



University of Wales
Trinity Saint David
BIRMINGHAM

Module Title: Enterprise &
Entrepreneurship

Module Code: LCLM 4006

Assignment: Business Idea Plan

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Overview of the Business idea

The online fashion startup Ema's Creation is about designing and creating custom modest dresses, events gowns and everyday dresses, is what I plan to do when I launch my online business. Ema's Creation focuses on creating stylish, high quality and unique fashion for women aged 18 to 50. I will be offering a range of ready to wear and made to order dresses that combines both modern aesthetics with cultural influences targeting customers who wants individuality, comfort, modesty, religious ladies who want to dress modestly and casually can also request various designs and lengths that would be my unique selling point (USP). Ema's Creation aims to provide high quality dresses making women feel unique, long-lasting quality and reasonable prices, one off production garments to makes women feel special.

The primary objective of Ema's Creation is to provide stylish, superior, culturally relevant clothing for occasions such as business meetings, religious gatherings, formal parties like weddings and engagements. Also, casual daily wear for comfort and aesthetics. The brand aims to serve women value modesty and style while keeping up a current fashion trend. The products will include a combination of ready-to-wear and custom-made dresses, allowing customers to shop based on their size, style preferences, or event type.

Ema's Creation will operate entirely online through an e-commerce website that will be easy to use for browsing, ordering and personalisation. Electronic commerce, or e-commerce, is the buying and selling of goods and services over the internet. E-commerce can be conducted on computers, tablets, smartphones, and other smart devices. (Bloomenthal, 2024b). From business owner's perspective e-commerce is much effective and cheaper as it doesn't need a physical point of sales, especially for small business starter with tight budget making it easier to afford the expenses. Also, it will be easy to attract customers from different regions, advertise online and gradually expand to deliver in other countries. Customers will have available to choose from a variety of sizes, and fits, photos of products, and request personalised

adjustments to garments. The Business strives to be lean, with made to order production to minimise waste and excess inventory by having online a limited number of ready-made products available online to buy and only one week is needed to customise the most unique dress for ladies to feel special. The delivery is usually three to five days and will depend on different areas and if possible, to expand worldwide or European countries.

Legal Format and Management Structure

The startup will be registered as a Private Limited Company (Ltd), a structure that offers legal protection for the owner, easier access to funding, and a more professional image. The owner has limited liability, being your own boss and the business is protected from outside influence as any new shareholders needs to be invited into the business. On the other hand, there are some disadvantages of the LTD such as a corporation tax is needs to be paid, there's lots of paperwork and setting a business is time consuming and complicated. I believe I will overcome these challenges and what is to come by allocating a time for each step, doing more analyses like Pestle and Smart goals analyses to set a time frame and be more specific and if needed I will get outside of the business help to advance in the business and be successful. (BBC Bitesize, 2025)

The management staff will be small and flexible. The Founder and Creative Director will lead design and brand strategy. An operations Manager will handle sourcing, production logistics, and fulfilment. A Marketing and Social Media Manager will supervise online branding and customer engagement. Depending on demand, independent contractors or temporary tailors will assist with production. More positions and logistics along with customers service will be added as the business grows.

PESTEL Analysis

To evaluate external factors that may impact the business Ema's Creation, a PESTEL analysis has been conducted. PESTEL is an acronym that stands for Political, Economic, Social, Technological, Environmental and Legal factors. PESTLE analysis is a technique used to understand the impact of outside factors on a location, business

or organisation. Collecting information is a key part of the problem-solving process (BBC, 2021).

Political: From a **political** perspective, import taxes and international shipping may be impacted by trade agreements and Brexit policies particularly if sourcing products like fabrics or providing services/products to clients outside of the UK. On the plus side, the UK government provides various programs and grants for small and medium-sized businesses (SMEs), which my business Ema's Creation can benefit from. Additionally, compliance with data protection laws such as GDPR is essential when handling customer data through the e-commerce platform. Also, a major policy for businesses operating in the e-commerce space to have is a refund and returns policy (Small, 2019)

Economical: Factors such as inflation and the cost-of-living crisis may influence consumer spending habits. In response, the business will focus on offering quality at reasonable prices to remain competitive. Currency exchange rates may also affect material costs if fabrics are imported. Offering promotions can help maintain customer engagement during economically challenging period. For example, I will be offering different material dresses for 2 categories, main and premium, reasonable prices and higher quality and prices for those who can afford.

Social: For Ema's Creation, **social** trends are quite positive. Particularly among young women who are looking for both flair and modesty, there is a growing desire for modest and culturally sensitive fashion (Rajanpaksha and Thilina,2019). Furthermore, there is a noticeable trend towards ethical and sustainable fashion, which fits nicely with the company's personalised orders and limited manufacturing approach (reference). By offering customised clothing that reflects cultural identity and values, the brand will accommodate these desires (USP).

Technological: Social media tools and e-commerce platforms provides affordable ways of product promotion and brand awareness. Also, availability of new technology in the sewing industry is easing the process of creating and designing garments.

Environmental considerations are also important. Customers are becoming more conscious of the fashion industry waste reduction and suitability response. Ema's Creation will reduce unnecessary inventory, use eco-friendly packaging and produce clothing that is made to order. There is increased consumer awareness about

sustainability and waste reduction in the fashion industry. To strengthen the brand reputation.

Finally, **legal** consideration includes the requirement to register the company with Companies House and comply with HMRC tax duties. Factors include the need to register the business with Companies House and comply with HMRC tax obligations. Employment laws will also apply as staff and contractors are hired. Furthermore, consumer protection laws will guide return policies and product quality standards. The business will ensure compliance with all applicable regulations through ongoing learning and professional advice. There are many laws regarding the business and its customers such as product quality and return policies governed by customer protection legislation

Explanation of the marketing strategies

To make Ema's Creation a trustworthy and well-known fashion brand in the modest fashion industry, marketing will be essential. A targeted digital marketing approach will target women between the ages of 18 and 50 who value comfort, style, modesty, and cultural identity to promote Ema's Creation as a reputable and well-known brand in the modest fashion sector. The brand will mostly rely on digital platforms because it is an online-only business, with social media being the main medium for interaction. While TikTok will offer interesting films like design stories and styling advice, visual sites like Instagram and Pinterest will highlight excellent product photos, styling concepts, behind-the-scenes information, and customer reviews. Facebook will be used for events, promotions, and tailored advertisements, especially to attract older consumers. Reviews and branded hashtags will promote user-generated content, and discount codes and other rewards will boost engagement.

A referral and loyalty program will reward engagement, offering £5 for referring a friend and earning 1 point per £1 spent, with 300 points redeemable for £10 off the brand made to order, and fully customisable offering will be a key selling point, consistently highlighted in all the marketing materials.

Email marketing will further strengthen the customer relationship with personalised, automated emails with welcome offers, product recommendations, cart reminders,

regular updates on new collection and products leading to customer engagement and customer retention while maintaining strong return on investment

Amount of funding required and the source of funding

The anticipated amount of money to launch the Ema's Creation business is £15,000 required. This amount will cover all the essential aspects of the business, purchasing of materials and production equipment, website development, branding, marketing campaigns, fulfilment setup, and company's first month of operational expenses. The funding will ensure the brand starts with a strong online presence, a professional customer experience, and enough stock to meet early demand.

The primary source of funding will be personal savings £4,500, which will demonstrate my financial commitment and belief in the business Ema's Creation. In addition, external funding will be pursued through the UK Government-backed Start Up Loans scheme £8,000, which offers low-interest financing alongside valuable mentoring and business support. Also, I will be getting help with a loan from friends and family £2,500 to successfully start my business as it's a loan with no time frame set in returning the money and 0 interest back.

CASH FLOW

Cash in	MONTH
	1
Government Start up loan	£8,000
Friends and Family	£2,500
Sales (total sales of product and/or services)	£3,500
personal	£4,500
Total cash in-flows (A)	£18,500

Main startup expenses expected in the first month of operations

A detailed predicted of the first month's startup expenses has been prepared to ensure effective financial planning and responsible use of initial funding for Ema's Creation has been produced.

	MONTH
Cash out-expenses	1
Rent or premises costs	£0
Website Development & E-commerce Setup	£2,000
Utilities (gas, electricity, water)	£700
Insurance	£0
Telephone and internet	£150
Marketing and advertising expenses	£1,200
Vehicle running costs	£0
Equipment purchase or leasing	£3,500
Postage, printing, stationery	£1,000
Transport and delivery	£800
Professional fees (legal, accounting etc.)	£1,000
Cost of sales (Cost of product)	£0
Wages your own	£0
Staff wages	£1,800
Product Photography	£850
Any other	£800
Total cash out-flows (B)	£13,800

Your net cash flow (A-B)	£4,700
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Conclusion

Ladies clothing that is fashionable, modest and culturally inclusive is available from Ema's Creation, a purpose driven fashion starts up. A focus on internet sales and a lean, made to order production approach, it produces distinctive, premium clothing at affordable costs. Ema's Creation is well positioned to satisfy the rising needs for inclusive fashion and develop a loyal customer base in a competitive marketing environment because of its strong values and well-defined approach

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Apply for a Start Up Loan for your business - GOV.UK

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