

“Perspective of development online tailoring services in Georgia”

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Abstract

Tailoring business is a notable booming business in Georgia. The wide scope and vast business opportunities are yet to be explored. The rise in fashion trends and perception management is the key area to explore in business among Generation Z as well as the Millennials. My project studies the project scope, opportunity and business strategies instilling web technology to the tailoring market of Georgia. Online tailoring is the process of merging online technologies and human skills for a customized stitched product to the customers, wherein a customer can become a designer to his dressing style.

An E-Commerce platform is a base that a skilled tailor can take the advantage of by catering to the custom requirements of clients. This system can attract many skilled tailors to this project. A large audience can be attracted with the help of digital marketing platforms and executing campaigns. The top priority of this project is to become a helping hand to the struggling tailors in Georgia. With this system, they are exposed to a huge marketing opportunity to run a successful business.

Though the business has wide scopes, the challenges are inevitable, such as Infusing the idea to the tailoring society, convincing the scope, executing a market penetration and business benefits. Research is giving positive signals considering these valid points. The target group is people between the ages of 20-40. As we learned from the website Invest in Georgia, 50% of young people between the ages of 20-34 are unemployed. Workers are underpaid. Hence proper planning and strategic execution can storm the tailoring industry to flourish with the help of an online platform.

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