



Cooperative Education Report:

Strategies used to create a purposeful brand like Damnee

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Title: Strategies used to create a purposeful brand like Damnee

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Project Title: Strategies used to create a purposeful brand like Damnee

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Abstract

This cooperative education report, incorporates details regarding the four-month internship experience at Damnee and investigates the strategies required to build purposeful brand like Damnee. Damnee is a denim clothing brand that specializes in the production of customized jeans tailored specifically for the customers based on measurements provided by the customers, as well as ready-made jeans for those who know what sizes fit them best. The objectives of this internship report include: (i) To apply the theoretical knowledge into practice. (ii) To understand how a purposeful brand is created. (iii) To know how a startup is launched in a developing country like Nepal. (iv) To apply the knowledge learnt in SIAM-KCM BBA course in the practical world. Being a part of a purposeful trying eliminate the way a person looks at their body really encouraged me to do things outside my comfort zone.

This internship program has provided me with a learning platform where I can gain valuable practical experience before entering the professional business world. Following the completion of my internship, I discovered that, in addition to my skill sets, I had gained a lot of leadership skills.

Keywords: *Denim jeans, purposeful, startup, leadership, comfort zone*

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Furthermore, I would also like to acknowledge with much appreciation the crucial role of Ms. Prisma Shrestha, who gave vital insights whenever I needed help around me. A special thanks goes to my team mate, Ms. Muskan Shakya, who helped me to complete the tasks and gave important suggestions about the task. Last but not least, many thanks go to Mr. Barun Gautam whose have invested his full effort in guiding the team in achieving the goal. I have to appreciate the guidance given by my supervisor Dr. Maria Emerita I. Shrestha and Prof. Yhing Sawheny for taking their time and helping me write this report

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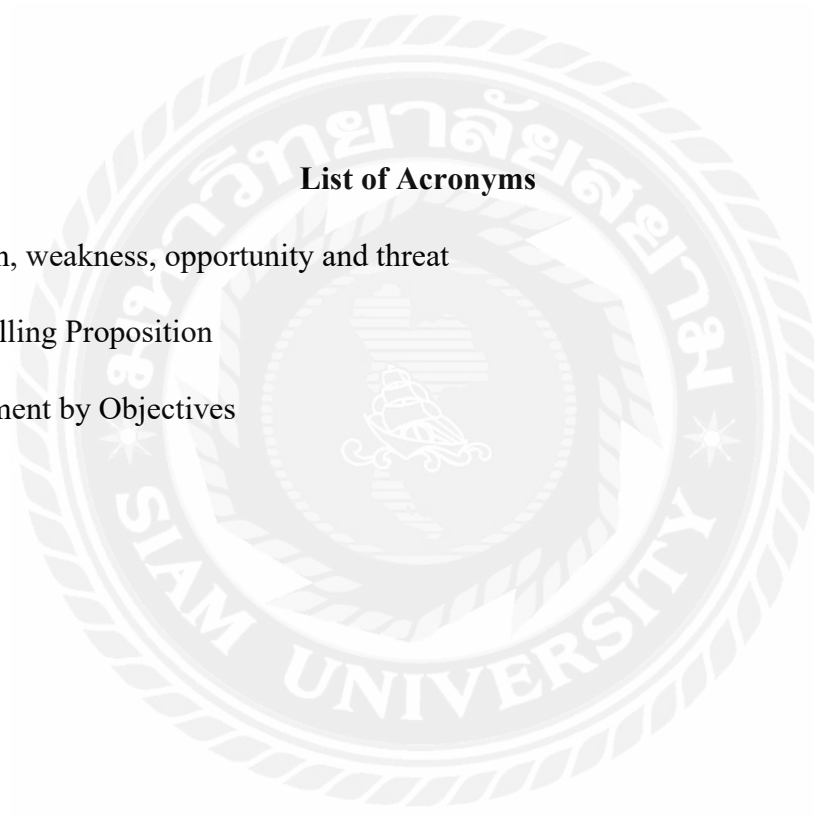
Figure 3: Brand Logo

List of Acronyms

SWOT: Strength, weakness, opportunity and threat

USP: Unique selling Proposition

MBO: Management by Objectives



Chapter 1

Introduction

1.1 Company Profile

ITUTS was founded with an intention of grabbing the opportunities present in different business sectors of Nepal. Presently, the company wishes to fulfill its aim in the fashion industry with the help of Damnee. Damnee is the subsidiary of ITUTS company which aims in providing customized denim jeans to the ones whose sizes are not readily available in the market and readymade jeans to those who knows their sizes perfectly.

Damnee primarily intends to sell all its denim jeans (customized or readymade) through online. However, Damnee could open its own physical stores in the future. The company believes in the vision of “Humans are not mass produced, so why should our jeans be? With measurements personally provided by the customers themselves, Damnee aims to deliver the best custom denim jeans that are tailored to fit like a glove.

1.2 Strategies of the company.

Damnee generic strategy to stand itself apart from its competitors is through purposeful marketing. The company has been following “Dove” brand very closely with the way they have established themselves and intends to be focused on their marketing tactics to create a purpose driven brand. To create a purposeful brand Damnee marketed itself to be unique in providing custom fit jean of any sizes to their customers which also happen to be their Unique Selling Proposition (USP). On the other hand, the company is also using one of the strategies of Ansoff matrix model. The company is using price penetration strategy in which it procures high quality denim fabric at cheap cost compared to their competitors which further helps them to have cost advantage over their competitors.

2. Organizational Structure

The company is at baby stages in its operation so it has four people onboard for its operations.

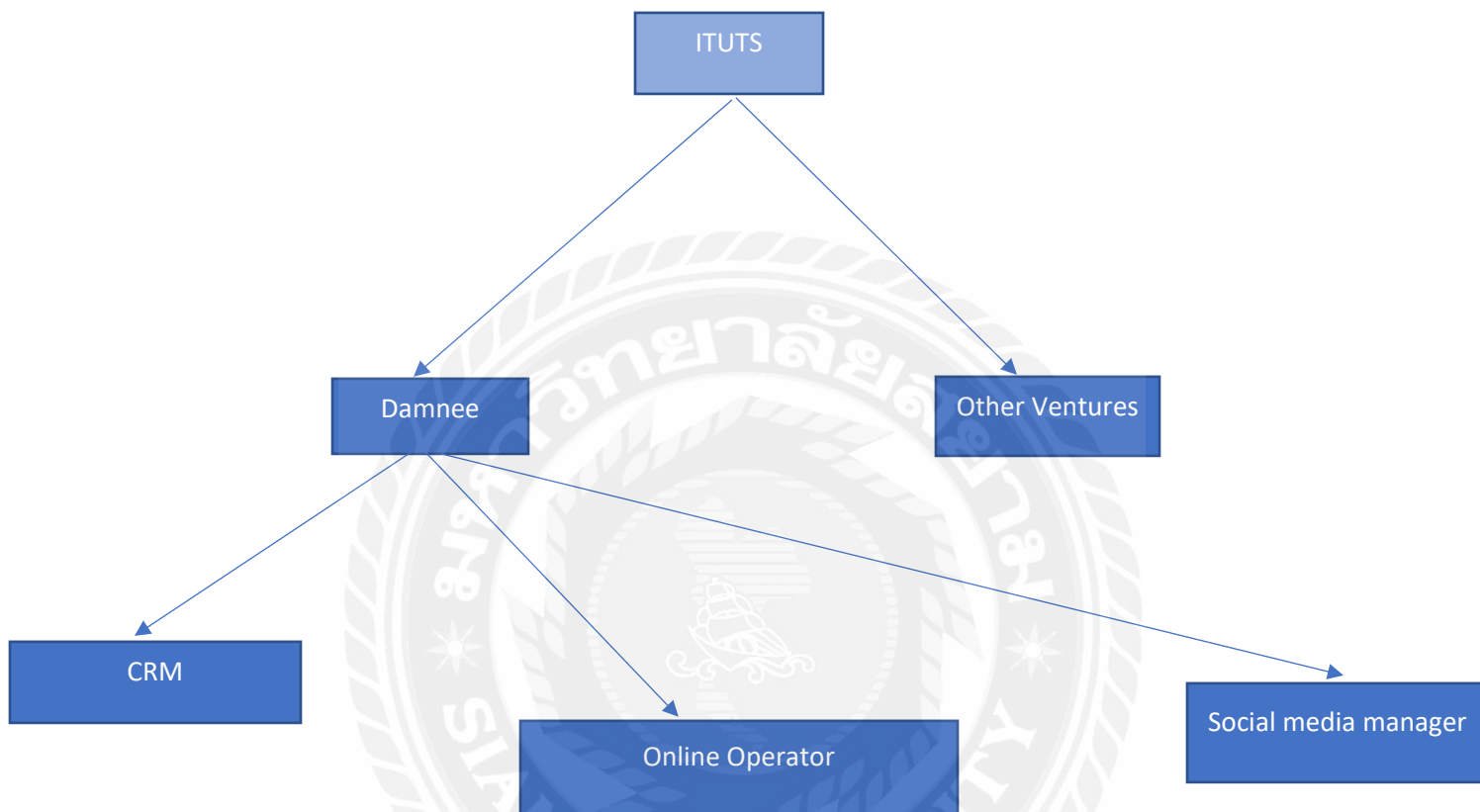


Fig: Organizational structure of the company

1.3 Job position held in the company

I have the intentions of giving my fulltime to this company. The initial reason the company hired me was to fulfill the job of chief of operations. However, since the company is in its initial stages most of the task were assigned. The task like finding tailors, carrying out the registration process, setting up meetings with the technical team, going into the field for tags, making logos and helping drafting policies were required of me.

The position of chief of operations formally is yet to start since the company is in its startup phase. However, the roles and responsibilities I fulfilled for this company helped me fit into overall organizational structure.

1.4 Intentions to join the company.

The fashion industry is the market that I wanted to tap in for a long time. During the covid pandemic, it was evident that e-commerce was booming compared to the other traditional businesses. This gave me an idea to start a company based on fashion industry with its presence online. This would not have been possible without the help of design thinking classes in our second year at KCM because it helped me to form my ideas properly.

I previously interned at a textile industry for 3 months after my A-levels. I held the position of book keeper in the company. However, rather than the book keeping that I used to do in the company the fabric present there intrigued me to do something of my own. Subsequently, this gave rise to an idea that transformed into a company after the pandemic.

The other intention to join the company was to have an identity of my own. Being a Marwari in Nepal makes people assume that the successors in the family would also join their family businesses. I wanted to prove that there is a lot more into me then joining my family business.

1.5 Strategic analysis of the company

The company had its own fair share of internal and external strengths and weaknesses. To analyze such strengths and weaknesses a SWOT analysis of the company has been done.

Strengths in the SWOT analysis of Damnee

Propose driven brand: Damnee has marketed itself to be a propose driven brand. The important issue of body shaming is something that has not been taken seriously in Nepal. Damnee stands with the ones who do not have their exact fit in the market and help them feel good about their body. This is a major strength for Damnee brand since it helps them to market themselves differently and creates a Unique Selling Proposition (USP) for the brand.

Online presence: There is not a single website in Nepal that sells only denim jeans online. After the pandemic it was really important to think unorthodox and be able to reach to the customers with in a click of a button. This is something Damnee has been able to notice and tried to get its presence online for the ease of its customers.

Specialization: “It is really important to understand what you sell in the company”. This is something that Damnee follows seriously. The brand has made sure it specializes in denim jeans so that it could provide the best quality to its customers. The company also is focused in only using the fabric of denim from a single supplier which makes the brand stand out from its competitors.

Early movers: The brand understands the barriers to entry (Porters five field analysis) in the market properly. It understands that there is some competition based on the social media sites like Instagram and Facebook but there is no competition through website. Damnee has taken this competitive advantage and made sure ITUTS to be the first company with a website for only denim jeans.

Weakness in the SWOT analysis of Damnee

Inexperienced team: Damnee has a team of four members with very less experience to run a company on their own. There has been a constant lack of communication between the team members which has led to get many tasks delayed in the company.

Product Life cycle: The company understands that there are four stages in the life of a product (*Introduction, growth, maturity and decline*). With this there will always be a problem for the company since it is overly dependent upon its single product. Once the product exceeds the cash cow stage then there will be a huge problem for the company to manage its finances.

Low margins: Damnee follows Every Day Low Prices model (EDLP). The brand wishes to follow low prices model to gain competitive advantage and provide low prices to the ones whose sizes are not market fit. The low margins are a potential weakness for the business because to gain more profit the brand has to make bulk deals or dependent upon economies of scale completely.

Educate the audience: Damnee is a purposeful brand but it’s really difficult for the brand to educate its audience with all the size charts that will be present on the website. Nepalese audience believe in getting their products as quick as possible. However, with such complicated size charts it might be difficult for audience to relate with the brand.

Niche market: The brand offers customized as well as readymade jeans for the people in Nepal. Damnee prioritizes more in providing customized jeans to its target audience. This makes the brand vulnerable because if once the taste of its target audience changes Damnee would have to completely rebrand itself.

Opportunities in SWOT analysis of Damnee

Catering untapped market: The garment industry itself is a Rs 6.34 billion (approximately \$84.9 million) market. *(The stats are according to the 2018 garment industry valuation report)*. The garment with such valuation is a very attractive industry to be a part of.

However, people are so focused in garment industry and the readymade products that they forgot about an untapped market of people who do not get their exact sizes. Damnee has recognized this market and is willing to grab the opportunity to cater to such untapped market.

Diversification: Damnee as a brand that has specialized in jeans and is a subsidiary of ITUTS. The brand will be helpful for ITUTS in diversifying one of its portfolios.

Damnee 2.0: There is an opportunity for the brand Damnee to launch its premium brand of jeans which would be sold in the market at a higher price than it previously used to sell. This would be something Damnee is willing to do and achieve in the upcoming years.

Threat in SWOT analysis of Damnee

Increased local / Unbranded competition – Nepal is a country where there are high chances of products, tags, labels and designs to get copied. Damnee has a direct threat from such unbranded local products because it could adversely affect the brand image of the company. The copyright law in Nepal is also weak which would mean to be the most potent threat for the brand Damnee.

Government: The government in Nepal is very unstable. Recently the governor had been suspended from doing all the official works. This does not mean we are discussing politics but it hints us that the sentiments of people towards the country are weak. This creates a problem for all the businesses in Nepal since the people purchasing power would decrease and push the economy to stagflation.

Competition; There is Levis Tailor shop with an online presence through social media (*yet to launch a website*). This could be a direct threat of competition for Damnee since the brand name of Levis is much popular than Damnee and there could be threat of people choosing Levis tailored jeans over Damnee.

Covid: If the wave of Covid again hits back it would be very difficult for small startups like Damnee to survive. At the present moment Damnee is outsourcing all of its production from an external manufacturer and if the pandemic hits back then there will always be a threat of the brand not surviving.

1.6 Objectives of the study

By including this internship program as a mandatory part of our course curriculum, the aim of cooperative education is to prepare us students for the real business world. The student is expected to apply their theoretical knowledge that they have built in the past four years to the practical field.

This also tests how well the students are able to adapt when they are thrown into a new environment with only theoretical knowledge as their base.

The objectives of this study would be targeted around these following objectives:

- 1) To apply the theoretical knowledge into practice.
- 2) To understand how a purposeful brand is created.
- 3) To know how a startup is launched in a developing country like Nepal.
- 4) To apply the knowledge learnt in SIAM-KCM BBA course in the practical world.

Chapter 2

2.1 Job Description and responsibilities

I had joined this company to fulfill the role of chief operating officer. Since the company is in its startup phase it is yet to launch its operation officially. However, despite that there were a lot of things for me to learn apart from doing things outside my designated post in the company. I was assigned to do all sorts of miscellaneous activities in the company. There were setbacks and a lot of learning lessons from all the task that I carried in the company which would be discussed further in chapter 3 (*Problems and issues of the company*). Since the company is still yet to launch its website, I am yet to officially join as a chief operating officer. Hence, apart from my roles responsibilities I had been involved in the following tasks:

- Registration of the company
- Finding the tailor
- Writing the vision and mission statement of the company
- Finding, ordering labels, tags of the company
- Setting up meetings and coordinating with the website developer
- Formulating the strategies, the company should be following
- Setting up the size chart
- Creating and updating the story brand script
- Supervising on the policies and return policies that other members in the team wrote.
- Scouting Models for the photoshoot
- Research on the packaging material.

2.2 Contributions to the company

I am the founding member of the company which makes me in a real spot of bother because I have to set an example for the others to work. It is also important to constantly work for the

betterment of the company because a whole lot of investment has been poured up in the establishment of the company. So, for me it was not about the post but to prove my metal to myself of how much I am able to push myself for increasing the ROI of the company.

Since I was to operate as the chief operating officer of the company which has also been mentioned above in *Chapter2 (your roles and responsibilities)* I had to really be on my toes with all the operations being taken place in the company. The company is an online based startup so it was really important to do everything from the scratch.

Firstly, the government procedures which involved registration had to be done to establish company as a true legal entity. This process taught me about the external factors impacting business. There were a lot of disturbance caused regarding the documents as I had no idea the documents required for me to submit to the registration department. It was a challenging experience and it helped me to understand the way our government operates. Then I made my associates to work on story brand script which is a concept of Donald Miller to enhance the consumer experience. However, I made sure that I also become a part of such an exciting task and created the story brand script for the company.

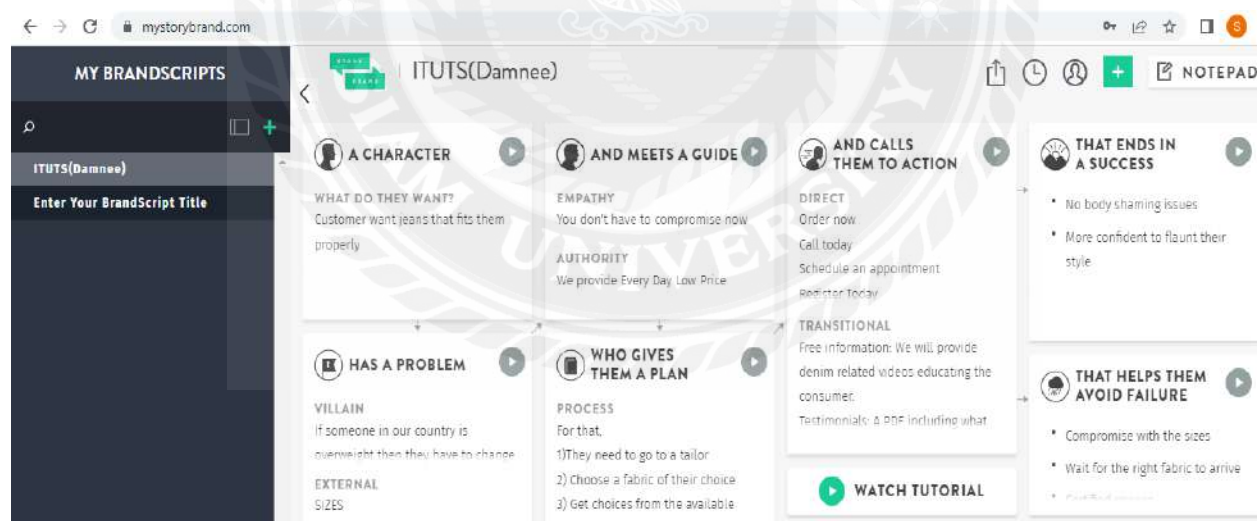


Fig: Story brand script

<https://www.mystorybrand.com/brandscript/cHVibGljOk9UY3pOVGszTmk4MFIxVmhOMIV4T1RSalpXWXpOMkk0>

The website meetings were also hosted regularly with Mr. Barun Gautam (proactive web developers). He also gave us a responsibility to have a full proof plan for all the return policies of the company. This was also formulated with the help of each member in our team. We were very

inexperienced but the drive made us go through similar type of companies as us with websites based overseas and formulate the return policies. The task of writing the mission and vision statement was also given to me. The vision and mission statement gave us a structure for the about us content in the website. I had to set up meetings and appointment with our team and the website developer.

The most difficult job was to find a tailor for the customized jeans because most of the tailors could not relate to the things that we were trying to incorporate in our company. The job of finding a good tailor was so difficult that I had to go through 25 tailors before finding the perfect one for the company. This process helped to interact better with others and really helped in improving my communication skills. The product testing came into play after that since we had to check whether the jeans were exact fit for our customers. I also made sure to form a google forms sheet to ask what the perfect tag line for the company could be.

Pick a slogan. Multiple choice

- Destined to fit X
- Your fit is our concern X
- Let's have fun X
- Customize your Denims X
- Matched for you X
- Make your denims X
- Match your fit X
- Wearing denims is fun X
- Your size your denims X
- Your fit is our comfort X
- Sizes that matter X
- Sizes that fit X
- Feel comfortable X
- Wear customized wear Damee X

Fig: Survey for taglines

After the product testing phase I was given the responsibility of scouting the male and some female models for the photoshoot of our brand. This was not that of a difficult job at the beginning because I knew people who could come and model for the brand. However, during the models scouting phase the covid pandemic became worse and the models which were selected previously opted out. This created a spot of bother for me because the model's photos were to be submitted to the website developer. The Covid pandemic really had an effect at the pace with which we were completing all the task.

The covid did affect the productivity but could not stop the operations for us so I was assigned now to order tags and labels for the brand Damnee with a lot of discussion about how the logo and design of the brand should be. I ordered all the tags and labels with keeping all the minimum budget the company was operating in. I was also really actively following brands like Dove (*for purposeful marketing*) and Gap (*for website references*) to make the company stand out. One of the most difficult jobs was also to form the size chart that would be soon available on the website after the official of Damnee.

Chapter 3: Learning Process

3.1 Problems of the company

The big companies with the most perfect resources also have serious problems. Damnee being a startup also had some problems it should work on properly. The following are the problems that the company needs to work on:

3.1.1 Inexperienced team

The team of Damnee comprises of only 4 members. All the members in the team are at their early twenties so commitment becomes an issue. The problem of not having an experienced mentor in the team to guide in critical circumstances is a problem that should be rectified as soon as possible.

3.1.2 Communication issues

The communication becomes a vital part in building the roots of the company. It was found to be that physical meetings were the ones that really helped to analyze each and every aspect properly. However, due to Covid it was a really difficult task for everyone to meet physically with each other which in turn created a barrier of communication for us. Furthermore, the team is comfortable in replying personally rather than texting in group messages which has also affected the team bonding.

3.1.3 Finding a tailor

The process of scouting a tailor was a real difficult task as finding a tailor was really difficult to understand what were the things that were required of them. In Nepal there are still a majority of tailors who believe in only sewing the same pattern of jeans. So, to make them believe in the vision that the company believes to offer their customers was a difficult task.

The company went through 25 tailors before finding someone who aligned with the vision of the company. This problem helped me understand how important Management by Objectives (MBO) is in the corporate world.

3.1.4 Scouting models

The models were never to be a problem because we thought we would be able to convince the people we know to come and do photoshoot for us. However, when the harsh reality hit, we were left with no one who would volunteer and come forward for the photoshoot. Despite that we made sure there were models who would come and do a photoshoot but the increase in number of cases affected the mindset of the models and they backed out.

The brand believes in the jeans to be a fit for all and for that it was necessary to find model of all shapes and Sizes. The models with different skin tone, height and body structure. This concept made it even more difficult for us to find models for the photoshoot.

3.1.5 Outsourcing

Damnee jeans are supposed to be made by a tailor. The tailor was a problem to outsource but the website developer was also a problem to make sure that their services would be present at the time we require them. Outsourcing definitely reduces the cost but it is very different from an inhouse production where we can order according to our requirements.

3.1.6 COVID

COVID disrupted the way most of the businesses operated throughout the world. The effects of COVID were also seen in many businesses in Nepal. Damnee also got affected with its due dates to fulfill as the rising cases due to COVID hauled its operations.

3.2 Problem Solving

The Covid was something that was undeniably the hardest challenge to overcome for the operations to be running again at the same pace. The COVID affected the model scouting and we

were left with no option but to wait. Despite that during the time of Covid I made sure to be in contact with the previously chosen models which really helped me to understand that networking while doing any task is a must.

“Once your mindset changes, everything on the outside will change along with it”. (Steve Maraboli). We were a young team with next to no experience on what to do ahead. Rather than succumbing to the tasks under pressure we made sure to give continuance to the task. This not only made us do things that we thought we were not able to perform but it helped us believe that with some hard work and correct mind set any sort of work can be done.

Although we found a tailor after going through 25 different options, we should not be completely dependent upon the tailor that we have chosen. If he backs out then we can again be in a spot of bother with all the production again being hauled. This would not only affect the operations but also affect the customer relationship since we would not be able to deliver them product at the right time. So, searching for a backup tailor would be required to stop an over dependence.

We had no difficulty communicating during physical meetings, we cannot always expect to hold physical meetings, especially taking into account that we are currently in the midst of a global pandemic. We have also been making sure to put in our inputs in the group chat rather than in our private chats as well. As our launch dates approach, we appear to be having fewer issues with time allocation and management. I presume it is mostly because our tasks are now finally overlapping with the finalization processes, as opposed to before when we all had mutually exclusive miscellaneous responsibilities.

With this observation, I believe we should have no issues once we launch mostly because the work hours will be more consistent and not at odd hours. We also managed to finalize our tailor after a lengthy search for one who would agree to our terms and conditions while also producing a satisfactory end product. However, with that being said it will always be important to choose an alternative tailor to reduce dependence upon a single one.

3.3 Theoretical knowledge into application

The theoretical knowledge taught to us was really applicable in the process of getting better results for the company. Although the company is yet to launch officially the theoretical knowledge provided to us was really applicable to provide a better framework.

One of the theories that I applied in deciding the way the company must operate is through the model of Ansoff Matrix. The Ansoff Matrix, also called the Product/Market Expansion Grid, is a tool used by firms to analyze and plan their strategies for growth. (Corporate Finance institute). This theory is based on four steps: Price penetration, Product development, market development and diversification.

Damnee will use the first stage of Ansoff matrix theory, Price penetration in which it will lower its prices or sell lower than the prices of their competitors to attract new customers. Since Damnee is specialized on denim jeans fabric it has realized that the sales of denim jeans will go stagnant at one point of time. So, to overcome that it has a concept of going towards toad bags, denim skirts and jackets so that it could still exist once the sales of denim jeans go stagnant (*Product development strategy*). The strategy of market development and diversification is something that the brand will think in the near future.

Chapter 4

4.1 Highlights of the internship

The highlights truly are difficult to mention since each day working on a startup feels like a new challenging day with new things to learn. However, there are some of the major highlights listed below:

4.1.1 Getting to know my leadership side better

Damnee is a team of four members; it is a fairly small team but the task that are being handled are no less. It definitely has helped me improve my leadership skills then the earlier times. The inexperience aspect of mine leadership is also seen in me a lot of times but the company responsibility has made me responsible enough to confront these truths rather than neglecting them.

4.1.2 Appreciating small progress

We had to constantly look after ourselves as well as each other in terms of monitoring aspects in the business. There were also numerous trials and errors as to how we should proceed. We also had to deal with a lot of unexpected problems. We had to learn to pick up additional tasks in the absence of a team member because we were a small team of four. But we reassured ourselves that this is how it will be for the first couple of years at a start-up. It was difficult not to become disheartened by the lack of visible progress, but we learned to appreciate the little things. Instead of fixating on the negatives, I learned to appreciate the small but steady progress we were making toward our launch. So rather than getting all worked up about the shortcomings, I learned how concentrate on what I could do better the next time. I truly believe that this is a valuable experience, and I intend to learn everything I can from it.

4.1.3 Management by Objectives (MBO)

The tasks start getting difficult to complete when continuous explanation of the same thing is required for multiple times. First, I thought it would be easier to delegate task to everyone as they would somehow find a way to complete their respective duties.

However, that is not the case since most of the people don't feel the motivation to do the work until they know the purpose. This internship period has taught the importance of management by objectives to me and how much important it is to motivate the workforce around you.

4.1.4 Going out my comfort zone

It is said that the more an individual goes outside their comfort zone, the more chances the individual has to learn new things. This internship period has provided me the opportunity to always be on my toes and go outside my comfort zone to achieve new things.

4.2 Self-assessment of the work experience

Damnee is a startup and it has ambitious goals going forward. With all the problems such as Covid and the liquidity crisis being felt in the country right now it is always difficult to survive for such startup. Damnee has faced a fair share of problem due to the delayed launch dates.

Working in such a situation where every day feels new was a challenging task on its own. It was also due to lack of experience that sometimes easy decisions for others also felt difficult to take in Damnee. Damnee is a hopeful brand with an equally hopeful team of undergrad students. We constantly had to reassure ourselves and each other when we faced new challenges. We had to remind ourselves to continue pushing despite all of the setbacks caused by circumstances beyond our control. I really could not have learned these things if I had interned at a well-established company. They have already managed to pass the challenging beginning phase and have established rules as well as experienced superiors to guide you through the obstacles step by step. This is an experience and life lesson that I could only have gained from working at a startup.

I always felt it was important enough to be using all the theoretical knowledge into practice. I always had the curiosity of putting all mine marketing as well as finance knowledge into practice. Since Damnee was a startup and I had a cushion of experimenting new things with the trail and error strategy. This extra cushion of knowing that there will be no harm if anything goes wrong gave me a courage to move forward by experimenting new learnt strategies.

4.3 Limitation of the study

The limitations I experience during the internship period are described below:

- The Covid pandemic was a stumbling block in the road since it restricted our team to have online meetings. The Covid also had an effect in the scouting model process as no models were willing to have a photoshoot during the time of pandemic.
- The inexperience in the team was pretty evident when important decisions for the brand were to make. With a team of only four and having very less experience on top of that was also the reason that made the launch for the company delayed. A presence of an experience mentor was evident.
- Damnee is a single company of its kind in Nepal. It was very difficult to benchmark a company based on the same values and beliefs as Damnee. This led us to benchmark western companies with different taste and culture.

4.4 Recommendations for the company

The company is a startup and it is vulnerable to a lot of mistakes due to its inexperience. Since the company at its beginning phases is allowed to make mistakes and learn, I don't have a lot of recommendations but a few. I believe the following aspects could be handled better in the future:

- There could be professional hours set in the company rather than having an undefined working hour. An office working time of 9-5 would be ideal for everyone as everyone in the company would have an idea about the work that is to be done in a limited amount of time.
- Damnee is a team of 4 members with little or no experience of the professional world. It would have been great if there would have been a mentor in the company for guiding everyone with more detailed information to complete the tasks.

Reference

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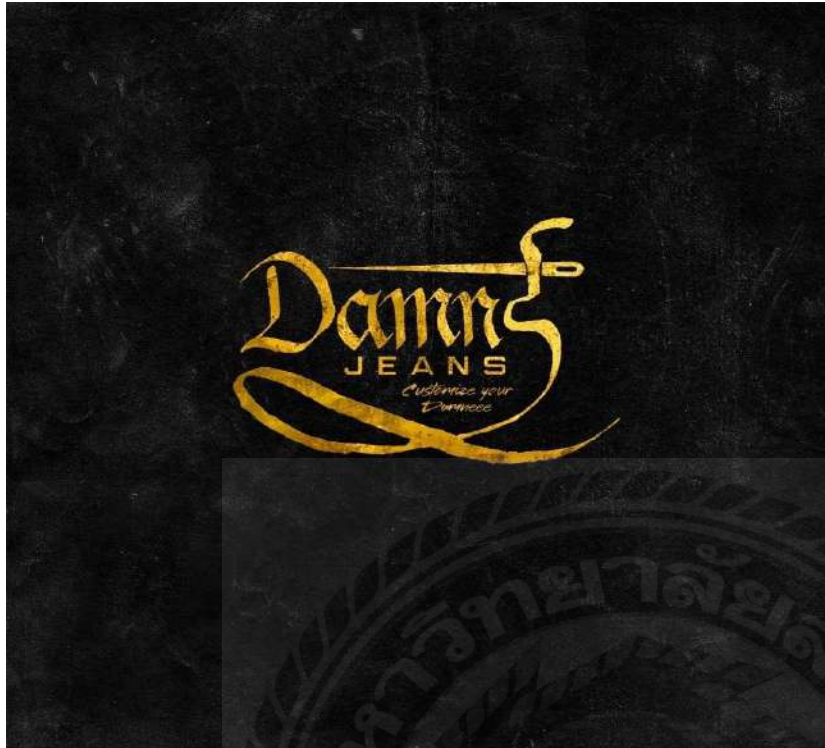
Miller, Donald. (2018). *Story brand script.* Retrieved from <https://www.commonwealth.com/insights/crafting-your-brand-story-in-7-simple-steps>



Annexure 1

(Damnee jeans)





Annexure 2

Ituts logo

The logo 'ituts' is displayed in a bold, blue, sans-serif font. The letter 'i' has a small dot, and the letter 'u' has a small dot. The background is white.

LOGO FORMATION
+ + TYPO = ituts





Annexure 3

|About Us

What problem do we intend to solve?

Humans are not mass produced, so why should our jeans be? With measurements personally provided by the customers themselves, Damn-ee aims to deliver the best custom denim jeans that are tailored to fit like a glove.

Services and type of products we offer

Damn-ee offers jeans that are all-size exclusive made with the best denim fabrics. We specialise in production of customised jeans that are tailored specifically *for you*, using measurements provided *by you*. We also offer ready-made jeans for those who have an idea of what sizes fit them the best.

With our denim jeans, Damn-ee hopes to reach out to those who want the best fitting jeans but do not wish to compromise on the quality.

What problem do we intend to solve

Humans are not mass produced then why should our jeans be? Damnee jeans offers a variety of custom made jeans for the ones who are looking for the sizes that fits them the best.

Services and type of products we offer.

Damnee offers jeans of any size by choosing the best denim fabrics. We offer readymade sizes for those who have an idea about their sizes and customised jeans for the ones who still are not sure about the size that fits them the best.

No big promises but things based on reality(like we intend to provide jeans that fit you not jeans that will solve all of your problems).

Damnee wants to become a bridge for the ones who do not want to compromise on the quality of the jeans they are wearing.

Let's work on these points, pahila.

Fig: Instructing and working on company's policies

Size Selection

We provide two sizes to choose for customers. **Waist and Length**

We try to match the international standard size for length as per the selection of waist and customers can choose their desired length.

For example a 32 width Waist will have default 32 Length but customers can choose 28,29,30,31,32... depending on availability of stock. And when the required size are not available in stock they can go for Custom Order and enter their own custom sizes.

Note: Please let me know if we can't or won't maintain stock for variable length for specific waist size, if we are not going to do that it will just be a development overhead.

For Custom Order We ask the following from customer:

- Waist
- Hip
- Crotch
- Thigh
- Length
- Leg Opening (Is this necessary? For different styles of pant we have to pre-define the leg opening I guess. like different opening for Skinny, Slimfit or Athletic. We pre-define the Leg Opening and mention it somewhere in product description. Please let me know)

Note: We will provide guide to measure each in picture. We use sample picture from our tailor for using in our website

Also in Girls I noticed the choice of Rise, this will be different than that for Boys

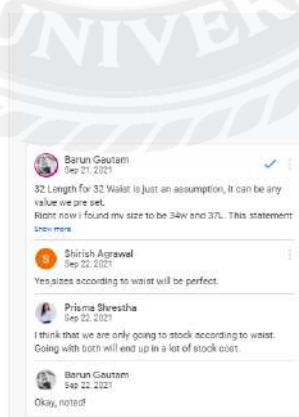


Fig: Working with the web developer

नेपाल सरकार
उद्योग, वाणिज्य तथा आपूर्ति मन्त्रालय
कम्पनी रजिष्ट्रारको कार्यालय
कम्पनी दर्ताको प्रमाण - पत्र

दर्ता नं: २८१७०१/०७८/०७९

श्री आइटुज अनलाईन सपिङ्ग
नामको प्राइभेट लिमिटेड कम्पनी संम्वत् २०७८ साल माघ महिना ०४ गते रोज ३
मा दर्ता भएको हुनाले कम्पनी ऐन, २०६३ को दफा ५ को उपदफा (१) बमोजिम यो प्रमाण-
पत्र दिइएको छ ।

मिति: २०७८-१०-०४

Government of Nepal
Ministry of Industry, Commerce & Supplies
Office of the Company Registrar

Registration No: 281701/078/079

CERTIFICATE OF INCORPORATION OF COMPANY

This Certificate of Incorporation has been issued to
M/s Ituts Online Shopping
Private Limited having incorporated it on the 18 day of January, 2022 pursuant to
sub-section (1) of section 5 of the Companies Act, 2006.

Date: 2022-01-18

शर्त कम्पनी संस्थापनलाई मात्र कम्पनीको उद्देश्य कार्यान्वयन गर्ने इजाजत प्रदान गरिएको नमानिने हुनाले कानून
अनुसार लिनुपर्ने अनुमति सम्बन्धित निकायबाट लिएर मात्र कम्पनीको उद्देश्य अनुसार कारोबार गर्नु पर्नेछ ।

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HOME CATALOG POPULAR SALE OFFERS CONTACT

See Our Latest
DAMN! JEANS FOR MEN

VIEW GRID VIEW LIST [VIEW ALL](#) [VIEW ALL](#) [VIEW ALL](#)

1. **Quasi ut nihil** - **Quasi** - **Quasi** - **Quasi** - **Quasi**
 2. **Vitae voluptatem** - **Quasi** - **Quasi** - **Quasi** - **Quasi**
 3. **Quasi ut nihil** - **Quasi** - **Quasi** - **Quasi** - **Quasi**
 4. **Quasi ut nihil** - **Quasi** - **Quasi** - **Quasi** - **Quasi**
 5. **Quasi ut nihil** - **Quasi** - **Quasi** - **Quasi** - **Quasi**

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HOME CATALOG POPULAR SALE OFFERS CONTACT

Products on Sale
UPTO 60% OFF ON SELECTED ITEMS

1. **Quasi ut nihil** - **Quasi** - **Quasi** - **Quasi** - **Quasi**
 2. **Vitae voluptatem** - **Quasi** - **Quasi** - **Quasi** - **Quasi**
 3. **Quasi ut nihil** - **Quasi** - **Quasi** - **Quasi** - **Quasi**
 4. **Quasi ut nihil** - **Quasi** - **Quasi** - **Quasi** - **Quasi**
 5. **Quasi ut nihil** - **Quasi** - **Quasi** - **Quasi** - **Quasi**
 6. **Quasi ut nihil** - **Quasi** - **Quasi** - **Quasi** - **Quasi**
 7. **Quasi ut nihil** - **Quasi** - **Quasi** - **Quasi** - **Quasi**
 8. **Quasi ut nihil** - **Quasi** - **Quasi** - **Quasi** - **Quasi**
 9. **Quasi ut nihil** - **Quasi** - **Quasi** - **Quasi** - **Quasi**
 10. **Quasi ut nihil** - **Quasi** - **Quasi** - **Quasi** - **Quasi**

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HOME CATALOG POPULAR SALE OFFERS CONTACT

Read Our Blog
LATEST NEWS

This is third post for xiplog
This is a big sale this summer
This is Nicholas it Spring 2020 runway

450x285 (x3)
 450x285 (x3)
 450x285 (x3)

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HOME CATALOG POPULAR SALE OFFERS CONTACT

Free Shipping
 Free Returns
 100% Secure Payment
 Support 24/7

LET'S KEEP IN TOUCH

ABOUT US

INFORMATION

CUSTOM LINKS

Additional 20% Off Sale Items — [Please See Details](#)

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HOME CATALOG POPULAR SALE OFFERS CONTACT

FILTER BY

Targeted To

- Men
- Women

Category

- Nihil error
- Quia quia
- Ut eum
- Omnis et
- Labore exercitationem
- Architecta minima
- Et animi

sort by: Normo, A to Z

quibusdam similique laborum ...
Dolor Corrupt iure
Eos Fugit Aut