

business plan

by Samia Kousar

Submission date: 02-Jul-2023 04:10PM (UTC+0100)

Submission ID: 209722772

File name: 40484_Samia_Kousar_business_plan_503705_1496745960.docx (419.85K)

Word count: 1848

Character count: 10418



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LCLM4006 Enterprise & Entrepreneurship

Business Plan template

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AsianRaniclothingshop.com



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Overview of the business idea, product and/or service that your company will be offering

AsianRaniclothingshop.com is online company the mission is to provide based on style and quality. AsianRaniclothing is recent start up manufacture of an upscale clothing line targeted at female between ages of 20 and 60. The clothing line is designed to be everyday work essential and for party and wedding wear modern and trendy flair. The clothing is designed for the modern women who has a busy professional career and engaged social life. The Asian Rani clothing line is suitable for women of all aged and body types size Small to XXXL, no matter what status level or background at our clothing line there is a professional look suitable and affordable for any female. The Asian rani clothing line items; dresses, pants, loose trousers and kameez refers to shirts.

<https://planbuildr.com/clothing-line-business-plan/>

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Ownership and Legal format of the startup.

The ownership of my business is sole trade it is mean that a business is owned and direct by one individual. This individual owns all the right to run the business, however the way you see fit. A website for small business owner and sole traders I should be responsible for be stylish, professional as well as being functional and easy to navigate.

3

Management of the company (Owner, employees and the requirements for external professional service/ experts).

AsianRaniclothingshop.com clothing line will be led by Samia Kousar owner of the website as a sole trader. As an owner of the business to run the business and keep updated business record also for carrying out tasks like contacting client or keeping in touch with manufactures. All business activities are in their own hands. They do not report to an executive sometimes it also means that they do not get advice from anyone.

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In my team I am going to hire few people as a specialist in website updates and support without causing disruption to business as usual and provide a full breakdown of work as it is carried out. Second person I will hire packing orders and managing that all order is completed and delivered on time. Before hiring them, I will make sure that they have foster strong company culture and drive business objectives. The people for our business should be experienced is the result of people who are able to come together and help each other out.

3

Explanation of the target market and the marketing strategies the company will adopt to reach their customers.

2

Asianraniclothing.com will target the working professional female in the UK between the ages of 20 – 60. The women will work in an office setting and come from variety backgrounds. They can be at their first jobs right out of college or near Retirement.

Customer segmentation

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Asianraniclothing will primarily target the following customer profiles.

- Females' consumers looking for the trendiest in latest fashion that is appropriate for work
- Young professionals in their 20's or 30's
- Professional women in their 40's up to their early 60's
- Womens who regularly shop in large department stores such as Maria bi stores, khadi, sana Safin.

Four p's in business (Asianraniclothigshop.Com)

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Product: The Asianraniclothing will be offering Pakistani clothing Dynasty Karandi is a blend of cotton and silk, woven with the utmost precision. The subtle texture is the highlight of Dynasty Karandi. This fabric is perfect for both summers and winters and leaves you with no worries about shrinkage or slippage.

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Price: the price of the Asianraniclothing line will be moderate and on par with competitors so customers feel they receive value when purchasing their items. the price range going to be £19.99 to 39.99.

Place: it would be official website called Asianraniclothing.com on google.

Promotion: the first day of launching a website having a big, massive offer 50% off all clothing line and free delivering the item. After that on the loan clothing summer outfit would be 20% off for whole summertime end of august. The Asianraniclothing line will have a Facebook, Twitter, and Instagram account with professionally photographed images and post there will be a few sponsored Facebook and Instagram posts.

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Industry and Competitors analysis

	External factors to consider	Factors affected within my industry	Importance to organisation
POLITICAL	Government policy Political stability Tax Industry regulations Global trade agreements and or restrictions	1 he political tax industry if in the Uk political instability in a region then the business would find difficult to supply material along with the challenge of exporting the clothing products to the countries for example, I would buy product from Pakistan if tax went higher because for some political reason the price will increase.	As an owner of clothing business, I need to make sure all about political stability and tax industry because it effects on my business profit and loss. To make decision on time would help me to not get in trouble.
3 ECONOMIC	Exchange rates Globalisation Economic growth/ decline Inflation Interest rates Cost of living Labour costs Consumer spending habits	Before starting business, I need to make sure 1 at my target customer in the Uk is economic decline. Unemployment rate and increasing inflation has an immediate effect on consumer effect on cost of living what is their budget and how I would 1 dmir them to buy my product. The cost of production is likely to alter due to the changes in important policies and exchange rate.	It is important for my organisation because the cost-of-living effect on our business consumer for that we must make every month product offers for example in summertime would do 20% off on all summer clothing line.
5 SOCIAL	Consumer trends/ tastes, Fashions Consumer buying habits Lifestyle factors Career attitudes Work-life balance Population demographics	Every year consumer wearing habits changed with new fashion with lifestyle as a clothing business infuser we must make sure that as different age group have different preference for clothing, while gender also influences buying decisions of the customers.	For our business is important to search on new brand ideas and fashion that has been introduce in the industry so then we buy on time and make profit because now a days fashion is so fast people like low- price fast fashion.

	External factors to consider	Factors affected within my industry	Importance to organisation
10 TECHNOLOGY	Automation Innovation Disruptive technologies social networking Upgrades Robotics Artificial Intelligence Security	Today technology change so fast for example every website holder has different designing and production are facilitated by technological advertisement. In the clothing industry developing new technology that helps in creating designs and fabric, along with offering business the ability to offer customer and using virtual reality for interacting with the customer	Our clothing business has gained benefit from the increasing use of social media as the companies are able to use digital marketing.
3 LEGAL	Employment law Common law Local labour law Health and safety regulations	1 Labor laws and workers right defined by the law must be followed by the organisations. Also, the purchasing decisions are also management must ensure that the supply chain processes incorporate those regions where such as issue are not rampant.	Clothing business must make sure that the health and safety regulations is being followed by the company and employees.

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ENVIRONMENTAL

Environmental restrictions imposed by in-country governments Sustainable resources CSR (Corporate social responsibility) Ethical sourcing Transportation Procurement Supply chain management Future pandemics

During the covid -19 that the environment clothing line faced many issues in terms of maintain and limiting impact on different organisations.

For Our business is important to have a plan to deal with the future any pandemic how would be affect our organisation during the damaging impact.

Competitor's analysis template

Factors	Asianraniclothing.com	aracouture.co.uk	Pakeeza boutiques	Taz's clothing
	Retail (Online only)	Retail (online website)	Retail shop/ online	Retail shop
services	Asia clothing dresses (Pak	Asian clothing dress	Asian clothing	Asian clothing
s factors	Online advertise every season sale	Online advertise every season sale	Local place Shopping centre	Local place urban area
Market share	60%	80%	40%	40%
ies and current	Past one was little bit worried about replying late to the customer messages know getting better.	Late delivering order, know fast	Giving less offers to the customer, Know working on it	Places was not close to the Asian community know they introduce new branch at local
Advertising front	Social media	Social media	Social media / posters	Social media/ posters
Strengths and weaknesses	Independence. As a business owner, you're your own boss/ Potential of financial risk	Creative freedom and personal satisfaction/ Longer working hours	Creative freedom and personal satisfaction/ Longer working hours	Creative freedom and personal satisfaction/ Longer working hours
Organisational cultures	Online cultures	Online culture	Market cultures	Market culture

	19 Retailer/ customer	Retailer/ customer	Retailer/ customer	Retailer/ customer
a threat are to you?	Medium	Higher range of customer	Medium	Low

SWOT template

INTERNAL FACTORS STRENGTHS As my company brand have unique selling proposition of a particular product line in khadi fabric my company is only few companies in the Uk who is selling this fabric. This only happen because of strong leadership or a great engineering team. What it ¹⁷parates from the competition is to having a strong brand, loyal customer base, a strong balance sheet, unique technology.	WEAKNESSES They are a few areas where I think we should work ¹² more strongly as a team for example a weak brand, higher than average turnover, high levels of debt, an inadequate supply chain or lack of capital.
EXTERNAL FACTORS OPPORTUNITIES For example, our company debating to release a new product may have identified that it is the market leader and the existing product and there is the opportunity to ⁷ expand to new market. So, there will be increased material costs, strained distribution lines, the need for additional staff.	THREATS for example in cost-of-living increase many re high ¹⁵ gas/ electricity, petrol/ diesel, rent so the threats refer to have the potential to misation. Other common threats include rising costs for material, increasing tight labour supply.

- **Funding requirement and how the funds will be used.**

Part 1 copied from the cashflow

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Reference list

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