one of them keeps getting evolved and fashion technology is pushing its limit everyday. We can also share knowledge and suggest best possible specifications based on the requirement/use case of the apparels if any customers need such support.



4

STYLES & DESIGNS

We can share our own styles and designs for you to choose styles for your business/requirements. Got idea/outline for new styles and design? We can also help you with developing your sketches to pictures in a digital platform.

... WHAT WE DO FOR YOU

5

SAMPLE

We can help you with the development of any customized styles with value additions by making patterns and samples. It's a must before bulk production.

6

INVENTORY

Got no warehouse? No time to manage and track inventory? We can ship to your retail online customers on behalf of you. We can deliver to Amazon, Flipkart, Myntra as and when you get orders in these platforms. This service gives you time to focus on business development and marketing when you start-it-up. We will directly connect with logistics companies like DHL/UPS, Sea & Air Freight for bulk and export order.



6. WHAT YOU SHOULD DO





1. Investment

1500 USD / 1 Lakh INR

It takes just 1 Lakh Rupees (or) 1500 USD for you to be in action. We can support you with making 500 T-shirts for as minimum as Rs.200/- (or) USD 3.0/- per piece in your own brand name.



2. Registration (India)

Types of registration - Proprietorship, Partnership, LLC, Pvt. Ltd. Basically you need to have PAN and GSTIN to do business. If you are the sole owner, you can register your business with your own PAN and easy to start it. **More details:** [STARUP INDIA](#)

IEC is required for export business and you can get IEC for export through online registration - [DGFT](#)



3. Branding

Brand Name, Logo, Baseline, Website, Packaging, Trademark

4. Product

We offer three services for start-ups; Blanks, Private Label, MoQ 500. We can make apparels for your own brand





5. Marketing

Plan for offline and online sales; Register with e-commerce platforms; Ads and campaigns;

6. Tools for business

We have tools available online for Inventory management to Ad campaign. Management and Enterprise software tools for inventory and accounts management are available for free for one year supported by start-up India. We use and recommend Zoho





Go Sell

GET IN TOUCH

We believe in teamwork. Our support and services for startups are our hands & thoughts extended to you for partnership

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LOCATION



EMAIL



WEBSITE



SUPPORT



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