



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

DEPARTMENT OF FASHION DESIGN

INTERNSHIP REPORT 2021.

Name of the Student: S.Sherin Fathima

semester: IV

Register No: 40105010

Batch: 2020-2023



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DECLARATION

I S.Sherin Fathima hereby declare that the internship report from May16th to June17th done by me is submitted in partial fulfillment of the requirements for the completion of practical training session.

DATE:

PLACE: Chennai

A handwritten signature in black ink that reads "Sherin Fathima". The signature is written in a cursive style with a large initial 'S'.

SIGNATURE OF CANDIDATE

BOUTIQUE NAME: SANKALP THE BOUTIQUE

Thirumalai Pillai Road, Rama Kamanth puram,

T.Nagar, Chennai, TamilNadu 600017.

STUDENT NAME: S.SHERIN FATHIMA

BSC.FASHION DESIGN DEPARTMENT

FACULTY CO-ORDINATOR: Mr.K.S.RAVI SIDHAARTH

MENTOR: Mr .K.S RAVI SIDHAARTH

BOUTIQUE MENTOR: PRIYA



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Ref: SHD/2022/05/16/A4

16 May, 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. SHERIN FATHIMA. S**, Register Number **40105010** is a Bonafide student of our Institution pursuing **BACHELOR OF SCIENCE** in **FASHION DESIGN** during the academic year **2021-2022**. She will be completing the course in the year **2023**.

This certificate is issued for the purpose of Applying **INTERNSHIP**.

DEAN (STUDENT AFFAIRS)

Dr. G. SUNDARI, M.E., Ph.D.,

DEAN (STUDENT AFFAIRS)

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Jeppiaar Nagar, Rajiv Gandhi Salai

Chennai - 600 119.

Sankalp

16th May 2022

TO WHOM SO EVER IT MAY CONCERN

This is to confirm that Sherin Fathima .S is appointed as an Fashion Design intern for the
Period of one month 16th May2022 to 17th June2022 .Date of joining will be from 16th May 2022
Monday at 10:00am.



Sankalp The Boutique

Sankalp

24th June 2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Sherin Fathima.S** student of Sathyabama Institute of Science and Technology was associated with **Sankalp the Boutique** as an intern from 16th may 2022 to 17th june2022.
Has successfully completed her one month internship program .



Sankalp the Boutique

DEPARTMENT OF FASHION DESIGNING
PROFESSIONAL TRAINING REPORT 2022

(Continuous progress report of the fashion design trainee for the period one month in the boutique to be submitted to HOD)

1. Name of the boutique : SANKALP
2. Address and Contact Number : NO 50, THIRUMALAI ROAD, T. NADIPAK, CHENNAI - 600017
3. Name of the student : S. SHERIN FATHIMA
4. Duration : 1 MONTH
5. Total no of days : 21 DAYS
6. Evaluation of performance criteria shall be on

*Note: kindly grade the student as per her overall performance in the boutique during the assessment days, which will be converted to the allotted 40 marks by the department.

Description of work	Excellent	Good	Fair	N/A
Understanding boutique culture	✓			
Participation in the boutique	✓			
Handling clients		✓		
punctuality	✓			
Coordination with other workers	✓			
attitude	✓			
Overall performance	Excellent			

Any other Remarks:

Signature of the Head of the office :



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ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY** for their kind encouragement in doing this internship and for completing it successfully, am grateful to them,

I convey my thanks to **Ms.S.Krithika M.sc, M.Phil, SET , Head of the Department , Department of Fashion Design ,School of Building and Environment ,** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my mentor **Priya Maam, Sankalp the boutique Thirumalai Pillai Road Rama Kamanth Puram T.Nagar Tamil Nadu Chennai 600017** for her valuable guidance , suggestions and constant encouragement which paved way for the successful completion of my practical training session .

I wish to express my thanks to **Mr. K.S Ravi Sidhaarth** (course coordinator and mentor) of the Department of Fashion design where helpful throughout the completion of the project.

PREFACE

This document is a brief report of one month internship from May16th-june17th 2022 , that I fulfilled in Sankalp The Boutique . This internship aims to provide a variety of opportunity to gain hand –on experirnce from professional people in the industry . Internship will help to learn and prove themselves in the industry so that we can succeed in getting a good job in an well known organization in the future .This is a knowledge and practical experience to gain from this internship .Which will help me in the future life .

INTRODUCTION

Established in 2005, Sankalp the Boutique in T.Nagar, Chennai, offers from wedding gowns to reception lehengas this boutique will keep you grounded with their kickass collection of ethnic apparel for women and girls. Sankalp Boutique in T.Nagar offers a wide variety of stylish and classy wedding wear. Their designs are chic and fashionable and can be worn for any formal affair as well. Feel free to customise your designs at this boutique too. Some of their latest designs include high collard neck gowns that look uber cool and exotic. We loved the thread work designs on their apparel and we have to mention their fantastic collection of cut work blouses. We also liked their blouses inspired by temple designs and we were hooked onto their coin sewn blouse designs. While at blouses, do not forget to check-out Sankalp Boutiques collection of backless blouses for those bold divas who love to flaunt their style. Their collection of bridal wedding gowns stole the show for us. With intricate zari thread-work and underline design Sankalp Boutique offers a subtle yet elegant and eye catching variety of gowns. Their collection of lehengas is pretty good with some exclusive designs like the overlapping ethnic waist coat that they pair with a plain gown or a lehenga.

The boutique is situated at T.Nagar Thirumalai Pillai Road RamaKamanth Puram which is located in bustling shopping district filled with stores and street vendors selling colorful sarees and jewelry and produce at a budget prices.



Figure 1 Sankalp the Boutique

PROFILE

Sankalp the Boutique is run by Ms. Priya with around 20 employees where she guides them through their various orders and they also offer a customization facility through where the customers tell the preference to her and they source fabric according to their preference and they do all types of embroidery designs such as machine embroidery to hand embroidery. They also source their fabric through Nalli and T.Mangaram. Boutique is open all through the week from 10:00am to 9:00pm .the products they sell includes sarees, salwars, lehengas, and gowns. Which is entirely designed by them .the order can also be placed through email and watsapp. Where the customer let them know their preference through online and they collect the order by visiting the store.

PRODUCTS AND SERVICES OFFERED:

Sankalp offers a wide range of products and services to cater to various requirements of their customers. The staffs also fulfill the customer's requirement on time. They answer any customer enquiries and queries immediately without any delay. they accept all kind of payment services from credit to debit cash or payment through direct cash. They give various ideas verbally to customers.



Figure 2(interior of the boutique)

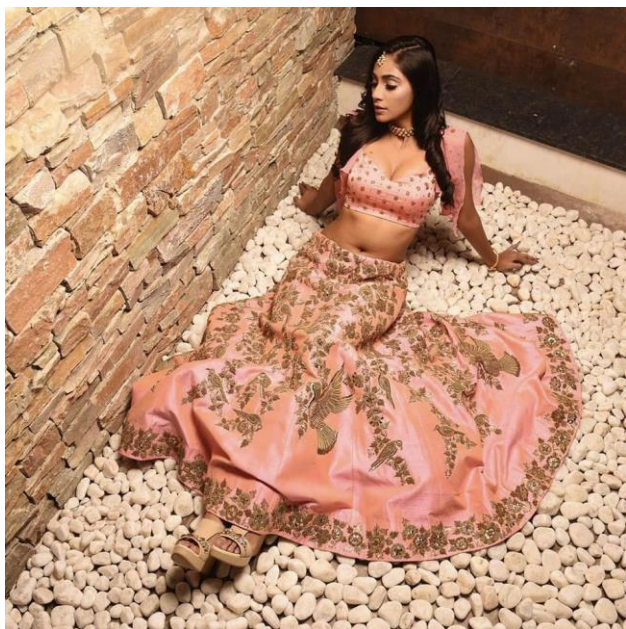


Figure 3(lehenga designed by the boutique)



Figure 4(blouse designed by the boutique)

BOUTIQUE

A **boutique** (French: [butik]) is a small shop that deals in fashionable clothing or accessories. The word is French for "shop", which derives ultimately from the "storehouse".

The term *boutique* and also *designer* refer (with some differences) to both goods and services, which are containing some element that is claimed to justify an extremely high price.

The term "boutique" entered common English parlance in the late 1960s. In Europe, Avenue Montaigne and Bond Street were the focus of much media attention for having the most fashionable stores of the era.

Some multi-outlet businesses (Chain stores) can be referred to as boutiques if they target small, upscale niche markets. Although some boutiques specialize in hand-made items and other unique products, others simply produce T-shirts, stickers, and other fashion accessories in artificially small runs and sell them at high prices.

In the late 1990s, some European retail traders developed the idea of tailoring a shop towards a lifestyle theme, in what they called "concept stores, which specialized in cross-selling without using separate departments. One of the first concept stores was 10 Corso Como in Milan, Italy, founded in 1990, followed by Colette in Paris and in Berlin. Several well-known American chains such as Tiffany & Co., Urban Outfitters, Dash, and The Gap, Australian chain Billabong and, though less common, Lord & Taylor, adapted to the concept store.

The clothing industry is made up of a very wide array of clothing items that cater for the different age groups. There's also a broad spectrum of styles and designs when it comes to clothing. Taking either males or females separately you'll realize that niching in the clothing industry is so diverse. Some big clothing outlets even focus solely on just baby clothes as an example. This all is to make you see that any mention of the clothing market being flooded is inaccurate. For example, there are few clothing boutiques that solely focus on or incorporate tailor-making of clothes. That can be a smart way to niche because that can make your clothing boutique exclusive. You can always carve out a niche for yourself if you take the right approaches. This article will outline how to start the clothing boutique business, and the clothing boutique business plan.

MARKET RESEARCH

You must first of all identify your target market. Once you've done that thoroughly study it to find out its size, income levels, buying habits and clothing dynamics. Obtaining information on these areas will help you in noting characteristics you'll capitalise on to make a resounding market entry. Market entry requires putting together a number of strategies to lure customers. Such strategies will most likely come from insights you'll gather during your market research.

The other key study area is your prospective competition once you setup your business. Analyse their business approaches, marketing strategies, their value propositions, general market appeal and also their weaknesses. Take time to identify which clothing items they offer so that you have an idea of what or what not to sell. There are always endless possibilities with regards to how to package your brand and product portfolio in a unique way. All this is borne out of a well-executed market research exercise.

LOCATION AND PREMISES FOR A CLOTHING BOUTIQUE

Universal considerations such as a place that has high volumes of vehicle and human traffic apply here. In your choice of a spot, ensure that you factor in the size of the pool from which potential customers will come from. Be absolutely sure about the income levels of people in that pool. Clothing boutiques are best situated at shopping centres, in residential areas, malls, central business districts or strategic standalone locations. A clothing boutique must be clearly visible to anyone moving up and down in the vicinity.

Preferably its design must be open-plan with window displays of products in-store. The interior must usually have white walls and floors to accentuate the visibility of clothing items displayed in store. Another important thing to ensure is the availability of adequate and spacious parking space. The interior must also be sufficiently spacious to avoid congestion in-store. The cost of purchasing or leasing the premises should be included in the clothing store business plan.

PRODUCTS FOR A CLOTHING STORE BUSINESS

The range of clothing items is quite broad and diverse. This means the types of clothing items you can sell will depend on how and which niche you intend to cater for. Niching is best done by studying about players already in their industry i.e. the products that they have on offer, their pricing regimes and their marketing approaches. This will ultimately inform your decision on what to sell in your boutique. The broad categories of clothing items that can be sold are kids' wear, men's wear, women's wear, footwear and associated accessories. Products can be sourced locally or imported or tailor-made. All the categories mentioned can also branch off into many other specific areas of focus e.g. swim wear. You must also stay on top of emerging trends in the clothing industry so that you stay up-to-date. The costs of purchasing the clothing boutique products should be included in your clothing boutique business plan.

STAFF AND MANAGEMENT

Staff requirements for a clothing boutique business may not be much but are always informed by your intended scale of operation. The most basic employees required would be customer attendants and cashiers/till operators. You must have enough shop attendants to work on keeping things in order. Remember that people tend to pick things up when checking them out and they usually put them back anyhow. It's important to make it a point to hire people that have a drive and passion for clothing and customer service. The reason why you need such personnel is because of an observation I've made on several occasions. When prospective customers walk in they need to be engaged in a cozy and friendly way. If that doesn't happen the incidence of people walking out in no time becomes prevalent. So having cheerful, sociable and passionate customer attendants is imperative. Obviously the salary costs of all your employees should be catered for in your clothing store business plan.

Just like most shop-based businesses, financial management and inventory management need close attention. In order to steadily grow the clothing boutique business it's highly recommended that you diligently track all your financial transactions. A clothing boutique must be stocked in such a way that when any customer walks in they are most likely going to find what they want.

No wonder inventory management is very important. Keep abreast with how your inventory is flowing i.e. knowing items that are fast-moving (implying they are in demand) and knowing as and when restocking is due. Apparently you'll need to have solid working relationships with your suppliers. Also remember digital marketing through the internet and social media is a powerhouse when it comes to clothing retail – leverage on it! Your clothing boutique business plan should have a proper marketing strategy to use for your clothing store business.

GROWTH AND DEVELOPMENT

Clothing boutique businesses should not be static. You will find new products and new clients. The key is not to take on any product or service that you are not fully prepared for. There are plenty of incentives to earn the loyalty of your customer. For example, store cards and bonus points will encourage consumers to come to your clothing store business. On the other end of the spectrum are the small shops in small towns where the use of cash is preferred to anything fancy like credit cards. Be sure to develop partnerships with particular clothing lines who may want to sell their products in your clothing store. The profit share schemes that they propose could significantly improve the clothing boutique bottom line. Your clothing store business plan financials should show the projected growth of the business as the years progress.

PRICING

The difference in pricing between retail stores and boutiques relates directly to inventory. Boutiques purchase their products in small quantities from small to mid-size companies. In comparison, most retail companies manufacture their own clothing lines. If a retail company does not manufacture its own clothes, it buys them wholesale in large quantities. For this reason, boutiques are consistently more expensive than retail stores.

MY LEARNING

CUSTOMER INTERACTION:

Customer interaction is where I attended customers and I got to know the preference of the customers according to their orders asked them what they are looking for and reported to the owner .through attending customers we get to know how the market is and to work accordingly in order to gain more profit.

CUSTOMER ORDER:

I worked on a customer order where the order was placed for a gown and I worked on the embellishments of the gown .the gown is stitched by the tailors of the boutique .through working on the embellishments I knew how to work up to the preferences of customers .

ILLUSTARTION:

I drew illustrations according to the order given by the owner of the boutique at first they asked me to draw different types of blouses illustration in order to make a handmade catalog for the store,

And I drew various indo-western garments for the catalogue with different styles.

SEWING:

I worked on sewing department to stitch a potli bag to a customer with the given fabrics from the boutique.

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