**FASHION PROFILE**

**Executive Summary**

Kollysonaffluence Business Enterprise is a ready-made garment manufacturing company with its administrative and marketing offices located in Polo Juction, Gada-biu, Jos and production factory located in T90, Rigip, Abattoir, Jos, Plateau state, Nigeria. We have been able to secure a large warehouse in a strategic area in Plateau state that will be converted to our factory.

Kollysonaffluence Fashion Design will be involved in the mass – production of ready – made garments like Outer clothing (work wear and uniform, leisure wear, sportswear, suits, pants, dresses, ladies’ suits, blouse, blazers, jackets, pullovers, coats, shirts (short- or long-sleeved).

Our business goal is to become one of the leading ready-made garment manufacturing companies in Nigeria, Africa and the world at large. And we will make sure that every apparel that leaves our factory can favorably compete with the best brands in the industry.

Our workers will be selected from a pool of talented clothes designers, and garment factory workers around Jos, Plateau state, Nigeria, also from any part of the world as the business grows. We will make all the members of our workforce go through the required trainings that will position them to meet the expectation of the company and to compete with leading ready-made garment manufacturing companies in Nigeria.

We have put plans in place to build a state of the art factory in Nigeria, which is why we have entered into agreement with some manufacturers of sewing machines to produce customized sewing machines for us that will give us the quality of garments that we want to be known for. Our factory will be well equipped and we will ensure that we follow the trend in the industry.

Harrison Cage™ Apparels, Inc. will manufacture high quality garments for both the high – end customers and also for low income earners; we want to become one of the people’s choice where ever our clothes are put up for sale. Apart from mass production of ready-made garments, we will also be engaged in the customized production of clothes for customers based on their demands.

We are quite aware that there are some clients such as sporting clubs, political parties, schools, churches and organizations that would need quality customized T – shirts for specific purposes and we are well prepared to deliver as requested.

Harrison Cage™ Apparels, Inc. is owned by Harrison Cage and his immediate family members. He is an American fashion enthusiast with over one and half decades worth of experience in the fashion industry. He will occupy the position of the chief executive officer (CEO)/President of the organization.

Harrison Cage has a Degree in Fashion Designing from New York School of Fashion and also an MBA from Harvard Business School. He is a well – respected figure in the fashion industry. Prior to starting Harrison Cage™ Apparels, he was the creative director of one of the world’s leading fashion labels that is based in Paris – France.

* **Our Product Offerings**

Harrison Cage™ Apparels, Inc. is established with the aim of producing high quality and highly fashionable ready – made garments for men, women, young adults and children. We know that quality is a key factor that will help us sell our brand which is why we have put in place a competent quality assurance team that will ensure that all our clothes meet and even surpass our customers’ expectations.

We will work hard to ensure that Harrison Cage™ Apparels, Inc. is not just accepted nationally in the United States of America, but also in other parts of the world. Here are the products we will be manufacturing;

* Coats and winter clothes
* Suits for men and women
* Leisure clothes
* Nightwear
* Children’s and baby clothes
* Sportswear
* Work and ethnic clothes

**Our Vision Statement**

Our vision is to establish a ready-made garment manufacturing company whose products will not only be sold in the United States of America, but all across the globe.

* **Our Mission Statement**

Our mission is to build a ready-made garment manufacturing company that will design and mass – produce high quality ready-made garments for male, female, young adults and children; a ready – made garment factory that will grow to command a good percentage of the available market share in the globe.

* **Our Business Structure**

Harrison Cage™ Apparels intends competing favorably with leading ready-made garment manufacturing companies both in the United States and on a global stage. We are aware of the importance of building a solid business structure that can support the picture of the kind of world class business we want to own. This is why we are committed to only hiring the best hands within our area of operations.

At Harrison Cage™ Apparels, Inc., we will ensure that we hire people that are qualified, hardworking, customer centric and are ready to work to help us build a prosperous business that will benefit all our stakeholders (the owners, workforce, and customers).

As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more as agreed by the board of trustees of the company. In view of the above, we have decided to hire qualified and competent hands to occupy the following positions;

Chief Executive Officer (Owner), General Manager, Human Resources and Admin Manager, Sales and Marketing Executive, Accountant, Fashion Designers (With Bias in corporate and casual clothes), Quality Control Officer, Tailors, and Factory Workers.

**Roles and Responsibilities**

**Chief Executive Officer – CEO:**

* Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions.
* Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
* Accountable for fixing prices and signing business deals
* Responsible for providing direction for the business
* Responsible for signing checks and documents on behalf of the company
* Evaluates the success of the organization
* Reports to the board

**General Manager:**

* Develops strategic plan by studying technological and financial opportunities; presenting assumptions; recommending objectives.
* Accomplishes subsidiary objectives by establishing plans, budgets, and results measurements; allocating resources; reviewing progress; making mid-course corrections.
* Coordinates efforts by establishing procurement, production, marketing, field, and technical services policies and practices; coordinating actions with corporate staff.
* Builds company image by collaborating with customers, government, community organizations, and employees; enforcing ethical business practices.
* Maintains quality service by establishing and enforcing organization standards.
* Responsible for supervising all the employees
* Ensures that the organization operates within stipulated budget.

**Human Resources and Admin Manager**

* Responsible for overseeing the smooth running of HR and administrative tasks for the organization
* Regularly hold meetings with key stakeholders to review the effectiveness of HR Policies, Procedures and Processes
* Maintains office supplies by checking stocks; placing and expediting orders; evaluating new products.
* Defines job positions for recruitment and managing interviewing process
* Carries out induction for new team members
* Responsible for training, evaluation and assessment of employees
* Responsible for arranging travel, meetings and appointments
* Oversees the smooth running of the daily office activities.

**Sales and Marketing Manager**

* Manages external research and coordinates all the internal sources of information to retain the organizations’ best customers and attract new ones
* Models demographic information and analyzes the volumes of transactional data generated by customer purchases
* Identifies, prioritizes, and reaches out to new partners, and business opportunities et al
* Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects.
* Responsible for supervising implementation, advocate for the customer’s needs, and communicate with clients
* Develops, executes and evaluates new plans for expanding sales
* Documents all customer contact and information
* Helps to increase sales and growth for the company

**Accountant/Cashier:**

* Responsible for preparing financial reports, budgets, and financial statements for the organization
* Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects.
* Responsible for financial forecasting and risks analysis.
* Performs cash management, general ledger accounting, and financial reporting
* Responsible for developing and managing financial systems and policies
* Responsible for administering payrolls
* Ensures compliance with taxation legislation
* Handles all financial transactions for the organization
* Serves as internal auditor for the organization

**Fashion Designers**

* Responsible for designing clothes to meet the latest trend
* Stays abreast of the dynamics in the fashion industry with key interest in corporate and casual clothes
* Researches and advice the organization on style, size, anthropometric studies and other trendy fashion statements.

**Quality Control Officer**

* Ensures that all the corporate and casual ready – made garments in our production line meets the required quality before they are released in the market
* Makes certain that production and manufacturing lines perform efficiently, coordinate employee efforts, and facilitate communication between management and production departments.
* Devises ways of improving the manufacturing process to ensure higher-quality and durable garments
* Ensures that manufacturing production lines run smoothly and generate a consistently suitable output for their employers
* Ensures that the organization work in line with international best practices
* Handles any other responsibility as assigned by the general manager

**Tailors (Industrial Sewing Machine Operators)**

* Responsible for sewing corporate and casual clothes as instructed by the supervisor / fashion designer
* Handles any other duty as assigned by the general manager

**Factory Workers:**

* Responsible for ironing and packaging apparels
* Responsible for movement of equipment and raw materials as required
* Cleans both the interior and exterior of the factory, machines and other equipment
* Handle any other duty as assigned by the general/floor manager.

**Ready-Made Garment Factory Business Plan – SWOT Analysis**

Harrison Cage™ Apparels, Inc. plans to build a world class ready – made garments factory that will manufacture a wide range of garments for men, women, young adult and children. We will be based in Austin Texas with our factory located in Bangladesh, but we will not restrict the sale of our clothes to the U.S market alone, we will sell our ready – made garments in other parts of the world.

In other to achieve this in a highly competitive industry like this, we must ensure that we look through our strengths, weaknesses, the opportunities available in the industry and the threats that we will are likely going to face.

Because of the nature of the business we are involved in and the brand we want to build, we hired the services of an HR and Business consultant with bias in fashion and retailing to help us conduct a thorough SWOT analysis and to help us create a business model that will help us achieve our business goals and objectives.

Here is the summary of the SWOT analysis that was conducted for Harrison Cage™ Apparels, Inc.;

* **Strength:**

Our strength lies in the high quality of our finished garments, the power of our team and our state of the art and well – equipped factory. We have a team of highly trained tailors and support staff members that can produce top notch ready – made garments. We are well positioned in the heart of Austin – Texas and we know we will attract loads of clients from the first day we push our ready – made garments into the market.

* **Weakness:**

A major weakness that may count against us is the fact that we are a new garments manufacturing company and we don’t have the financial capacity to compete with multi – billion dollar garment manufacturing companies when it comes to manufacturing at rock bottom prices.

So also, we may not have enough cash reserve to promote our ready – made garments manufacturing company the way we would want to, especially when it comes to signing first – class celebrities to model for us.

* **Opportunities:**

One thing is certain, whether good or bad, people will always look for clothes to wear and they usually go for casual clothes because it is cheap. So, the opportunity for ready – made garment manufacturers to sell their apparels is massive and we hope to leverage on these opportunities to sell our ready – made apparels.

* **Threat:**

Just like any other business, one of the major threats that we are likely going to face is economic downturn. It is a fact that economic downturn affects purchasing power. Another threat that may likely confront us is the arrival of a new ready – made garments manufacturing company in same location where our target market exists who may want to adopt same business model like us.

**Ready-Made Garment Factory Business Plan – MARKET ANALYSIS**

* **Market Trends**

In recent time, the clothing industry relies more on mass market sales for them to make the kind of income that will sustain the business. The mass market takes care of a wide range of customers that cuts across both the rich and the poor. Most of the new clothing lines that are trying to catch up with the market ensures that they produce ready-to-wear clothes using trends set by leading fashion labels.

What they do is that they try to see the direction of the trend as established by renowned fashion brands before producing their own versions of the original look by making use of cheaper fabrics and simpler production processes which can easily be done by machines. They can comfortably sell such product at a cheaper price to the masses who can’t afford to buy the original which is often way too expensive.

Clothes manufacturers now leverage on the runway – fashion expo to promote and attract market for their products. Any fashion designer who is recognized in Paris, Milan, New York City, or London can comfortably become a global recognized fashion label.

Small startup garment manufacturing companies leverage on small markets such as companies, churches, schools, organized groups and sport fans to sell their clothes. These group of people can order large quantities of customized clothes for special purposes.

For example, a political party may enter into a business deal with a ready – made garments manufacturing company to help them mass – produce shirts to be used by their supporters during political rallies and campaigns.

* **Our Target Market**

When it comes to selling ready – made garments, there is indeed a wide range of available customers. In essence, our target market can’t be restricted to just a group of people, but all those who reside in the locations where we intend retailing our ready – made apparels.

Despite the fact that Harrison Cage™ Apparels, Inc. will start operation from a single factory in Bangladesh, we have a holistic view of the kind of business we want to build; we want to grow to the level where we will build factories in Thailand and China. Our clothes is going to be designed to penetrate not just the United States market, but also the world’s clothing industry.

We want people from all walks of life across the globe to someday put on our garments; we want to see our clothes being worn in Paris, in London, in Tokyo, in Lagos, in Madrid, in Johannesburg, in Bueno Aries, in Sao Paulo, in Port Elizabeth, in Dubai and all over the world. We are in business to retail our ready – made garments to the following groups of people;

* Churches
* Schools
* Businesses and Corporate Organizations
* Households
* Every adult that resides within the locations where our clothes will be retailed

**Our Competitive Advantage**

A close study of the global ready – made garment manufacturing industry reveals that the market has become much more intensely competitive over the last decade. As a matter of fact, you have to be highly creative, customer centric and proactive if you must survive in this industry. We are aware of the competition and we are prepared to compete favorably with other garment manufacturing companies both in the United States of America and other part of the world.

Another competitive advantage for Harrison Cage™ Apparels, Inc. is the quality and robust wealth of experience of its management team. Our management team comprises of professionals who have worked with some of the leading international brands in the ready – made garments industry.

Our latest machines and equipment also count towards our advantage especially when it comes to competing with other clothes manufacturing companies within the same category that we operate. The quality of every apparel that comes out of our production line must be certified OK before they are released to the market.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category in the industry, meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives. We will also give good working conditions and commissions to freelance sales agents that we will recruit from time to time.

**Ready-Made Garment Factory Business Plan – SALES AND MARKETING STRATEGY**

* **Sources of Income**

Harrison Cage™ Apparels, Inc. is in business to retail a wide range of ready – made garments in the United States and other countries of the world. We are in the industry to maximize profits and we are going to go all the way out to ensure that we achieve or business goals and objectives.

Our source of income will be the manufacturing and retailing of a wide range of;

* Outer clothing (work wear and uniform, leisure wear, sportswear, suits, pants, dresses, ladies’ suits, blouse, blazers, jackets, cardigans, pullovers, coats, sports jackets, skirts, shirts (short- or long-sleeved), ties, jeans, shorts, T-shirts, polo shirts, sports shirts, tracksuits, bathing shorts, bathing suits, bikinis etc.)
* Underclothing/Underwear – lingerie (e.g. underpants, undershirts, briefs, socks, stockings, and pantyhose).

**Sales Forecast**

One thing is certain when it comes to the ready – made garments manufacturing business, if you manufacture a wide range of garments, you will always attract customers cum sales and that will sure translate to increase in revenue for the business.

We are well positioned to take on the available market in and around Austin – Texas and we are quite optimistic that we will meet our set target of generating enough income from the first six month of operations. Below is the sales projection for Harrison Cage™ Apparels, Inc., it is based on the location of our business and other factors as it relates to garments manufacturing company startups in the United States;

* **First Fiscal Year:**$550,000
* **Second Fiscal Year:**$950,000
* **Third Fiscal Year:**$1.5 Million

**N.B**: This projection was done based on what is obtainable in the industry and with the assumption that there won’t be any major economic meltdown and there won’t be any major competitor producing same designs as we do within same location where our market exists. Please note that the above projection might be lower and at the same time it might be higher.

* **Marketing and Sales Strategy**

Before choosing a location for Harrison Cage™ Apparels, Inc., we conducted a thorough market survey and feasibility studies in order for us to be able to penetrate the available and become the preferred garment choice. We have detailed information and data that we were able to utilize to structure our business to attract the number of customers we want to attract per time.

We hired experts who have good understanding of the ready – made garments manufacturing industry to help us develop marketing strategies that will help us achieve our business goal of winning a larger percentage of the available market in the United States of America and the world.

In summary, Harrison Cage™ Apparels, Inc. will adopt the following sales and marketing approach to win customers over;

* Introduce our clothing label by sending introductory letters to schools, corporate organizations, political parties, groups, and other establishments.
* Attend fashion expos in the U.S and in other parts of the world
* Organize our own fashion show in order for us to display our designs
* Advertise our clothing label in newspapers, TV and radio stations
* Canvass celebrities to wear and help us promote our clothing label
* List our business on yellow pages ads
* Leverage on the internet to promote our business
* Engage in direct marketing
* Leverage on word of mouth marketing (referrals)

**Ready-Made Garment Factory Business Plan – Publicity and Advertising Strategy**

Beyond every reasonable doubt, the media plays a very big role when it comes to helping a clothing labels gain international significance. The social media also plays an important role in modern day fashion advertisement; it gives clothing labels the ability to reach out to a wide range of customers all over the world within a short period of time and of course at a very cheaper price when compared to other advertising platforms.

Any player in the global garment manufacturing industry that wants to take on the market must be deliberate when it comes to building brand awareness and credibility. Most often than not, big clothing labels ensure that they create great hype whenever they are about to release any design from their stable.

Social media such as blogs, podcasts, photo and video sharing sites are some of the tools fashion designers leverage on to promote their labels. Some of the preferred social media platforms that are used in the fashion industry are Instagram, Tumblr, WordPress, Facebook, twitter, YouTube and other sharing sites.

Here are the platforms we intend leveraging on to promote and advertise Harrison Cage™ Apparels, Inc.;

* Place adverts on both print (newspapers and fashion magazines) and electronic (radio and TV) media platforms
* Sponsor relevant community programs like school fashion shows et al
* Leverage on the internet and social media platforms like Instagram, Tumblr, WordPress, Facebook, twitter, YouTube and other sharing sites to promote our brand
* Attend local and intentional fashion expos
* Organize our own fashion show
* Promote our clothing label on our own official websites and online fashion community
* Build relationship with celebrities especially in the entertainment industry

**Our Pricing Strategy**

The prices for all our corporate and casual ready – made apparels will be affordable and at the same time competitive with what is obtainable in the global ready – made garments manufacturing industry.

* **Payment Options**

The payment policy adopted by Harrison Cage™ Apparels, Inc. is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of the United States of America.

Here are the payment options that Harrison Cage™ Apparels, Inc. will make available to her clients;

* Payment via bank transfer
* Payment via credit cards/Point of Sale Machines (POS Machines)
* Payment via online bank transfer
* Payment via check
* Payment via mobile money transfer
* Payment via bank draft

In view of the above, we have chosen banking platforms that will enable our clients make payment for ready – made garments purchased without any stress on their part. Our bank account numbers will be made available on our website and promotional materials to clients who may want to deposit cash or make online transfers.

* **Startup Expenditure (Budget)**

In setting up any business, the amount or cost will depend on the approach and scale you want to undertake. If you intend to go big by renting a place, then you would need a good amount of capital as you would need to ensure that your employees are well taken care of, and that your facility is conducive enough for workers to be productive.

The machines and equipment that will be used are nearly the same cost everywhere, and any difference in prices would be minimal and can be overlooked. As for the detailed cost analysis for starting a cloth manufacturing business; it might differ in other countries due to the value of their money.

These are the key areas where we will spend our startup capital;

* The total fee for registering the business in the United States of America – **$750.s**
* Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) – **$3,300.**
* Marketing promotion expenses for the grand opening of Harrison Cage™ Apparels, Inc. in the amount of **$3,500** and as well as flyer printing (2,000 flyers at $0.04 per copy) for the total amount of **$3,580.**
* The total cost for hiring business consultant – **$2,500.**
* The total cost for the purchase of insurance (general liability, workers’ compensation and property casualty) coverage at a total premium – **$2,400.**
* The cost for payment of lease for manufacturing factory for 24 months – **$350,000**
* Factory remodeling (construction of racks and shelves) – **$20,000**
* The amount required for the purchase of industrial sewing machines and clothes making tools – **$200,000**
* Other start-up expenses including stationery (**$500**) and phone and utility deposits (**$2,500**).
* Operational cost for the first 3 months (salaries of employees, payments of bills et al) – **$250,000**
* The cost for start-up inventory – **$100,000**
* The cost for store equipment (cash register, security, ventilation, signage) – **$13,750**
* The cost of purchase and installation of CCTVs – **$5,000**
* The cost for the purchase of furniture and gadgets (Computers, Printers, Telephone, TVs, Sound System, tables and chairs et al) – **$4,000.**
* The cost of launching a website – **$600**
* The cost for our opening party – **$5,000**
* Miscellaneous – **$5,000**

We would need an estimate of **$2.5 million** to successfully set up our ready-made garment manufacturing factory.

**Generating Startup Capital for Harrison Cage™ Apparels, Inc.**

Harrison Cage™ Apparels, Inc. is a family business that is solely owned and financed by Harrison Cage and his immediate family members. They do not intend to welcome any external business partners which is why he has decided to restrict the sourcing of the startup capital to 3 major sources.

* Generate part of the start – up capital from personal savings
* Source for soft loans from family members and friends
* Apply for loan from my Bank

***N.B:*** We have been able to generate about **$500,000** (*Personal savings $400,000 and soft loan from family members $100,000*) and we are at the final stages of obtaining a loan facility of $2 million from our bank. All the papers and documents have been signed and submitted, the loan has been approved and any moment from now our account will be credited with the amount.

**Ready-Made Garment Factory Business Plan – Sustainability and Expansion Strategy**

One of our major goals of starting Harrison Cage™ Apparels, Inc. is to build a business that will survive off its own cash flow without injecting finance from external sources once the business is officially running. We know that one of the ways of gaining approval and winning customers over is to retail our ready – made garments a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.

Harrison Cage™ Apparels, Inc. will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of. Our company’s corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner.

We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

**Check List/Milestone**

* Business Name Availability Check: **Completed**
* Business Registration: **Completed**
* Opening of Corporate Bank Accounts: **Completed**
* Securing Point of Sales (POS) Machines: **Completed**
* Opening Mobile Money Accounts: **Completed**
* Opening Online Payment Platforms: **Completed**
* Application and Obtaining Tax Payer’s ID: **In Progress**
* Application for business license and permit: **Completed**
* Purchase of Insurance for the Business: **Completed**
* Leasing of facility and remodeling the factory and office: **In Progress**
* Conducting Feasibility Studies: **Completed**
* Generating capital from family members: **Completed**
* Applications for Loan from the bank:**In Progress**
* Writing of Business Plan: **Completed**
* Drafting of Employee’s Handbook: **Completed**
* Drafting of Contract Documents and other relevant Legal Documents: **In Progress**
* Design of The Company’s Logo: **Completed**
* Graphic Designs and Printing of Packaging Marketing / Promotional Materials: **In Progress**
* Recruitment of employees: **In Progress**
* Purchase of industrial sewing machines and sewing equipment / tools: In Progress
* Purchase of the needed furniture, racks, shelves, computers, electronic appliances, office appliances and CCTV: **In progress**
* Creating Official Website for the Company: **In Progress**
* Creating Awareness for the business both online and around the community: **In Progress**
* Health and Safety and Fire Safety Arrangement (License): **Secured**
* Opening party/launching party planning: **In Progress**
* Compilation of our list of ready – made garments that we will be producing: **Completed**
* Establishing business relationship with vendors – suppliers of textile (fabrics), sewing accessories and related merchandize, clothes wholesalers and other stake holders: **In Progress**

**A Sample Fashion Designer Business Plan Template**

* **Industry Overview**

The fashion designer industry is made up of businesses that provide professional design services for such products and segments as fashion, clothing, shoes, textiles, fur, jewelry, costumes, lighting and floats. These services occasionally represent the design branch of a large retail chain, but they more often represent smaller design houses that provide fashion products to several different sellers. This industry does not include in-house design services.

In the actual sense, a fashion designer provides professional design services to a variety of clients in the fashion, apparel, shoe, jewelry and costume industries. When it comes to fashion, many consumers desire an optimal balance between value, quality and style. In past decades, it took extended amounts of time before runway styles carried over to department stores.

Fashion-savvy shoppers had to pay high premiums for trendy designer outfits. Even as incomes increased during the economic recovery, consumers still demanded stylish pieces but were intimidated by high prices. Over the past five years, designers and retailers have started closing the gap between style and value to appeal to massive amounts of consumers.

Fashion designers and retailers have started closing the gap between style and value in order to appeal to massive amounts of consumers. As a result, demand for fashion and other specialized design services increased during the period.

Industry revenue will benefit from rising per capita disposable income and increased consumer confidence; it will also be aided by downstream apparel-manufacturing industries. As consumers demand trendier yet reasonably priced items, department stores will continue collaborating with designers to create product lines with mass appeal.

The Fashion Designers industry is indeed a thriving and viable business in most countries of the world. Statistics have it that in the United States of America alone, the Fashion industry generates over $2 billion annually from more than 19,481 registered and licensed big fashion companies scattered all around the United States of America. The industry is responsible for the employment of over 26,425 people. No single establishment can boast of having a lion share of the available market in this industry.

It is worthy to mention that the fashion industry is growing and there are opportunities for entrepreneurs to launch their own fashion design business from the scratch and still become a globally recognized brand. The advent of computer and computer software brought leverage in the industry.

Designing clothes, shoes, and other fashion accessories can be conveniently done with the aid of software, and a designer can reach out to the world market by putting up his products for sale online; Instagram, YouTube et al are good platforms to promote this type of business.

Fashion Designer Business Plan – Executive Summary

Dennis Hatcher™ Fashion Designers, Inc. is an international fashion designer company that will be located in Westchester County – New York. We have been able to secure a large warehouse in a strategic part of town that will be converted to our fashion designing factory. We were able to out rightly buy over the facility with the help of our bank and support from family and friends.

Dennis Hatcher™ Fashion Designers, Inc. will be involved in fashion clothing design, footwear design, jewelry and accessory design, textile design and other design services. Our business goal is to become one of the leading fashion designer companies in the United States and we will make sure that every of our designs can favorable compete with the best brands in the industry.

Our workers are going to be selected from a pool of talented fashion designers in and around Westchester County – New York and also from any part of the world as the business grows. We will make sure that we take all the members of our workforce through the required trainings that will position them to meet the expectation of the company and to compete with leading fashion companies in the United States and throughout the globe.

We have put plans in place to build a state of the art factory in Westchester County – New York, which is why we entered into agreement with some manufacturers of sewing machines to produce customized sewing machines for us that will give us the quality of clothes, shoes and other fashion accessories that we want to be known for. Our factory will be well equipped and we will ensure that we follow the trend in the industry.

Dennis Hatcher™ Fashion Designers, Inc. will design fashion wears for both high – end customers and low income earners; we want to become the people’s choice where ever our designs are put up for sale. Apart from mass production of clothes, shoes and other fashion accessories, we will also be engaged in customized design for customers based on their demands.

Dennis Hatcher™ Fashion Designers, Inc. is a private registered business that is owned by Ian Dennis Hatcher and his immediate family members. Dennis Hatcher is an American fashion enthusiast with over two decades of experience in the fashion industry. He will occupy the position of the chief executive officer (CEO)/President of the organization.

Dennis Hatcher has a Degree in Fashion Designing from New York School of Fashion and also an MBA from Harvard. He is a well – respected figure in the fashion industry, and prior to starting Dennis Hatcher™ Fashion Designers, Inc. he was the creative director in one of the world’s leading fashion label that is based in New York.

* **Our Product Offerings**

Dennis Hatcher™ Fashion Designers, Inc. is in the fashion industry to design a wide range of fashion wears. We are set to service a wide range of clientele not just in the United States of America, but in all parts of the world and of course to make profits, which is why we will ensure we go all the way to give our clients options.

Our product offerings are listed below;

* Clothing design services
* Costume design services
* Fashion design services
* Float design services
* Jewelry design services
* Shoe design services
* Textile design services

**Our Vision Statement**

Our vision is to establish a fashion designer company whose designs will not only be accepted in the United States of America, but also in other parts of the world.

* **Our Mission Statement**

Our mission is to establish a fashion company that will design and produce high quality official and casual clothes, shoes, and other fashion accessories for male, female, young adults and children; a fashion design label that will compete favorably with international fashion designers all across the world.

* **Our Business Structure**

Dennis Hatcher™ Fashion Designers, Inc. intends to start small in Westchester County – New York, but looks to grow big in order to compete favorably with leading fashion designer companies both in the United States and on a global stage. We are aware of the importance of building a solid business structure that can support the kind of world class fashion business we want to own.

At Dennis Hatcher™ Fashion Designers, Inc., we will ensure that we hire people that are qualified, hardworking, customer centric and are ready to work to help us build a prosperous business that will benefit all the stake holders. As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more as agreed by the board of trustees of the company.

In view of the above, we have decided to hire qualified and competent hands to occupy the following positions;

Chief Executive Officer (Owner), General Manager, Human Resources and Admin Manager, Sales and Marketing Executive, Accountant, Fashion Designers, Customer Care Officer and Cleaners

**Roles and Responsibilities**

**Chief Executive Officer – CEO:**

* Upturns management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
* Accountable for fixing prices and signing business deals
* Responsible for providing direction for the business
* Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
* In charge of signing checks and documents on behalf of the company
* Appraises the success of the organization

**General Manager:**

* Develops strategic plan by studying technological and financial opportunities; presenting assumptions; recommending objectives.
* Accomplishes subsidiary objectives by establishing plans, budgets, and results measurements; allocating resources; reviewing progress; making mid-course corrections.
* Coordinates efforts by establishing procurement, production, marketing, field, and technical services policies and practices; coordinating actions with corporate staff.
* Builds company image by collaborating with customers, government, community organizations, and employees; enforcing ethical business practices.
* Responsible for fixing prices and signing business deals
* Responsible for recruitment
* Responsible for payment of salaries
* Maintains quality service by establishing and enforcing organization standards.
* Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices; participating in professional societies.
* Contributes to team effort by accomplishing related results as needed.
* Ensures that the organization operates within stipulated budget.

**Human Resources and Admin Manager**

* Responsible for overseeing the smooth running of HR and administrative tasks for the organization
* Maintains office supplies by checking stocks; placing and expediting orders; evaluating new products.
* Defines job positions for recruitment and managing interviewing process.
* Carrying out induction for new team members.
* Responsible for training, evaluation and assessment of employees.
* Responsible for arranging travel, meetings and appointments.
* Oversees the smooth running of the daily office activities.

**Sales and Marketing Manager**

* Manages external research and coordinate all the internal sources of information to retain the organizations’ best customers and attract new ones
* Models demographic information and analyze the volumes of transactional data generated by customer purchases
* Identifies, prioritizes, and reaches out to new partners, and business opportunities et al
* Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects.
* Responsible for supervising implementation, advocate for the customer’s needs, and communicate with clients
* Develops, executes and evaluates new plans for expanding sales
* Documents all customer contact and information
* Represents the company in strategic meetings
* Helps to increase sales and growth for the company

**Accountant/Cashier:**

* Responsible for preparing financial reports, budgets, and financial statements for the organization
* Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
* Responsible for financial forecasting and risks analysis.
* Performs cash management, general ledger accounting, and financial reporting
* Responsible for developing and managing financial systems and policies
* Responsible for administering payrolls
* Ensures compliance with taxation legislation
* Handles all financial transactions for the organization
* Serves as internal auditor for the organization

**Fashion Designers**

* Responsible for designing corporate and casual clothes to meet the latest trend, costume design services, fashion design services, float design services, jewelry design services, shoe design services and textile design services.
* Stays abreast with the dynamics of the fashion industry with key interest in corporate and casual clothes.
* Researches and advises the organization on style, size and other trendy fashion statements.

**Client Service Executive**

* Ensures that all contacts with clients (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
* Through interaction with customers on the phone, uses every opportunity to build client’s interest in the company’s products and services
* Manages administrative duties assigned by the human resources and admin manager in an effective and timely manner
* Consistently stays abreast of any new information on the organizations’ products, promotional campaigns etc. to ensure accurate and helpful information is supplied to customers when they make enquiries (answer customer queries regarding the store and the merchandise)
* Finds out the customer’s needs, recommend, select and help locate the design, describe a product’s features and benefits.

**Cleaners:**

* Responsible for cleaning the facility at all times
* Ensures that toiletries and supplies don’t run out of stock
* Handles any other duty as assigned by the store manager.

Fashion Designer Business Plan – SWOT Analysis

Dennis Hatcher™ Fashion Designers, Inc. intends to build a world class fashion designer business that will design both corporate and casual clothes, shoes and other fashion accessories for men, women, young adults and children. We will be based in Westchester County – New York, but we will not restrict our fashion design services to the U.S market alone as we will sell our designs in other parts of the world.

In other to achieve this in a highly competitive industry like the fashion industry, we must ensure that we critically look through our strength, our weaknesses, the opportunities available in the industry and the threats that we will are likely going to face.

Because of the nature of the business we are involved in and the brand we want to build, we were able to hire the services of a Business consultant with bias in fashion and retailing to help us conduct a thorough SWOT analysis and to help us create a business model that will help us achieve our business goals and objectives.

This is the summary of the SWOT analysis that was conducted for Dennis Hatcher™ Fashion Designers, Inc.;

* **Strength:**

Our strengths are easy adoption of a commercial focus, attractive product presentation, the quality of our employees and the latest machines and equipment that we have in our factory. Our chief executive officer, Mr. Dennis Hatcher will be bringing his vast wealth of experience to the table and that is indeed a huge positive for Dennis Hatcher™ Fashion Designers, Inc.

* **Weakness:**

A major weakness that may count against us is the fact that we are a new fashion company and we don’t have the financial capacity to compete with multi – billion dollar fashion designing labels like Ralph Lauren, Tommy Hilfiger, Hugo Boss, Gap, Lacoste, Nike, Levi Straus, Adidas, Diesel, Nautical, Puma, Prada, Rebel et al when it comes to controlling the market or detecting the trend.

* **Opportunities:**

The opportunities available to fashion designers in the United States and all across the globe are massive considering the fact that fashion is dynamic and the trends will continue to change. As a matter of fact, the increasing visibility and accessibility of fashion will bode well for industry participants.

* **Threat:**

Just like any other business, one of the major threats that we are likely going to face is economic downturn. It is a fact that economic downturn affects purchasing power. Another threat that may likely confront us is the arrival of a new fashion company in same location where our target market exists who may want to adopt same business model like us.

Fashion Designer Business Plan – MARKET ANALYSIS

* **Market Trends**

A close study of the fashion industry shows that the industry does not just cater for the demand of younger generations but it is all encompassing, it carters for people of all ages. Fashion designers design clothes for every occasion from wedding to parties, conferences and even funerals.

As a matter of fact, fashion designers do not just look after the interest of their high profile clients like celebrities but they also cover the middle class segment. In recent time, people from middle class follow fashion closely and this has led to the tremendous progress of the fashion industry.

The fashion designer industry is known for its creativity and leaders in the industry are known for their crazy ideas, rapidly changing styles, and cut throat competition. Most industries never experience that kind of volatility.

Fashion designers now leverage on the runway – fashion expos to promote and attract market for their designs. Any fashion designer who is recognized in Paris, Milan, New York City, or London can comfortably become a globally recognized label.

* **Our Target Market**

When it comes to fashion designing services, there is indeed a wide range of available customers. In essence, our target market can’t be restricted to just a group of people, but all those who reside in the locations where we intend opening our company.

Despite the fact that Dennis Hatcher™ Fashion Designers, Inc. will start operation from a single factory in Westchester County – New York, we have a holistic view of the kind of business we want to build; we want to grow to the level where we will build factories in Thailand and China.

Our clothes, shoes and other fashion accessories are going to be specifically designed to penetrate not just the United States market, but also the world’s fashion industry. We want people of all walks of life across the globe to someday put on our clothes, shoes and other fashion accessories; we want to see our clothes, shoes and other fashion accessories being worn in Paris, London, Tokyo, Lagos, Madrid, Johannesburg, Bueno Aries, Sao Paulo, Port Elizabeth, Dubai and all over the world.

We are in business to retail our designs to the following groups of people;

* Clothe manufacturing factories
* Celebrities
* Schools
* Security Outfits
* Businesses and Corporate Organizations that make use of uniforms
* Every adult that resides within the locations where our clothes will be retailed

**Our Competitive Advantage**

A close study of the fashion industry will reveal that the market has become much more intensely competitive over the last decade. As a matter of fact, you have to be highly creative, customer centric and proactive if you must survive in this industry. We are aware of the stiff competition and we are well prepared to compete favorably with other fashion companies both in the United States of America and other parts of the world.

Dennis Hatcher™ Fashion Designers, Inc. is launching a standard fashion designer company that will indeed become the preferred choice for cloth dealers and end users in and around Westchester County – New York and other cities all across the world.

Another competitive advantage for Dennis Hatcher™ Fashion Designers, Inc. is the quality and robust wealth of experience of its management team. The management team comprises of professionals who have worked with some of the leading international brand in the fashion industry. Our latest machines and equipment also count towards our advantage especially when it comes to competing with other fashion companies within the same category that we operate.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category in the industry, meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives. We will also give good working conditions and commissions to freelance sales agents that we will recruit from time to time.

Fashion Designer Business Plan – SALES AND MARKETING STRATEGY

* **Sources of Income**

Dennis Hatcher™ Fashion Designers, Inc. is in business to retail a wide range of fashion both in the United States and other countries of the world. We are in the fashion industry to maximize profits and we are going to go all the way out to ensure that we achieve or business goals and objectives.

We will generate income by offering the following design services;

* Clothing design services
* Costume design services
* Fashion design services
* Float design services
* Jewelry design services
* Shoe design services
* Textile design services

**Sales Forecast**

One thing is certain when it comes to the fashion business, if you go into the designing of a wide range of clothes, shoes and other fashion accessories, you will always attract customers cum sales and that will sure translate to increase in revenue generation for the business.

We are well positioned to take on the available market in and around Westchester County – New York and we are quite optimistic that we will meet our set target of generating enough profits from the first six months of operation and grow the business and our clientele base.

We have been able to critically examine the fashion industry, we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projections are based on information gathered on the field and some assumptions that are peculiar to startups in Westchester County – New York.

Below are the sales projections for Dennis Hatcher™ Fashion Designers, Inc., it is based on the location of our business and other factors as it relates to fashion startups in the United States;

* **First Fiscal Year:**$450,000
* **Second Fiscal Year:**$750,000
* **Third Fiscal Year:**$1.5 Million

**N.B**: This projection was done based on what is obtainable in the industry and with the assumption that there won’t be any major economic meltdown and there won’t be any major competitor offering same services within same location.

* **Marketing Strategy and Sales Strategy**

Before choosing a location for Dennis Hatcher™ Fashion Designers, Inc., we conducted a thorough market survey and feasibility studies in order for us to be able to penetrate the available market in Westchester County – New York. We have detailed information and data that we were able to utilize to structure our business to attract the number of customers we want.

We hired experts who have good understanding of the fashion industry to help us develop marketing strategies that will help us achieve our business goal of winning a larger percentage of the available market in New York. In summary, Ian Rosen™ Clothes, Inc. will adopt the following sales and marketing approach to win customers over;

* Open our fashion designer company in a grand style with a party for all.
* Introduce our fashion designer label by sending introductory letters to fashion designer companies, celebrities and other key stakeholders in and around New York.
* Attend fashion expos in the U.S and other parts of the world
* Organize our own fashion show; in order for us to display our designs
* Advertise our fashion design label in newspapers, TV and radio stations
* Canvass celebrities to wear and help us promote our clothing label, shoes and other fashion accessories
* List our business on yellow pages ads / local directories
* Leverage on the internet to promote our business
* Engage in direct marketing
* Leverage on word of mouth marketing (referrals).

Fashion Designer Business Plan – Publicity and Advertising Strategy

Publicity and advertising as it relates to the fashion industry involves being in touch with the organization’s target market and being very creative and proactive.

Beyond every reasonable doubt, the media plays a very big role when it comes to helping a designer label gain international significance. The social media also plays an important role in modern day fashion publicity and advertisement; it gives fashion labels the ability to reach out to a wide range of customers all over the world within a short period of time and of course at a very cheaper price when compared to other publicity and advertising platforms.

Any player in the fashion industry that wants to take on the market must be deliberate when it comes to building brand awareness and credibility. Most often than not, big – time labels ensure that they create great hype whenever they are about to release any unique design from their stable.

Social media such as blogs, micro blogs, podcasts, photo and video sharing sites are some of the tools fashion designers leverage on to promote their labels. Here are the platforms we intend leveraging on to promote and advertise Dennis Hatcher™ Fashion Designers, Inc.;

* Place adverts on both print (newspapers and fashion magazines) and electronic (radio and TV) media platforms
* Sponsor relevant community programs like school fashion shows et al
* Leverage on the internet and social media platforms like Instagram, Tumblr, WordPress, Facebook, twitter, YouTube and other sharing sites to promote our brand
* Attend local and intentional fashion expos
* Organize our own fashion shows
* Promote our clothing label on our official websites and online fashion community
* Build relationship with celebrities especially in the entertainment and sports industry

**Our Pricing Strategy**

Dennis Hatcher™ Fashion Designers, Inc. will make sure that we design and manufacture corporate and casual clothes, shoes and other fashion accessories that will meet the financial capacity of different classes of people in different parts of the world.

The prices of all our corporate and casual clothes, shoes and other fashion accessories will be affordable and at the same time competitive with what is obtainable in the fashion industry.

* **Payment Options**

The payment policy adopted by Dennis Hatcher™ Fashion Designers, Inc. is all inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of the United States of America.

Here are the payment options that Dennis Hatcher™ Fashion Designers, Inc. will make available to her clients;

* Payment via bank transfer
* Payment with cash
* Payment via credit cards / Point of Sale Machines (POS Machines)
* Payment via online bank transfer
* Payment via check
* Payment via mobile money transfer
* Payment via bank draft

In view of the above, we have chosen banking platforms that will enable our clients make payment for our designs without any stress on their part. Our bank account numbers will be made available on our website and promotional materials to clients who may want to purchase our products.

* **Startup Expenditure (Budget)**

From our market survey and feasibility studies, we have been able to come up with a detailed budget for achieving our aim of establishing a standard and world class fashion designer company and here are the key areas where we will spend our startup capital;

* The total fee for registering the business in the United States of America – **$750.**
* Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) – **$3,300.**
* Marketing promotion expenses for the grand opening of Dennis Hatcher™ Fashion Designers, Inc. in the amount of **$3,500** and as well as flyer printing (2,000 flyers at $0.04 per copy) for the total amount of $3,580.
* The total cost for hiring business consultant – **$2,500.**
* The total cost for the purchase of insurance (general liability, workers’ compensation and property casualty) coverage at a total premium – **$2,400.**
* The cost for payment of lease for our factory for 24 months – **$350,000**
* Factory remodeling (construction of racks and shelves) – **$20,000**
* The amount required for the purchase of industrial sewing machines and clothes making tools – **$200,000**
* Other start-up expenses including stationery (**$500**) and phone and utility deposits (**$2,500**).
* Operational cost for the first 3 months (salaries of employees, payments of bills et al) – **$250,000**
* The cost for start-up inventory (stocking with a wide range of fabrics (textiles), sewing accessories and other related merchandize) – **$100,000**
* The cost for store equipment (cash register, security, ventilation, signage) – **$13,750**
* The cost of purchase and installation of CCTVs –**$5,000**
* The cost for the purchase of furniture and gadgets (Computers, Printers, Telephone, TVs, Sound System, tables and chairs et al) – **$4,000.**
* The cost of launching a website – **$600**
* The cost for our opening party – **$5,000**
* Miscellaneous – **$5,000**

We would need an estimate of **$1.5 million** to successfully set up our fashion designer factory in Westchester County – New York.

**Generating Startup Capital for Dennis Hatcher™ Fashion Designers, Inc.**

Dennis Hatcher™ Fashion Designers, Inc. is a family business that is solely owned and financed by Dennis Hatcher and his immediate family members. They do not intend to welcome any external business partners which is why he has decided to restrict the sourcing of the startup capital to 3 major sources.

These are the areas we intend generating our startup capital;

* Generate part of the startup capital from personal savings
* Source for soft loans from family members and friends
* Apply for loan from the Bank

***N.B:*** We have been able to generate about **$500,000** (*Personal savings $400,000 and soft loan from family members $100,000*) and we are at the final stages of obtaining a loan facility of **$1 million** from our bank. All the papers and documents have been signed and submitted, the loan has been approved and any moment from now our account will be credited with the amount.

Sustainability and Expansion Strategy

The future of a business lies in the number of loyal customers that they have, the capacity and competence of their employees, their investment strategy and business structure. If all of these factors are missing from a business, then it won’t be too long before the business closes shop.

One of our major goals of starting Dennis Hatcher™ Fashion Designers, Inc. is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running.

We know that one of the ways of gaining approval and winning customers over is to retail our wares a little bit cheaper than what is obtainable in the market and we are well prepared to survive on lower profit margin for a while.

Dennis Hatcher™ Fashion Designers, Inc. will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare are well taken of. Our company’s corporate culture is designed to drive our business to greater heights and training and retraining of our workforce is at the top burner.

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of three years or more. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

**Check List/Milestone**

* Business Name Availability Check: **Completed**
* Business Registration: **Completed**
* Opening of Corporate Bank Accounts: **Completed**
* Securing Point of Sales (POS) Machines: **Completed**
* Opening Mobile Money Accounts: **Completed**
* Opening Online Payment Platforms: **Completed**
* Application and Obtaining Tax Payer’s ID: **In Progress**
* Application for business license and permit: **Completed**
* Purchase of Insurance for the Business: **Completed**
* Leasing of facility and remodeling the facility: **In Progress**
* Conducting Feasibility Studies: **Completed**
* Generating capital from family members: **Completed**
* Application for Loan from the bank: **In Progress**
* Writing of Business Plan: **Completed**
* Drafting of Employee’s Handbook: **Completed**
* Drafting of Contract Documents and other relevant Legal Documents: **In Progress**
* Design of The Company’s Logo: **Completed**
* Graphic Designs and Printing of Promotional Materials: **In Progress**
* Recruitment of employees: **In Progress**
* Purchase of industrial sewing machines and sewing equipment/tools: **In Progress**
* Purchase of the needed furniture, racks, shelves, computers, electronic appliances, office appliances and CCTV: **In progress**
* Creating Official Website for the Company: **In Progress**
* Creating Awareness for the business both online and around the community: **In Progress**
* Health and Safety and Fire Safety Arrangement (License): **Secured**
* Opening party planning: **In Progress**
* Establishing business relationship with vendors – suppliers of textile (fabrics), sewing accessories and related merchandize, clothes wholesalers and other stake holders: **In Progress**