## Index

**Executive Summary** 

## PART I: Introduction (Maggio)

- 1.1 Starting Idea
- 1.2 Stakeholders
- 1.3 Research & Activities
- 1.4 Project's Milestones
- 1.5 Final Idea

## PART II: User Requirements and State of the Art (Maggio)

- 2.1 Shifting Customers' Needs
- 2.2 The fashion industry State of the art
- 2.3 Emerging Technologies
- 2.4 Targeted Market Segment
- 2.4 Market Forces (Analisi di attrattività Analisi delle influenze esterne)
- 2.4 Business Opportunities
  - 2.4.1 Abell's Diagram
- 2.5 Mission
- 2.6 Objectives

## PART III: Business Plan (from June)

- 3.1 Description of the product/service
  - 3.1.2 Products Offered (textile etc.)
  - 3.1.3 Production Process
    - 3.1.3.1 Scanning Technologies
    - 3.1.3.2 Experience Building Technologies (Touch Interface Web Site)
    - 3.1.3.3 Shima Sheiki's Technology
    - 3.1.3.4 Technologies Integration
- 3.2 Description of the company
  - 3.1.1 The Purchasing Channels
    - 3.1.1.1 Flagship Store
    - 3.1.1.2 Scanning Location
    - 3.1.1.3 Internet
  - 3.1.2 Production Sites

3.1.3 Distribution

- 3.3 Strategy
  - 3.3.1 Competitive Advantage (rispetto agli altri attori)
  - 3.3.2 Future Opportunities
- 3.4 Market Analysis
  - 3.4.1 Estimates
  - 3.4.2 Strategy
- 3.5 Scheduling
- 3.6 Organization and HR
- 3.7 Feasiblity Analysis

PART IV: Conclusions (November)