

Executive Summary

Clothes are one of the essential requirements of human beings; it brings confidence to the person. Especially the undergarments worn by a woman should make her comfortable and confident. The authors of this Entrepreneurship Skills Research Project (ESRP), with their handful of experience in apparel industry mainly in lingerie wear and tailoring conducted a survey and interaction sessions with a group of ladies in Sri Lanka about their experience over purchasing lingerie. The survey revealed that 81.5 % of ladies prefer comfortable and perfectly fitted sizes when they select the undergarments, and 75% of ladies accepted that it is difficult to find perfectly fitted lingerie in the market. 85% of ladies informed that they face problems with either size, colour, or fabric while choosing their intimate wears, which they purchased as readymade from the retail stores. Further, the lingerie retail industry's standard practice is that customers cannot trial or fit out the undergarments before purchasing, and retailers sell undergarments with the condition of non-returnable. The ladies are not always fortunate to find the perfect fit lingerie off-the-shelf.

The initial survey revealed that current ladies' lingerie market in Sri Lanka does not meet the customers' expectations. The survey result enabled the authors to understand the market gap of lacking customized lingerie solution in Sri Lankan market. Through the comprehensive marketing, technical, operational, financial, environment feasibility analysis the authors identified the viability of starting up the tailor-made lingerie business. Further extensive literature review is carried out under the topics of history of lingerie market, lean startups, mass customization, pink marketing, and demand creation to build the theoretical background to the project.

Sharah Intimates (Pvt) Ltd was incorporated to address the found market gap of lacking customized lingerie solution in Sri Lankan market. The motto of Sharah Intimates is, "We Craft Your Comfort", which encapsulates the belief of providing comfortable intimates wears to its customers. The ladies who want their lingerie to be customized can visit the website of Sharah Intimates and select the styles, colours, and fabric according to their preference. Then enter their specific measurements following the instructions displayed in the website to get their tailored lingerie to their doorsteps within seven working days.

Sharah Intimates creates intimate wear for its customers, in various sizes, styles, and colours as per their instructions, through www.sharah.lk and mobile application while selling size adjustable wire-free readymade braiers via selected fashion retail outlets in Sri

Lanka. The project completely follows the lean business startup model; therefore, it maintains strong coordination with all players in the supply chain. Demand creation is used to promote the sale of tailormade lingerie. According to the projections of this project's entrepreneurs, the benefit-cost ratio is 1.15 based on the budgeted figures for the five years from the year 2022 to 2026.

At the project's initial phase, to maintain the minimum order quantity (MOQ) of raw materials' suppliers, Sharah Intimates also manufactured readymade lingerie, including size adjustable braziers, and sold through selected fashion outlets in Colombo, Kandy, and Batticaloa. Tailormade lingerie received positive feedback from the customers and continues to grow in demand. The successful introduction of Sharah Intimates tailormade lingerie for the Sri Lankan market made the target customers experience the comfort of customized braziers and briefs at the best affordable prices.

After successfully launching the Sharah Intimates tailored and size adjustable lingerie to the Sri Lankan domestic market, the brand plans to establish and grow within its domestic target market for the first year. Sharah Intimates plans to increase its product portfolio in tailored and adjustable lingerie categories in the second year while entering into other market segments. The company is expecting to carry its tailormade lingerie concept to the world as a Sri Lankan brand in its third year onwards. Thus, the brand is looking forward to entering the Indian and Bangladesh market as its worlds' gateway.