



## Analysis of Self-Employed Tailoring Business - Case Study of Top Five Self-Employed Tailoring Shops in Nagpur District

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### Abstract

The current research work aims to provide a critical examination of the five most relevant self-employed tailoring business in the Nagpur District. The objectives of the study are as follows: The operational patterns, customer relations, financial management and general difficulties experienced by the following self-employed tailors are yet to be researched. Using the case study method of data collection, interviews; observations and consultant records and additional data collected from each shop were used to establish factors that supported the success and sustainability of each shop. The study establishes that customers' on-line service and attention, product differentiation, and social media marketing have been key aspects in their growth. Nevertheless, the study also reveals that such a structure is vulnerable to fluctuation in demand, credit crunch, and competition from standardized clothes. The implication of this research is to give necessary information to perspective entrepreneurs in the tailoring business and policymakers who wish to encourage small-scale self-employment in the region.

**Keywords: self-employed tailoring, entrepreneurship, Nagpur District, customer engagement, small business challenges**

