“Be your different side”

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Presented by B&D.

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Introduction

As we chose to build our fashion business, we need to find our investors who is going to be able to finance our idea. Going through this business plan, we will try to mention and discuss all advantages, disadvantages, risks, options, profit and the importance of why they should invest in our business.

The purpose of this plan is to attract investors by our professionalism of being able to manage any risks meet in this journey.

During the presentation we will try to answer to any questions which are not going to be familiar for you.





Our description and history

Our business name is : ‘Be your different side”.

Our store will be located in Central of London at Oxford Street.

Our business is a corporation at the beginning of the road, who is looking for investors who could help us to build our ideas in real life. The company is new and we do not have a big history yet, but we will make it. As a business partners we met at University of Wales Trinity Saint David who had the same ambitions to fashion and we made a decision to make a business plan for our fashion attraction .

Aim of the Business

The aim of our business is to reach all the goals we will set during our journey.



Objectives

The objectives of our business are:

1. To boost brand awareness.
2. To improve recognition.
3. To improve brand image.
4. To establish brand loyalty.
5. To build a great community.

Mission

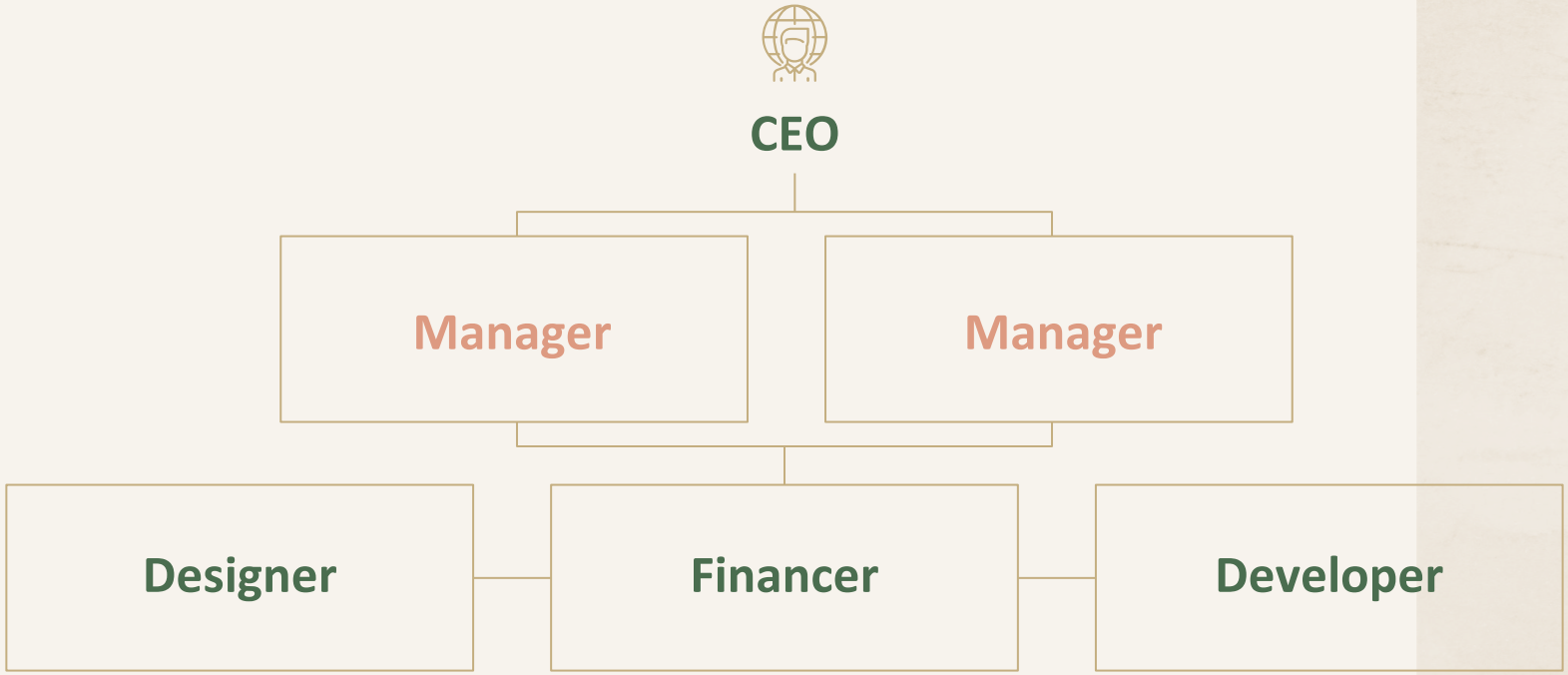


Vision

Well-managed organization.

To be caring.

Business structure



Business structure con...

In our business is a partnership structure which is running by 5 people jointly in our company.

We are sharing the responsibility :

1) Supervision of product packaging and labelling choice of suppliers improving quality.

2) Control product safety research.

3) Solving customer questions.

4) Processing consumer complaints.



Product or Service Description

- In this section, I will discuss about the product and service description we will give to customers.

- Our products are going to be able to wore any days of the year.
- You are going to be able to pick your outfit for any of your activities going up from our big platform.
- Casual and elegantly.
- Available in all sizes.
- We offer guarantee for every item sold by us.
- For Men and Women

" Be your different side " will introduce a new style for men and women.

Our Services



A quick dispatch of the order if you buy it online.



Easy to clean.



We are able to collaborate with other drop-ships.



Available around the world.



New releases every month.



Available for Men/Women.



SWOT Analysis

Strengths

- High quality of the product.
- Competitive price.
- Online shopping.
- Fast delivery.

Weaknesses

- Imitator not creator.
- Low customers service.
- Not for kids.

Opportunities

- More global markets.
- More franchises.
- Contract with influencers for markets.

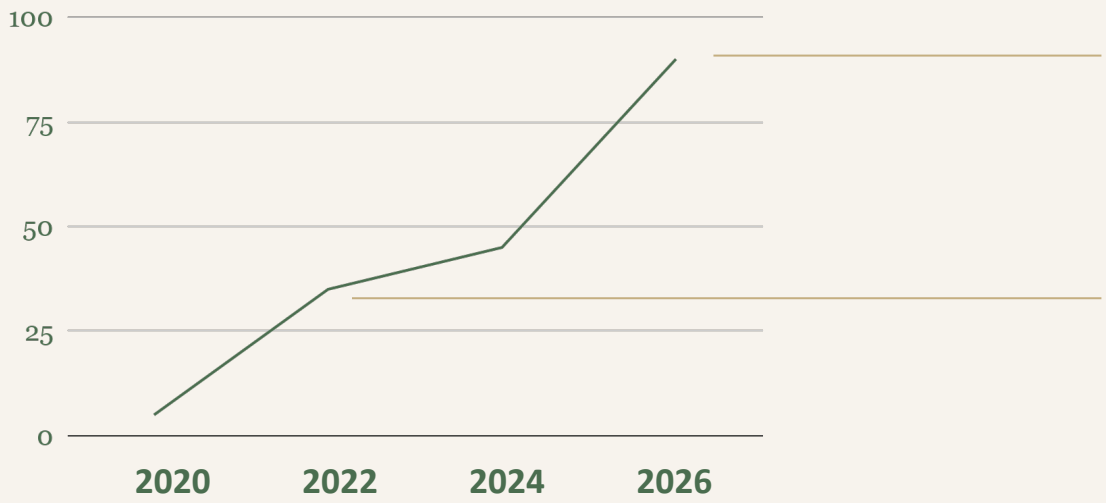
Threats

- High competitors.
- Increasing products costs.
- Consumer changes.
- Taxes.

Financial data

Name of Company Here Budgeted Income Statement For the Three Months Ended June 30		
Sales revenue		$1,700,000
Less variable expenses:		
Cost of goods sold	$ 680,000	
Commissions	$ 170,000	$ 850,000
Contribution margin		$ 850,000
Less fixed expenses:		
Advertising	$ 450,000	
Rent	$ 45,000	
Salaries	$ 300,000	
Utilities	$ 24,000	
Insurance	$ 1,000	
Depreciation	$ 45,000	$ 865,000
Net operating income		$ (15,000)
Less interest expense		$ 4,281
Net income		$ (19,281)

Predicted Growth



The growth we are hoping to reach together.

The beginning of our journey.

Marketing Analysis and Trends

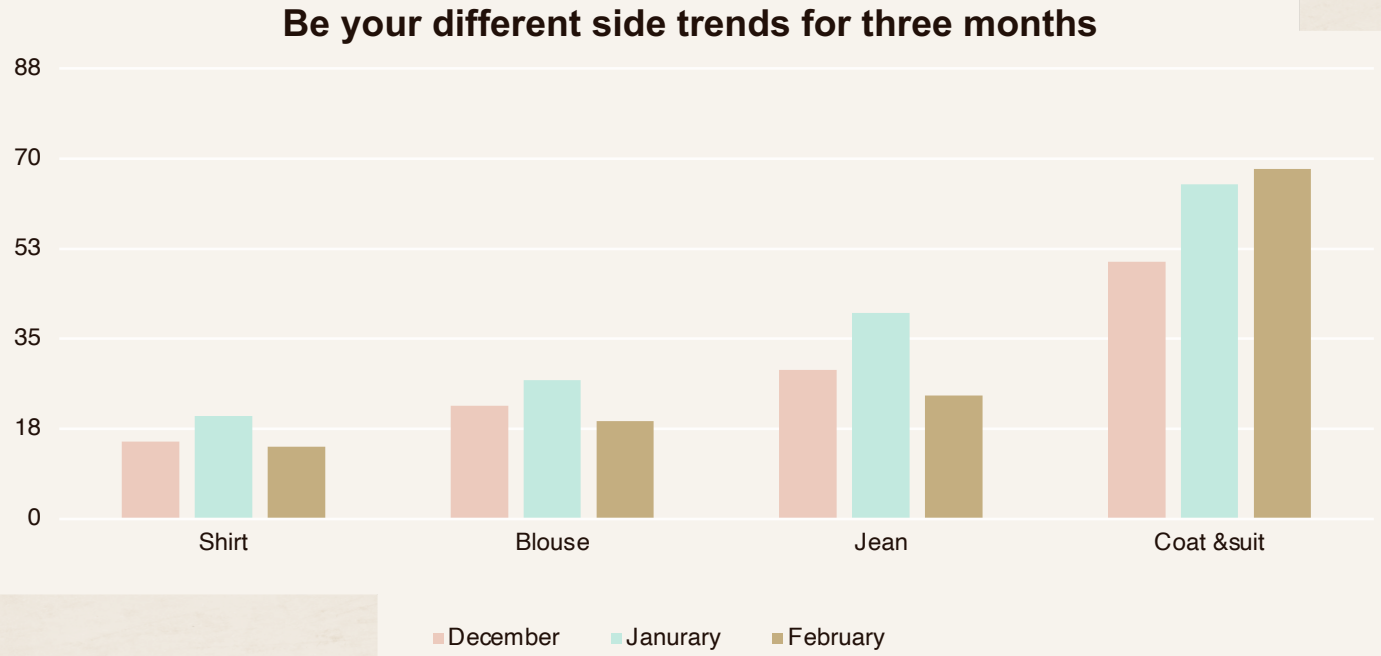
- As we have new fashion industry with our own name, marketing analysis is most important key and very useful to improve our business.
- There are many benefits of following a marketing analysis.
- We could reduce risk of our business and well informing about our business decisions.

Should find:

- Our potential customers.
- The client's preferences and latest in fashion.
- Knowing how much clients prepare to pay for our clothes.
- Our main competitors, strengths and weaknesses.



Be your different side’s trends

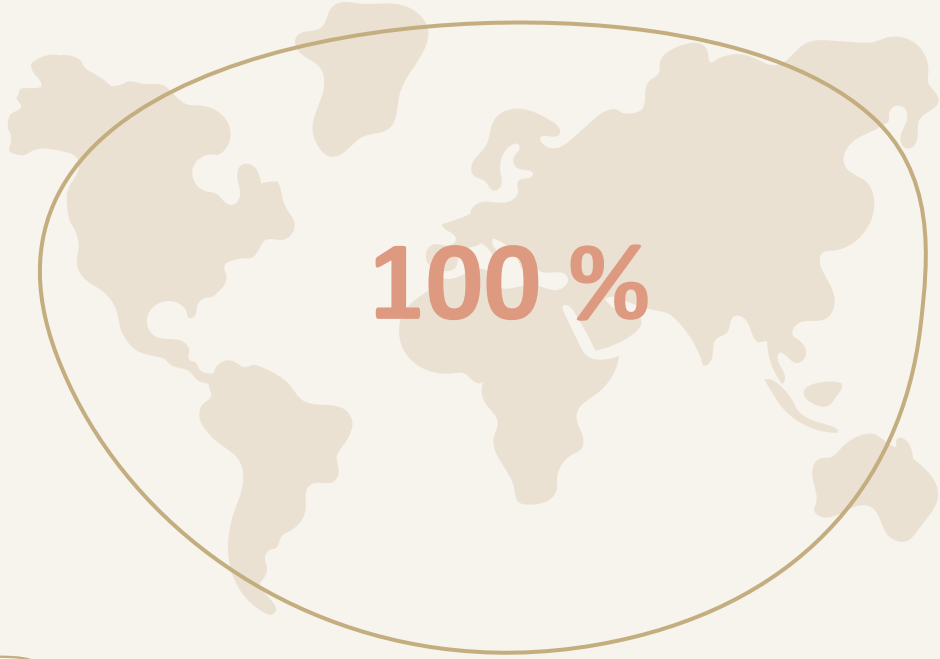


Market Size

Our world

A 100 % share of our product around the whole world.

One goal of our business.



Them

Mainly, in this section we should knowing the customer's thoughts about the prices.

The most comment mistakes in small business is giving in lowest price is the key to success but there are 2 different thoughts of customers.



Us

- May be price sensitive
- May be prestige sensitive

There are three types of markets :

- Monopoly, oligopoly and competitive.
- Those types are fixed by the rivalry operating within that retail.

Marketing strategy

It is very helpful and involving to analysis about the opportunities and risks about the company.

Marketing ways:

- Create an own website for the business.
- Promote ourself on social media
- Use email marketing
- Knowing our audience



Multimedia


BE YOUR DIFFERENT SIDE
Be unique with B&D.
A Picture Always Reinforces the Concept
Images reveal large amounts of data, so remember: use an image instead of long texts.

A Picture Always Reinforces the Concept



Management and Organization

- According to: (Lasher,1994) Various studies analysing of key factors in small business failures have determined that 98% of failures stem from managerial weaknesses. Only 2% of the failures are due to factors beyond the control of those involved. Dun and Bradstreet grouped the failures into categories
- Poor pricing with out experiences
- Owner living in profit of business
- Emotional selection of location
- Lack of knowledge of customer service or advertising

Profit and Loss Account

Income statement	Apr-Jun	Jul-Sep	Oct-Dec
Sales revenue	$1,700,000	$1,750,000	$1,800,000
Cost of goods sold	$680,000	$700,000	$700,000
Commissions	$170,000	$180,000	$190,000
Expenses	$835,000	$835,000	$845,000
Net operating income	$15,000	$35,000	$65,000
Less interest expense	$4,281	$5,281	$6,281
Net Income	$19,281	$40,281	£71,281

PESTLE Analysis

Political

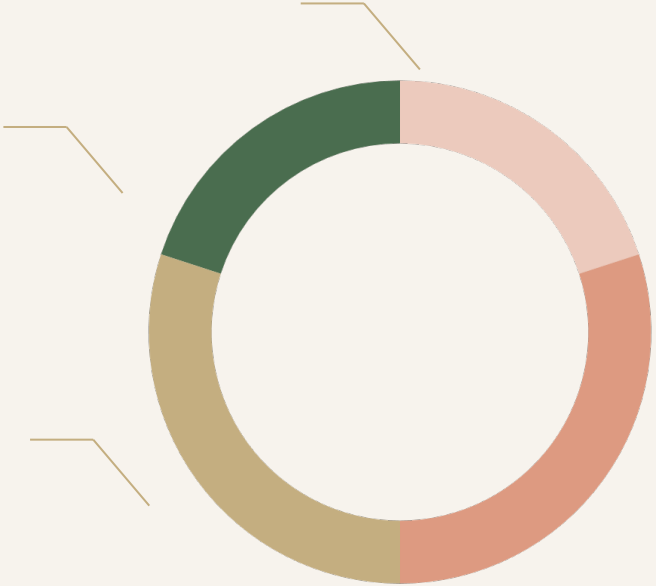
Economical

Environmental

Social

Legal

Technological





Explaining PESTLE factors more deeper. (Which one are they?)

- Political Factors – Tax policy, trade restrictions.
- Economic Factors – including micro- economical factors and macro economical factors (ex. Economic growth, exchange rates and interest rates).
- Social Factors – customers income level, religion and lifestyle.
- Technology Factory – a quickly technology innovation.
- Legal Factors - including the laws such as health and safety laws (employments and consumers).
- Environmental Factors – one of them can be a storm which is going to burn my shop.

Our Process/Operation

Day 1

Planning a business plan

Day 2

Re-check it

Day 3

Find a location

Day 4

Find an investor

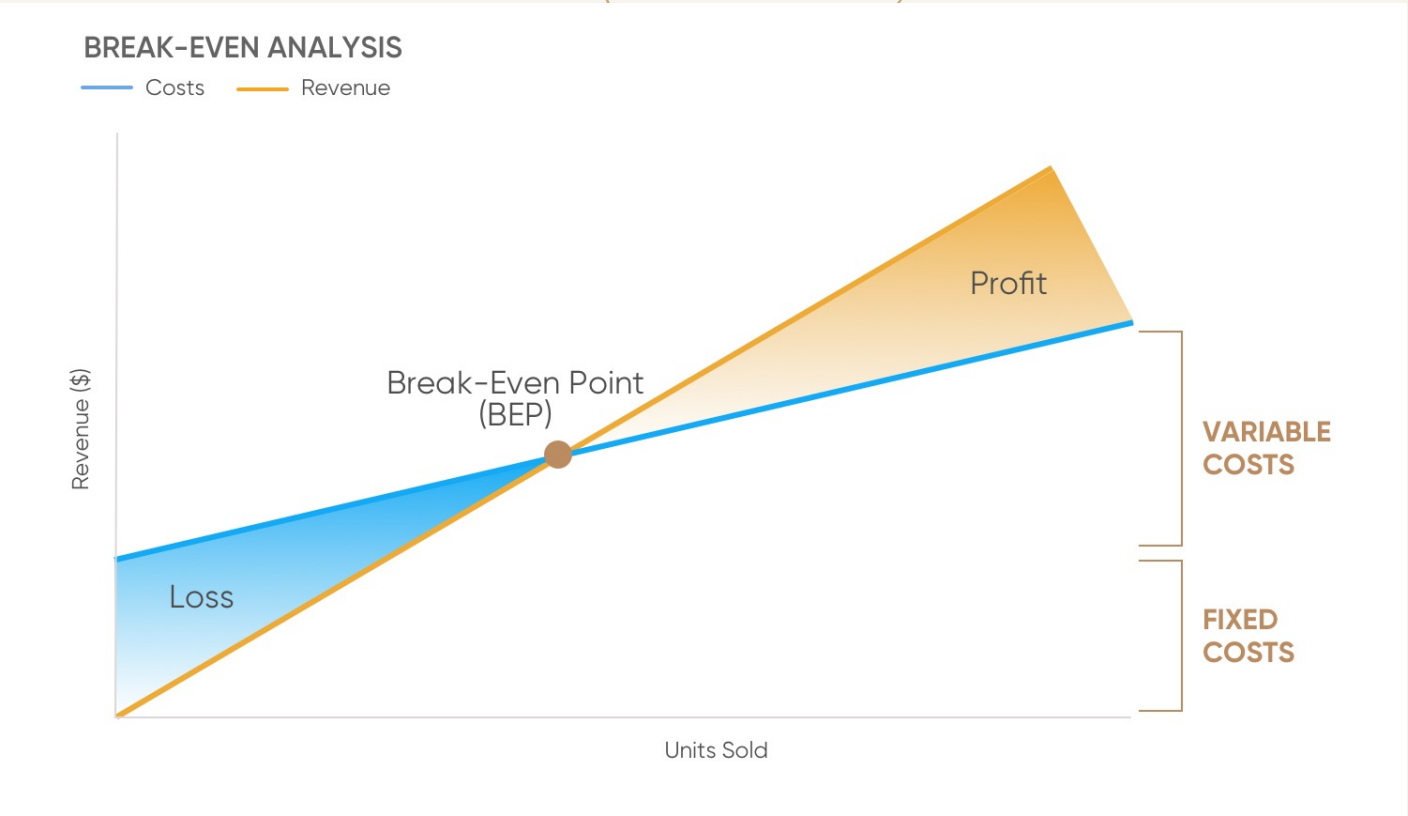
Day 5

Building our business

Cash Flow

CASH FLOW - Months	Dec 2020	Jan 2021	Feb 2021
Cash Received	750.00	960.00	1,170.00
Cash Paid on Goods and Services	(3,249.00)	(777.00)	(880.00)
Employee Costs Paid			
Interest Paid	(8.33)	(7.64)	(6.94)
Operating Activities	**(2,507.33)**	**175.36**	**283.06**
Asset purchases & sale	(1,500.00)		
Investments			
Interest Received			
Investing Activities	**(1,500.00)**		
Debt Drawdown	1,000.00		
Capital Repayment	(83.33)	(83.33)	(83.33)
Equity Released	2,000.00	2,000.00	2,000.00
Dividend Payments			
Financing Activities	**2,916.67**	**1,916.67**	**1,916.67**

Break-even Analysis





Balance Sheet

Adam's Lawncare Business			
Assets		**Liabilities**	
Cash	$4,000	Accounts Payable	$500
Accounts Receivable	$5,000	Building Loan	$75,000
Inventory	$0	**Total Liabilities**	$75,500
Land	$0		
Building	$75,000	**Owner's Equity**	
Equipment	$10,000	Paid in Capital	$14,500
Other Assets	$0	Owner Draws	$0
		Retained Earnings	$4,000
		Total Equity	$18,500
Total Assets	$94,000	**Total Liabilities and Equity**	$94,000

Technology Plan

The technology used in our business is:

- Zalando (Asos, Shein, Amazon, etc).
- Laser stamped fashion.
- Mobile e-commerce websites.
- Ability to create your unique design.
- Digital printed technology.

Social responsibility and Sustainability

- **Customer**: needs and wants
- **Employees:** the main component of a business
- **Competitors:** keep an eye on they
- **General Public:** social responsibility
- **Shareholders:** raise funds trough
- **Government**: credit policy, pricing policy, etc.
- **Retailers** & **Distributors**: the success of marketing



Development, Milestone, and Exit plan



01

New releases of clothes.



02

New investors and franchises.



03

New technology



04

Improving our staff.

Conclusion

In conclusion, we are very proud of ourselves, as we did our big dream on paper. Which can help us to make it real. We measured all the risks which can meet us in the future and a way how to solve it. That is a big advantage because it can attract new investors more easier. New investors
means new franchises
and a bigger profit.



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