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Executive Summary

This report gives an examination and assessment of the present and imminent productivity, and money related strength of Afiz Boutique of analysis include trends and calculations including rates of Profit and loss, Cash flow Forecasts and Sales Forecast for earnings for the UK and Bangladesh. All calculations can be found in the Financial Plan Section this also includes our investment that all four shareholders have put together to build the business

The report finds the prospects of the company in its current position are positive. The platform we have built seems like it can go global as well as doing a social enterprise of giving poor women from Bangladesh a chance to become entrepreneurs and change their lives.

key-bullet improving/increasing inventory turnover:

Afiz Boutique Is currently a shop that has been around since the 70s which sells casual to designer Sarees. It mainly targets Females of a younger age range. Afiz Boutique is not only a Boutique but now want to expand to an online platform to Instagram to acquire new business and keeping up with the high demand to shop online and deliver assessing its competitor analysis.

Through various methods of publicity and advertising Afiz boutique are able to let customers and people be aware what their business is offering.

Afiz Boutique wants to showcase its line as an option in contrast to existing attire lines, and separate itself by advertising systems, restrictiveness, and high brand mindfulness.

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1. BUSINESS / COMPANY OVERVIEW

Afiz Boutique Established in 1971, was a family run saree business handed down to Nazia Choudhury in 2006. The business is structured as a solo business based in a free hold building. Nazia updated it to a boutique and now in 2020 has decided that the shop needs to branch out to a broader target market by using the Instagram platform to promote its business.

Instagram is a popular social media platform for small businesses as **it is an easy** way to target your audience using visual marketing features. It is a free photo and video sharing app which allows businesses to gather insights to sell products. The Instagram handle is @afiz_boutique

Originated in the Indus Valley 2800 Bc, a saree is a 6 metre length of fabric which covers the lady's whole body by indicating authentic blends in the most honourable manner

(Mohammad, 2017). Sarees are a national dress of south Asian women, most worn by women in Bangladesh, India and Pakistan (Lodi, 2018).

Afiz Boutique is located at the top end of a commercial street with parking facilities. However, if the location of the shop was changed to the middle of the street, it would generate more customers through footfall.

Based on the noble peace prize winner Dr Mohamed Yunus and Grameen Bank who provided macro loans and micro finances to poor female entrepreneurs in Bangladesh who otherwise would not have had access to traditional banking in rural areas, Afiz Boutique hope to set up their own social enterprise by providing a small group of women the equipment to make their own sarees instead of a small business loan due to the problems Dr Yunus later encountered with his micro loans and interest rates that some ladies were unable to repay.

If our social enterprise is successful, we will increase the number of women to whom the equipment is provided so that they too can start their own online pages as well as selling locally to retailers and the public.

“Social entrepreneurship offers sustainable solutions to societal problems and aims at social change rather than market expansion” (Makhlouf, 2011).

■

Block printing a saree

2. MISSION AND VISION STATEMENT:

“Mission statements that include phrases that refer to what many may view as the fundamental rules of business have a significant positive relationship with financial performance” (Bartkus, Glassman and McAfee, 2006)

At Afiz Boutique our mission is to provide quality products and outstanding customer service at competitive prices. Our mission includes helping women in local communities become self-sufficient and empower them to become successful. ***Our Vision is to take the business Online to expand to a worldwide Market.***

To reach our goal we will be sending the money over to ladies to buy the equipment need to create the Sarees. We are also looking for Afiz Boutique to be more digital which would bring in more sales for the business.

3. PRODUCTS AND SERVICES:

At Afiz Boutique we offer three different designs of Sarees that range from £20 pound to more up market upto approximately £150 for a designer Saree.

Our Sarees are made to measure, manufactured in Bangladesh as well as sourced locally through wholesalers.

Our Instagram platform gives our customers the ability to be able to see new products and discounting offers and order from the comfort of their own home. Creating the online platform will give our customers the ability to buy when convenient for them, especially for those with no access to shops. They would then be able to pay through Paypal or Bank transfer, which we would post to them using DHL courier service charging £5 for national and £20 for international deliveries.

As part of our social enterprise we would then continue to generate money and remain sustainable by adding accessories like jewellery and saree blouses on our Instagram for a small commission. This will open a local and global market for these ladies which they would otherwise be unable to reach enabling them to better their lives.

4. MARKET AUDIT:

4.1 Competitor analysis



Competitive advantage:

What makes us different – Our target group is a different age range compared to our competitors; we go for a younger target market as they have more access to social media and they have more of available income, ie, most likely not to have mortgages and other financial commitments. Younger market is more fashion conscious and willing to spend more money.

Quality and selection – We do more designer wear and these designs are not available at other shops due to designs been custom made which are made to measure and of a better quality. We are also unique as we go straight to the manufacturer and wholesaler, whereas most shops would have a 2 or 3 middle people to go through so their wholesale price would be higher.

Our customer service is also of a higher quality than our competitors due to training and our good longstanding reputation.

Price – we keep our prices competitive by selling at a lower profit margin but selling higher quantities. Our designer range is also unique so we can sell for a higher profit. We also have less over heads as it's a self-owned property and our online platform has little running costs. only advertising costs and payment expenditures.

Location – Although we are on a busy commercial street and having parking facilities our location could be better compared to our competitors who have no parking but have more footfall customers as they are in the centre of the road. By going online we can reach a broader audience compared to most of our competitors who are not online. Only our Competitor Fatima has Instagram however it is just to showcase products not to sell. It is also not as visually appealing as ours.

4.2 SWOT:

Strength • Competitive Pricing • Helping poor Bangladeshi female entrepreneurs • Reaching broader market through our Instagram platform. • Good customer service • Experiences in retail • Bilingual skills in Bengali and English	Weakness • Communications with the ladies from Bangladesh • Exchange rates • Time management • Time differences • Trade restrictions/ Policies • Deliveries • Enough supply to meet high demands
Opportunities • Adding More Products, E.g. Accessories • Reaching a broader Market online • Helping poor female entrepreneurs make sarees • Learn digital skills • Get more funding for social enterprise • Training staff with good customer services	Threats • Competitive pricing • Competitors poor customer service and poor training • Online hacking • Keeping up with technology and making time for technology • Delivery of goods • Online data protection • Enough supply to meet demand

SWOT Analysis

To overcome the Weakness of language barriers in communication with ladies in Bangladesh we would use our strength of bilingual language skills in Bengali and English. This will give us an advantage over competitors who may not have this skill.

To take advantage of the Opportunity of reaching out to a broader market, we would use our Strength of having an Instagram account which some of our competitors don't have.

To overcome the Threat of keeping up with technology and being available for technology, we would build our skills of using online platforms which could be done outside of business hours.

4.3 PESTLE Analysis:

Pestle analysis enables us to identify the threats and opportunities in the SWOT ie, data protection laws and access to online. The PESTLE will look at external factors that affect a business (Perera, 2017).



5. TARGET MARKET:

After conducting market research (see appendix 1 questionnaire) we found our target market was female based (appendix 2) but more diverse online and target all ages of women, from any background. Therefore, we would sell a range of Bangladeshi cotton sarees for elder women, Casual Sarees for middle age upwards and designer sarees for younger and middle aged women. Going online and selling more designer sarees (appendix 4) would cater to the demand of younger age range customers (see appendix 3).

We have two types of methods that we will be using, firstly by sending a promotional text and email to our customers that we have on our data system offering them a promotional offer which will bring attention to our online platform. (appendix 5) The second way would be to post an advertisement on Instagram once a week. This will create new business online.

6. MARKETING PLAN:

1) How do we get our product to the market? ?

Our objectives are to increase our customer base by going online and diversifying our market and creating brand awareness through advertising. ?

2) Strategies to meet our objectives using Product, Price, Place and Promotion?.

? Price and Product: Our pricing strategy is using value pricing for sarees from Bangladesh and our casual sarees, beating competitors pricing. We would use prestige pricing for our designer sarees. Our pricing strategy allows for us to cover our costs and expenditures as well as leaving us with a profit.

Promotion: To make more profit and reach more customers the strategies that we use are through publicity, promotions and advertising ie, business cards and a special promotional discount event on the 2nd April 2020 on our Instagram page. We do advertising through leaflets using the customers information from marketing companies and by taking customers phone numbers and emails from the questionnaire's customers filled in to produce our own data base and then send out promotions and adverts of our products.

Place: We can diversify our target market from our store in Birmingham to reaching an international market through our Instagram page?.

7. MANAGEMENT TEAM:

•CEO/ Operations Manager: Nazia Choudhury

Qualification: BA Hons Business management

Experience: 13 years running own business

Skills: Leadership skills: Origination, Communication

Job Role: Manage day to day operations: provide leadership, develop and implement

operational policies and strategic plan, staff recruitment, budgeting/reporting/auditing

•Marketer/ Buyer: Nadine Gayle

Qualifications: BA Hons Business management / Retail/ Marketing

Experiences: Marketing experiences and customer services

Skills: Teamwork, IT, Interpersonal skills, Communications skills analytics, Organisation skills.

Job role: Research and purchase product, placing orders, Analysing trends/Consumer buying patterns, maximising profit and minimising losses, Advertizing, public relations.

•Website Manger: Syeda Hakim

Qualification: BA Hons, computer science

Experiences 2 years website manger

Skills: Problem solving, Analysing skills, communication skills, IT skills

Job role: Plan implement, manage and monitor Instagram deal with web security, online compliance with laws and regulations

•Processing Staff: Ruby?Shaheen?

Qualification: GCSE, English and maths

Experiences: customer service

Skills: Teamwork, IT, Communication skill and customer services skills.

Job role: Processing customer orders, invoicing customers Posting orders

8. FINANCIAL PLAN:

A financial plan is a comprehensive document that includes details about cash flow, savings, debts, investments, insurance and other elements of financial life. "A good financial plan takes the stress out of setting and prioritizing goals, and maps out clear strategies for achieving them" (Voigt and Yochim, 2020).

In order to expand the business online all members put up an initial investment of £1,875.50 to buy the equipment that we need in the UK and Bangladesh to be able to run the Instagram page.

Bangladesh costs for 2 ladies		UK costs	
Block printing equipment & dye	£50 x 2 = £100	Printer & paper	£50.50
Phone	£50 x 2 = £100	Packaging for 1000 bags	£100 for
Laptop	£150	Laptop	£150
Labour, price of 40 sarees and shipping	£100 x 2 = £200	Cost of casual and designer sarees	£775
Sub Total = £550		Sub Total = £1,325.50	
Total = £1,875.50			

The ladies in Bangladesh will be taking a profit of 5 taka per saree which is approximately £5 which would be an income of £200 a month each after making the 40 sarees that they are contracted to make. Depending on demand this may increase.

The price of actually making a saree in Bangladesh and shipping it to the UK is £5 per saree, add to this the profit for each saree for the Bangladeshi women (£5) = £10. We would then sell these for £20 (£20 profit). The cost price of the casual sarees is £15 which we would sell for £25 (£10 profit). The cost price of the designer sarees is £75 which we would sell for £150 (£75 profit).

In the UK we will be paying ourselves the minimum wage of £8.21 and working 3 hours a day, 5 days a week.

8.1 Sales Forecast:

8.2 Profit and Loss:

Profit and Loss					
Cash Sales			£42,705.00		
Investment			£1875.50		
Wages			£23,642		
Advertsment			£960.00		
Packaging/ Stationary			£100.00		
Electric			£720.00		
Phone Bill			£240.00		
			£25,661.68		

The benefit and misfortune (Profit and loss) explanation is a budget summary that outlines the incomes, expenses, and costs caused during a predefined period, typically a financial quarter or year. The P&L explanation is synonymous with the pay articulation. These records give data about an organization's capacity or failure to produce benefit by expanding income, diminishing expenses, or both (Reiff, 2020).

Cash sales £42,705? + Investment £1,875.50? = £44,580.5

Total: £44,580.5 minus expenses of £25,561.68 = £19,018.82 minus 20% tax? (£3,428.66)??

= net profit: £15,590.16

8.3 Cash Flow Forecast:

Income is the cash that is moving (streaming) all through your business in a month. Money comes in through the purchasing of your items. If clients don't pay at the hour of procurement, a portion of your income is originating from assortments of records receivable (Cash Flow - Definition, Examples, Types of Cash Flows, 2020)

CASH FLOW FORECAST													
	January	February	March	April	May	June	July	August	September	October	November	December	Total Cost Month
Income													
Sales	£1,140.00	£1,800.00	£2,560.00	£4,385.00	£3,100.00	£2,570.00	£7,175.00	£7,930.00	£2,725.00	£2,700.00	£1,410.00	£4,950.00	£42,705.00
COST													
Personal Investment	£1,875.50												
Wages UK	£1,970.40	£1,970.40	£1,970.40	£1,970.40	£1,970.40	£1,970.40	£1,940.40	£1,970.40	£1,970.40	£1,970.40	£1,970.40	£1,970.40	£23,642
Electricity	£60.00	£60.00	£60.00	£60.00	£60.00	£60.00	£60.00	£60.00	£60.00	£60.00	£60.00	£60.00	£720.00
Bangladesh Sarees	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£200.00	£2,400.00
Postage	£8.33	£8.33	£8.33	£8.33	£8.33	£8.33	£8.33	£8.33	£8.33	£8.33	£8.33	£8.33	£100.00
Adverts	£80.00	£80.00	£80.00	£80.00	£80.00	£80.00	£80.00	£80.00	£80.00	£80.00	£80.00	£80.00	£960.00
Phone	£20.00	£20.00	£20.00	£20.00	£20.00	£20.00	£20.00	£20.00	£20.00	£20.00	£20.00	£20.00	£240.00
Variable cost UK	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
													0

9. BREAKEVEN:

Breakeven is where the cash an organization makes from the offer of merchandise is equivalent to the cash it has spent, so that there is neither benefit nor misfortune (Collins English Dictionary, 2020). It is the lowest number of products needed to cover the fixed cost and variable costs. "Knowing the Break-even point allows enterprise to properly estimate revenues necessary to ensure profits" (Kampf, Majerčák and Švagr, 2016).

(we didn't have any variable cost per unit)

- Fixed cost = £25,661.68?
- Sales per unit (cash sales divided by total units sold): £42,705 / 830 units = £51.45?(sales per unit)?
- Breakeven point ($£25,661.68 / £51.45$) = £498.76

10. CONCLUSION:

From doing our business plan we found that our saree business should be a success going online onto Instagram as we are making a net profit of £15,590.16 which means that ultimately our social enterprise is also a success as we are generating a profit for ourselves and the Bangladeshi entrepreneurs. Through this we will be successful in our social enterprise and are able to make a positive difference in their lives as well as growing our own business through their products.

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APPENDIX

Appendix 1:



Appendix 2:



Appendix 3:



Appendix 4:



Appendix 5:



