




The Organization

Give a brief explanation for the page

		
Freya Moore Chief Executive Officer	Carly Ferris Chief Financial Officer	Sari Purdue Chief Operations Officer
Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements?	Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements?	Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements?

Marketing		Sales	
Growth Marketing	Content Marketing	Accounts	Customer Success
Kiara Austen	Haoran Cheng	Ariadne Snyder	Maximillion West
Cassandra Lopez	Gabriel Shelby	Gustav Shaffer	Kian Graham
Alfonso Perez	Jackson Davis	Ellen Downing	Ren Katayama

Business Description

Give a brief explanation for the page

Images and Mockups



Making Style and Sustainability Work

In this section, explain in detail what the business does. The goal is to convince potential investors that the business is a viable endeavor. What is the business's main product or service? How does it work?

Will it offer a range of different product categories or services? What type of customers is it trying to reach? How is it new or different from other businesses in the field? And finally, consider the business's opportunities for growth and expansion.

Our Products

Give a brief explanation for the page

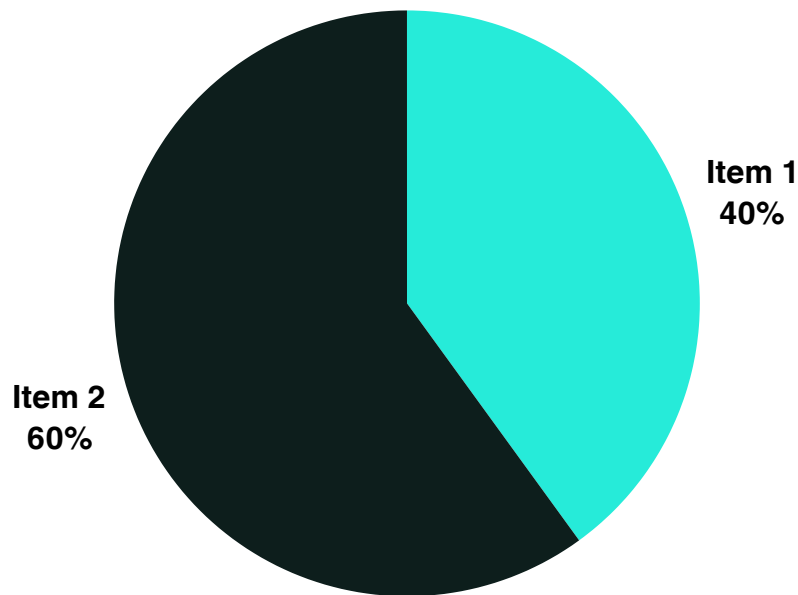
Flattering For All Denim	Dressier jeans? Say no more. Made with 100% sustainably sourced materials, our size-inclusive denim line will take you from day to night.	\$ 35.00
On-The-Go Wrap Dress	Elevate your look with an elegant wrap dress that promises comfort and timeless style. Made with organic cotton, perfect for work or play.	\$ 40.00
Knit Cardigan	Look and feel great with neutral tones and classic styles constructed from post-consumer yarn.	\$ 25.00
Eye Love Sunnies	Shield your eyes from the sun with classic eyewear made from recycled materials.	\$ 20.00

Industry Background

Give a brief explanation for the page

Consumer Conscience

60% of consumers actively seek information on the brand's sustainable practices during the purchase process.



The Fashion Industry

In this section, write about the broader industry your business is in. Specify what industry it is - where it is, how big it is, what its general characteristics are, and what the usual products and services are available. What is the industry's history and what are its usual trends? Do you see new patterns developing? Give a prediction or outlook about where the industry is headed.

Competitor Analysis

Give a brief explanation for the page

The Plew

Duplicate the SWOT table as you evaluate other competitors.

Strengths <ul style="list-style-type: none">• Offers plastic-free packaging in-store and online• Donates 2% from each sale to support marine conservation efforts• Presents a wide array of unisex choices	Weaknesses <ul style="list-style-type: none">• Overpriced clothing• Limited/outdated styles• Does not offer size-inclusive pieces
Opportunities <ul style="list-style-type: none">• Transparency in sustainability practices• Cater to a younger demographic• Consider offering more affordable pieces	Threats <ul style="list-style-type: none">• Growing number of competition• People prefer timeless styles that are also work appropriate• Not many people are willing to spend more for a single article of clothing

The Impact of What We Offer

In this section, specify who your competitors are and how prominent they are in the industry. Explain what products they have and what services they offer. Note their strengths and weaknesses. Show an analysis of their strategies for sales, branding, and marketing.

Market Analysis

Give a brief explanation for the page

For the Fashion Forward

In this section, detail the specific market you are targeting. If it is a sizeable market, you may group your target audience into categories. You can also take into account the geography of your target market - if the business is an online endeavor or if it has physical locations. Besides geography, consider the audience's gender, race, educational level, and other demographic data.



User Persona

Duplicate the table as you analyze other personas

	Goals <ul style="list-style-type: none">● Start a small business● Travel the world● Put up a pet adoption center	Challenges <ul style="list-style-type: none">● Demanding work schedule● Lack of entrepreneurship skills and experience● Hectic workload
	Olivia Wilson <ul style="list-style-type: none">● 25 years old● She/her● Marketing Associate● Fort Leburg <p>Career-driven and passionate about saving the earth, Olivia loves the outdoors and believes in the power of one positive change per day.</p>	Likes <ul style="list-style-type: none">● Earth-friendly practices● Animals● Fashion Dislikes <ul style="list-style-type: none">● Tardiness● Poor time management● Fast fashion Personality <ul style="list-style-type: none">● Optimistic● Curious● Fun-loving Products They Enjoy <ul style="list-style-type: none">● Poole's organic skincare line● KNJ Label accessories● Strews Inc coffee beans

Marketing Plan

Give a brief explanation for the page

Innovation and Impact

In this section, show potential investors what your specific marketing and sales targets are and how you plan to achieve them. Talk about how you will sell your product or service. Research the best methods for reaching your audience and convincing them to buy your product. Highlight how you are offering something new or how you can fix a problem in the industry. Understand the purchasing priorities of your audience and try to leverage that behavior.

Product The brand, its features, its packaging Common questions: <ul style="list-style-type: none">• What needs does this product fulfill• What frustrations does it address?• What makes it compelling to customers that they will want to have it?	Price Discounts, bundles, credit terms Common questions: <ul style="list-style-type: none">• What is the value of the product or service to customers?• Are there established price points for this product or service in the market?• How will this price compare with competitors?
Promotion Print & broadcast ads, social media, email, search engine, video Common questions: <ul style="list-style-type: none">• How you will get the word out about your product or service?• What promotional approaches are most familiar to your audience?• What resources are available to you?	Place Physical stores, website, online marketplace Common questions: <ul style="list-style-type: none">• Will it be in a physical store• or online?• Where will the stores be?• What will be the distribution channels?

