

LOCALLY BRANDED T-SHIRTS, SOUVENIRS, AND CAPS

1. INTRODUCTION

This project aims to establish a locally inspired clothing and merchandise brand specializing in customized T-shirts, caps, and souvenirs featuring regional designs, phrases, and cultural motifs. The initiative will promote tourism, cultural awareness, and entrepreneurship by offering attractive wearable and collectible products that appeal to locals and visitors.

2. MISSION AND OBJECTIVES

The mission is to blend culture with commerce by producing sustainable and locally relevant merchandise. Key objectives include:

- Promoting regional identity through creative products.
- Supporting local artists and designers.
- Generating employment and entrepreneurial opportunities.
- Establishing a brand recognized for quality and authenticity.

3. BUSINESS OUTLOOK AND MARKET TRENDS

The wearable merchandise market is growing rapidly, particularly within tourism and youth segments. Social media trends favor identity-driven fashion, and consumers are increasingly drawn to locally rooted, sustainable, and storytelling-based products. The business is well-positioned to capitalize on tourism growth and evolving fashion preferences.

4. MARKET POTENTIAL AND ISSUES

There is high demand for branded apparel and memorabilia at tourist destinations, college campuses, and local events. However, challenges include market saturation from generic prints,



quality inconsistency, and lack of design originality. The project overcomes these by offering premium materials, original graphics, and limited edition collections.

5. TARGET MARKET

Primary target customers include:

- Domestic and international tourists
- Youth and college students
- Cultural enthusiasts and NGOs
- Local event organizers and fair visitors
- Online shoppers looking for regional flair

6. DESIRED QUALIFICATION FOR PROMOTERS

Promoters should have basic knowledge of textile or fashion design, branding, or printing. Skills in graphic design, business development, vendor management, and digital marketing are valuable. A passion for local culture and aesthetics is essential.

7. RAW MATERIALS AND SUPPLIERS

The business will source:

- Cotton fabric, caps, and eco-friendly blanks from local mills
- Printing inks and embroidery threads from certified vendors
- Tagging and packaging materials like paper bags and eco boxes
- Design tools and licensing software for in-house or freelance artists



8. COST OF PROJECT

Item	Estimated Cost (INR)
Printing Machine	₹70,000
Raw Materials (Blanks, etc.)	₹40,000
Design & Software Tools	₹15,000
Display & Storage Setup	₹25,000
Branding & Website	₹20,000
Packaging & Accessories	₹10,000
Miscellaneous	₹10,000
Total	₹1,90,000

9. MEANS OF FINANCE

The project will be financed through promoter capital and an institutional loan.

Source	Amount (INR)	% Share
Promoter's Fund	₹90,000	47%
Bank Loan	₹1,00,000	53%
Total	₹1,90,000	100%

10. MANUFACTURING PROCESS

1. Design creation using software or artwork templates.
2. Procurement of fabric and base products.
3. Screen printing or embroidery on items.



4. Quality checks, ironing, and tagging.
5. Packaging in branded wraps.
6. Delivery to outlets or online dispatch.

11. MANPOWER REQUIREMENT

Role	Quantity	Monthly Salary (INR)	Responsibilities
Graphic Designer	1	₹15,000	Creating artwork, coordinating branding
Printer/Operator	1	₹12,000	Running printing equipment
Sales Staff	1	₹10,000	Managing customer interaction/sales
Helper/Packer	1	₹8,000	Assisting in packaging and logistics

12. IMPLEMENTATION SCHEDULE

Activity	Timeframe
Planning and Design	Week 1
Equipment Purchase	Week 2
Trial Runs & QC	Week 3
Branding and Marketing Prep	Week 4
Soft Launch & Sales Begin	Week 5



13. WORKFLOW FLOWCHART

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14. BREAK-EVEN ANALYSIS

Total	Fixed	Monthly	Cost	₹45,000
Total	Average	Monthly	Revenue	₹90,000

Break-even is expected within 4 to 6 months of operation.



15. SALES PROJECTION

Product	Unit Price (INR)	Monthly Sales	Monthly Revenue (INR)
T-Shirts	₹400	150	₹60,000
Caps	₹250	80	₹20,000
Souvenirs	₹200	100	₹20,000
Total			₹1,00,000

16. PROFITABILITY AND FUTURE SCOPE

With minimal competition in personalized regional apparel, consistent product innovation and collaboration can lead to scalability. Opportunities include school/college uniforms, event merch, and wedding hampers.

17. BRANDING STRATEGY

The brand will focus on minimalistic yet culturally powerful designs. Taglines, local dialects, folk art, and eco-branding will form the identity. Collaborations with influencers and artists will further strengthen the appeal.

18. PRODUCT LINE EXTENSION

Future additions include hoodies, sweatshirts, canvas tote bags, magnets, stationery, mugs, and festival gift boxes.

19. DIGITAL MARKETING STRATEGY

Strategies include:

- Running Facebook/Instagram ads
- Leveraging reels for product storytelling



- Collaborating with travel/lifestyle influencers
- SEO blog content on brand story

20. COLLABORATIONS & PARTNERSHIPS

Tie-ups with:

- Local tourism boards
- Event organizers
- Folk artists and illustrators
- NGOs supporting cultural preservation

21. DISTRIBUTION STRATEGY

- Sales through own website
- Offline kiosks at tourist hotspots
- Local general stores and exhibition stalls
- Partner resellers in cities

22. LEGAL COMPLIANCE / GOVERNMENT APPROVALS

To operate legally and efficiently, the business will require the following approvals and registrations:

- **MSME Udyam Registration:** This is for recognition and benefits under government schemes.
- **GST Registration:** Mandatory for selling products both online and offline.
- **Trade License:** Issued by the local municipal authority to operate a retail or production unit.
- **Copyright Registration:** This is for protecting unique product designs and logos.
- **Fire Safety & Labor Laws Compliance:** Applicable if employing more than 10 people or operating from a public-facing retail outlet.



23. QUALITY CONTROL MEASURES

- Use of tested fabric and eco inks
- Multi-stage inspection
- Packaging consistency
- Design review every 3 months

24. CUSTOMER SERVICE PLAN

- WhatsApp for customer care
- 7-day return policy
- Feedback form with each online delivery

25. ENVIRONMENTAL SUSTAINABILITY

- Use of biodegradable packaging
- Limited waste batch production
- Use of water-based inks and natural fabrics

26. TRAINING & SUPPORT

Workshops and training modules for:

- Screen printing and design tools
- Customer handling
- Inventory and stock management

27. MONITORING & EVALUATION

- Monthly sales vs. target tracking
- Inventory audits
- Staff performance review



- Customer feedback dashboard

28. RISK FACTORS AND MITIGATION

Risk	Mitigation Strategy
Seasonal demand dip	Diversify products and bundling.
Return/refund issues	Strict quality checks and clear policies
Design copycats	Copyright registration and watermarking

29. SUCCESS INDICATORS

- Achieving ₹1,00,000 monthly revenue within 6 months
- 20% repeat buyers in 3 months
- 5-star rating on 3rd-party platforms
- 1000+ social followers

The Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

Entrepreneurship programs that help run businesses successfully are also available from institutes like the Entrepreneurship Development Institute of India (EDII) and its affiliates all over India



Disclaimer

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