

## **Executive Summary**

Every single human being is different to one another from their looks, personality, aspirations, and every other aspect possible. Everybody likes to express this individuality, to stand out, and to be highlighted; this is the fundamental thought behind Ruu Gallery.

The Ruu Gallery was incorporated as a limited liability company in August 2017, and this report discusses the activities that led to, and followed the launch which took place during the project period of six months.

An opportunity was identified to supply unique clothing and home décor items that can be customized to meet the individual needs of customers with refined taste. A gap was found between the demand for such products and the supply, where the customer's did not have a go-to place for such products that completely matched their requirement. This opportunity was established through the responses gathered from the initial customer discover survey, and this led to the framing of the target consumer as the "Tasteful Customer" and the understanding of their needs with regard to purchasing occasion-wear clothing and special-purpose home décor, which the Ruu Gallery caters to. Accordingly, value proposition was identified and the business model was developed using the Lean Business Model Canvas. An elaborated feasibility study was also carried out to evaluate the practicality of this venture.

Ruu Gallery thus serves a niche segment, and adopts a focused differentiation strategy. Its marketing strategies were developed accordingly, to reach these customers and deliver maximum value in the most effective way. This project was planned and executed on lean startup principles, with an initial capital investment of Rs. 166,000 funded by the entrepreneur's personal savings, which is expected to payback within the first year of operation itself. The key deliverables for the project were set with the objective of laying a strong foundation for the business venture to be built upon. All the key deliverables were achieved during the project period, though some variances in terms of timeline and costs were observed. Therefore it can be said that the Ruu Gallery project is a success and has met its objectives. The Ruu Gallery has been incorporated and its business operations begun; it is now ready to take up the future challenges with confidence and move in the path of business success.