

University of Wales
Trinity Saint David
LONDON

- ▶ Module: Managing Enterprise in the 21st Century
- ▶ Module code: BMSW4006
- ▶ Module tutor: Mushfiqur Rahman

Student names and ID

Kostadin Gelov: 2009444

Kaloyan Dzhambazki 2008334

Ronnell Rahman 2009437

Kristiyan Stanimirov 1816841





Management and Organisation & Social Responsibility and Sustainability

Best Branded Clothes Online Business

1. Personal History of the principals & Related Work Experience

► Kostadin Gelov 2009444

Bulgarian student that studies at the University of Wales Saint Trinity David. His history starts from 2015 when he started studying at The Heathlands School so called Secondary School. He was passionate to learn English and improve his skills for later in future.

► ***Sariya Hamilton – University Student***

Sariya has had the experience of working with children aged from 3 months to 5 years old. She's capable of working under a lot of pressure and her job requires a lot of responsibilities such as, being ready and prepared to make food on time healthy and edible, make sure the children's health is up to a good level as well as looking after the child at all times to be safe when it plays around with toys etc.

Best Branded Clothes Online Business

► ***Kaloyan Dzhambazki – University Student***

Kaloyan is a 19 years old young man who is very intelligent and adventurous person. Kaloyan has graduated Business and Management at Newham College. He is currently a part – time security guard at Stratford Westfield while he is doing his University Studies at UWTSD which is his goal to learn more and achieve the academic skills for his future.

► ***Kristiyan Stanimirov – University Student***

Kristiyan is a young talented guy in football. He came into England as a teenager and became a man. Kristiyan has had the experience of a few jobs. He has worked as Host in a Hotel, Barman in a night place as well as into the construction industry.

Best Branded Clothes Online Business

► ***Ronnell Rahman – University Student***

Ronnell is a very well English spoken young guy and motivated to do a lot of work that has been given to him. Ronnell had the experience working as a part time assistant manager at a fast food restaurant. The fast food industry gives a lot of young people the chance to improve their skills at their young age.

Duties & Responsibilities

- ▶ Marketing & Management
- ▶ - Kostadin & Kaloyan
- ▶
- ▶ Do customer returns and exchanges following the company's return policy
- ▶ Facilitate tasks for the sales associates
- ▶ Create and Coordinate sales associated schedules
- ▶ Provide quality customer service
- ▶ Conflict – resolution skills
- Problem solving skills
- Work under pressure
- Prepare business strategies
- Buying merchandise
- Managing stock
- Fulfilling and shipping orders
- Balancing financial records

Advertising

- ▶ Kristiyan & Kostadin
- ▶ Set up a Google My Business Account
- ▶ It's good for when your customers start adding reviews of your business these reviews help Google display your business in their "3-pack", which gives you free advertising at no cost.
- ▶ It's good for search engine optimisation, so that your business gets found easier by the people who are looking for the services or products you provide.
- ▶ Supply something that people will like and are willing to pay for
- ▶ Create or Design a logo of the business and what we sell to post on social media so that people can see and catch their interests
- ▶ Create an email marketing strategy
- ▶ Offer a free or discounted service on our website such as 10,20,30% off on our products another example would be a free delivery when you spend over £20.

Customer Service & Contacts

- ▶ Engage in active listening - Active listening is essential for effective communication. It allows for a better understanding of the customer's needs and shows a willingness to help. Allow the customer to talk without interruption, reflect back to their main question or concern and ask clarifying questions when necessary.
- ▶ Highlight understanding - Ensure that each customer is aware that you understood their needs. By using active listening techniques and asking relevant questions, you will communicate that you understand them and are making an effort to help solve their problem.
- ▶ Call the customer by their name - Ask the customer their name and pronounce it correctly. This communicates respect for the customer and lets them know that they are important.

Customer Service & Contacts

- ▶ Explain the way we work - Customers are not always familiar with your company's policies or procedures. Thoroughly explain to customers what you're doing and why you're doing it. A clear understanding tends to decrease customer frustration.
- ▶ Always be nice to the customer that is the most important thing about making the perfect call it makes them feel welcome and warm to talk on the phone with you. Being nice could mean ask how their day went or how they are doing in general it would make the customer feel like you're interested into talking to them and it would make the conversation a lot easier from both sides.
- ▶ Go the extra mile - Demonstrate through actions that the customer is important by giving more than the minimum effort required. By taking the initiative to provide better service or give the customer something extra, customers will feel valued and appreciated.

Salaries

- ▶ Manager - £15 Hourly Rate
 - ▶ Customer Service role - £10 Hourly Rate
 - ▶ Stock Work – Minimum Hourly Rate
 - ▶ Sales & Advertising - £20 based on hourly rate + sales percentage bonus %%%
 - ▶ Marketing – £15 Hourly Rate
-
- ▶ PART TIME & FULL TIME
 - ▶ HOURLY OPTIONS

Business Description

Best Branded Clothing LLC

- ← NEW STARTER LIMITED LIABILITY COMPANY (LLC)
- ← ONLINE SALE OF DESIGNED CLOTHING FROM BIG BRANDS LIKE NIKE, ADIDAS, BOSS, ARMANI AND OTHERS.
- ← USING ALL GOOGLE PLATFORMS EBAY, AMAZON

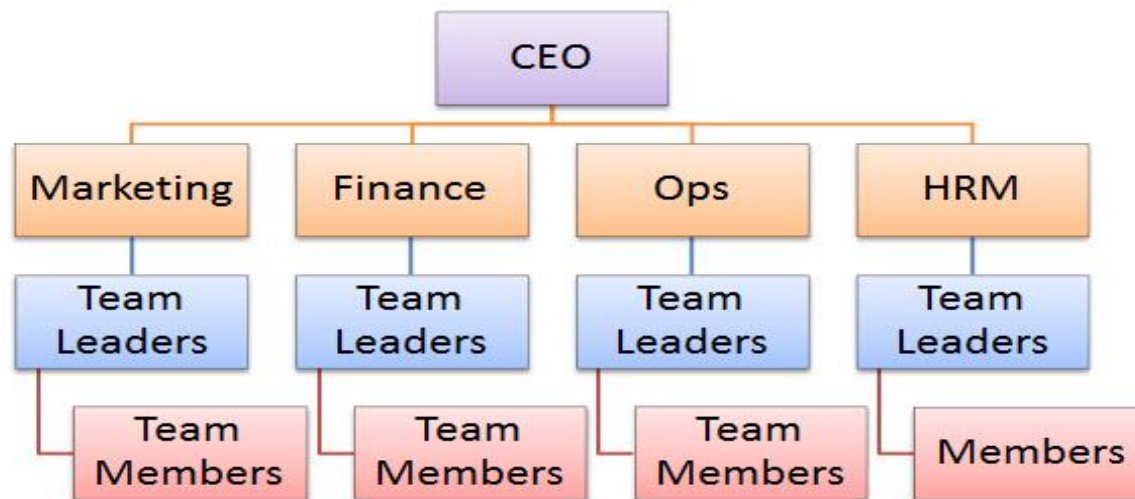
Business description continue

- ▶ **Mission-** To make customers happy that can buy new arrivals of branded clothing with 10% off with promo code *loyal10*
- ▶ **Vision-** To make customers pleasure to do shopping with Best Branded Clothing
- ▶ **Goal-** To make profit which will come when revenue exceeded all expensive, tax and cost activities.
- ▶ **Growth-** To generate significant cash flow, which will increase rate of the company

Aim and objectives

- ▶ Customer satisfaction free delivery, quick resolve issues, GIF
- ▶ Employees satisfaction-good team communication, benefits, salary on time.
- ▶ Quality product and service – Designed clothing sale online on 24/7 all the year around.
- ▶ Social service to society -1% from profit for charity to community for people in needs.

Business structure



This hierarchy has four levels

= flatter

Legal Compliance

- ▶ To open Limited Liability Company (BBC LLC).
- ▶ To make contracts with Legal permit from Big Brands for sale their branded clothing.
- ▶ To create good accounting system with safe payments for customers,
- ▶ Profit and loss account, cash flow, balance sheet for tax purposes.
- ▶ To open business account.

Market Analysis

- ▶ To start off with the Best branded clothing me and my team partnered up with high end fashion retail companies around Europe. We were able to get our stock at warehouse outlet prices, which was the best on the market. The clothing we stocked up on was Gucci, Louis Vuitton, Kenzo Paris and other clothing around Europe. Although the clothing was high end fashion it was mainly last season hence why we were able to get contracts to acquire them at outlets prices.

Trends

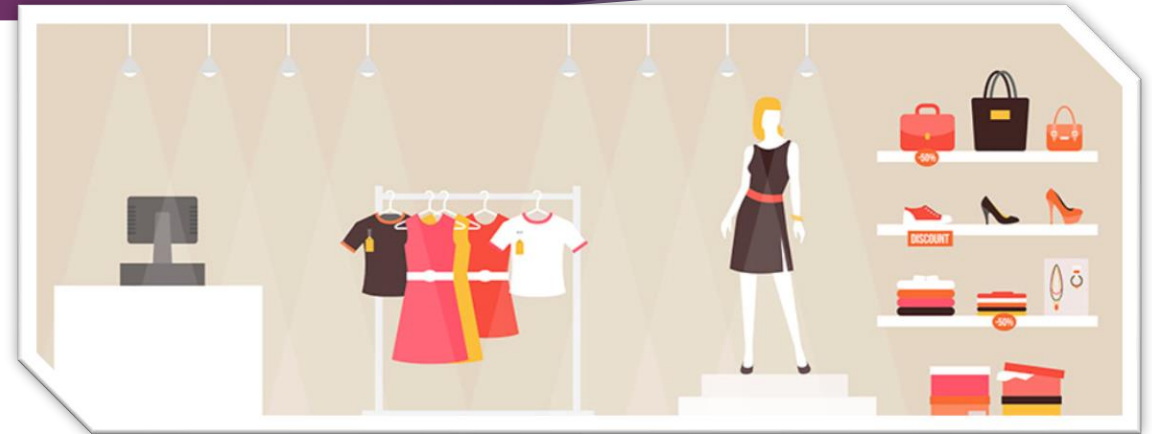
- ▶ BBC clothing is very trendy because it is high end fashion and also has the best quality and leather. Also the clothing we sell is highly in demand on the market and worn by a lot of celebrities all around the world. Designer clothing provided by bbc is selling fast because we sell for a price that is below retail and is affordable for low class to middle class people.

Operations

- ▶ The operations BBC set up is very well executed we have Instagram, facebook and a website that allows our customers to keep up with the stock we have. We do promotions like buy one get half price on another or weekend specials. This allows us to get rid of stock very fast and get more new stock in. we have a next day delivery so all the customers has to do is order and there BBC clothing is at there door step. We have a warehouse were we keep all of our stock, and multiple vans for pick up and extra space.

Business Plan: Development

- ▶ Company growth
- ▶ Positive reputation
- ▶ New opportunities
- ▶ Increase clothes lines
- ▶ Add products such as:
- ▶ Swim wear



Add products such as:

- Swim wear
- Lingerie
- Sportswear

Kristiyan Stanimirov

Business Plan: Milestones

- ▶ Complete renovating, stocking, hiring and initial marketing.
- ▶ Host a successful grand-opening event.
- ▶ Penetrate and raise awareness in 60 percent our targeted consumer market.
- ▶ Achieve a profit margin of 50 percent.
- ▶ Build a solid customer base and mailing list.
- ▶ Generate repeat and referral sales.
- ▶ Become a profitable business with expansion potential.
- ▶ Establish a solid reputation as quality retail establishment

Kristiyan Stanimirov

Business Plan: Exit Plan

- ▶ intend to launch and grow
- ▶ we could seek a partner to buyout the investors' shares
- ▶ management buyout
- ▶ position the company as a profitable business



Kristiyan Stanimirov

Business Plan: Financial data

Calculations

- ▶ need £282,000
- ▶ £50,000 in capital
- ▶ £12,000 grant
- ▶ £25,000 investment
- ▶ seeking investors £170,000
- ▶ £50,000 in loans

Usage and spending

- Renovations
- Facade
- fitting rooms
- Carpeting
- Lighting
- inventory



Kristiyan Stanimirov

Business Plan: Financial data

Income statement

- ▶ annual sales of 1st Y £285,000
- ▶ annual sales of 1st Y £375,000
- ▶ annual sales of 1st Y £525,000
- ▶ average cost is 40%
- ▶ gross margin is 60%
- ▶ fixed costs are £15,500
- ▶ sales are £25,833
- ▶ income £105,000

Cash flow

- immediate payment
- cash flow statement substantially similar to income statement
- able to cover all bills

Balance sheet

- £220,000 equity capital
- £50,000 loans

Kristiyan Stanimirov

References

- ▶ <https://www.indeed.com/hire/c/info/roles-and-responsibilities-template>
- ▶ <https://resources.workable.com/graphic-designer-job-description>
- ▶ <https://buildfire.com/how-to-promote-your-business/#>
- ▶ <https://www.talkdesk.com/blog/14-techniques-to-provide-amazing-call-center-customer-service/>



Thank you!

QUESTIONS AND ANSWERS

Management and organisation **&** **Social Responsibility and** **Sustainability**

Kostadin Gelov - 2009444

Best Branded Clothes Online Business

- Personal history of the principals(employees)
- Related Work Experience

Kostadin Gelov – University Student

Kostadin is a Bulgarian student that studies at the University of Wales Saint Trinity David.

His history starts from 2015 when he started studying at The Heathlands School so called Secondary School.

He was passionate to learn English and improve his skills for later in future. He did a 2 year supported English classes which has got him to a very high level of knowledge in English.

He has made great success in the areas of socialising and making the most out of his English.

He had a few jobs in the Town of London.

Kostadin used to work as a self employed Uber Eats driver, as well as an Assistant Manager at Betfred. Those two jobs allowed him to see perspective on how to deal with customers in the best possible way. As a Uber Eats driver Kostadin had to make sure he was always on time with the customer's food and made sure it's in the best condition for them to enjoy their order. As he delivered the food he had to face a lot of different kinds of customer's as they were, happily opening their door to receive their food to a very furious one's where they could not handle their anger. From then and there Kostadin picked up the most relevant to him experience to communicate with people and make their day better by delivering their food on time warm and hot as well being kind to them!

As a Betfred Assistant Manager Kostadin had to take care of the Marketing and Sales of the undergoing promotions at Betfred. His job was mainly to approach customers and serve them as they like.

In the busiest times when there is about 20 people at the counter waiting to be served on time Kostadin had to make sure he handled every penny that he received at the cashier on time and not make any mistakes when he was placing bet's down for his customers as well as typing down on the computer when, where and what the bet is which also was a very fast paced thing to do at busy times.

His work experience and history would be a great fit in for our Best Branded Clothes Online Business.

Sariya Hamilton – University Student

Sariya has had the experience of working with children aged from 3 months to 5 years old. She's capable of working under a lot of pressure and her job requires a lot of responsibilities such as, being ready and prepared to make food on time healthy and edible, make sure the children's health is up to a good level as well as looking after the child at all times to be safe when it plays around with toys etc.

Sariya has currently got Level 2 in Child Care which is a good experience of hers and she is prepared for a even bigger step into her life as taking care of a child is a very serious job to do that comes with a lot responsibilities! Although she works with children Sariya has passion to become a Fashion Designer and to have her own clothing store one day whether it's online or not. Her passion about her future makes a great role for into the business for clothing such as ours because she is very confident in what she does and she does it very carefully and efficiently.

Kaloyan Dzhambazki – University Student

Kaloyan is a 19 years old young man who is very intelligent and adventurous person.

Kaloyan has graduated Business and Management at Newham College.

He is currently a part – time security guard at Stratford Westfield while he is doing his University Studies at UWTSD which is his goal to learn more and achieve the academic skills for his future.

He has also got some excellent Hospitality experience which has made him achieve some skills such as, being friendly and generous welcoming and entertaining of guests, clients, visitors or strangers.

Kaloyan is a young motivated man who is very organised, keen to learn and succeed in whatever job he has been given. He would fit in our Best Branded Clothes as good organiser of the stock and represent some of the stuff we will be offering our customers.

Kristiyan Stanimirov – University Student

Kristiyan is a young talented guy in football.

He came into England as a teenager and became a man.

Kristiyan has had the experience of a few jobs. He has worked as Host in a Hotel, Barman in a night place as well as into the construction industry. Allowing him to see the perspective from different point of views.

Kristiyan has got experience also as a semi-pro footballer in and out of England. Footballers are very motivated and they always starve for more success and goals just like on the pitch and in real life.

Kristiyan is a very kind person, well spoken and welcoming to new people and new adventures.

He has got the right skills and relevant experience we are just looking for in an employee from him. Organised,

well spoken, work under pressure, motivational and the most important how to play in a team to win!

Ronnell Rahman – University Student

Ronnell is a very well English spoken young guy and motivated to do a lot of work that has been given to him.

Ronnell had the experience working as a part time assistant manager at a fast food restaurant.

The fast food industry gives a lot of young people the chance to improve their skills at their young age.

Ronnell's role at the fast food restaurant was to manage other employee's working shifts at a suitable for them time as well as he had to make sure that every paper work of the stock arriving and other documentation such as receipts and earnings from the working day would be on point.

Ronnell had the relevant job give him the experience to learn how to communicate well in a fast paced environment and also how to make several different people of staff to work as a team and be successful on his day of shift.

Ronnell would have a fitting place in our online business because he is very organised and known for his problem solving he really is understandable towards other people and communicates in the best possible way within work and personal issues with other people.

➤ **Duties & Responsibilities**

➤ **Marketing & Management** **- Kostadin & Kaloyan**

- Do customer returns and exchanges following the company's return policy
- Facilitate tasks for the sales associates
- Create and Coordinate sales associated schedules
- Provide quality customer service
- Conflict – resolution skills
- Problem solving skills
- Work under pressure
- Prepare business strategies
- Buying merchandise
- Managing stock
- Fulfilling and shipping orders
- Balancing financial records

➤ **Design**

➤ **Sariya & Kostadin**

- Study design briefs and determine requirements.
- Schedule projects and define budget constraints.
- Prepare rough drafts and present ideas.

- Develop illustrations, logos and other designs using software or by hand.
- Be our own models and try out different designs from any kind of taste from sporty designs to classy, fashionable, 80-90's etc.
- Combine our taste of clothing together
- Make it unique and eye catching e.g bright colours (neon green, pink, blue etc).

- Advertising
- Kristiyan & Kostadin

- Set up a Google My Business Account

It's good for when your customers start adding reviews of your business these reviews help Google display your business in their "3-pack", which gives you free advertising at no cost.

It's good for search engine optimisation, so that your business gets found easier by the people who are looking for the services or products you provide.

- Supply something that people will like and are willing to pay for

- Create or Design a logo of the business and what we sell to post on social media so that people can see and catch their interests
- Create an email marketing strategy
- Offer a free or discounted service on our website such as 10,20,30% off on our products another example would be a free delivery when you spend over £20.
- Ask for reviews
- Do it better than our competitors
- Promote our online store on social media platforms such as Facebook, Instagram, Twitter, Youtube, TikTok etc.
- Create promotions that attracts our audience and target customers that are interested in similar products as ours.
- Pay for Advertising on TV, Radio, Channels etc.

- Supplies

- Ronnell

- Get our stock from the most fast and reliable supplier known of
- Budget our finances for our supplies
- Always find a quality product
- Chinese suppliers are one of the most fast paced working suppliers in the world. Chinese websites for supplies are cheap and reliable for designer clothes.

- Re – stock every week and make sure that the products are in perfect condition
- Check that the product won't be any harm to our customer's such as the clothing material being made of might affect the customer's skin.
- Our products must meet the HM Custom standards for buy&sell conduct

- Customer Service & Contacts

- Sariya & Kristiyan

- Engage in active listening - Active listening is essential for effective communication. It allows for a better understanding of the customer's needs and shows a willingness to help. Allow the customer to talk without interruption, reflect back to their main question or concern and ask clarifying questions when necessary.
- Highlight understanding - Ensure that each customer is aware that you understood their needs. By using active listening techniques and asking relevant questions, you will communicate that you understand them and are making an effort to help solve their problem.

- Call the customer by their name - Ask the customer their name and pronounce it correctly. This communicates respect for the customer and lets them know that they are important.
 - Go the extra mile - Demonstrate through actions that the customer is important by giving more than the minimum effort required. By taking the initiative to provide better service or give the customer something extra, customers will feel valued and appreciated.
 - Be proactive - Engage in proactive steps to satisfy the customer's needs. Being proactive will also help to reduce barriers when problem solving.
-
- Explain the way we work - Customers are not always familiar with your company's policies or procedures. Thoroughly explain to customers what you're doing and why you're doing it. A clear understanding tends to decrease customer frustration.
 - Always be nice to the customer that is the most important thing about making the perfect call it makes them feel welcome and warm to talk on the phone with you. Being nice could mean ask how their day went or

how they are doing in general it would make the customer feel like you're interested into talking to them and it would make the conversation a lot easier from both sides.

- Highlight pros and cons - When describing a product or service, include both its strengths and weaknesses relative to alternatives. By providing balanced recommendations, customers will view you as more credible. This increases trust and customer satisfaction.

- Equipment & Computers

- Kostadin & Ronnell

- Find affordable place for our stock

- Manage our stock

- Purchase the appropriate equipment such as a telephone line for customer service, a website designer,

Ipad or a laptop for the employees that would be working on the website.

- Find a camera man and studio to be taken care of our products
- Sales & Shipment
- Sariya & Kostadin
- Keep the prices up to date
- Make promotions that would attract the customers
- Sort out and ship everything on time and to the right place
- Remove anything that is out of stock from our website

- **Salaries**
 - **Manager - £15 Hourly Rate**
 - **Customer Service role - £10 Hourly Rate**
 - **Stock Work – Minimum Hourly Rate**

- Sales & Advertising - £20 based on hourly rate + sales percentage bonus %%%
- Marketing – £15 Hourly Rate

PART TIME & FULL TIME HOURLY OPTIONS

References –

<https://www.indeed.com/hire/c/info/roles-and-responsibilities-template>

<https://resources.workable.com/graphic-designer-job-description>

<https://buildfire.com/how-to-promote-your-business/#>

<https://www.talkdesk.com/blog/14-techniques-to-provide-amazing-call-center-customer-service/>

N Business plan continue

3.0 Business description and history Kaloyan Dzhambazki

The 'Best Branded Clothing' will resale designer's, sports and leisure clothing from the famous Big Brands that are already leaders on the Global market.

The Big Brands are Nike, Adidas, The North Face, Hugo Boss, Armani, GG, G-Star, Zara, and many others. We are going to ask them to give us legal permission for trade and contracts for supply.

'Best Branded Clothing' is a new starting business and going to be a highly intensive e-business. Online re-sale of the Big Brands new models' clothing for a week with discount, which means that we are going to change every week the brands that is on offer. The new offers will start on Friday.

Firstly, weekly paid people are paid on Friday.

Secondly, on Friday starting the Weekend when potential customers relaxing from the busy week and can enjoy buying new designer clothing.

This could keep interest in young customers who are major of our customers. Their opinion is very important for us. Therefore, we conduct the survey with potential customers about their opinion. On a base of this we structure our business strategy. Also, the Big Brands will supply us with some of their outlets to be sale on offer too.

Business is going to be on-line sale, e-business where our employees can sale from home using all Google platforms for sale in UK and Global and not disrupted from any future lockdowns. The e-business is the future. This section will give the objectives of the business description and the way of managing. This is a new business.

- The legal name of our business is 'Best Branded Clothing'.
- Going to operate in UK. The form of the business will be Limited Liability Company (LLC) with less than 50 employees.

- The mission of the company is to take 3-5% shares from the market in sales of Branded clothing.
- Location of business will be London UK. The business is planned to be on-line to served more geographic areas even all users of Google platforms like e-bay, Amazon.
- Operating hours of the business will be 24/7, because of the time difference between different countries in the world.
- The business will operate all year around.
- The nature of the business will be re-sale of Branded clothing.
- In order business to succeed and to growth:

1.To show the business plan and the platform to Big Brands and to ask for legal permission in selling their brands cloths.

2.To make a weekly plan for sale for example: This is week of sales of Nike new products, where the clients can buy the new products with 10% off, next week Calvin Cline will be on sale 10% off, and so on, so this is to keep interest in customers to keep checking for offers, for new products and on the other side good advertising for the Big Brands.

- All of us that are involved in creating this business are young people, that have interest in branded fashion products, good in using technology and searching engines, high motivated to succeed.
- Kostadin Gelov is going to be Director, Ronnel Rahman is going to be Marketing Director who will contact Big brands. Sariya Hamilton Operation, Kristiyan Stanimirov Accounting, Kaloyan Dzhambazki Human Resources.
- Staff will need 2-3 people to respond to the emails. 2-3 people to renew weekly updates.4 employees to work for receiving goods,4 employees to work with despatching goods.
- Business is special and different because of discount of new products and only for a week. In other businesses that sale branded products they do the discount only on outlets.

- Financial status of the company is £50 000 own funds.
- Structure will be one executive director and four non-executive Directors who will check management of Executive. Flat decentralised.
- Our mission and vision to developing the company, to offer discount for sale for all UK bank holidays, selling GIF cards and young consumers that like design branded clothing.
- Business need franchise from the Big brands companies to sale their clothing.
- As a new entrepreneur on the market, we will reflect our knowledge in business learned in UTWSD and put efforts to succeed our on-line business effectively.
- 'Best Branded Clothing' is the name of our company memorable for the consumers, easy for search on-line giving respect to the Big Brands Companies.

Advantages of using the high technology, not to leave the comfort of home, saving the travel expenses, possibility to do the business from anywhere and anytime of the day and night to serve our customers.

Delivery department is going to receive customers orders directly from the customers with the delivery address from the platforms with details like colour, size, quantity. On the other side Delivery department can order to Big Brands and receive the delivery from them.

Mission: To make customers happy that can buy new models of Big Brands with 10% off, but the only for a week.

Vision: To delivery pleasure to our customers when do the shopping from our company.

Legal compliance: Privately owned Limited Liability Company e-business with less than 50 employees and £50 000 own funds.

Our goals are to make profit -financial benefit which will come, when the revenue exceeded all expenses, taxes, and cost of activities.

To growth to generate significant cash flow which to increase the rate of the company.

To take market shares in couple of years maybe to be in leadership market with big companies.

Costumers' satisfaction Growing the business with costumer' satisfaction. When one customer is happy can bring at list two new customer, when they are happy can bring four new and so on. Regularly to ask customers for feedback which could help us to improve our business.

Employee satisfaction. Happy employees are doing better job. Decentralise flat structure company. Put value and responsibility on the employees. Good small teams of employees with good communication, self-control, good time management and helping each other.

Quality products and services. We are going to sell the quality products from the Big Brands that are already leader on the market. Our service will be 24/7 on internet platforms and next day free delivery.

Service to society. Charity to community to help people in needs. From every profit 1% to be given for charity to community.

4.0 Business structure Kaloyan Dzhambazki

Type of business structure, we choose Flat Organizational Structure. Because this structure has few levels of hierarchy and can lead to quick decision maker. This structure is used for small business it is cost effective and empower employees and their self-motivation and self-management is encouraged to complete their tasks. As in every type of structure there are advantages and disadvantages this can lead to rivalries and loss of control of business, on the other side employee can lose interest because cannot rise the carrier path, so that the structure will be Decentralized which is suitable for on-line business. When the business grown up the structure could be change.



Presentation of BEST BRANDED CLOTHING structure

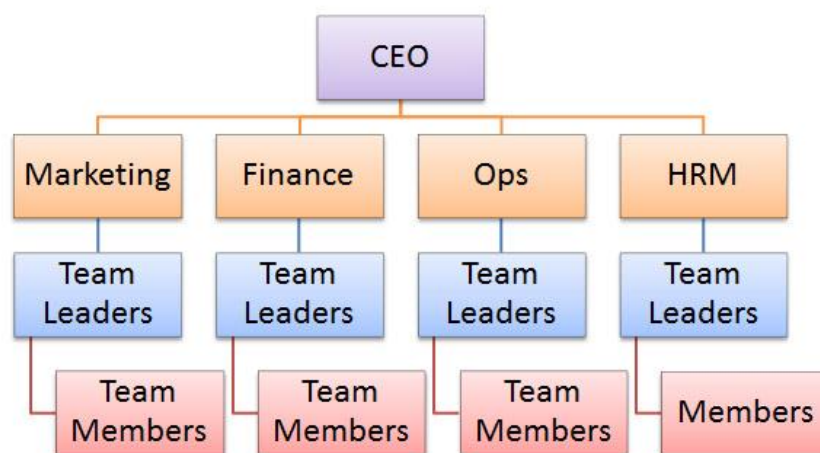
CEO

Marketing and Sales

Operation

Finance/Accounting

HR



This hierarchy has four levels

= flatter

tutor2u

16 Employees working in internet platforms on shifts 24/7

8 Employees working on packing and sending products and receiving products from brands.

Outsourced arrange delivery companies Royal Mail, DPD, DHL and Amazon for international delivery. After 2 years to buy own vans to deliver products in London.

Marketing and Sales Director will contact the big brands for contracts and all legal permission that need the company to do the business.

Operational Director to create our attractive platform for selling products and responsible about the employee's teams, shifts rota and place to performance. To create Good advertising of the company. To create Facebook, Instagram, Twitter, web page.

To contact for contract e-bay and Amazon for discount in sale using their platforms.

Finance and Accounting Director to choose the best security platform for payment on-line and the best accounting system.

Responsible about payroll, tax, incomes, losses, balance sheet, profit and loss account, internal audit, and external audit.

HR is responsible about the recruiting the right people on the right place, employee to be creative and innovative, to have good motivation, good communication skills, team player, training will be provided.

Bord of Directors to create the polices of the company which to support company's objectives, mission, and vision in the way to archive our goals.

The hierarchy is next CEO and Bord of Directors take the decisions about performance of the company to archive the goals. There will be one Team leader responsible about the team employees selling on internet platforms and taking on the spot decisions customers to be happy. One Team leader responsible about the receiving stock team and taking on the spot decisions about work performance. And one Team leader on the delivery team taking decisions about their performance and taking on the spot decisions.

Advantages:

- This structure is good for small businesses like ours.
- Decisions are made close to the customer and to the team.
- Quick respond to customers issues.
- Improve customer service.
- Good way of training staff.
- Could improve staff motivation.

Disadvantages:

- The decisions on spot could be not strategy.
- Could be loss of motivation in employees wanted to develop carrier path.
- Team leaders could be able to create good communication with team.

To prevent disadvantages to develop in our company Operational Director will do check on Team leaders' decisions taken and do appraisal on employees with feedback about the work performance. Also, could regularly check customer's feedback.



5.0 Products and service description. Kaloyan Dzhambazki

Our products are high quality and fashion clothing like jeans, tracing suits, leggings, trousers, shirts, t-shirts, from Big Brands for sports and leisure, new designed, just coming on the market, will be sale from our company on-line on our platform and all other available on Google sale's platforms like Amazon, E-bay, Facebook, Instagram for a week on discount 10%. This is going to be highly competitive business, because of many big companies like John Louise, House of Fraser, TK max, Sport Direct and others that sales big Brand's clothing on-line and in their stores. The difference between them and our company will be in that that we are going to sale the new arrivals with discount of 10% only for a week and they are selling new arrivals on full price and the outlets on discount sale. We believe that will be successful and going to increase young customers interest of keep checking for the new offers. Therefore, to archive our goals we are very motivated, and we are going to work very hard for the high company reputation which must be archive as soon as we get to the market and continued in the future.

Service will be 24/7 because of time difference with other countries in Global market. Quick on time respond to customers purchase, giving order to Company supplier. As soon as order received from supplier to be packed and send to the customer's address. To receive customers feedback about the service received.

Parallel with this sale on one week 10% off, we can sale other products from The Big Brands are as follows: Nike, Adidas, North face, Armani, Hugo Boss, Versace, G-star, Zara, and many others on normal price. And we are going constantly to look for new brands to offer them our platform and business plan.

- References:
- Maund, A., Schriek M. and Tinkler, P. (2017) *Certificate in Higher Education: Skills for the Workplace*. London; Sage Publications.

Market Analysis

- To start off with the Best branded clothing me and my team partnered up with high end fashion retail companies around Europe. We were able to get our stock at warehouse outlet prices, which was the best on the market. The clothing we stocked up on was Gucci, Louis Vuitton, Kenzo Paris and other clothing around Europe. Although the clothing was high end fashion it was mainly last season hence why we were able to get contracts to acquire them at outlets prices.

Trends

- BBC clothing is very trendy because it is high end fashion and also has the best quality and leather. Also the clothing we sell is highly in demand on the market and worn by a lot of celebrities all around the world. Designer clothing provided by bbc is selling fast because we sell for a price that is below retail and is affordable for low class to middle class people.

Operations

- The operations BBC set up is very well executed we have Instagram, facebook and a website that allows our customers to keep up with the stock we have. We do promotions like buy one get half price on another or weekend specials. This allows us to get rid of stock very fast and get more new stock in. we have a next day delivery so all the customers has to do is order and there BBC clothing is at there door step. We have a warehouse were we keep all of our stock, and multiple vans for pick up and extra space.