

A CONCEPTUAL STUDY OF HOME SCIENCE IN TERMS OF PROMOTING THE TAILORING BUSINESS USING A SMART PHONE APP FOR THE TAILORING COMMUNITY

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Abstract: This paper revolves around a mobile app which could facilitate business among tailoring communities. It would result in creation of a business modal that would boost the tailoring industry and commercialize it to a grand scale level. Although readymade cloths are ruling the market right now, a dress, tailored according to one's sizing would always be preferred due to its perfect fitting and choice of specifications. It is the lack of availability and accessibility that is preventing the tailoring industry from rising above the ready-made cloths in the fashion market. This paper aims to solve this problem by providing increased and easy accessibility and availability to tailored clothing.

Keywords: tailoring, mobile application, peer to peer, business modal, commercialization.

I. Introduction

Tailoring is a widely popular hobby and one which can be commercialized to a grander scale, if provisioned with the right resources. This paper suggests a technical approach to this age-old activity of tailoring, hence combining current day technology and resources with the timeless art of tailoring to build a business modal that would facilitate the flow of trade between individuals, trade firms and customers. It is seen that in this modern age, every successful business modal is driven through a mobile app. A mobile app helps flourish a business by increasing reach and communicative flow between clients and companies, some prime examples of this include Uber, BookMyShow and Swiggy. A similar approach is implemented in this paper wherein an app is used to develop a high scale business modal in which tailoring requests are processed and completed upon choice by a pool of tailors who operates under the terms and conditions of the parent company.

II. Literature Review

It has been observed that the technology keeps improving in the smart phones. From the last few years, the mobile phones capabilities have improved rapidly. Mobile phones are multiprocessing so they can work fast as a computer^[5]. Research has found that android apps are heavily being used to find out shopping mall locations, ongoing promotions and offers at different stores, map module etc^[6]. In developed countries, 44%^[7] android users use shopping mall apps for their comfort. This is the main reason for choosing the mobile platform for this business modal.

A similar app approach has been taken in many other industries which involves peer to peer, service provider to client communication. Such industries include cab services, food services, ticketing services, where apps like, Uber, Swiggy and BookMyShow respectively, have gained marketing advantage. Uber is currently valued around 48 billion USD^[1]. Swiggy raised 210 million USD at a 1.3 billion USD valuation in July 2018^[2]. MakeMyTrip received a 3.8 billion USD valuation in May 2018^[3]. This suggests the potential growth; a business modal of this type could deliver if executed properly.

While coming across various similar technologies and business modals associated with online shopping^[4], where items were purchased online through various websites, the drawbacks encountered were –

- Fraud
- Shipping cost
- Deprives our Tangibility
- Lack of Options

III. Framework

This paper proposes an app which enables potential clients to send in their tailoring requests which would be available for the tailoring community, working under the parent company to choose from the request pool and process the request. There is a need for two different app frameworks, one for the client and one for the service provider. This same methodology is used in the apps such as Uber, where the Uber app is for the customer who uses the service and the Uber Driver app is for the cab driver who provides the service. Similarly, this app requires two variations, one for the client and one for the service provider.

One of the main targeted audience of this project involves small business tailors or housewives to use this platform to increase their business flow. Since they don't actually have a proper office or a receptionist, business is handled in a very informal way. Which includes scheduling, billing, sizing of cloths etc. A mobile app which could help them receive stitching requests, accept or reject proposals, receive sizing, avail pick up/delivery service info to the customers, would immensely help flourish their business. The app could also display a variety of clothing designs that could motivate the customer to give more orders to the company. An SMS/phone call would be made by the company to the customer upon accepting or rejection of any order. Each order will be provided a unique ID for reference and verification. A notification plus phone call will be made to the customer after order completion. The app allows the customer to convey stitching specifications like the type of sleeve, collar, etc. It also allows independent tailors to register in to the app and use it as mediator to attract customers. The parent company of course earns a small profit by collecting a part of the income of the tailors. This is to be done after careful financial analysis and trials, making sure the service provider and the client receives a fair deal.

IV. Working architecture

Data Flow Diagram

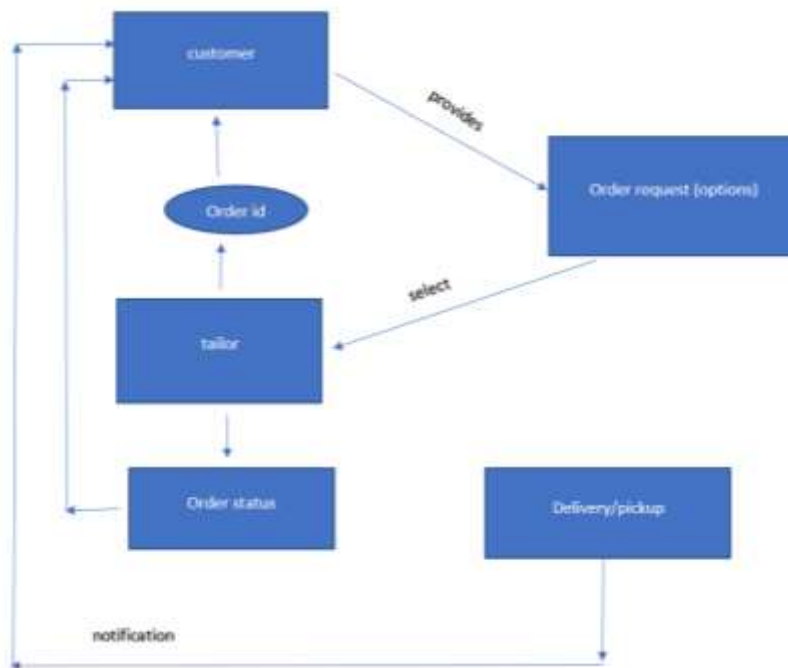


Fig 4.1 Data Flow Diagram

Client side



Fig 4.2 Graphical User Interface (client)

Service provider(tailor) side

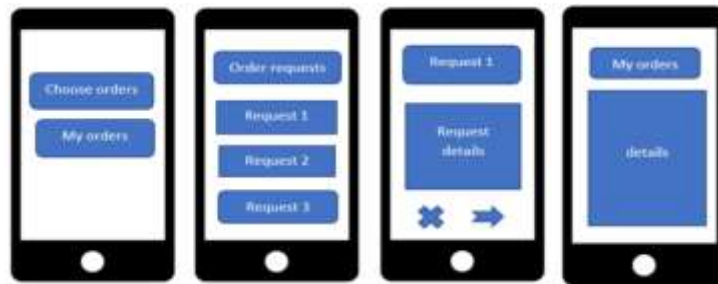


Fig 4.3 Graphical User Interface (service provider - tailor)

Flowchart

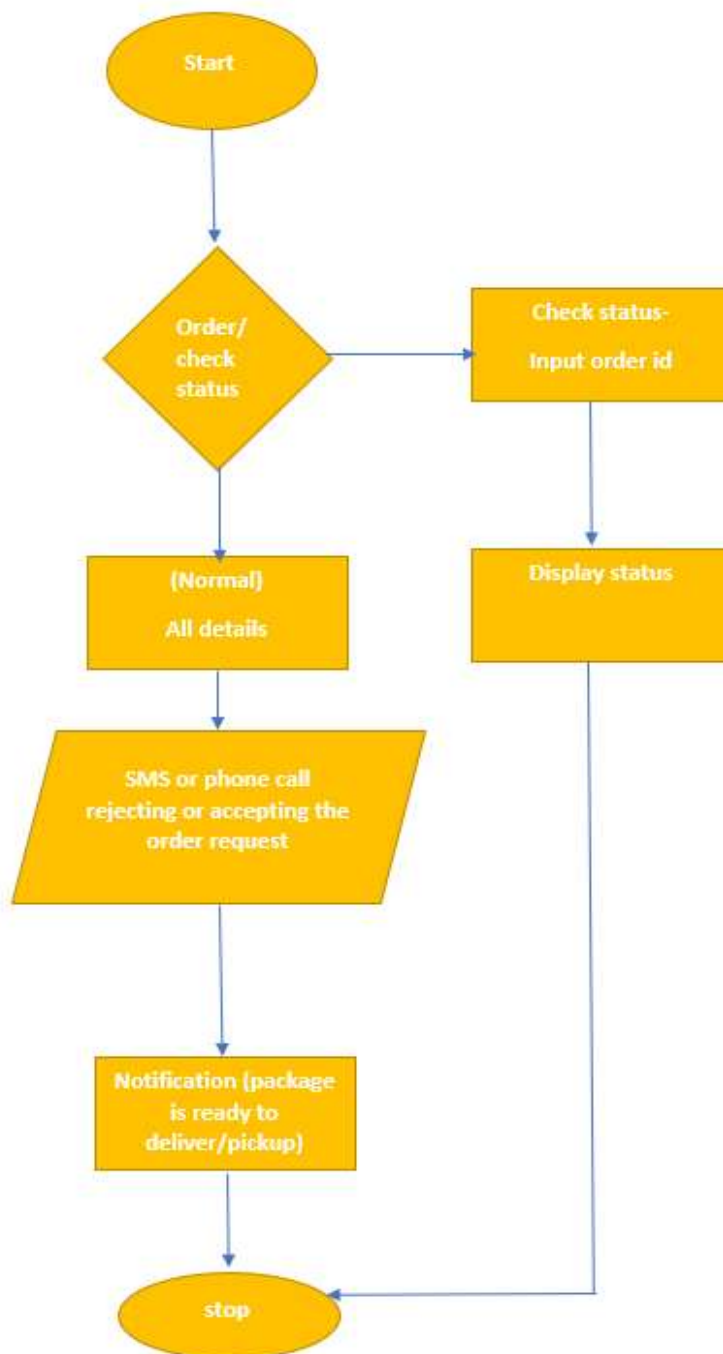


Fig 4.4 flowchart of the app process

V. Conclusion

The paper suggests a business modal which, if properly implemented could deliver a promising performance in boosting the commercial capability of the tailoring industry. It requires execution of a mobile app service provisioning communicative flow between clients and service providers. It could help housewives and small business tailors to drastically increase their reach and hence flourish their business. The app could contribute to the overall economic growth of country as it provides employ and more importantly plays a vital role in commercializing tailoring to higher level thus promoting the art of tailoring.

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