



**PROJECT IMPLEMENTATION ON
Growth & Sustainable Strategies for Drimit**



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Letter of Transmittal

December 28, 2025

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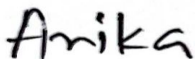
Subject: Submission of project report on “Project Implementation on Growth & Sustainable Strategies for ‘Drimit’

Dear Sir,

I am glad to submit the report, "Growth & Sustainable Strategies for Drimit" as part of Project-12 for the Department of Innovation & Entrepreneurship. This report has been prepared with the sincere effort and sufficient planning and review of relevant business records and information on Drimit. Throughout the preparation I have attempted to make the report as detailed and meaningful as possible within the time limits.

However, with the time constraint and the limited resources, the report might still have some shortcomings. I respectfully request your fine consideration.

Sincerely yours,



Mst Anika Bushra

ID: 0242220004111018

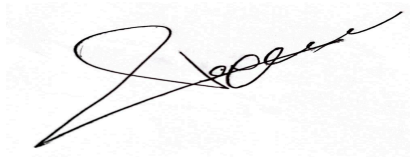
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Certificate of Approval

This certifies that this report titled, Growth & Sustainable Strategies for Drimit has been prepared by Mst. Anika Bushra as a part of the requirement for the semester final examination Project Implementation of Department of Innovation & Entrepreneurship Daffodil International University. The report was done with true efforts through proper planning and analysis of possible business records & practical information of Drimit. The student has tried to make the report comprehensive and meaningful within the given time frame.

Although some limitations may be there because of time and resource allocation, overall work presents a sincere effort to use theoretic knowledge into real business context. We wish her all success in her academic and professional life.



Dr Mohammad Reyad Hossain

Senior Lecturer

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Acknowledgment

With the grace of Allah, I managed to complete this project successfully. It would not have been possible without the help, guidance and encouragement of a great number of people and institutions for whom I am very grateful. I express my sincere thanks to my supervisor, Dr. Mohammad Reyad Hossain, Lecturer, Department of Innovation & Entrepreneurship, Daffodil International University for his continuous guidance, helpful suggestions and giving close supervision during the project. His valuable advice and academic assistance was very helpful in the completion of this report. I am particularly grateful for his patience, time and encouragement that helped me achieve my goal of completing the project on time.

Abstract

My assignment under examination deals with the case of Drimit online, a garment manufacturing business in Bangladesh. I hope to get realistic and achievable growth concepts that will enable Drimit to win over in a highly competitive market. I would wish to know the prevailing circumstances and be able to provide recommendations that resonate with the real life issues that the brand is going through.

I will successfully intertwine transparent theories concerning the entrepreneurship, and practical information concerning the brand and its on ground experiences. I will investigate all the major sectors the current business model, market position, customer behavior and daily operational challenges the team faces.

The examination will be based on the basic instruments such as SWOT and PESTEL to identify internal advantages and downsides and external threats and opportunities. I will also examine financial performance and marketing performance to demonstrate the current stand of Drimit.

According to that, I would recommend growth and sustainability measures: addition of products, excellence in digital marketing, customer relations and maintaining strict control on costs. I have also developed a step-by-step implementation plan, which is within the limited resources of Drimit.

On the whole, the given project is expected to allow Drimit to improve its market position, customer satisfaction, and guarantee long-term growth. It will also indicate how small and medium online fashion enterprises in Bangladesh can merge between swiftness and sustainability to achieve a profiteering equilibrium.

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Chapter-1: Introduction & Background.

1.1 Overview of the Business

Drimit is an online store in Bangladesh that is selling traditional dresses. Their products are the result of cultural inspiration, and they are sold online, which is why the traditional fashion can be easily purchased over the Internet. Drimit mostly caters to clientele that adores ethnic clothing and likes shopping online.

The company employs the use of social media and online communication to reach out to customers. Since it is online, Drimit is able to maintain low cost of operations and a larger audience compared to a brick and mortar shop. The brand emphasizes on the quality of products, cultural factor and customer satisfaction.

1.2 Brief History of Drimit

Drimit began to sell old fashioned clothes in a contemporary manner. The concept was developed based on an emerging need in the traditional wear and the growing popularity of Internet shopping in Bangladesh. Initially, Drimit used to provide few products to few customers.

As it were interacted regularly and gave positive feedback, it helped Drimat expand its line of products and the quality of service. The increase in growth was primarily due to customer trust, recurring customers, and referral in online systems. The business continues to expand today based on paying attention to the market and customer requirements.

The mission, vision and core values of the company are as follows:

1.3 Mission, Vission and core values

Mission:

Drimit wishes to support home-based craftsmen and individuals with disabilities through the establishment of long term jobs. It concentrates on offering customers high standards, readily accessible conventional clothes via an approachable web-based platform whilst maintaining traditional heritage.

Vision:

Drimit is expected to be a socially responsible, well known traditional wearing brand, reflecting the Bangladeshi heritage globally.

Core Values:

Drimit attaches importance to empowerment, innovation, quality of the product, and the authenticity of the culture. It also possesses a belief in consistency, transparency, as well as constant improvement.

1.4 Current Business Model

Drimit sells its products to the customers online. The promotion and sale of products is conducted primarily in social media where the customers make orders in a direct chat. The company receives the traditional clothes with the suppliers, takes up the orders, communicates with the customers and organizes delivery.

Such a model will enable Drimit to maintain low expenses but make adaptable prices and select items. Feedbacks of the customer is extremely significant and assists the business in reacting to the market demand. The online system also allows Drimit to establish personal relationship with buyers.

1.5 Industry Overview

Sarees, salwar kameez and other traditional clothes are used during festivals and daily wears. Most of the market has lately shifted online due to the increased internet connectivity and the shifting customer behavior. This change afforded smaller and medium-sized online clothing corporations such as Drimit the opportunity to compete with their major brands because of differentiated and customized services.

Chapter 2. Problem Identification

The economy depends on the labor market and the apparel sector in Bangladesh which has a great number of social issues. Garment sector generates numerous employment opportunities which are usually not equal. Women and the disabled face obstacles to a fair competition. Drimit is interested in combating these problems through promoting ethical production, job creation, and promotion of social inclusion.

2.1 Problems that Drimit Tries to Find Solution to.

Drimit is a reaction to social and market problems in the Bangladesh Apparel and handicraft sector. It seeks to come up with solutions to economic growth and social good.

Limited Job Opportunities:

There are no flexible jobs and artisans are not utilized to their full capacity. Drimit attempts to redress this situation by setting up mini-production, customizing and craft work which can earn people a constant pay.

Absence of Work-from-Home Solution:

Most of the jobs are at a physical location which means that many capable people are not at work. The solution to this presented by Drimit is the provision of home based work which is determined by personal capacity and time.

Inequality of Differently Abled People:

Drimit also incorporates the physically challenged individuals by assigning them work in the field of handicraft, design support, quality inspection, and Internet coordination.

Making Women Rise Up With Work:

Talented women usually have no time to work beyond the house, as they are dotted with family responsibilities, societal attitudes or out of insecurity. Drimit gives the women the ability to earn money, have self-worth and confidence by enabling them to work any time at home.

Lack of responsible and ethical fashion brands:

Customers can hardly discover the brands which pay fair wages and are produced in an ethical manner. Drimit fits into this gap since it is ethical sourced, well-paid and sustainable.

Summary Line

As a way of addressing unemployment and unfair production, Drimet uses a mix of traditional craft and the adaptable, ethical, and social responsible business model.

2.2 Importance of Resolving the Problems to Sustainability.

It is essential to address these social and structure issues not only to assist in the long-term development of Drimit but the entire economy and society of the country.

Providing more Jobs and Economic Inclusion.

Drimit offers online sales support, design, and tailoring via flexible employment that is worked-at-home. This allows talented individuals unable to work in ordinary places to make money. It also enhances the earnings and the participation of women as well as it minimizes underemployment in the formal job market.

International donors are also working to empower women as a way of promoting gender equality.

Garment workers are predominantly females although they are hardly advanced to creative or decision making positions. Drimit is an example of skill based home working, a stable income, and career advancement, which alleviates gender inequality and empowers women with finance.

Creativity in Employment: 21st Century.

The disabled rarely have the chance of being absorbed into the workforce. Drimit provides distant, conveniently-placed workplaces, which provides them with quality work, allowing them to integrate, as well as support social integration and equality.

Chapter 3: Project Objectives.

3.1 General Objectives

The primary purpose of this project is to research the present business position of Drimit and come up with reasonable growth and survival strategies. The project is also relevant to the entrepreneurial theories and application in business with the case study of Drimit.

The other aim is to demonstrate how a small traditional clothing company online can make a better improvement by seeking its complications and realistic solutions when operating with minimum resources.

3.2 Specific Objectives

The objectives of this project are as follows:

- The existing business model of Study Drimit and its functionality.
- Identify key marketing, competition and day to day operations issues.
- Analyse Drimit position in the market based on the basic tools of SWOT and PESTEL.
- Review the financial and sales performance.
- Propose the easy methods of recovery and creating a long-term strength according to the results.
- Prepare a practical course of action in which the ideas will be implemented.

Chapter 4: Business Analysis

In this chapter, the reader has a close-up of what is happening with Drimit. It dis-aggregates internal capabilities, external forces, the market and fundamental financial performance. Our business checkups are basic: a SWOT check, a market study, the PESTEL technique and a cursory review of finances. Such tools can assist us in observing what Drimit can (or cannot) do well and where we can grow or where can be our threats.

4.1 SWOT Analysis of Drimit

I did a SWOT analysis in order to determine the internal strengths and weaknesses of Drimit, as well as the external opportunities and threats. It was made on the foundation of seeing the actions of the company, its activities, and the existing market situation.

SWOT Analysis Of Drimit (Table 4.1).

SWOT Element	Details
Strengths	Low-cost online business model due to slow fashion focus; experience in traditional clothing; direct communication with customers; flexible pricing strategy
Weaknesses	Limited financial resources; heavy dependence on social media platforms; weak brand identity; insufficient workforce
Opportunities	Growing popularity of traditional clothing; expansion of online shopping; high demand during festival seasons; opportunities for product diversification
Threats	Strong competition from online retailers; high price sensitivity among customers; availability of similar low-priced products from competitors; rapid changes in customer preferences

Discussion

The strengths of Drimit online model and emphasis on classic wear are its key strengths. The absence of financial resources and a lack of brand recognition retards its growth. There are good opportunities due to the increasing need of ethnic wear, but competition and push in prices are the essential factors.

4.2 Market Analysis

Market analysis assists in learning to embrace the customers of Drimit, its competitors and other external forces that influence its business.

4.2.1 Target Customers

Drimit will also be aiming at the consumers that appreciate the traditional style and who have no problem with online shopping. The main attributes of the target audience will be:

Who they are:

The young adults are around 20-35 years, approximately.

They are comfortably middle income; they are budget conscious-minds.

Why they buy:

They do have interest in cultural attire and culture.

One dominant purpose of purchases is to purchase it during festivals and special occasions.

They appreciate comfort and simple and direct shopping process.

How they shop:

They are not very frequent purchasers, and they are seasonal shoppers.

Their purchases are also high during the festival seasons when they are making preparations.

4.2.2 Competitor Analysis (Named and Professional)

Drimit operates in a competitive online market of conventional clothes in Bangladesh, with numerous regional and web-based brands that market ethnic clothes. In order to grasp the position of Drimit, it is matched with some of the key competitors in terms of visible market characteristics.

Selected Competitors:

Aarong: Traditionally-established brand name of traditional lifestyle products.

Kay Kraft: Prices are higher as an ethnic fashion brand.

Local facebook sellers: Smaller online sellers.

Table 4.2

Conditions	Drimit	Aarong	Kelvin / Kay Kraft	Local Online Sellers
Business Model	Mostly online	Both online and physical stores	Both online and physical stores	Online only
Price Range	Moderate	High	High	Low
Product Focus	Traditional clothing	Traditional and lifestyle products	Fashion-based ethnic clothing	Mixed traditional products
Product Quality	Constant	High	High	Inconsistent
Brand Recognition	Growing	Very strong	Strong	Limited
Customer Interaction	Direct and personalized	Limited	Direct	Direct
Accessibility	Nationwide (online)	Stores and online	Stores and online	Online only

Discussion

The comparison reveals that Aarong and Kay Kraft have good brand recognition and strong established brands receive great customer confidence but their high prices do not make them affordable to customers who are price sensitive. Smaller local facebook sellers on the other hand have lower prices but dubious quality and reliability.

Drimit interposes itself between the two by offering average priced traditional clothes with trusted quality and personal customer contact. It is online-only, which benefits it by reaching out to a larger number of people with minimal expenses to maintain costs, and the personalization of communication enhances customer relationships. Nevertheless, Drimit continues to have a problem with the visibility of the brand in comparison with established brands.

Academic Note

This competitor analysis is prepared based on observation of general market along with information available publicly. No company confidential and internal data has been taken.

Table 4.3:

Category	Description
Revenue Source	Online sales of traditional clothing
Key Expenses	Cost of products, delivery, and marketing
Profit Pattern	Higher profits during festival seasons
Financial Challenge	Managing cash flow during periods of low demand

Discussion:

This financial analysis has indicated that this business is small scale with low costs of operation. It has not been adequately supported by the regular cash flow and dependence on seasonal sales further reinforces the necessity of enhanced financial planning and sales diversification towards ensuring that the level of income does not fluctuate.

Chapter 5: Improvement and Innovation Plan.

This chapter provides practical change and improvement recommendations to Drimit in the expectation of elevating the outcomes of the company, enhancing customer satisfaction, and by making the company grow without going down in the long run. The tips are based on the business review and they will be realistic and achievable by a small online firm.

5.1 Product and service Innovation:

The criterion is found in the fifth category named Product and Service Innovation.

The innovation of the product is vital in the maintenance of the interest of clients coupled with the adaptation to the changing needs of the market. In the case of Drimit, innovation does not have to imply the high technology but that of planned improvement of an existing product.

The company can provide more variety of its classic line of apparel, e.g. seasonal collections, festival-related designs, or limited-editions. These adjustments would inculcate repeated customers and increase the average ticket price.

The offering can be done at a better customization in the size, color, or the pack. Experience can be better through small customizations that are added to the experience and will not contribute to the cost much.

In recent years, there has been a rise in the adoption of digital strategies by marketers aimed at reaching young customers.

5.2 Marketing and Digital Strategy

As a trend, the past few years have seen the increased use of digital strategy by marketers as a way of reaching out to the young customers.

Digital marketing is significant to the expansion of an online company such as Drimit. With the help of an improved marketing plan, the brand will be in a position to acquire increased visibility and reach its clientele. Its strong performance on regular posting of social media content in terms of product stories and cultural importance. Collaborating with the micro-influencers who already have knowledge about traditional fashion will help gain credibility and coverage at minimal cost.

Another idea is to make promotions with the big events so as to tap the seasonal demand. Be consistent in updates, feedback and add simple treaties to retain customers.

5.3 Cost Effectiveness and Productivity Enhancement.

One of the smart things to do is to cut the costs to ensure that one retains good profits in the competitive market. To avoid keeping a huge inventory and incur a loss on storage, Drimit ought to employ the demand-driven inventory planning. Monitor sales trends and customer preference in a way that the production and purchasing decisions are made on actual demand.

It is also possible to simplify order processing and communication. The conformity of orders, delivery tracking and response of customer queries will decrease the mistakes made and allow a more uniform service to be delivered.

To be more efficient and at the same time stay afloat, Drimit should focus on small but significant shifts instead of huge investments.

Chapter 6: Implementation Plan.

Within this chapter, this is an action plan on how Drimit can implement the growth and sustainability strategies. The plan is organized in a sequential manner to be practicable with minimum of resources and operations running efficiently. It narrates what should be done, funds to be allocated and time frame to be followed to achieve successful implementation.

6.1 Step-by-Step Action Plan

In order to ensure the execution of the plan is done amicably it is broken down into distinct stages. Each segment focuses on particular business operations that can serve the strategic objectives of the firm of Drimit.

Phase	Major Activities	Expected Result
Phase 1: Planning	Observe the market and review customer feedback	Clear understanding of customer needs
Phase 2: Product Improvement	Refine designs and perform quality checks	Improved product consistency
Phase 3: Marketing Tests and Deployment	Social media advertising and promotional offers	Increased brand visibility
Phase 4: Customer Engagement	Gather feedback and follow-up communication	Higher customer satisfaction
Phase 5: Assessment	Continuous improvement and performance evaluation	Strategy optimization

Discussion:

This phase plan will assist Drimit in introducing changes slowly without impacting the existing operations. The previous part is sustained by each part and contributes to improvement of things, bit by bit.

6.2 Required Resources

To ensure the strategies are successful, Drimit must direct its resources like finance, human, and technological towards the right direction.

6.2.1 Financial Resources

Drimit will be required to have a small budget just to market, enhance packaging and day to day operations. As a small online company, it is also concerned with cost efficiency in order to avoid an additional financial burden.

Key financial requirements are:

Social media advertising.

Product development and packaging costs.

Delivery and transportation costs.

6.2.2 Human Resources

The human resources are extremely significant in implementing the plan. Drimit has a small team now, and thus it is important that the roles should be clearly assigned.

The required human resources will be:

- To organize the activities, business owner or manager.
- Generative or social media director etc.
- Suppliers of products and delivering partners.
- Effective interpersonal communication among the members of the team will assist in the smooth running of the plan.

6.2.3 Technological Resources

Technology is significant to the everyday business and marketing of Drimit. Digital tools are primarily being used in the business to manage the sales and engage with the customers.

Key technical resources are:

- Promotion through social media.
- Mobile order processing communication tools.
- easy ways to track the sales and customer feedback.
- The implementation process is planned to be in a short medium term. They are allocated on a few months so that the workload was not overwhelming and to be able to monitor it.

Table 6.2

Activity	Month 1	Month 2	Month 3	Month 4
Planning & Analysis	✓			
Product Improvement		✓	✓	
Marketing Campaign		✓	✓	✓
Customer Engagement			✓	✓
Evaluation & Review				✓

Discussion:

The time frame is also an appeal to the fact that the process of enhancing the products is going on but, marketing as well as customer interaction processes are going on simultaneously thus business operations are in a continuous motion. A post-assessment process will also enable identification of areas that would need further refinement.

Chapter 7: Expected Outcomes

The suggested changes in the overall performance of Drimit will be made visible with the implementation of the growth and sustainability strategies. These are not only the results in the future but they can be achieved within the realms of the present size, resources, and operations of the business. The key issue in this case is the expanding of business, customer value generation, and long-term sustainability.

7.1 Re-enhanced Sales and Market Position.

Organized digital marketing and product diversification approaches will eventually enable Drimit to gradually increase its sales and appeal to more customers. The visibility can be also enhanced through regular promotion and better brand presentation so that customers outside the audience of the business can be attracted.

A higher level of market positioning and brand messaging will also make Drimit be more competitive compared to both the established brands and the small online retailers. In the long run, these transformations could cause more stable sales rather than revenue that is seasonal-driven.

7.2 Customer experience and Retention Improvement.

The strategies proposed pay immense attention to customers first. The improved customer experience is likely to be enhanced by the fact that there would be better communication, constant service, and little customization. A satisfied customer is expected to increase his/her satisfaction and confidence in the brand when he receives products he has expected within his expectations.

An improvement in customer retention, increase in repeated buying and word-of-mouth promotion should also be realized as a result of increased customer satisfaction. These are particularly significant in an online business such as Drimit that requires the long-term success of the business to be greatly contributed by loyal customers.

7.3 Enhancing Operation Effectiveness and Cost Management.

With the demand-based planning and better structured operations, it is projected that Drimat will be more efficient internally. Waste and errors can be eliminated by way of improved inventory control and simplified ordering. Stricter cost management is bound to increase the level of profits and make the cash flow more predictable. This will assist the firm in reinvesting money back in marketing, product work and also service enhancement without putting it under too much pressure.

7.4 Long-term Sustainability and Strategy Readiness.

The overall impact of sales, customer experience and operational efficiency uplift must improve the long term viability of Drimit. It may be applied in the future to make strategic growth plans like establishment of new product lines, increase in digital presence or even venturing into partnerships. The findings present a balanced growth strategy, which is predictable, flexible, and continually improved.

Chapter 8: Evaluations & Reflections.

This chapter looks at the strategies for Drimit perform well in terms of growth and sustainability learning from the project that has happened. The evaluation will focus on measurable results and the reflection will cover what was learned through the application of theory to a real life business situation.

8.1 Performance Metrics of Evaluation

We use a number of performance indicators to understand the degree of strategy implementation. These help us to track sales growth, customer satisfaction and operation efficiency.

Table 8.1: Measures of Evaluation for Drimit

Evaluation Area	Performance Indicator	Purpose of Measurement
Sales Performance	Monthly sales trend	To monitor sales and revenue growth
Customer Growth	Number of repeat customers	To measure customer retention
Marketing Effectiveness	Engagement on social media	To check brand visibility
Customer Satisfaction	Customer feedback & reviews	To gauge the quality of service
Operational Efficiency	Order processing time	To monitor efficiency in the workflow

Discussion:

These numbers provide a clear way of tracking Drimit's progress. Looking at them, the business can identify its strengths, identify what needs to be improved and can change plans quickly.

8.2 Lessons Learned from the Project

Customers preferences, satisfaction and trust are directly affecting the sales of the product as well as reputation of the brand. While creativity and quality is important, having a clear plan is important to maintain growth over time. Another important lesson is to understand customer behaviour. The project also brought up issues small firms encounter in terms of lack of resources, pressure for competition, and market uncertainty - in short, needs that require rapid, innovative decisions.

Lastly, this project demonstrated how theoretical business models can be different in real life. While theories are good and useful guides, they must be modified depending on the prevailing market conditions.

8.3 Prospects for Drimit's Future

Based on the evaluation, there are few strategic directions that can support Drimit in achieving sustainable growth and sustaining its social mission. The business can boost its digital footprint by programming more content marketing; including but not limited to more stories on artisans, women entrepreneurs, and differently-abled contributors. Better utilize social media and digital campaign will increase brand visibility and customer engagement.

To encourage employability and inclusive growth, Drimit may over time expand its work-from-home production network to bring more economic income opportunities to women and differently-abled people. Introducing skill development training and quality control system will enhance the productivity with high standard.

Product diversification is another key strategy of the future. By providing new traditional and craft-based products, Drimit is able to lower its dependence on seasonal demand and make more stable revenue. Modern twists on old designs will help bring a wider audience. In the long term, establishing a formal e-commercial site will instill trust among customers about the brand, improve operations, and make it easier for the service to handle orders. This platform can also aid with better coordination with home based staff and suppliers.

Keep monitoring market trends, customer tastes and the results of social impacts. With gradually changing, flexible plan Drimit is able to continue to meet its business objectives while empowering women through fair jobs and promoting ethical fashion.