TRINITY COLLEGE FOR WOMEN
NAMAKKAL

DEPARTMENT OF COSTUME DESIGN & FASHION

FASHION BUSINESS
STARTUP

ODD SEMESTER

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Meaning and purpose of a business concept

A business concept is a clear description of the customer problem, proposed solution and value offered.

It identifies the target customer, product or service, delivery method and revenue logic.

A strong concept is desirable to customers, feasible to deliver and capable of generating sustainable returns.

Example: a made-to-measure blouse studio offering design consultation, Aari work and online order tracking.

Emerging models of corporate entrepreneurship

Intrapreneurship: employees develop new ideas using the resources of an existing organisation.

Corporate incubators and accelerators: structured support for testing and scaling internal or external ideas.

Strategic partnerships and open innovation: firms collaborate with start-ups, universities, suppliers and customers.

Venture-building and spin-offs: a new business is developed separately from the parent organisation.

Digital and platform models: technology connects users, suppliers and service providers.

Critical factors for new venture development

Clear customer problem and evidence of demand

Founder capability, commitment and complementary team skills

Distinctive value proposition and realistic competitive position

Reliable suppliers, suitable technology and quality control

Adequate working capital, cash-flow discipline and compliance

Adaptability, customer service and measurable goals

Identifying and screening business opportunities

Observe customer difficulties, changing lifestyles, local resources and emerging technologies.

Generate several ideas before selecting one; avoid deciding only on personal preference.

Screen each idea for customer demand, competition, skills, cost, risk, legal requirements and growth potential.

Validate assumptions through interviews, surveys, observation, competitor review and a small prototype.

Opportunity = a real need + a workable solution + a reachable market + a sustainable model.

Definition and overview of business size

A small business is an independently managed enterprise operating with comparatively limited scale and resources.

Micro, small and medium enterprise classifications in India are based on investment and annual turnover under the applicable MSME definition.

Large enterprises generally operate at greater scale, with larger capital, workforce, production and market reach.

Size classifications are jurisdiction-specific and may be revised; use the current official definition when making legal or scheme-related decisions.

Types and process of communication

Types: oral, written, non-verbal, visual and digital communication.

Direction: downward, upward, horizontal and diagonal communication.

Process: sender → encoding → message/channel → receiver → decoding → feedback.

Noise or barriers can affect any stage; feedback helps confirm shared understanding.

Choose the channel according to urgency, complexity, confidentiality and need for a record.

THANK YOU

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