

<https://www.badri.com>

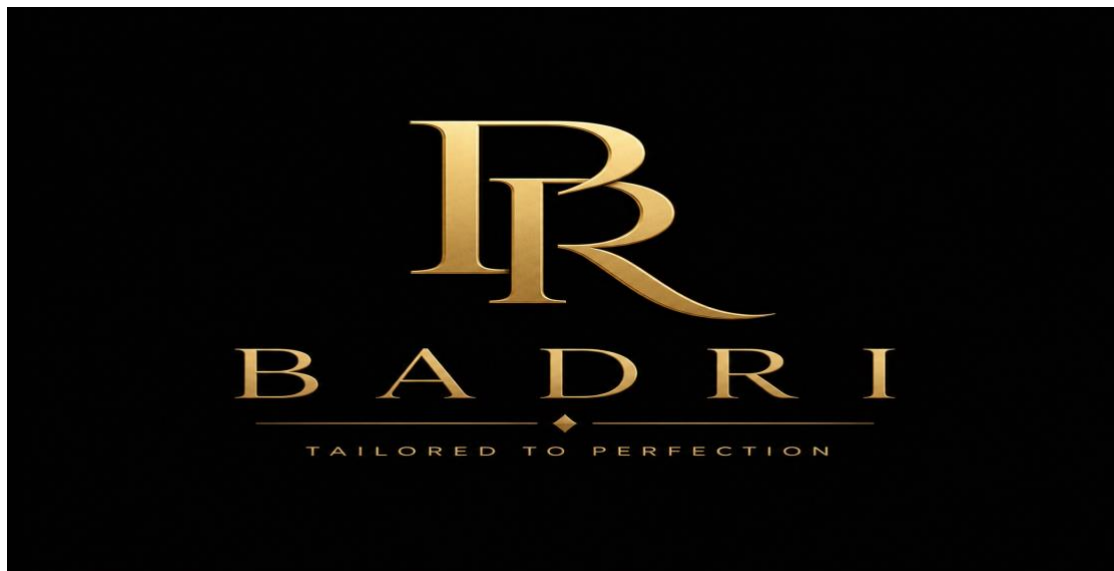
Brand Name: Badri

Brand logo

Badri is a chic clothing brand that offers chic, high-quality, fashionable, and affordable clothing for men, no matter the age or size. The brand makes Timeless suits with its timeless essentials, using sustainable materials where possible. Products are sold in store or through an e-commerce website, Which we boost it by social media marketing and limited-edition collections to create being exclude

Business Description

Badri is a UK-based start-up fashion business mad to meet the increasing demand for stylish and classic suits . The company focuses on delivering premium quality apparel at affordable prices while promoting ethical manufacturing practices. Initially operating physical retail store , however now the business aims to expand into online shopping which is going to be more accessible .



Product Description

The business offers:

- shirts
 - Tie
 - Classic leather shoes
 - Coats
 - Trousers
 - Accessories including bags, socks etc
- Products are manufactured using a very high-quality fabrics designed fort, durability and style. Which also has Limited seasonal collections encourage repeat purchases.

Business Objectives (SMART Objectives)

- ☐ Achieve sales revenue of 700,000within the first year.
- ☐ Reach 15k across social media platforms within six months.
- ☐ Achieve a customer satisfaction rating above 90 % during the first year.
- ☐ Secure at least **400 repeat customers** within twelve months.

Short-Term Objectives (Less Than One Year)

- ☐ Update the online website.
- ☐ Develop a strong brand identity which gets recognized by its highly quality pieces.
- ☐ Build relationships with reliable suppliers, a good connection takes places

- Work on good feedback positive online reviews from the costumers
- Build an active social media presence.

Long-Term Objectives (More Than One Year)

- Open a flagship retail store in London.
- Make your brand known international international Costner by opening different physical stores.
- Collaborate with celebrities that are classic and times less which is going to match the brands vibe
- Become recognised as someone that leads a million dollar business

Market Analysis

The UK fashion industry is highly competitive but continues to experience strong demand, particularly within online retail. Young consumers increasingly value sustainability, affordability and unique designs. Competitors include ASOS, Zara, H&M, Boohoo and PrettyLittleThing. Aurelia London differentiates itself through premium-quality materials, ethical sourcing and exclusive product releases.

PESTEL Analysis

- UK employment and importing goods(extra tax) may affect manufacturing costs.

Economic

- The whole brand runs over costumers spending a lot of money Inflation can reduce consumer spending

Social

- Suits were and are timeless so no matter what trend the costumers will always favor it

Technological

- E-commerce, artificial intelligence and digital marketing improve customer engagement.

Environmental

Sustainable packaging and eco-friendly fabrics reduce environmental impact and benefits in

Analysing

- **Fixed Costs: £80,000**
- **Average Selling Price (per suit): £300**
- **Variable Cost per Suit: £150**
- **Contribution per Suit: £150**
- **Break-even Point: 534 suits** ($£80,000 \div £150$)

Production of Goods and Services

Products are designed in-house and manufactured by approved clothing manufacturers that meet ethical and quality standards. Every product undergoes quality inspections before packaging and delivery to customers.

Technology Plan

The business will use:

- It's own website
- Secure online payment systems
- Inventory management software
- Customer Relationship Management (CRM) software
- Google Analytics
- Social media scheduling tools

Human Resource Plan

During the first year the company will employ:

- 1 Founder/CEO
- 1 Marketing Manager
- 1 Customer Service Representative
- 2 Warehouse Operatives

Employees will receive regular training in customer service, health and safety, and product knowledge.

Expansion Plan

Within three to five years the business plans to:

- Open retail stores across the UK.
- Expand into European and international markets.

- ❑ Launch premium and sportswear collections.
- ❑ Develop a mobile shopping app.
- ❑ Partner with international fashion influencers.
- ❑

Legal

- ❑ The business must comply with UK consumer protection laws, copyright legislation and employment regulations.

SWOT Analysis

Strengths

- ❑ Strong physical retail presence
- ❑ High-quality product
- ❑ Competitive pricing

Weaknesses

- ❑ New business with limited brand recognition
- ❑ Dependence on online sales
- ❑ Having so language limitations
- ❑ Limited initial budget

Opportunities

- ❑ Growing online fashion market
- ❑ International expansion
- ❑ Collaborations with celebrities
- ❑ Increasing demand for sustainable fashion

Threats

- ❑ Strong competition
- ❑ Changing fashion word (going from classic to moder)
- ❑ Economic downturn
- ❑ Supply chain disruptions

Marketing Mix (4Ps)

Product

High-quality fashionable clothing with sustainable materials.

Price

Competitive pricing using value-based pricing, it always matters on what they buy and the quality of kt

Place

Official website, social media shops and selected online marketplaces.

Promotion

- ❑ Instagram
 - ❑ TikTok
 - ❑ Facebook
 - ❑ Influencer partnerships
 - ❑ Email marketing
 - ❑ Seasonal promotions
 - ❑ Paid online advertising
- Management team

❑

Position Responsibility

Founder & CEO Business strategy and leadership

Marketing Manager Advertising and branding

Operations Manager Inventory and suppliers

Finance Manager Budgeting and financial planning

Customer Service Manager Customer support

CEO

↓

Marketing Manager | Operations Manager | Finance Manager | Customer Service Manager

↓

Warehouse Staff

Key Milestones

Month 1–2: Register the business and create branding.

Month 3: promote and begin the marketing

Month 4–6: open the online store

Month 7–9: Introduce new clothing collection.

Month 10–12: Reach profitability and expand product range.

Organisational Chart

Sources of Finance

- ☐ Owner's investment (£30000)
 - ☐ bank loan (£50000)
 - ☐ Government start-up grant (£10000)
- Total start-up funding: **£90,000**

Cash Flow Forecast (Year One)

Income Amount

Sales Revenue £700,000

Expenses Amount

Stock £180,000

Website £5,000

Marketing £40,000

Staff Salaries £80,000

Packaging £15,000

Utilities & Other Costs £30,000

Sales Forecast

Quarter 1: £125,000

Quarter 2: 150,000

Quarter 3: £180,000

Quarter 4: £250,000

Total: **£700,000**

Sales forecast increased on quarter 4 and 3 because its winter

Cost of Production Forecast

Materials: £180,000

Manufacturing: £90,000

Packaging: £15,000

Shipping: £15,000

Total Production Cost: **£300,000**

Break-Even Analysis

Fixed Costs: **£80,000**

Average Selling Price: **£50**

Variable Cost per Item: **£25**

Contribution per Item: **£25**

Break-even point = **3,200 items**

Production of Goods and Services

Products are designed by hand worth Italian designers and manufactured by approved clothing manufacturers that meet ethical and quality standards. Every product undergoes quality inspections before packaging and delivery to customers which that will be especially controlled by me

Technology Plan

The business will use:

- ☐ It's own website
- ☐ Secure online payment systems
- ☐ Inventory management software which is very safe
- ☐ Customer Relationship Management (CRM) software
- ☐ Google Analytics
- ☐ Social media management which is essential

Human Resource Plan

During the first year the company will employ:

- ☐ 1 Founder
- ☐ 1 Marketing Manager
- ☐ 1 Customer Service Representative
- ☐ 2 Warehouse Operatives

Employees will receive regular training in customer service, health and safety, and product knowledge.

Expansion Plan

Within three to five years the business plans to:

- ☐ Open retail stores across the UK and international

- Expand into European market more because people love suits there
- Launch a new line which is business casual
- Partner with international fashion designers which can turn our suits into something