



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Managing Enterprise in the 21st Century

Business Plan



By Nilofar Shaikh

www.Hayahthreads.co.uk

Hayah Trading Ltd Reg: 1764893

Module: Enterprise and Entrepreneurship (LCLM4006)

Submission Date: 27th July 2026

Lecturer: Mr. Thomas Adeyemi

Table of Contents

Group Information	2
Executive Summary	4
Business Concept	5
Business Description	5
Product Description	5
Business Objectives (SMART Objectives)	5
Short-Term Objectives (less than a year)	5
Long-Term Objectives (less than a year)	5
Market Analysis and Marketing Plan	6
Market Analysis (Competitors, Customers, Target Groups)	6
PESTEL Analysis	6
SWOT Analysis	6
Marketing Mix (4Ps)	6
Management Team	6
Management Team and Their Background	7
Organisational Chart	7
Key Milestones	7
Financial Plan (One Year)	7
Sources of Finance	7
Cash Flow Forecast	7
Sales Forecast	7
Cost of Production Forecast	7
Break Even Analysis	7
Operations and Management Plan	7
Production of Good and Service	7
Technology Plan	7
Human Resource Plan	7
Expansion Plan	8
Reference List	8
Appendices:	9

Executive Summary

Hayah Thread is Modern Modest Wear based in London. A startup fashion brand that bridges the gap between high fashion, seasonal functionality, and affordability in the modest wear sector. The brand specializes in modern, Designer & Unique Style **“Abayas, Scarves & Accessories”** Tailored for Young Girls and Mid Age women’s. It is recognizing that traditional modest apparel often overlooks changing weather conditions and modern design aesthetics, Hayah Threads introduces a versatile clothing line utilizing lightweight, breathable fabrics for summer and layered, thermal insulated materials for winter.

To minimize starting risk and capital requirements, the business will launch as a Private Limited Company using an agile, multi-phased market entry strategy.

Phase 1 : Focuses on building a direct-to-consumer (D2C) online store backed by organic and paid social media marketing.

Phase 2 : Expands brand visibility through physical footprints at London trade fairs, modest fashion events, and local markets. As demand scales.

Phase 3: Introduces business-to-business (B2B) wholesale distribution to boutique retail shops across London.

The long-term vision culminates in opening a flagship retail store in London and launching a structured franchise model to scale globally. Backed by an initial internal investment of £15,000 and a sought-after startup loan of £25,000, Hayah Threads is projected to break even by Month 5 and achieve profitability within its first year

HT001 : Business Concept Explains as Follows:

Business Description:

Hayah Threads Modern Modest Wear is established to redefine modest fashion for the contemporary Muslim women and individuals embracing modest styles in the UK. Operating in the retail and e-commerce fashion industry sector, the brand resolves a common consumer pain point: the lack of trendy, well-fitting abayas that are both weather-appropriate and reasonably priced. Legally structured as a Private Limited Company (Ltd) to protect the founders with limited liability, the business will be headquartered in Barking, London—a vibrant hub with a strong demographic foundation for modest apparel. Hayah's core mission is to provide elegant, modern, and accessible outerwear that empowers women to express their cultural identity without compromising comfort, style, or budget

Product Description

The brand offers two primary product categories:

Modern Trend Abayas: Designed with contemporary cuts, elegant embroidery, modern colour palettes (pastels, earth tones, and classic deep hues), and practical features like hidden pockets and utility zippers.

Premium Complementary Scarves/Hijabs: Offered in matching styles, textures, and prints to create cohesive outfits easily

To solve seasonal clothing challenges:

Hayah Threads utilizes a distinct textile sourcing matrix:

Warm Weather Collection: Made from ultra-breathable, lightweight linen, premium georgette, and natural cotton blends to prevent overheating.

Cold Weather Collection: Crafted using heavy-weight crepe, wool-blends, and soft fleece linings designed to provide insulation while maintaining an elegant silhouette.

HT002 Business Objectives (SMART Objectives)

Short-Term Objectives (Less than a year)

E-Commerce Launch	Build and launch a fully functional Shopify website within the first 3 months, achieving an average conversion rate of 2%.
Community Growth	Grow the brand's social media presence (Instagram and TikTok) to 10,000 organic followers within 6 months through high-quality video content.
Local Markets & Events Presence	Secure stall placements at a minimum of 6 local London fashion markets and national trade exhibitions (e.g., London Muslim Shopping Festival) during the first year.
Financial Performance	Achieve a minimum gross revenue of £60,000 and break even within the first 5 months of operation.

Long-Term Objectives (More than a year)

B2B Retail Distribution	Partner with at least 8 independent multi-brand boutique shops in London for offline wholesale distribution by Year 2.
Brick-and-Mortar Flagship Store	Establish and open a permanent boutique storefront in a high-footfall London location (e.g., Westfield Stratford or East London) by Year 3
Franchise Expansion	Develop a comprehensive franchise blueprint by Year 5, aiming to sign the first 2 franchise agreements in major UK cities like Birmingham and Manchester.

HT003 Market Analysis and Marketing Plan

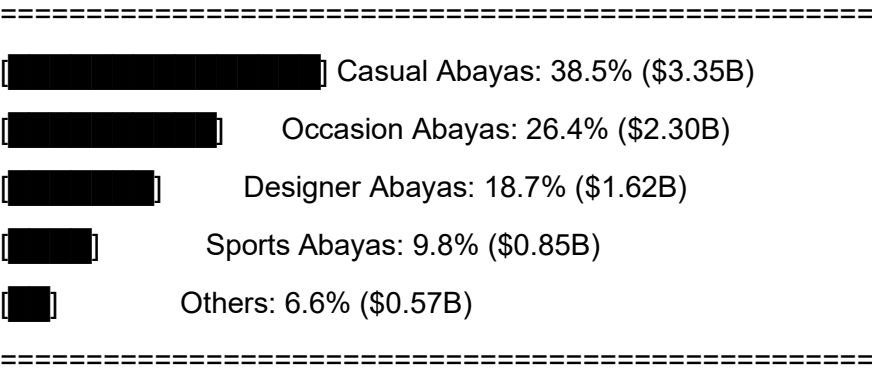
Detailed Market Analysis Report: Abaya Segment (2026)

1. Market Size & Segmentation Breakdown

Global Abaya Market

The global abaya market is a major sub-segment of the broader modest fashion industry. As of **2025**, the global abaya market was valued at **\$8.7 billion** and is projected to reach **\$15.4 billion by 2034**, growing at a compound annual growth rate (**CAGR**) of **6.6%**.

🌐 GLOBAL ABAYA MARKET SHARE BY PRODUCT TYPE (2025)



Total Global Market: \$8.7 Billion (CAGR: 6.6%)

2. Trending Styles, Textiles, and Patterns (2026)

The abaya has evolved past the traditional plain black garment into a highly stylized fashion statement. The current dominant trends include:

Trending Silhouettes & Cuts

- **Open-Front & Layered Abayas:** The most sought-after casual style. These are designed to be worn open and layered over slips, denim, or matching inner dresses, giving multi-wear versatility to university students and working women.
- **Kimono Cuts & Batwing Sleeves:** Blending traditional Middle Eastern draping with Japanese-inspired silhouettes. These feature oversized, flowing sleeves that offer comfort and fluid movement.

The 2026 Marketing Plans: Hayah Threads

Based on the granular segment data, my marketing plan should target a Digital-First, Hybrid Omnichannel Strategy built directly around the high-margin "Quiet Luxury" and "Casual Versatility" trends dominating the UK.

Here is the strategic marketing plan designed to capture this market share for **Hayah Threads**.

Phase 1: The Digital Core (Months 1–3)

Objective: Build high-aesthetic online credibility and launch a frictionless D2C conversion loop.

- **The TikTok & Instagram Reels "Style-Flex" Campaign:**
 - *The Strategy:* Focus entirely on the **Open-Front / Layering** trend. Produce short-form video content showing how *one* Hayah Threads open-abaya can be styled into 5 different outfits (e.g., layered over casual denim for uni, paired with a slip for formal work, belted for evening wear).
 - *Why it works:* It taps directly into the dominant casual segment (\$3.35 Billion share) by marketing your product as a versatile investment, maximizing the buyer's cost-per-wear value.
- **Micro-Influencer Gifting Matrix:**
 - *The Strategy:* Gift 20 UK-based modest fashion micro-influencers (5k–30k followers) on TikTok and Instagram. Avoid mass-market styling; instruct them to review the abayas emphasizing fabric opacity, pocket utility, and texture (e.g., crinkled crepe or woven linen textures).
- **The "Zero-Risk" Digital Return Policy:**
 - To neutralize the massive friction, point of long international shipping and complex return policies found with global aggregators like Modonisa/inaya, market **"Free UK Next-Day Shipping & 100% Hassle-Free London Returns"** prominently across all web banners.

Phase 2: High-Footfall Micro-Retail & Trade Participations (Months 4–6)

Objective: Drive localized community trust and solve the "feel the fabric" requirement.

- **The "Touch/ Verify/Design/Style" Pop-Up Tours:**
 - *The Strategy:* Secure spaces at major regional London consumer events, weekend fashion markets (e.g., Shoreditch/Spitalfields), Shopping Festival.
 - *The Setup:* Design the stall with a minimalist, high-end "Quiet Luxury" palette (beige, charcoal, sage green accents) matching the modern color shift.
-

Phase 3: B2B Wholesale Outreach (Year 2 onward)

Objective: Scale distribution by positioning Hayah Threads as a high-margin brand for independent boutiques.

- **B2B Sample Lookbooks:**
 - Approach independent multi-brand fashion boutiques in high-Muslim demographic areas across London (e.g., Ilford, Green Street, Whitechapel, Edgware Road) and offer low minimum order quantities (MOQs) of 15–20 pieces per style.
 - Position your brand using the **Moderate-to-Premium Price Matrix**: prove to boutique owners that your wholesale pricing leaves them a secure, high gross margin, outcompeting budget polyester alternatives.

Summary of Key Marketing Performance Indicators (KPIs) to Track:

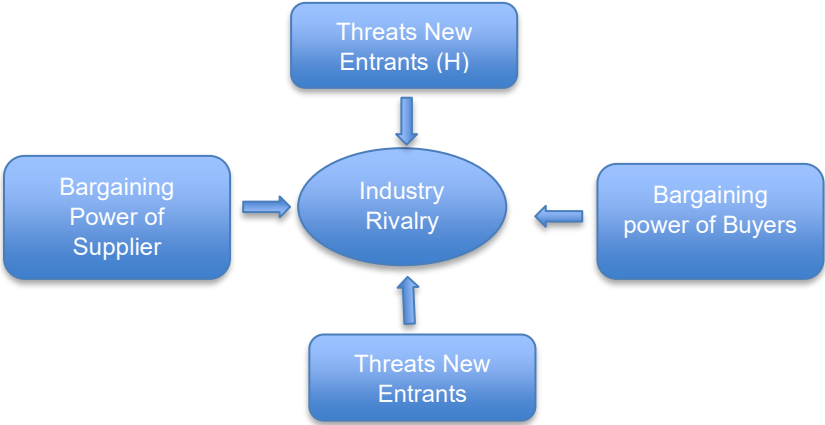
1. **Online Conversion Rate:** Target >2% on the Shopify platform.
2. **Customer Acquisition Cost (CAC):** Balance paid ad spend with organic TikTok growth to keep CAC under £12.
3. **Return Rate:** Maintain a return rate under 15% by providing highly accurate sizing guides and video demonstrations of fabric opacity upfront.

HT004 PESTEL Analysis

Factor	Analysis for UK Modest Fashion Startup
Political	UK trade policies post-Brexit and potential textile import tariffs affect cross-border supply chains. Government proposals to remove the £135 tax exemption on low-value imports aim to level the playing field against non-UK fast fashion sellers.
Economic	High inflation and squeezed consumer purchasing power force shoppers to prioritize affordable mid-range options. However, the UK modest fashion market remains resilient and continues to expand steadily.
Social	Rapidly growing demand for fashionable, inclusive, and modest attire driven by Gen Z and Millennial demographics. Shift toward modest lifestyle options beyond traditional religious bounds.
Technological	Heavy reliance on social commerce (TikTok Shop, Instagram), AI-driven sizing recommendation tools, and virtual try-ons to minimize fit issues and return rates.
Environmental	Increasing consumer demand for ethical sourcing, sustainable fabrics, and minimal packaging. Growing scrutiny on greenwashing across the fashion sector.

Factor	Analysis for UK Modest Fashion Startup
Legal	Strict compliance with UK Consumer Rights Regulations (returns/refunds), GDPR data protection rules for online checkout, and UK textile labeling standards.

Porter's Five Forces Diagram Structure



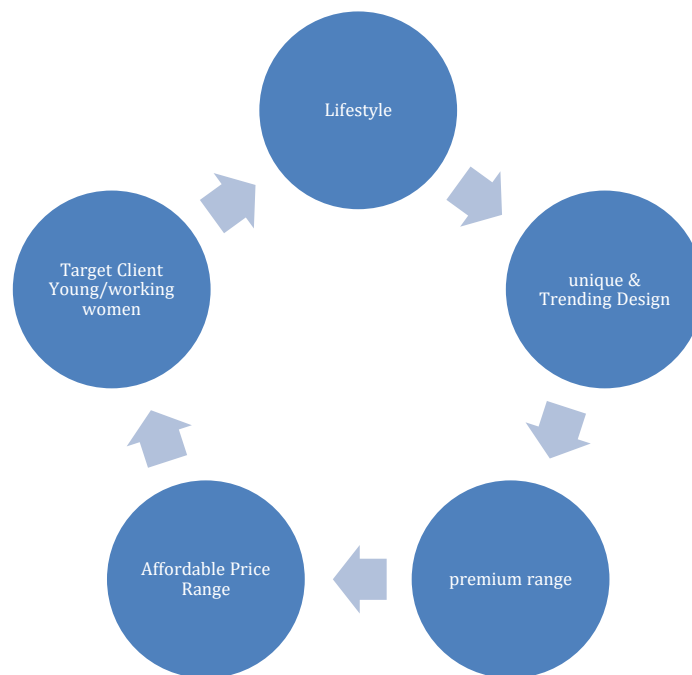
Detailed Diagram Explanation & Summary Table

- **Centre (Industry Rivalry):** Sits at the heart of the model. It represents how intensely existing market players compete for market share through pricing, marketing, and product differentiation.
- **Top & Bottom (Horizontal Forces):** *Threat of New Entrants* looks at how easy it is for new brands to enter, while *Threat of Substitutes* examines alternative options (like standard high-street fashion) that satisfy similar consumer needs.
- **Left & Right (Vertical Forces):** *Supplier Power* measures supplier control over costs/materials, while *Buyer Power* measures how easily customers can switch brands or demand lower prices

SWOT Analysis

- **Strengths:** Distinctive weather-adaptive product line; highly affordable price architecture; lean, low-overhead starting framework via online-first deployment.
- **Weaknesses:** Brand is brand new with zero initial market share; fully dependent on external manufacturing partners.
- **Opportunities:** Massive growth in the UK modest apparel sector; expanding into brick-and-mortar storefronts, wholesale, and national franchise networks.
- **Threats:** Severe price wars from fast-fashion giants; quick design copying by agile competitors; supply chain slowdowns in fabric shipping.

Marketing Strategy: STP Framework



Marketing Mix (4Ps)

Product: Elegant, trend-focused abayas and scarfs featuring dual-matrix seasonal textiles (breathable linen for summer, fleece-lined crepe for winter).

Price: Competitive list pricing strategy. Abayas priced affordably between £35 and £55; scarves ranging from £10 to £15. Bundled outfit deals will offer clear savings.

Promotion: Driven by influencer marketing on TikTok and Instagram, styling lookbooks, active user engagement, and face-to-face community selling at local markets and trade events.

Place: Phased approach starting with an online D2C store (Shopify), transitioning into trade stalls, progressing to regional B2B wholesale distribution, and ultimately moving into corporate-owned retail shops and franchise locations.

HT004 Management Team

Management Team and Their Background

The business will be launched and steered by a well-balanced founding team:

- **Founder & Creative Director:** Brings a background in fashion design and deeply understands UK modest styling shifts. Responsibilities include product design, fabric selection, and managing factory partnerships.
-

- **Co-Founder & Operations Lead:** Holds a degree in business management. Responsibilities include managing the supply chain, e-commerce web platform logistics, financial accounting, and trade fair setups.

Organisational Chart



(TBD: To Be Decide)

Key Milestones

- **Months 1–2:** Complete corporate registration with Companies House, lock in manufacturing contracts, and receive initial inventory.
- **Month 3:** Launch the website and begin active marketing across social channels.
- **Months 4–6:** Participate in major London weekend markets and trade fairs to build direct relationships with consumers.
- **Months 7–12:** Roll out the Autumn/Winter line, break even, and begin testing local wholesale accounts with boutiques.
- **Year 2:** Expand B2B distribution channels to 8 boutique storefronts across London.
- **Years 3–5:** Open the physical flagship brand boutique and launch the franchise network.

HT005 Financial Plan (One Year)

Sources of Finance

To establish the enterprise securely, total seed capital of **£40,000** is gathered:

- **Founder Personal Investment:** £15,000 (Personal savings).
- **UK Start Up Loan Application:** £25,000 (Unsecured loan, 6% interest rate, 5-year repayment term).

Sales & Cash Flow Forecast

Startup Cost		Fixed Cost	monthly
Website/branding	1500	Shopify Platform & Tech Stack	300
Furniture (Fixtures, display tables, mannequins, clothing racks, counter desk, seating)	5000	Storage & Warehouse Space/Rent	900
Store Renovation & Setup (Interior fit-out, branding, signage, lighting, fitting rooms, initial paint & décor)	5000	Marketing & Digital Advertising	800
Accessories (Point of Sale (POS) system, label printers, packaging materials, hangers, steam iron, display props)	2500	Insurance & Business Protection	200
Toiletries (Restroom supplies, cleaning gear, initial customer/staff amenity stock)	1000	Events, Trade Fairs & Stall Fees	500
		Accountant	100
		Employee salary	2400
Total	15000	Total cost	5200

Cost of Production Forecast & Break-Even Analysis

Variable Cost	Jan	Feb	Mar	Apr	May	Jun
raw material	300	400	500	700	700	750
Utilities	400	600	650	650	650	700
Hourly paid emp	0	500	500	600	600	700
Total var cost	700	1500	1650	1950	1950	2150

Financial Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year 1 Total
Abaya Units Sold	50	60	80	100	120	130	160	200	250	350	350	350	£2,160.00
Scarf Units Sold	30	40	50	60	60	70	100	120	150	200	200	200	£1,210.00
Total Units Sold	80	100	130	160	180	200	220	280	370	550	550	550	£3,370.00
Gross Revenue (£)	2310	3000	3810	4620	4860	5550	6240	7860	9840	15600	15600	15600	£94,890.00
Variable Cost (COGS @ 30%)	700	1500	1650	1950	1950	2150	2350	2550	2750	3050	3100	3150	£26,850.00
Gross Profit (£)	1610	1500	2160	2670	2910	3400	3890	5310	7090	12550	12500	12450	£68,040.00

Fixed Costs (£)	5200	5200	5200	5200	5200	5200	5200	5200	5200	5200	5200	5200	£62,400.00
Net Profit / (Loss)	-3,590.00	-3,700.00	-3,040.00	-2,530.00	-2,290.00	-1,800.00	70.00	1490.00	3,600.00	7,350.00	7,300.00	7,250.00	£10,110.00
Investment Capital Needed				£40,000.00									
(15000+3590+3700+3040+2530+2290+1800+1310+ cash reserve 6740)													
Investment needed = Total Startup Cost + (Operational Cost– Revenue up to the break-even point)													

Profitability Trajectory:

- **Months 1–3 (Ramp-Up Deficit):** Selling 330 units(abaya& Scarfs)/month (£9,000 revenue) generates a small initial operating loss of -£3,500/month (Cumulative loss: -£3,300). This cash deficit is absorbed using the £40,000 capital pool.
- **Month 6 Onward (Breakeven Surpassed):** Trade fair expansion scales unit sales to 220 units/month (£6,000 revenue)—well above the 90-unit breakeven threshold.
- **Months 7–12 (Peak Season Expansion):** Peak season sales reach 350 units/month (£7,000 revenue), generating consistent monthly net profits of +£10,000.
- **Year-End Financial Position:** Hayah Threads achieves a total Year 1 gross revenue of £94,000 and a cumulative net profit of +£10,110.

HT006 Operations and Management Plan

Production of Goods and Services

Hayah Threads keeps operations smooth by outsourcing manufacturing. Design tech packs are created in London and sent to reliable fashion manufacturers specializing in modest clothing. Production runs start small (100 units per style) to reduce inventory risk, with quick re-order procedures in place for popular designs. Finished products are stored and shipped out from a clean fulfillment space in London.

Technology Plan

- **E-Commerce:** Built on Shopify for its secure payment processing, easy inventory tracking, and integrated checkout capabilities.
- **Operations Software's:** Using cloud accounting software for bookkeeping and tax returns, alongside integrated shipping platforms for automated customer tracking updates.

Human Resource Plan

During the first year, the two co-founders will handle daily operations. Freelance content creators will be hired occasionally for marketing campaigns. As sales grow, a part-time retail assistant will be hired to support physical trade show setups and customer fulfillment.

Expansion Plan

- **Phase 1 (Months 1–6):** Focus entirely on online D2C sales alongside pop-up events across London.
- **Phase 2 (Months 7–24):** Move into wholesale accounts with independent fashion shops across London.
- **Phase 3 (Years 3–5):** Build out a permanent flagship boutique and launch a franchise model to expand into other major cities across the country.

Reference List

- Barringer, B.R. and Ireland, R.D., 2019. *Entrepreneurship: Successfully Launching New Ventures*. 6th ed. Global Edition. Harlow: Pearson. [\(Barringer and Ireland 2019, P.04- HT001\)](#)
 - Mariotti, S., & Glackin, C., (2017). *Entrepreneurship: Starting and Operating A Small Business*, 4th Edition, Pearson. [\(Mariotti & Glackin 2017, P.04-05- HT002\)](#)
 - Barrow, Barrow, P., & Brown, R. (2012). *The business plan workbook* (7th ed.). Kogan Page. [\(Barrow P & Brown R 2012, P.04-05- HT001 & HT002\)](#)
 - Kotler, P. and Keller, K.L. (2016) *Marketing Management*. Marketing Management 15th edn. Harlow/Boston: Pearson. [\(Kotler P and Keller KL 2016, P.06-07- HT003\)](#)
 - Churchill, N. C. and Lewis, V. L. (1983) 'The Five Stages of Small Business Growth', *Harvard Business Review*, 61(3), [\(Churchill NC and Lewis VL 1983, P.08- HT004\)](#)
 - Burns, P. (2011) *Entrepreneurship and Small Business Start Up, Growth and Maturity*, London, Palgrave Macmillan [\(Burns P \(2011\) and Ireland 2019, P.09- HT006\)](#)
-