



BESTSTICHCOM

CHOICE OF ENTREPRENEURS

THE #1

Kids & WOMEN'S FASHION FRANCHISE

Empower yourself and take charge of your career by investing in this exciting, expanding industry.
This is the franchise opportunity you have been waiting for!

Become Franchise Now



ABOUT US

Best Stitch Now giving franchise is an innovative **online tailoring company** revolutionizing the unprofessional world of tailoring services in India. "Our mission is to provide the best tailoring facility and exceptional products to customers at reasonable prices." With a dedicated team of professionals, including a fashion design expert, we are passionate about bringing positive change to the industry.

We have adopted a revolutionary approach by establishing an in-house production unit (Central Tailoring) and direct selling and servicing our products to customers through its franchise. Our no-middleman, no-rentals, and no-markups business model allows us to offer our customers the best value for their money. In addition, we provide a free pick-up and drop facility for utmost convenience.

At Best Stitch, we prioritize our franchise satisfaction, quality craftsmanship, and a seamless online shopping experience. With our expertise and commitment to excellence, we strive to redefine the standards of tailoring services in India.





THE PROBLEMS

1. **Limited Tailoring Options:** Many people struggle to find tailors who can provide a wide range of design options and customized fittings, limiting their choices for personalized clothing.
2. **Inconsistent Quality:** Customers often encounter issues with inconsistent quality in tailoring services, including poorly stitched garments, incorrect measurements, and subpar materials, resulting in dissatisfaction and wasted time and money.
3. **High Prices:** Traditional tailoring services often come with high price tags, making it challenging for individuals to afford custom-made clothing within their budget.
4. **Inconvenient Process:** The traditional process of visiting tailoring shops, waiting for fittings, and multiple trips for alterations can be time-consuming and inconvenient, especially for busy individuals seeking a hassle-free experience.

These challenges highlight the need for a reliable and convenient online tailoring solution that offers diverse options, consistent quality, affordability, and a seamless experience for customers.

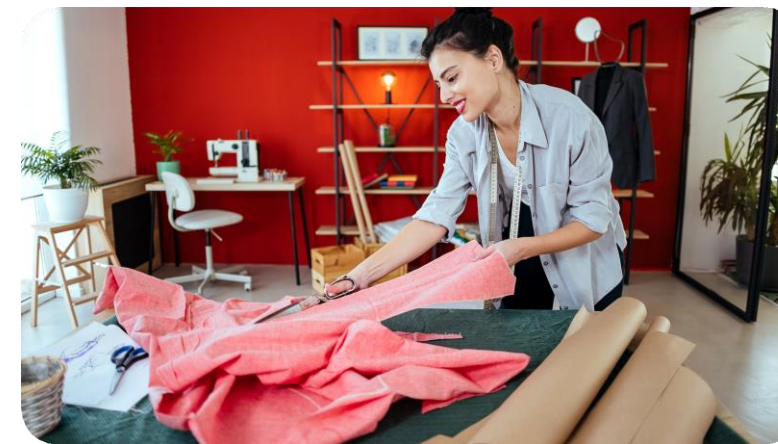


SOLUTIONS



EXTENSIVE DESIGN OPTIONS

Best Stitch offers a vast collection of design options, including trendy styles, classic designs, and customization features. Customers can choose from a wide range of fabrics, patterns, and embellishments, ensuring they find the perfect tailored garments that reflect their personal style.



SUPERIOR QUALITY CRAFTSMANSHIP

Our team of skilled tailors and stringent quality control processes guarantee exceptional craftsmanship and attention to detail. We use high-quality materials, ensuring durable and well-fitting garments that exceed customer expectations.

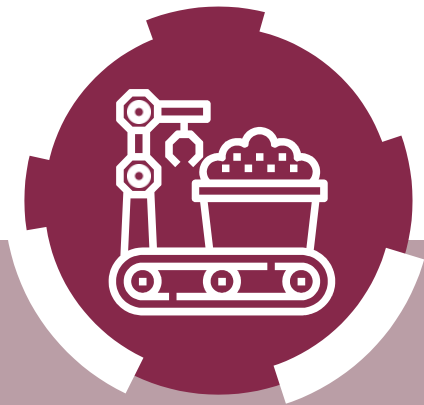


AFFORDABLE PRICING

Best Stitch eliminates unnecessary markups and rental costs, allowing us to offer competitive and affordable prices. Our no-middleman business model ensures that customers get the best value for their money without compromising on quality.

UNIQUE SELLING POINTS

These unique factors distinguish Best Stitch from traditional tailoring services, offering customers exceptional quality, affordability, convenience, and expert fashion support, ultimately providing an unparalleled online tailoring experience.



In-House Production Unit:

Best Stitch stands out by having its own in-house production unit, Central Tailoring. This allows us to maintain complete control over the tailoring process, ensuring superior quality and timely delivery of garments to our customers.



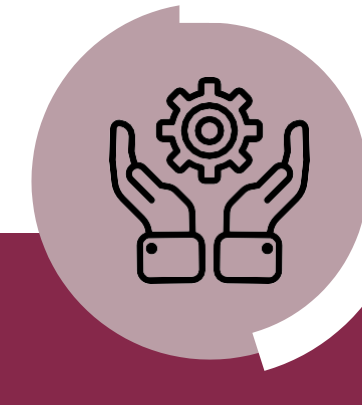
Franchise Model:

By eliminating middlemen, rentals, and markups, we offer our franchise the best value for their money. Our direct sales approach cuts out unnecessary costs, allowing us to provide affordable pricing without compromising on quality.



Free Pick-up and Drop Facility:

We prioritize convenience by offering a complimentary pick-up and drop-off service. Customers can schedule a convenient time and location, saving them valuable time and effort in visiting physical stores.



Expert Fashion Design Support:

With a dedicated team, including a fashion design expert, we provide personalized fashion advice and guidance to our customers. This ensures that they receive tailored solutions, making informed choices about designs, fabrics, and customization options.



TARGET CUSTOMER SEGMENT

Best Stitch aims to cater to a diverse range of customers who value convenience, quality, and personalized tailoring services. Our primary target market includes:

- **Busy Professionals:** Professionals with demanding schedules who seek a convenient and time-saving solution for their tailoring needs.
- **Fashion Enthusiasts:** Fashion-conscious individuals who appreciate the ability to customize their clothing, staying up-to-date with the latest trends, and expressing their personal style.
- **Bridal and Occasion Wear:** Soon-to-be brides, wedding attendees, and individuals looking for exquisite, custom-designed garments for special occasions.
- **Fashion-forward Individuals:** People who desire unique, well-fitting clothing that reflects their individuality, allowing them to stand out from the crowd.

We aim to serve these target segments in India, providing them with a seamless online tailoring experience that fulfills their specific requirements, preferences, and aspirations.

MARKET SIZE

As an innovative online tailoring company in India, Best Stitch operates in a market with substantial growth potential. According to industry reports, “The Custom Clothing market revenue was 3291 Million USD in 2019 and will reach 4304 Million USD in 2025, with a CAGR of 4.57% during 2020-2025.”

(SOURCE)



MARKET STRATEGY

Targeted Digital Advertising:

Best Stitch will leverage targeted digital advertising campaigns to reach our specific target market segments. This includes utilizing platforms such as social media, search engine marketing, and display advertising to raise brand awareness, showcase our unique value proposition, and drive traffic to our website.

Engaging Content Marketing:

We will develop engaging and informative content that caters to the interests and needs of our target market. This includes blog posts, style guides, and fashion tips to position Best Stitch as a trusted source of fashion expertise, building brand authority and fostering customer loyalty.

Influencer and Affiliate Partnerships:

We will collaborate with fashion influencers, bloggers, and affiliates who align with our brand values and target audience. These partnerships will enable us to tap into their loyal following, leverage their credibility, and generate buzz around Best Stitch through product reviews, sponsored content, and promotional campaigns.

Exceptional Customer Service:

Our marketing strategy places a strong emphasis on providing exceptional customer service. By prioritizing customer satisfaction, quick response times, and personalized communication, we aim to generate positive word-of-mouth, customer referrals, and repeat business, further expanding our customer base.

AIM TO SCALE UP

Geographic Expansion:

Best Stitch aims to expand its reach and cater to customers across multiple cities and regions in India through its franchise network.

Enhanced Product Portfolio:

We plan to diversify and expand our product offerings to meet the evolving needs of our customers.

Technology Integration:

We aim to leverage advanced technology solutions to streamline our operations, enhance the customer experience, and drive efficiency. This includes implementing AI-driven size recommendation algorithms, 3D virtual fittings, and a user-friendly mobile app, ensuring a seamless and personalized online tailoring experience.

Strategic Partnerships:

We seek to forge strategic partnerships with our Franchises & fashion influencers, bloggers, and industry stakeholders to increase brand visibility, tap into new customer segments, and leverage their expertise to stay ahead of market trends. These collaborations will enable us to reach a wider audience and establish Best Stitch as a go-to destination for tailored clothing in India.





REVENUE MODEL

Best Stitch operates on a revenue model designed to generate sustainable and profitable growth. Our revenue streams are as follows:

- **Tailoring Services:** We earn revenue through the provision of tailoring services, including the stitching and customization of garments. Customers pay for the labor and expertise involved in creating their personalized clothing.
- **Product Sales:** In addition to tailoring services, we offer a range of ready-to-wear clothing and accessories for purchase. These products include curated collections of clothing items that appeal to our target market, providing an additional revenue stream.
- **Value-Added Services:** We offer value-added services such as express delivery options, rush orders, and premium customization features. These services come at an additional cost, providing an opportunity to generate additional revenue while meeting specific customer demands.
- **Upselling and Cross-Selling:** Through personalized recommendations and fashion expertise, we aim to upsell and cross-sell to customers. By suggesting complementary products or premium customization options, we can increase the average order value and generate additional revenue.

Our revenue model is designed to ensure profitability while providing customers with a range of options and services that meet their individual needs and preferences.

KEY COMPETITORS



NEEDLES THIMBLES



CLOUD TAILOR



ESILAI

Despite the competition, Best Stitch differentiates itself through its in-house production unit, direct sales model, free pick-up and drop facility, and dedication to exceptional customer service. These unique attributes allow us to provide superior value, convenience, and a seamless online tailoring experience to our customers, setting us apart from our competitors.

SWOT ANALYSIS



Innovative Approach:

Best Stitch's in-house production unit, direct sales model, and online platform provide a unique and convenient tailoring experience, setting us apart from traditional competitors.



Quality Craftsmanship:

Our dedicated team of professionals ensures superior quality craftsmanship and attention to detail, resulting in well-fitting and stylish garments for our customers.



Customer-Centric Focus:

We prioritize customer satisfaction and provide exceptional customer service, offering personalized fashion advice, convenient pick-up and drop-off services, and a seamless online shopping experience.



Competitive Pricing:

By eliminating middlemen and unnecessary costs, we offer competitive pricing, providing customers with excellent value for their money.

Team



Priyanka

Founder & Chief Creative Officer

She is qualified in fashion design from IIFT. She has 15 years of work experience in the fashion design industry



Sachin Kumar Srivastava

Partner

He completed his graduation in B.Com and certification in Export Management, he brings 15 years of experience working with corporates and five years specifically in the fashion industry.

Meet Our Best Team



TEAM of BESTSTITCH



BESTSTITCH participated in the **INDIA KIDS FASHION WEEK**

Contact Us



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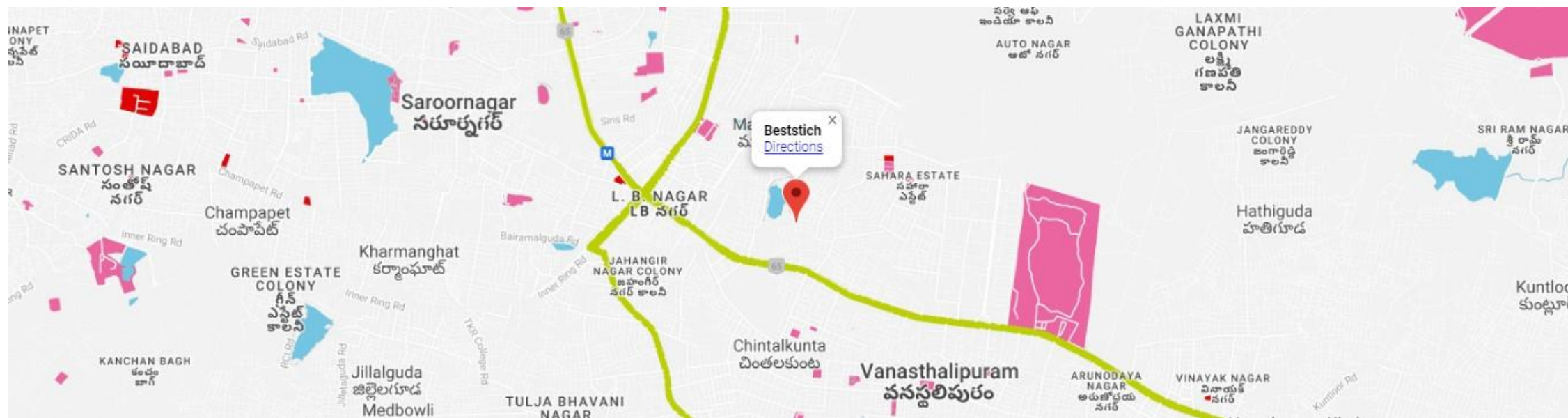
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BESTSTICHCOM

Thank You

For Your Attention

