# Fashion Business Plan



★ Taking great strides to success



Date	Presented By	Presented To
Oct 7, 2030	Wanda Strom	Leslie Boatwright

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Table of Contents Anissa & Tam

# **Executive Summary**

Mission	Vision
We want to empower women through ecoconscious fashion.	Be a leader in showing the world that style and sustainability coexist.

The Product	We offer ethically-made clothes and accessories that women everywhere will be proud to wear.	
The Leadership	Freya Moore, CEO, and Sari Purdue, COO, are the creative geniuses behind the brand.	
The Overall Industry	The fashion industry is making slow progress in sustainability, with changes being made only on a surface level. Anissa & Tam will address the biggest sustainability issues in fashion through our multi-target strategy.	
The Competitors	The Plew has shifted to plastic-free packaging, while Pin & Ark promotes in-store swapping to compensate for fast fashion. Anissa & Tam begins with ethical sourcing and production practices to ecofriendly packaging and transparency through and through.	
The Financial Status	Anissa & Tam is targeting \$8 million to jumpstart its operations.  Presently, the company has achieved 40% of its financial goal. Our financial resources will go to building our first physical and ecommerce store.	
Future Plans	By 2030, we expect to reach 100% of our target market and see a 10% increase in profit. By 2035, our products will reach global status and produce a 30% increase in profit.	

Executive Summary Anissa & Tam

# 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?

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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

The Organization Anissa & Tam

# **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.

Business Description Anissa & Tam

# **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 postconsumer yarn.	\$ 25.00
Eye Love Sunnies	Shield your eyes from the sun with classic eyewear made from recycled materials.	\$ 20.00

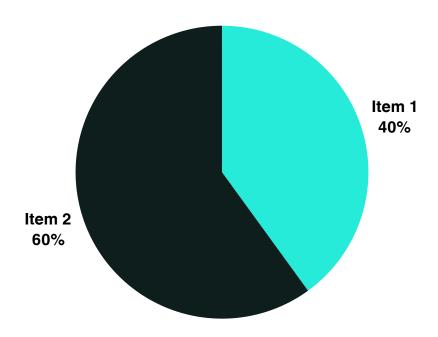
Our Products Anissa & Tam

# **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.

Industry Background Anissa & Tam

# **Competitor Analysis**

Give a brief explanation for the page

#### The Plew

Duplicate the SWOT table as you evaluate other competitors.

#### **Strengths**

- 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

- Overpriced clothing
- Limited/outdated styles
- Does not offer size-inclusive pieces

#### **Opportunities**

- Transparency in sustainability practices
- Cater to a younger demographic
- Consider offering more affordable pieces

#### **Threats**

- 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.

Competitor Analysis Anissa & Tam

# **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

- Start a small business
- Travel the world
- Put up a pet adoption center

### Challenges

- Demanding work schedule
- Lack of entrepreneurship skills and experience
- Hectic workload

#### **Olivia Wilson**

- 25 years old
- She/her
- Marketing Associate
- Fort Leburg

Career-driven and passionate about saving the earth, Olivia loves the outdoors and believes in the power of one positive change per day.

#### Likes

- Earth-friendly practices
- Animals
- Fashion

#### **Dislikes**

- Tardiness
- Poor time management
- Fast fashion

#### **Personality**

- Optimistic
- Curious
- Fun-loving

### **Products They Enjoy**

- Poole's organic skincare line
- KNJ Label accessories
- Strews Inc coffee beans

Market Analysis Anissa & Tam

# **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.

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#### The brand, its features, its packaging

#### **Common questions:**

- 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:**

- 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:**

- 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:

- Will it be in a physical store
- or online?
- Where will the stores be?
- What will be the distribution channels?

Marketing Plan Anissa & Tam

### **Financial Plan**

Give a brief explanation for the page

### **Capital Requirements**

In this section, give a breakdown of how you plan to use the money and resources that your potential investors could provide. Specify how much capital you need and how you will allocate the money.

	Value	Percentage
Research and Development	\$456,000	44%
Marketing and Advertising	\$456,000	44%
Daily Operations	\$123,000	22%
TOTAL	\$1,035,000	100%

### **Financial Outlook**

You will also provide a projection of the business's financial performance within a certain time frame. Investors will want to know when they will receive a return on their investment.

US\$ B	FY'26	FY'25	YOY change
Revenue	789.00	456.00	73%
Expenses	246.00	300.00	-18%
Profit	543.00	156.00	248%
Dividend per share	\$20/share	\$10/share	100%

Financial Plan Anissa & Tam

## **The Future Plans & Milestones**

Give a brief explanation for the page

### The Road to Excellence

In this final section, map out your future plans for the business. Dream big! These plans could include expansion projects, new product offerings, and major partnerships.

Discuss how much impact you want to bring to the industry. This enables potential investors also to be optimistic about the business.



2030	2040	2045	2050
Achieve 90% of our marketing goals	Launch an interactive e-commerce store that promises a seamless customer experience	Launch pop-up stores across nearby cities	Reach 40 million users online and ensure quality worldwide shipping

# Contact us for further inquiries



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Contact us Anissa & Tam