



MANAGING ENTERPRISE IN THE 21ST CENTURY

LONDON BOUTIQUE

UNIVERSITY OF WALES TRINITY SAINT DAVID

GROUP MEMBERS

- Ana-Maria Barbulescu - Team Leader- 1921332
 - Nicoleta Tepes Ghibosu - 1921330
 - Maria-Cristina Maruntelu - 1921095
 - Lavinia Tudor - 1921596
-
- Lecturer: Afzal Munna

TABLE OF CONTENTS

- Introduction
- Business/Company Overview
- Product and Services
- Market Audit
- Target Market
- Marketing Plan
- Management Team
- Financial Plan
- Conclusion

NICOLETA TEPES GHIBOSU

➤ 1921330

➤ INTRODUCTION

➤ BUSINESS/COMPANY OVERVIEW

INTRODUCTION

- There is a growing demand in the retail sector and based on an evaluation of opportunities, this presentation has been made to design a business plan to establish a fashion business.
- We plan on becoming a central store of shopping activity for the tourist population in London as well for others who enjoy wearing fashion quality cloths.

- A clothing brand needs more than just an exquisite apparel design to create a lasting business. It needs all the acknowledge of a successful business as well. Apparel retailers need to master marketing , manufacturing and retailing , among other things.
- Clothing is very personal because our clothing choices are one of the ways that we define our identity.

BUSINESS/COMPANY OVERVIEW

- The London Boutique mission is to offer quality and trendy cloths at affordable prices for teenagers and adults, accommodate all wearing body styles and shapes .The section of our clothing line business plan starts to get into proving that there is a need for our products.
- Business name
- Location
- Management team
- Mission statement
- Company guiding principals
- Competitive advantage
- Promotions strategy

Maria Cristina Maruntelu

- Product and Services.
- Market audit.



- ▶ The London Boutique and retail industry refers to be customer-centric this is why customer's priority will be on top.
- ▶ The services would be planned as per the present scenario of the world going through a pandemic, safety measures are the only thing customers' are looking forward.
- ▶ The services provided will be sewing, mode of clothing, colour, we will focus on styles .
- ▶ Clothing brand is means pieces from different designers.
- ▶ Goal of design product have to be produced at high quality even if many customers are price oriented.





- ▶ Most supplies for clothing are from Asia and Europe.
- ▶ The production is means good quality, checks for shrinkage, also the chemical requirements have been met .

TYPES OF PRODUCTS

Products are :-durable[tangible]

Non-durable products .

Consumer products .

Industrial products .

Goods ,services and experiences.

Convenience

Industrial goods and consumer

Primary goods

- ▶ Market audit refers to the analysis, evaluation and interpretation of business environment with the help of two factors.
- ▶ The internal environment talks about the company's health and status and the chances of its survival on the other hand external environment determine the external factors which can be profitable for the business or not.
- ▶ One of the models that is usually used in determining the present and future scenario of the company's sound health and its survival is SWOT and for external evaluation of the environment, either porter's five forces model or PESTLE analysis is applied.
- ▶ Mostly for the business plan the PESTLE model gives efficient results

SWOT ANALYSIS

OPPORTUNITIES	THREATS
The company has prioritize them, invest in them and capture them . Local business partnership. Clients chain is strong . Organic cotton products Prepared for giving competition to another business .	More competition. Customers' asking for discounts. Expensive for some special design. It's the organizations priority to stop them or to avoid them.

STRENGTH	WEAKNESS
Amazing customer experience. The location welcomes more footfall. Post pandemic COVID-19 safety measures The services range is wide. Products are chemical-free and organic Services give as per the demand of customers. Good ambience and affordable prices. Customer-Centric. Positive factors that have to be enhanced and maintained. They help the organization to reach its goals and objectives.	Higher risk while launching the business Online presence. Technology. Low marketing budget. Harmful elements that block the organization to reach its maximum potentiality have to be neutralized and stopped.

PESTLE ANALYSIS

POLITICAL	ECONOMICAL	SOCIAL
Availability to grant for startups.	It can survive in worst conditions like the recession.	It promotes brand loyalty.
Health and safety regulations have to be applicable.	Price consciousness	Boutique gets loyal customers.
Stability.	Materials products are becoming one of the necessities.	Attracting customer in one or another way is what do to make the customer buy the product.
Honest tax paying.		
Political requirements for all import and export activities.	Customers' become more conscious and do not think twice to pay when it comes to shop.	Positioning will be done. Placement and distribution are taken into consideration.

TECHNOLOGICAL	LEGAL	ENVIRONMENTAL
Online presence. Availability of products All necessary information regarding the shop has been drafted in the website for customer ease. Wide range of customer base. Brand loyalty. 24*7*365 days access.	Legal duties will be taken into consideration strictly by the shop. The fashion industry ,it has to follow laws taxation, inflation cost . Some people boycott products of brands that outsource manufacturing to other countries.	Fashion industry have a disastrous impact to the environment . The manufacturing when the cotton is chemically treat,factories emit fumes in atmosphere. Great for environment is some industries have started recycling worn clothes.

Lavinia Tudor

1921596

Target Market
Marketing Plan

TARGET MARKET

- To determine the growth and progress of an organisation, the implication of Segmentation, Positioning and Targeting strategy has been processed and applied in London Boutique
- Segmentation



Positioning

- To define the concept of positioning associated with that of organisational growth and development, the concept of Unique Selling Proposition (USP). It has been defined to serve as a uniquely positive and useful trait which has not been offered by the number of existing competitors



MARKETING PLAN

- The marketing plan is comprehensive paperwork that will outline the association overall marketing efforts. This is also identified that it is a blueprint that will outline that how the Maria private limited will apply its marketing strategy and use a different type of resources to give the business a man objective involve sales target and customer acquisition.

FIVE-ELEMENT OF THE MARKETING PLAN

- Business identity
- SWOT analysis
- A smart plan
- Tactics
- Evaluate and modify

- The main motive of marketing is to sell more and more product to each individual at a cheap rate so that more and more customer will afford them. The marketing plan is changing according to the trend in the market because they have to satisfy each customer by providing them.

Targeting

- In the case of LONDON BOUTIQUE, the main focus has been made on the young adult generation of the country. This involves people belonging to the age group of 20-50 years. The deployment of products has been done according to the trends and demands of customers.



Ana Maria Barbulescu

1921332

Management Team

Financial plan



Roles at the store

- ▶ At our Store we need a good team composed of nine people , each of them with strong responsibilities.
- ▶ They need to be able to : display items, serving customers, dealing with complaints, advising customers on their purchases, ordering.
- ▶ Managing and taking out stock, helping with promotions, overseeing deliveries, in a senior role, managing and motivating staff.

Management Team

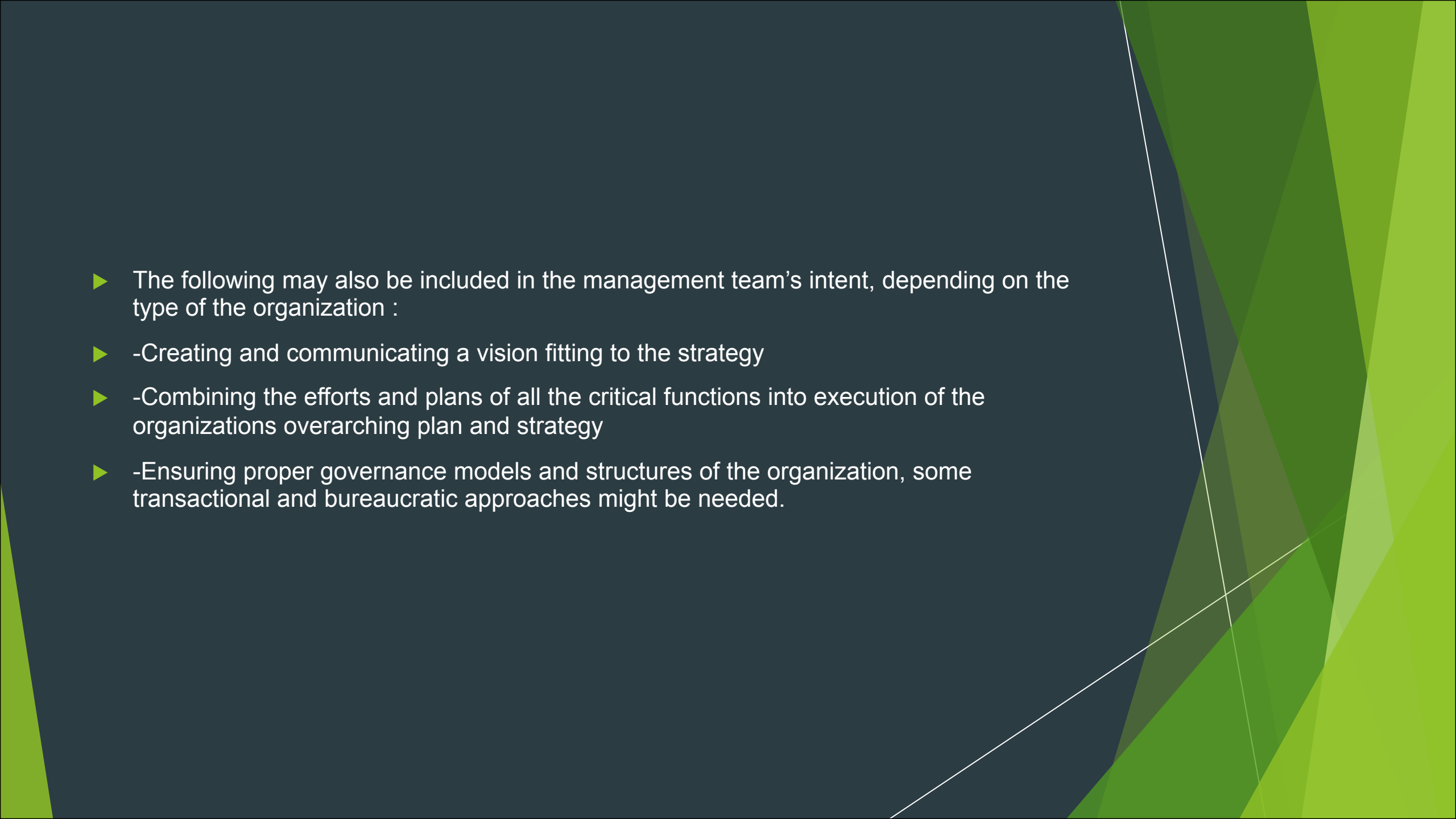
- ▶ Assistant Manager , Manager, Corporate Recruiter.
- ▶ Our Clothing Boutique manager participates in the store's advertising and marketing strategies, which sometimes involves creating hosting after-hours events in our shop, advertising campaigns, initiating loyalty programs for the customers.
- ▶ Manager is responsible for keeping careful track of inventory, daily percentages and sales.
- ▶ Management Team is known for its relational, creative, visionary and active qualities. We are experts in creating, reshaping and preserving the identity of our brand.
- ▶ In general, nowadays , companies are determined and defined by their structure . Through It, It is possible to see its organization, its management flow, its decision-making system, also its channels to promote new challenges.
- ▶ We might describe a flow chart or model layout or maybe one that is most frequent at the moment, if we are explicitly talking about the fashion field.

- ▶ They are often characterized by a particular configuration of roles and responsibilities which must follow the specific characteristics of the sector.
- ▶ For products, services and property, a sale is an exchange of money. Net revenue in accounting refers to the operating profits gained by a business by selling its goods or services.
- ▶ Depending on the particular context in which is used, the meaning of the sales varies.
- ▶ Marketing is the method of getting potential buyers or clients involved in our goods and services.
- ▶ We do researching, selling, promoting and distributing our products and services.
- ▶ In marketing we are using many different tactics and techniques.

Design and purchasing

- ▶ In the creative team, the designers are typically professionals trained at design schools, they are fluent in English and know how to create patterns.
- ▶ These professionals travel for inspiration, look for products in various markets, collaborate with suppliers and work together with their colleagues in production and trendy, in addition to designing different types.
- ▶ The purchasing department is one of the divisions that has the closest relationship with design and operates regularly with it.
- ▶ The purchasing officer who oversees the procurement team, is the head of this department.

- ▶ Generally speaking, the aim of the management team is to run the company, it leads with everything that entails effectively as well as to formulate and implement a proper plan for the organization's future.
- ▶ The team's output should also be greater than the sum of each of the individuals' output.
- ▶ If this leverage can be built by the management team, the company would be greater than each of its roles combined.
- ▶ This is the old definition of 'one plus one equals three.'
- ▶ The various members are also heads in different positions and the presence of the management team, can therefore ensure that the various of sections the business travel in the same direction.

- 
- ▶ The following may also be included in the management team's intent, depending on the type of the organization :
 - ▶ -Creating and communicating a vision fitting to the strategy
 - ▶ -Combining the efforts and plans of all the critical functions into execution of the organizations overarching plan and strategy
 - ▶ -Ensuring proper governance models and structures of the organization, some transactional and bureaucratic approaches might be needed.

Financial plan

- ▶ To reflect the personal and family situation of the client risk tolerance and future aspirations, the financial plan should be detailed, but also highly individualized.
- ▶ The first phase in the making of a financial plan includes putting together lot of bits of paper or cutting and pasting numbers into a document or spreadsheet from different web-based accounts, whether you go alone or with a financial plan.
- ▶ In essence, our net worth is a grand sum of all our assets minus our liabilities.
- ▶ In other words, when we add all we own from the value of our house, to the cash in your bank account and then deduct the value of all your loans, like a mortgage, car or student loan, from that , our net worth is the figure we receive.

- ▶ Everyone's financial plan looks different.
- ▶ If you're wondering how or why you can build a financial plan, you're in the right spot.
- ▶ We all want to be autonomus finacially and create wealth.
- ▶ It is a huge deal to decide to start on the road toward financial freedom!
- ▶ It marks a new start with your money, and it means you're going to do something that can change your life for the better.

▶ ACTIVITIES

- ▶ Research and development
- ▶ Brochure
- ▶ Legitimate
- ▶ Planning
- ▶ Advisors
- ▶ Tools
- ▶ Transport
- ▶ Others
- ▶ TOTAL

▶ EXPENDITURES

- ▶ £5.000
- ▶ £2.000
- ▶ £2.000
- ▶ £5.000
- ▶ £5.000
- ▶ £3.000
- ▶ £4.000
- ▶ £4.000
- ▶ £30.000

► CONCLUSION

- In many parts of the world, fashion industry, help the economy, improve people lives create Revenue and many other benefits .
- All this has been continuu and improve, considering the environment, quality of life can be based on 3 big Rs which means recovery, recicle, reuse.

REFERENCES

- The Business Plan Workbook: A Step-By-Step Guide to Creating and Developing a Successful Business
- Fashion Business Manual by Fashionary: A visual , Step-By-Step guide to launching and scaling a fashion label
- www.fashionmarketingthread.com
- www.columnfivemedia.com
- www.business.qld.gov.au >planning