

Module Code:LCBB5001

Presentation

Lecturer: Masud Ibrahim

Cornelia Dinca 1816271

ENTREPRENEURSHIP

INTRODUCTION

This presentation will demonstrate the concept of EcoClothing that is a sustainable fashion brand that is dedicated towards providing environmental friendly and stylish clothing. This will explore the core product offerings of the brand like casual wear, work attire, as well as accessories that are all made of organic recycled and ethically sourced material.



ECOCLOTHING: A SUSTAINABLE FASHION SOLUTION

- EcoClothing is a sustainable fashion brand that is highly committed towards providing the stylish but environmentally friendly clothing.
- This brand highly focuses upon creating great quality clothes by making use of organic, recycled as well as ethically sourced raw material.
- This brand focus upon sustainable practices in its entire production process and aims towards reducing the environmental impact due to the manufacturing process of the garments (Rausch, 2021)



OWNERSHIP AND LEGAL FORMAT OF ECOCLOTHING

Ownership

- EcoClothing is a sole proprietorship business.
- It means that a single individual will be the owner of the business and will operate the business also by employing the people in a team. This structure offers several advantages.



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Legal Format

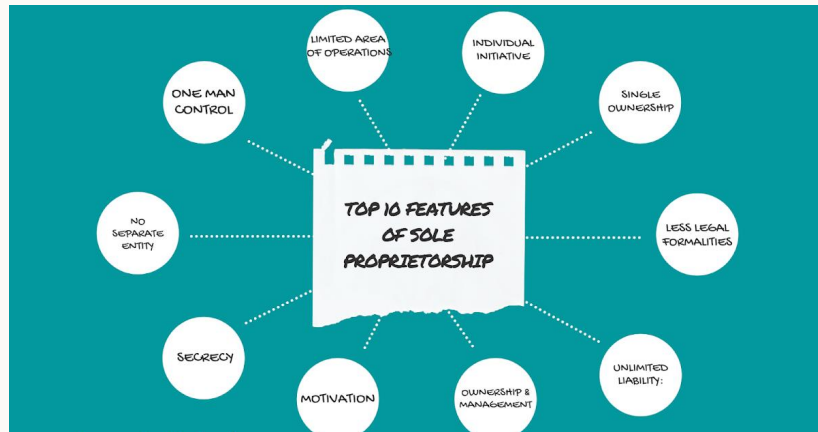
In order to establish the business as a legal entity, the following steps should be taken

- ***Business name registration:*** The initial step is to register the business name under all of the relevant authorities in order to protect the overall identity of the brand



MANAGEMENT OF ECOCLOTHING

- Being a sole proprietorship company, EcoClothing will be primarily managed by its owner.
- But in order to ensure the smooth operations and growth, the owner might have to hire some additional staff so that it can handle the specific tasks



SWOT ANALYSIS OF ECOCLOTHING

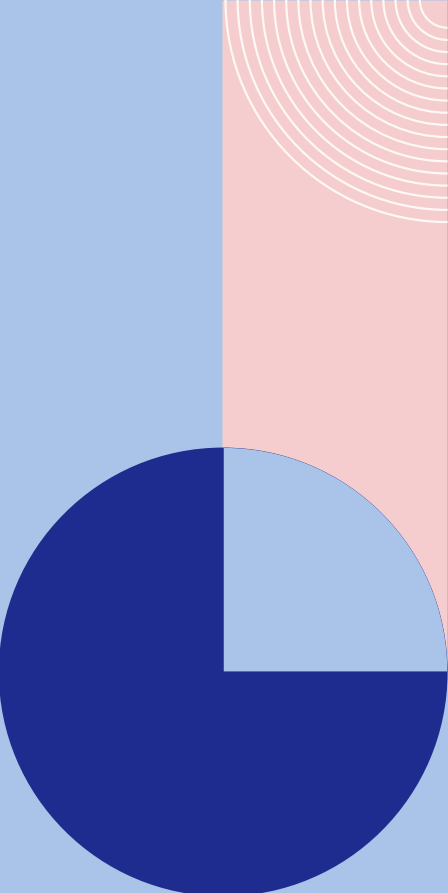
Strengths: The strength of EcoClothing is there a great focus over sustainability and ethical practises that differentiate it from its competitors. Moreover, these days the consumers are highly demanding sustainable and eco-friendly products, which is a plus for the company.



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Opportunities: By creating partnerships with the influencers and other sustainable brands, EcoClothing can gain higher reach. And by making use of other e-commerce platforms, the brand can enhance its customer base. Moreover, the company can also explore other product lines like accessories, home wear, which can further increase its revenue streams.



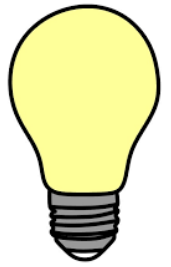


CASH FLOW FORECAST

Month	Cash Inflow (£)	Cash Outflow (£)	Net Cash Flow (£)	Cumulative Cash Balance (£)
1	0	10,000	-10,000	15,000
2	5,000	8,000	-3,000	12,000
3	8000	7000	1000	13000
4	10000	6000	4000	17000
5	12000	5000	7000	24000
6	15000	4,000	11,000	35,000
7	18,000	3,000	15,000	50,000
8	20,000	2,000	18,000	68,000
9	22,000	1,000	21,000	89,000
10	25,000	1,000	24,000	113,000
11	28,000	1,000	27,000	140,000
12	30,000	1,000	29,000	169,000

CONCLUSION

This presentation provided an detailed overview of EcoClothing which is a sustainable fashion brand. The presentation showcased the commitment of the company towards ethical and environmentally friendly practises to ensure sustainable future. It show the ownership structure of the company, its legal framework as well as the entire management team. Furthermore, it conducted SWOT analysisand finally, it presented a 12 month cash flow forecast.



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**THANK
YOU**