

Managing Enterprise in the 21st Century

Business Plan

A SUSTAINABLE FASHION BRAND



Business Name: Rosie's Threads Sustainable Ltd

Student Number: 2430254

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Group 7- Level 4 week-end student

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1. Overview of the Business Idea

Business Name: Rosie's Threads Ltd. Rosie's threads will be a Uk- based sustainable fashion brand dedicated to creating stylish, eco-friendly clothing using ethically source materials. The brand's mission is to make sustainable fashion accessible, affordable, and fashion accessible, affordable, and aspirational for young adults aged 18-35 who care about the environment and personal style.

The global fashion industry faces intense criticism for its environmental impact-contributing to approximately 10% of global carbon emissions and 20% of wastewater production (Ellen MacArthur Foundation, 2021).

Consumers are increasingly aware of this, with over 65% of Gen Z and Millennials preferring brand that align with the environmental values (Mintel, 2023). Rosie's Threads aims to bridge the gap between sustainability and affordability by offering contemporary designs made from the organic cotton, bamboo fabrics, and recycled polyester.

Our product and range will include t-shirts, hoodies, dresses, and denim wear.

Production will partner with certified ethical manufacturers in Portugal and the UK to ensure fair labour practices. Packaging will be fully recyclable website and plastic - free. The business will operate primarily online through e-commerce website, supported by pop-up stores and collaborations with ethical marketplaces such *ASOS Marketplace and Etsy*.

The Brand's value proposition is clear: **fashion that's looks good, feels good, and does good**. By combining minimalist design with eco-conscious production, Rosie's Threads will attract socially aware consumer's seeking authenticity and quality.

2. Legal Format and Management Structure

Rosie's Threads will operate as a **Private Limited Company (Ltd)** registered in the United Kingdom. This legal format providing limited liability for the owner, protecting personal assets while enabling future scalability and investment. It also enhances credibility with suppliers, investors, and customers.

The Management structure will follow a flat, collaborative model, allowing flexibility and quick decision-making in the start-up's early phase.

a. Founder/ Managing Director – [Rosalie Cayetano]:

Responsible for overall business strategy, brand direction, and investor relations.

b. Operations manager: Oversees production, logistics, and supplier coordination.

c. Marketing and E- Commerce Manager: Handles online presence, social media strategy, and customer engagement.

d. Finance and Administration Officer: Manages budgeting, accounting and compliance.

As the business grows, additional staff such as a creative Designer and Customer Service Assistant will be recruited. External consultants may assist with sustainability audits and marketing campaigns.

3. PESTEL Analysis

A PESTEL analysis helps evaluate the external factors influencing Rosie's Thread's operations in the UK market.

POLITICAL FACTORS

The UK Government supports green and sustainable initiatives through funding and tax incentives, creating a favourable environment for eco-businesses. Brexit has increased import costs and administrative requirements for European suppliers; however, Rosie's Threads plans to work primarily with UK and EU-based partners to minimize customs barriers. Government initiatives promoting sustainable manufacturing also align with the company's ethos.

ECONOMIC FACTORS

The fashion industry remains one of the largest consumer markets in the UK, valued at over £60 billion annually (Statista, 2024). However, inflationary pressures and rising living costs have affected disposable incomes. Rosie's Threads will counter this through value driven pricing, offering durability and transparency. Investors' £50,000 funding will allow cost-efficient digital marketing and ethical production partnerships to maintain profitability.

SOCIAL FACTORS

Consumer awareness around sustainability and ethical production continues to grow. Movements such as *#WhoMadeMyClothes* and documentaries like *The True Cost*

have reshaped buying habits. The target audience-urban professionals and students aged 18 -35 -seek authenticity and purpose in their purchases. By emphasising transparency, eco-certification, and storytelling (e.g., showing production processes), Rosie's Threads was building strong customer loyalty and emotional engagement.

TECHNOLOGICAL FACTORS

Technology enables innovative supply chain management and e-commerce operations. Rosie's Threads will utilise digital marketing analytics, AI-driven inventory management, and social media automation, optimise efficiency. E-commerce platforms like Shopify and WooCommerce simplify online sales integration, while digital design tools reduce waste in prototyping. Emerging technologies such as blockchain may later be used to trace supply chain transparency.

ENVIRONMENTAL FACTORS

Sustainability lies at the heart of the brand. The fashion industry's negative environmental footprint drives the need for eco-conscious production methods. Rosie's threads will use sustainable fabrics (GOTS-certified cotton, Tencel, bamboo) and offset carbon emissions through tree-planting initiatives in partnership with UK based environmental organisations. The company will maintain a zero – plastic packaging policy and implement a clothing recycling programme for returned or worn-out garments.

LEGAL FACTORS

The business must comply with UK and EU consumer protection laws, including labelling standards, product safety, and fair-trade regulations. Compliance with environmental legislation- such as UK's Extended Producer Responsibility (EPR) for packaging- will be integral. Data protection under the

GDPR framework will also be strictly observed in online operations.

4.MARKETING STRATEGIES

Target market

Rosie's Threads targets environmentally aware millennials and Gen Z consumers living in urban areas like in London, Manchester, and Bristol. These individuals are digitally active, fashion-conscious and motivated by values of sustainability, transparency, and quality.

Brand Positioning

The brand will position itself as a **midrange sustainable alternative** to fast fashion. The tone of voice will be honest, minimalist, and modern, appealing to consumers seeking responsible yet style options.

Marketing Mix (4Ps)

Product:

Eco-friendly, durable, and stylish clothing made from sustainable materials. Each garment will carry information about its environmental impact and production origin.

Price:

Rosie's Threads will adopt a value-based pricing model – balancing affordability with ethical production costs. For example, organic cotton t-shirts will retail at £35 -£40, ensuring healthy profit margins while staying competitive with sustainable brands like Panagia and Finisterre.

Place:

The business will operate primarily online through a dedicated e-commerce website, ensuring wide market reach and lower overheads. Pop-up stalls at ethical fashion markets and partnerships with online platforms like *ASOS Marketplace* will complement sales.

Promotion:

Marketing will rely heavily on **digital channels**.

- a. Social media campaigns across Instagram, TikTok and Pinterest focussing on storytelling and user-generated content.
- b. Collaborations with eco-influencers and micro-bloggers.
- c. Content marketing via sustainability blogs and You Tube videos.
- d. Email newsletters offering discounts and educational content about ethical fashion.
- e. Participation in sustainable fashion events such as *Future Fabrics Expo*.

Additionally, loyalty programs and referral discounts will encourage repeat customers.

5. Funding Requirements and Financial Projection:

Funding Requirement

The startup seeks £50,000 investment to launch operations and sustain the first 12 months of activity. The funds will be allocated as follows:

Category	Allocation (£)	%
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Product Development & Initial Inventory	£18,000	36%
Website Development & e-Commerce setup	£6,000	12%
Marketing and promotions	£10,000	20%
Operations (rent logistics, packaging)	£8,000	16%
Staff & Consultancy (Designers Marketing)	£5,000	10%
Contingency Reserve	£3,000	6%
Total	£50,000	100%

Financial Projections

- 1. Year 1 Revenue:** £75,000 (Online sales and pop-up events)
- 2. Year 1 Expenses:** £60,000
- 3. Net Profit (Year 1):** £ 15,000

Year 2 Expense: 105,000 25,000

Year 3 Expenses: 147,000 40,000

The company aims to reach break-even within 10-12 months, supported by low overheads and direct-to-consumer sales. Investor can expect a potential return of 20-25% within three years through equity growth and reinvestment opportunities.

6.Reference List

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