

Executive Summary

After eradicating terrorism in 2009, Sri Lanka is transforming from a developing nation to a developed nation. The national output measured by Gross Domestic Product (GDP) has been above 7% over that last 5 years. In this backdrop coupled with large scale infrastructure development projects, Sri Lanka is experiencing rapid urbanization.

Rapid urbanization is creating a notable change in lifestyle of people. People are becoming more impulsive in nature where speed, flexibility and mobility have become key attributes in this modern lifestyle. With this change in lifestyle, needs and wants of women also have changed dramatically. Clothing is one key attribute that has transformed from a basic need to more complex wants. Readymade garments are a popular choice of urban people and the demand for readymade garments is fast growing creating more opportunities for new players.

The author has identified an eminent need for a solution that enables females to change clothes during outdoor sports and leisure activities where there are no facilities to change clothes (E.g. during river bathing, beach surfing etc.). Existence of this need gap has been established through an online survey and one to one discussions. The project is to start a small scale readymade garment manufacturing business by the name Innowear Clothing to manufacture a new type of ladies changing apparatus called “Easy-Change”. This innovative garment will be used as an entry wedge to the readymade wear industry. Innowear Clothing will be in the wearable business and occupying a unique market space of innovative wearables.

During the first phase of the project Easy-Change was launched during March 2015 at **Mondy Seven Eight**; a leading clothing store in Colombo, and a promotion was done near a walking track at Sri Jayawardenepura Kotte. During this market promotion there was an overwhelming response for this innovative product with 43 units being sold at these venues. Easy-Change is ideal for those who are on the go where they can change any wear anywhere.