

Suhas a second generation entrepreneur is in very tension these days owing to the launch of his new product distribution and promotion. Three decade back Suhas's father has started a clothing business dealing in shirting, shirting, sarees catering to local needs. Suhas while taking education in textile engineering has started supporting his father in business a decade back looking towards the changing scenario Suhas has started dealing in ready to wear garments and soon become a paramount seller of ready to wear garment of local and few national brands looking towards the pace of development his then friends at textile engineering suggested him to launch his own brand in shirts they also agree to extend cooperation. This Diwali festival they have attempted to launch a brand and made available the shirts in different sizes, textures, colors in his own shop which has got overwhelming response. The approximate margin per shirt is 50%. The group of Suhas consists three member including him are currently employed with corporate in garment industry. Entire gamut of show to launch branded shirt is conceptualize. The tension arouses in rounds of discussions and rests around one issue as far as distribution mode and advertising of product.