# Business Plan on "Ur Style - V Make U Fit" By Using Lean Management

[1]Deepika.A.K B.E (Eee),Mba(Hr& Marketing)
Assistant Professor,
AJK Institute of Management,
Coimbatore,
Tamil Nadu.

[2]Rhizwaana.S B.E (ECE),MBA(Finance & Marketing)
Assistant Manager,
AXIS Bank,
Bangalore,
Karnataka.

**Abstract**

This Business is all about changing the pattern of stitching process in tailoring. In traditional ways of stitching approximately it takes two days time to deliver an order from the date when we gave measurements. We can generally go with product innovation and process innovation for updating the services with the help of advanced technology. Here in this type of plan we are using Lean management process to provide a customized and timely delivery of clothes. Lean is the process which mainly helps to reduce the wastages in terms of time and as well as stock maintenance. 5S system is introduced with the stitching process so that all types of wastages in process are eliminated in better way. As a result it helps to make women feel more confident through their clothes and fitness. Timely delivery is the important target of this system implementation so that we can easily attract the large number of customers in short period of time.

**Key words :**Lean process ,customer and market analysis

## I. Introduction

"Ur Style" is offering a Customized Stitching in the following types of clothing like: Salwars, Blouses, and other Alterations works in readymade garments. We are targeting not only the teenagers also planned to cover all type of age groups. Definitely their way of expectations are also differs based on their age groups as well based on their region wise changes are noticed in stitching culture. Customers expect us to make them stitching in unique way of stitching. As per their needs we are keenly providing our service to fulfill the demand of every customer. By offering the customized services we can match the expectations in personalized way. The main speciality in our "Ur Style" is concentrating on every individual customer attention to bring out wonders in Stitching process.

**II. Implementing Lean Process**

In this business plan each steps are divided and are fixed to the individual person. Due to the repeating nature in their work they do automatically in easier way. Time improvements will be there in routine nature of work so that they can update the standard in timing of finishing their work. There are totally 8 persons are involved in this systematic process of stitching and the routine way of doing the same process by the

**Person 1: Get to know the designs of the customer need.**

As per the expectations of every customer the person 1 will collect the various design patterns and let the next person can take the measurement of that particular design.

**Person 2: Take necessary measurements and book the order number.**

After giving all the necessary designs to the first person she comes to second one to take the necessary measurements as per the designs. Person 2 helps to find out the available trendy neck patterns and sleeve designs as per their structure.

**Person 3: Cut as per the designs.**

Next, the third person will get all those measurement from second person and starts the work by cutting the materials as per the customized design and measurements. Person 3 has done all the way of cutting works and thus forwarded to the next person for remaining process.

**Person 4: Stitch the body shape as per the measurement.**

This person just gives the outer finishing to the clothes that cut by third person. To increase the speed in the stitching this way of work divisions are made and thus it is passed to the other person.

**Person 5: Stitch the sleeves (i.e.,) Buttons, Knots as per the need.**

Pending works in the stitching like keeping knots and other additional works are attached by this fifth person. It needs some additional effort to make the finishing better way

**Person 6: Make the finishing design such as embroidery, chamki and stone work designs.**

Finishing in the stitching is depends on the creativity of the works and they need keen attention to make them workout. Creativity in fixing the stones are done in the step of process.

By using Lean concept we are systematically ordered the steps of process to reduce the wastages in timings. This concept explains the Demand-Based flow in tailoring process and thus helps to eliminate the different

wastages in the stitching art.

### III. Market Analysis

STRENGTH: Quick Service

WEAKNESS: Complex Designs in Materials

OPPORTUNITY: Earn More

THREAT: Worker Dependent

We have analyzed the probability in market of penetration and the reach among the customer expectation. Main strength of our business plan is that to offer the timely services to the needy customer. Material design plays an important role in this type of business. Trendy designs are difficult to implement in and around local area. As per their suggestions we need to train the designers in the updated designs and trends to make them updated in each type of clothing sectors. Opportunity is like through the timely delivery we can earn more than what we have planned. Satisfaction of customer what pays you as a return to your customized service. By fulfilling their demands we can earn a lot with the right time of offering the personalized services.

Common thread among the business people is about the workers, they act like a bridge between the customer and the management. Team work should be maintained to reach the level of business in effective and satisfied way among the competitors. In a region the moving of material clothes data can be received from the top 3 clothing center in that specified region. There will be a huge demand during festivals, celebrations, marriages, school or college annual days, kid's fancy dress competitions. These are the market analyses in nearby region to the Gobichettipalayam city in Erode district.

### Conclusion

Stitching process can be more effective while we implement the Lean based work culture in the tailoring shop. This method of technology used 5S system which helps to sort out all the unnecessary things in work place and thus maintain the systematic approach. In region the moving of material clothes data can be received from the top 3 clothing center in that specified region. There will be a huge demand during festivals, celebrations, marriages, school or college annual days, kid's fancy dress competitions. We can attract more number of customers and also can earn in short period of time. By achieving the customer satisfaction in better way that too in customized way can reach many customers. Thus systematic Lean Manufacturing eliminates unwanted wastages both in terms of product waste.

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[9]Part of the IFIP – The International Federation for Information Processing book series (IFIPAICT, volume 257)