

**Project Implementation
TYLO**

Submitted To

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Letter of Transmittal

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Subject: TYLO

Dear Sir,

It is my great pleasure to submit the report named “TYLO ” as a part of Project Implementation of the Department of Innovation & Entrepreneurship for your kind consideration. I made sincere efforts to “TYLO ” and examined relevant records for the preparation of the report.

Within a limited time, I have worked to make this report as comprehensive as possible. But there may be some incompleteness due to various restrictions. For this reason, I beg your kind consideration in this regard.

Sincerely yours,

Md. Rasel Sheikh

193-45-205

Department of Innovation & Entrepreneurship

Daffodil International University

DECLARATION

We hereby declare that this project has been done by us under the supervision of Mr. Mohammad Mostafa Shakil, Lecturer, Department of Innovation and Entrepreneurship, Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

Submitted by



Md. Rassel Sheikh

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Certificate of Approval

This is certifying that **Md. Rasel Sheikh** bearing ID No. 193-45-205 is a regular student of the Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. He has completed his Project Implementation on TYLO .

I have gone through the project and found the business idea feasible.

I wish him every success in life.

SHAKIL
05.01.2024

Muhammad Mustafa Shakil

Lecturer

Department of Innovation & Entrepreneurship

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Acknowledgment

By the kind help of almighty Allah, I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

I am highly indebted to my supervisor Muhammad Mustafa Shakil, Lecturer, Department of Innovation & Entrepreneurship, Daffodil International University for his guidance and constant supervision as well as for providing necessary information regarding the report & also for his support in completing the project.

I would like to express my special gratefulness and thanks to Md. Rasel Sheikh for giving me such attention and time.

Abstract

TYLO's outlines a visionary approach to redefining the plus-sized fashion industry through inclusivity, innovation, and sustainability. As an underserved segment of the market, plus-sized fashion presents a significant growth opportunity, and TYLO aims to bridge the gap with tailored solutions. By integrating cutting-edge technologies like artificial intelligence (AI) and augmented reality (AR), TYLO enhances the customer experience through personalized recommendations, virtual fitting rooms, and seamless e-commerce functionality. This pitch deck is structured to attract venture, domestic, and international investors, highlighting TYLO's market potential, financial projections, and strategic roadmap. The plan includes expanding its product range, launching a comprehensive e-tailoring platform, and establishing augmented reality-enabled flagship stores by 2030. With the global plus-sized clothing market projected to reach \$696 billion by 2030, TYLO is uniquely positioned to capture a significant share by addressing both consumer demands for inclusivity and global preferences for sustainable practices. The proposal seeks investment to scale production, expand market presence, and develop eco-friendly initiatives such as garment waste recycling and green packaging. Financial projections indicate a revenue growth trajectory from BDT 2 crore in 2025 to BDT 20 crore by 2030, with robust ROI targets across all phases. Through a wellstructured approach to business expansion, operational scaling, and technology integration, TYLO offers a compelling opportunity for investors seeking both financial returns and meaningful social impact. This pitch deck is a call to action for those who wish to be part of a transformative journey in the global fashion industry.

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Chapter 1: Introduction

1.1 Introduction

TYLO began its journey in 2019, founded by Md. Rasel Sheikh, a student of the Department of Innovation and Entrepreneurship at Daffodil International University. The vision of the brand took a significant leap in 2020 when Dip Saha, another student from the same department, joined as co-founder. Together, they sought to create a brand that merged sustainability, innovation, and empowerment.

TYLO's foundation lies in utilizing garment wastage fabrics, empowering tailor workers, and revolutionizing the tailoring sector. The startup operates as a lifestyle brand focused on turning waste fabrics into high-quality products, providing tailor workers with remote job opportunities, and allowing customers to collaborate with tailors through a user-friendly digital app.

The waste fabrics from Bangladesh's massive garment industry are repurposed into high-quality lifestyle products.

Tailors can work from home and connect with customers directly through the TYLO app.

Students and housewives can learn tailoring and start earning independently.

The app serves as a platform for customers to design their clothing, collaborate with tailors, and manage orders seamlessly—all from the comfort of their homes.

After extensive market research post-COVID, TYLO shifted its focus to the plus-size fashion market, identifying a significant gap in this segment. This move positioned TYLO as a rising brand in Bangladesh's plus-size fashion industry.

Current Status:

A growing team of 25 members.

Over 10,000 loyal customers.

A valuation of 5 crore BDT.

Recorded 1 crore BDT in sales last year.

Future Vision

TYLO aims to become a one-stop lifestyle solution, enabling customers to design and preview outfits using virtual reality, empowering tailor workers to set up their online shops, and expanding opportunities for students and housewives to learn and earn.

1.2 Mission

TYLO's mission is to become a complete plus-size fashion brand by 2025, where plus-size people can find everything they need for their fashion needs. By 2026, TYLO plans to become a customized fashion brand, allowing customers to adjust their outfits for a perfect fit and make small changes to the design. Customers can also use fabrics available at TYLO to create their own dress designs easily.

1.3 Vision

TYLO's establish a strong plus-size fashion brand, vision is first creating a customized fashion brand by 2026. After that, TYLO plans to develop the customized brand into Converted an e-tailoring platform by 2028. Once the e-tailoring platform is established, TYLO will expand into the common people's fashion market and transform the platform into a full e-lifestyle platform by 2030. Beyond 2030, TYLO aims to go global and become a leading lifestyle brand worldwide.

1.4 Value Proposition

1. Overlooked plus-size market .
2. Customization and E-tailoring Made Simple
- 3 Sustainable Fashion Solutions
4. Empowering Tailor Workers and Entrepreneurs .
5. Future-Driven Innovation

For Customers: We offer stylish, custom-made, and inclusive clothing.

For Tailor Workers: We help them earn money and grow through our platform.

For the Planet: We reduce waste and support eco-friendly practices.

1.5 Vendor

Tailor Workers: Skilled tailors who use TYLO's platform to provide customized clothing services for customers.

Bankers: Financial partners who support TYLO by managing payments and secure transactions.

Garment Owners: Suppliers who provide high-quality fabrics and materials, often using garment waste to support TYLO's sustainable goals.

Venture Capitalists: Investors who provide funding to grow TYLO's business and bring new technologies to the platform.

Investors: Individuals or groups who financially support TYLO's plans for expansion and market reach.

Fashion Designers: Creative professionals who bring fresh and trendy designs to TYLO, helping the brand meet customer needs.










Technology Partners: Companies that can improve TYLO's app with features like virtual trials and AI-driven customization.

Eco-Packaging Suppliers: Vendors who provide sustainable and biodegradable packaging options.

Training Experts: Organizations or professionals who can train tailor workers, housewives, and students in tailoring skills.

Accessories Suppliers: Vendors supplying items like buttons, zippers, and embellishments to ensure quality finishing for TYLO's products.

1.6 Business Canvas Model

<p>Key partners </p> <p>Tailor Workers Bankers Garment Owners</p> <p>Venture Capitals Investors Fashion Designers Technology Partners Eco-Packaging Suppliers Training Experts</p> <p>Accessories Suppliers</p>	<p>Key Activities </p> <p>Production Raw material collection Customers management Problem Solving</p> <hr/> <p>Key Recourses </p> <p>Human Recourses Financial Recourses Physical Recourses Tech Recourses Production Recourses</p>	<p>Value Proposition </p> <ol style="list-style-type: none"> Overlooked plus size market . Customization and E-tailoring Made Simple Sustainable Fashion Solutions Empowering Tailor Workers and Entrepreneurs . Future-Driven Innovation 	<p>Customer Relationship </p> <p>Dedicate Personal assistant . Auto Solve</p> <hr/> <p>Channels </p> <p>Facebook instagram Whatsapp website In Office</p>	<p>Customer Segment </p> <p>Plus-Size Individuals Fashionable Individuals Bankers and Executives Housewives Government Doctors and Employees Age Range: 18–50 years old. Gender: Men, women, and young professionals. Income Level: Midto-high earners who focus on quality over price</p>
<p>Cost Structure </p> <p>Fixed Cost Variable Cost production cost Research & Development Cost</p>		<p>Revenue Streams </p> <p>Product Sales (Direct Revenue And Profit) Customization Services E-Tailoring Platform (Service-Based Revenue) Licensing and Partnerships</p>		

Chapter 2: Target Market

2.1 Target Audience

Primary Audience: Plus-Size Individuals

Demographics: Men and women aged 25–50 years.

Location: Urban and semi-urban areas in Bangladesh.

Income Level: Middle and upper-middle-class individuals.

2.2 TYLO's Another Target Market (Customization and E-Tailoring Phase)

Audience Groups:

Tailor Workers: Skilled tailors looking for consistent work opportunities through TYLO's platform.

Fashionable Individuals: Men and women who love trendy and customized clothing.

Housewives: Women interested in managing their own fashion needs or learning tailoring to earn an income.

Bankers and Executives: Professionals who need formal, well-fitted attire for their workplace. **Doctors and Government Employees:** People in professional roles seeking highquality, custom clothing.

Demographics: Age Range: 18–45 years old.

Gender: Men, women, and young professionals.

Income Level: Mid-to-high earners who focus on quality over price

2.3 TYLO Road map

2025:

Build a Proper Plus-Sized Fashion Brand

Establish TYLO as a leading brand in the plus-sized fashion market in Bangladesh its identity as a go-to brand for plus-sized clothing.

2026: Expand the product portfolio to include personalized clothing for niche customer needs. Use this segment to test the potential of customization and set the stage for future

innovations. 2028: Build E-Tailoring Platform

Launch an AI-powered e-tailoring system to enable customers to input measurements and preferences online.

2030: Expand Globally with AR E-Tailoring

Launch AR-based virtual shopping outlets, worldwide for a 3D try-on experience.

Ensure global operations follow eco-friendly practices to meet customer expectations



Figure 1 TYLO Roadman

2.4 Competitor Analysis for TYLO: 2025-2026

1. Big Shot

For Premium Cloth **Strengths:**

- Premium quality products with strong branding.
- Popular for festive and occasional wear.

Weaknesses:

High prices mean only wealthy customers can afford their products.

Comparison with TYLO:

TYLO's products are affordable and great for daily use.

Customers see TYLO as practical and stylish, while Big Shot is for special occasions.

2. Shirtology

Strengths:

Sells high-end shirts for office workers and professionals.

Weaknesses:

Their prices are much higher than TYLO's. **Comparison**

with TYLO:

TYLO is more affordable, making it a better choice for everyday customers. By offering both style and value, TYLO appeals to a larger market.

3.Plus Size Clothing BD Strengths:

Sells leftover export garments at very low prices.

Weaknesses:

Products may not be consistent in style or quality.

Does not have a strong brand image.

Comparison with TYLO:

TYLO's designs are modern and consistent, building trust with customers. Customers prefer TYLO for better quality and reliability.

4. Tahamas

Strengths:

Focuses on customizing T-shirts.

Weaknesses:

Limited product range, mostly selling T-shirts.

Comparison with TYLO:

TYLO offers more than just T-shirts, including formal and festive wear.

TYLO's customization options cover a wide variety of clothing.

2.5 Customized Fashion Segment

TYLO aims to become the first local brand to launch fully customized plus-size clothing in 2026. This new segment will focus on:

Tailored for Everyone:

Customers can choose their preferred size, design, color, and fit.

Ensures a perfect match for every body shape and personal style.

Affordable Customization:

Unlike global brands, TYLO will provide customization at a price local customers can afford. High-quality, personalized fashion within reach for everyone.

Local First Approach:

TYLO will be the pioneer in Bangladesh to bring this service to the plus-size market. This innovation will set TYLO apart from competitors like Shirtology and Big Shot.

Easy Process:

Customers can place orders online or in-store, ensuring convenience.

Options like virtual fittings or consultations will make the process smooth.

How This Benefits TYLO

Market Leader: TYLO will be known as the first brand to offer personalized plus-size fashion locally.

Stronger Customer Loyalty: Customization strengthens the bond with customers by making them feel valued.

Competitive Edge: Competitors who rely on generic sizes or imported goods can't match this level of personalization.

Local tailors are indirect competitors for TYLO because our approach is different. TYLO focuses on making custom designs using our own fabrics, instead of relying on customers to bring their own materials.

Chapter 3: TYLO's Revenue Model

3.1. Product Sales (Direct Revenue And Profit)

TYLO will generate its primary revenue through the sale of plus-size clothing.

This includes casual wear, formal wear, and festive collections, catering directly to the growing plus-size market.

Profit margins will come from offering high-quality products at competitive prices, ensuring customer satisfaction and repeat purchases.

3.2 Customization Services

Revenue will also come from our customized fashion segment, where customers can personalize their clothing based on size, fit, and design preferences.

TYLO will sell both fabrics and fully tailored products, ensuring a dual income source:

Fabric Sales: Providing customers with premium-quality, in-house fabrics.

3.3 E-Tailoring Platform (Service-Based Revenue)

TYLO's e-tailoring app will generate service-based revenue by offering digital tools for customization.

3.4 Licensing and Partnerships

TYLO plans to monetize its base infrastructure, such as technology platforms and operational models, through licensing agreements.

Chapter 4: Marketing Plan 2025-2026 year

Achieve a revenue target of BDT 8 crore through targeted campaigns and product diversification. Increase the customer base to 1,00,000 active customers.

4.1 Key Marketing Strategies

1. Digital Marketing

Platforms: Facebook, Instagram, TikTok, and YouTube Boosting.

2. Search Engine Optimization (SEO)

Target high-ranking keywords like “plus-sized clothing Bangladesh,” “custom-fit fashion,” and “sustainable apparel.”

3. Influencer Marketing

Partner with plus-sized influencers and fashion bloggers.

4. Offline Marketing

Fashion Events: Host seasonal fashion shows.

Print and Outdoor Advertising: Publish ads in leading fashion magazines.

5. Promotions and Offers

Seasonal discounts during

- Big Six
- Eid
- Puja
- New Year.

Launch a loyalty program in 2025 offering points for purchases, redeemable for discounts or free items.

Chapter 5: Inventory plan

The inventory plan is developed to achieve the following key objectives:

1. Optimize Inventory Levels

Maintaining the right inventory balance is crucial. Overstocking ties up capital and increases storage costs, while understocking risks losing sales and customer loyalty.

2. Match Inventory with Demand

By leveraging historical sales data, market trends, and customer feedback, TYLO aims to accurately predict demand for each product category, minimizing errors in stock availability.

3. Reduce Waste

Unsold inventory not only leads to financial losses but also generates environmental waste. This plan will focus on producing quantities aligned with actual demand, complemented by strategies to manage leftover stock.

4. Support Seasonal Sales Peaks

High-demand periods such as Eid, Puja, and the New Year require special attention to ensure adequate inventory levels. Seasonal adjustments will be a pivotal part of this plan.

Chapter 6: TYLO Sales Target for 2025 and 2026

6.1 Analysis of Last Two Years' Sales Performance

2023 Sales Summary

- **Total Orders:** 2,200
- **Total Quantity Sold:** 3,976
- **Total Revenue:** BDT 2,546,500
- **Key Products Sold:** Shirts, occasional panjabi sales.

2024 Sales Summary

- **Total Orders:** 6,071
- **Total Quantity Sold:** 11,828
- **Total Revenue:** BDT 7,764,828
- **Key Products Sold:** Shirts, higher sales of panjabis due to seasonal promotions.

Growth Analysis:

- **Orders Growth (2024 vs. 2023):** +176%
- **Revenue Growth (2024 vs. 2023):** +205%
- **Key Drivers:** Seasonal promotions, increased demand for panjabis, higher average order values.

6.2 Next Two Years: Sales Target (2025–2026)

2025 Sales Target

In 2025, TYLO will expand its product line to include **t-shirts, polo shirts, pants, trousers,** and increase the focus on panjabis. This diversification is expected to boost both order volumes and revenue significantly.

Sales Projections for 2025:

Total Orders: 25000

Total Quantity Sold: 42000

Total Revenue: BDT 20,000,000

Product Contribution Breakdown:

Product	Projected Orders	Projected Revenue (BDT)
Shirts	10000	1,00,00,000
Panjabis	2,000	2,00,000
T-Shirts	5,000	20,00,000
Polo Shirts	4000	30,00,000
Pants/Trousers	4000	30,00,000

Key Strategies for 2025:

1. **Festival Campaigns:** Increase panjabi sales during Eid and Puja with exclusive offers and collections.
2. **Seasonal Promotions:** Push t-shirt sales during summer and polo shirts during spring.
3. **Digital Ads:** Allocate a higher budget for social media and Google Ads to promote the expanded product line.

6.3 2026 Sales Target

In 2026, TYLO will focus on scaling operations and entering new markets in South Asia and the Middle East. With the fully customized fashion segment launching, additional revenue streams will be unlocked.

Sales Projections for 2026:

- **Total Orders:** 40,000
- **Total Quantity Sold:** 80,000
- **Total Revenue:** BDT 4,00,00,000 **Product Contribution Breakdown:**

Product	Projected Orders	Projected Revenue (BDT)
Shirts	15000	1,60,00,000
Panjabis	4000	50,00,000
T-Shirts	8000	50,00,000
Polo Shirts	6000	65, 00,000
Pants/Trousers	7000	75,00,000

Key Strategies for 2026:

1. **Market Expansion:** Focus on regional penetration in India and the UAE with localized marketing campaigns.
2. **Customized Services:** Introduce made-to-measure services for premium customers to boost panjabi and formal wear sales.
3. **Omnichannel Presence:** Launch pop-up stores in Dhaka and international locations to drive awareness.

Comparison of Sales Targets

Metric	2024 Actual	2025 Target	2026 Target
Total Orders	6,071	25,000	40,000
Total Quantity	11,828	42,000	80,000
Total Revenue (BDT)	7,764,828	2,00,00,000	4,00,00,000

Chapter 7: Financial Plan for 2025 and 2026 with Detailed Budget Allocation

This financial plan outlines TYLO's budget allocation for **production, marketing, research & development (R&D), branding, and official costs** for the years 2025 and 2026. The plan is designed to align with TYLO's expansion strategy, focusing on scaling production, enhancing brand visibility, investing in innovation, and ensuring operational efficiency.

7.1 Budget Allocation Overview

The total budget for each year has been divided across five key areas based on TYLO's strategic priorities.

2025 Total Budget: BDT 1.75 crore

Category	Allocation (BDT)
Production Budget	1.1 crore
Marketing Budget	25 lakh
R&D Budget	5 lakh
Branding Budget	5 lakh
Official Costs	30 lakh

7.2 2026 Total Budget: BDT 3.4 crore

Category	Allocation (BDT)
Production Budget	2.2 crore
Marketing Budget	50 lakh
R&D Budget	10 lakh
Branding Budget	10 lakh
Official Costs	50 lakh

7.3 Detailed Budget Breakdown

Production Budget

2025: BDT 1.1 crore

- **Raw Materials:** BDT 70 lakh
- **Machinery Upgrades:** BDT 15 lakh
- **Labor Costs:** BDT 25 lakh

2026: BDT 2.2 crore

- **Raw Materials:** BDT 1.4 crore (increased due to expanded product lines).
- **New Machinery and Automation:** BDT 30 lakh.
- **Labor Costs:** BDT 50 lakh.

Marketing Budget

2025: BDT 25 lakh

- **Digital Marketing:** BDT 15 lakh ○ Social media ads, Google Ads, influencer collaborations.
- **Offline Promotions:** BDT 5 lakh ○ Billboards, mall activations, and community events.
- **Seasonal Campaigns:** BDT 5 lakh ○ Focused on Eid, Puja, and New Year collections.

2026: BDT 50 lakh

- **Digital Marketing:** BDT 35 lakh
- **Offline Promotions:** BDT 5 lakh.
- **Customized Campaigns:** BDT 10 lakh (targeted for new markets).

Objective: Enhance TYLO's visibility and engagement through a balanced mix of online and offline strategies.

7.4 Research & Development (R&D) Budget

2025: BDT 5 lakh

Product Innovation: BDT 4.5 lakh

- Experimentation with sustainable materials and garment designs.

Customer Insights: BDT 0.5 lakh ○ Surveys and focus groups to refine offerings.

2026: BDT 10 lakh

- **Sustainability Projects:** BDT 7 lakh (garment recycling, ecofriendly materials).
- **Data Analytics:** BDT 3 lakh (customer behavior and market trend analysis).

Objective: Drive innovation and sustainability to maintain TYLO's competitive edge.

3.4 Branding Budget

2025: BDT 5 lakh

- **Professional Campaigns:** BDT 1 lakh ○ High-quality photoshoots, promotional videos, and media placements.
- **Packaging and Presentation:** BDT 2.5 lakh ○ Customized tags, ecofriendly packaging materials.
- **Collaborations:** BDT 1.5 lakh ○ Partnerships with local celebrities and influencers.

2026: BDT 10 lakh

- **Professional Campaigns:** BDT 2 lakh ○ High-quality photoshoots, promotional videos, and media placements.
- **Packaging and Presentation:** BDT 5 lakh ○ Customized tags, ecofriendly packaging materials.
- **Collaborations:** BDT 3 lakh ○ Partnerships with local celebrities and influencers.

Objective: Strengthen TYLO's brand identity as a premium, inclusive, and sustainable fashion leader.

7.5 Official Costs

2025: BDT 30 lakh

- **Office Rent:** BDT 4 lakh
- **Utilities and Maintenance:** BDT 6 lakh
- **Administrative Costs:** BDT 20 lakh

2026: BDT 50 lakh

- **Office Rent:** BDT 8 lakh (additional space for expanded operations).
- **Utilities and Maintenance:** BDT 7 lakh.
- **Administrative Costs:** BDT 35 lakh.

Objective: Ensure smooth operations and support the expanding team.

7.7 Risk Management

Potential Risks:

1. **Production Delays:** Increased demand may strain capacity.
2. **Market Competition:** Entry of new players targeting the same segment.
3. **Cost Overruns:** Unexpected expenses in marketing or production.

Mitigation Strategies:

1. Expand supplier base to ensure consistent raw material availability.
2. Invest in competitive differentiation through R&D and branding.
3. Monitor budgets closely and reallocate funds as needed.

Chapter 8: Expansion Plan

8.1 2025: Establishing a Plus-Size Fashion Brand

TYLO's primary goal for 2025 is to solidify its identity as Bangladesh's leading plus-size fashion brand

- Add diverse clothing options, including outerwear, dresses, and loungewear. ○
Ensure all products cater to sizes XL to 10XL, covering the broad spectrum of plus-size need

Revenue Target: BDT 2 crore by the end of 2025.

8.2 2026: Introducing Customized Fashion Segment

Customization is the future of fashion, and TYLO aims to lead this movement by offering tailored clothing.

Features:

- Virtual Fitting Rooms: Powered by AR and 3D body scanning, allowing customers to visualize their outfits before purchase.
- Design Personalization: Customers can choose fabrics, cuts, and styles that align with their preferences.

Projected Revenue: BDT 4 crore by the end of 2025.

8.3 2028: Building an E-Tailoring Platform

The launch of TYLO's **e-tailoring platform** will mark a significant milestone, combining technology and sustainability.

Platform Features:

- **AI Recommendations:** Suggest styles based on user preferences and purchase history.
 - **Eco-Friendly Practices:** Use garment waste to create new products, aligning with TYLO's sustainability goals.
- **Subscription Model:** Offer convenience with monthly deliveries of customized outfits.

8.4 2030: Launching AR-Based Outlets

TYLO's AR-based outlets will revolutionize in-store shopping by merging physical and virtual experiences.

Key Features:

- **Real-time AR fitting:** Customers can see how clothing fits on their avatars.
- **Recycling Initiatives:** Stores will collect old clothing for repurposing, supporting a circular economy.

Expansion Plan: Open flagship stores in Dhaka and other metropolitan cities.

Chapter 9: Conclusion

TYLO's revenue model is built on a strong foundation of innovation, customer-centric services, and market adaptability. By diversifying its income streams, TYLO ensures both short-term profitability and long-term growth. Each aspect of the model is designed to align with the brand's mission to empower plus-sized individuals while driving sustainable and inclusive business practices. The direct product sales segment serves as the core of the revenue model, generating consistent income through high-quality, stylish, and affordable clothing tailored specifically for the plus-size market. This focus on a niche audience allows TYLO to establish a loyal customer base, setting itself apart from competitors in both quality and accessibility. The customization services segment adds a unique value proposition. By offering personalized clothing and fabric sales, TYLO not only attracts customers who seek exclusivity but also creates additional profit streams. This dual approach caters to a broader range of customer preferences, from those looking for complete customization to those who wish to create their designs using TYLO's premium fabrics.

Through the e-tailoring platform, TYLO transitions into a tech-driven, service-based revenue model. This platform will revolutionize the shopping experience for plus-sized customers, providing virtual fittings, AI-assisted design recommendations, and seamless order processing. While initial profit margins from this model may be modest, the value it adds in terms of customer engagement, brand loyalty, and market differentiation is immense.

With its clear vision, innovative strategies, and dedication to customer empowerment, TYLO is on track to redefine the plus-size fashion landscape. By prioritizing quality, customization, and sustainability, TYLO demonstrates that fashion can be both profitable and meaningful, creating a lasting impact in the lives of its customers and the industry as a whole.

Md. Rasel Sheikh ID: 193-45- 205

by Md. Rasel Sheikh

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