



DISCRIPTION

EssBee boutique is an online business selling T-shirts to woman who have gone through some sort of trauma with inspirational quotes written on them to help them feel good about themselves through fashion. And eventually our plan is to supply our products worldwide.



SCOPE

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ESSBEE
BOUTIQUE

QUAD
CHART

- Identifying Customers
- Suppliers: request quotations from different suppliers and identify cheapest one
- buying equipment such as heat press, cutters, printers, ink, coffee machine, computers, mannequin, stationery equipment
- Deigning promotion and marketing campaign: For example: social media:
- Designs
- Quotes
- Building: rent a building in a suitable location
- Internet to be able get Wi-Fi connection
- Funding
- Apply for Business insurance
- By business name
- PC/MAC
- Shipping
- Accounting
- Manufactures: contact manufacture
- Post Office: delivery
- Team working recruitment and selection: to ensure right team working recruiting people such as Mentors and Shaper, Resource Investigator, Complete Finisher.

PURPOSE	STAKEHOLDER
Purpose Why is the project being done? To help people and to let them know that their past does not define them with inspirational quotes through fashion What for? To help them to feel-good Aswell as looking good What is the result? To be able to go for their goals by feeling inspired with their head held high and feeling confident within themselves because if someone is not right within how they going to win.	Who is the project for? For those going through mental health and survivors of domestic violence, and those with a physical disability Who will benefit (or not) kids, adults, because we all have a story to tell. T-shirt companies, internet companies, ink companies etc Who will it involve? Everyone from the community to social enterprise, I am the stake holder
DESIRED END RESULT	MEASURES OF SUCCESS
Goals? To make a profitable long standing online business that can eventually be sold in high street shops Aswell as making others happy by feeling good What makes the project a success? People will be able to relate to the quotes and clothes will never go out of fashion, the business aims is to sell 500-1000 t-shirts a month.	When are we finished? December 2022 to be ready to launch in January 2023 What can be measured? Quality, staying within the budget, keeping customers satisfied How do I measure success? Feedback, pre orders, gaining more customers, look out for competition, advertisement, photoshoots, giveaways

Marketing	Equipment	Suppliers	Customers	Building	Government
Promotions	Press Heat Machine	Manufactures	Woman	Rent	Industry Regulation
Social Media: creating a Facebook, Instagram,	Cutters	Technical Team	Girls	Electric	Local Law Labour
Websites needed	Dryers	Internet	Men	Building Licence	Data Protection Law
Email Marketing	Ink	Designers	Boys	Building Name	
Offer Discounts	Graphic paper	Post Office		Health & Safety	
Community:	Computer			License & Permits	
Family	Clothes Rail				

People Needed	Cost
Sub-contractors	£600
Graphic Designers	£150
Suppliers	£250
Manufactures	£0.00
Accountant	£8.80Hr £1,689
Technical team	
Assistant £8.80hr	
Equipment needed	Cost
Coffee machine	£60
Printer	£1200
Ink	£95.99
Computers	£1400
Mannequin	£80

BUD
GET

Material needed	Cost
t-shirt	£2,600
Printing paper	£25
Internet	£80mnth
Tables	£200
chairs	£150
Rent Building	£350mnth
Utility bills	£450mnth