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1. Business description-

Business name –URBANSTYLE

Mission statement-Our goal is to provide clients with a unique shopping experience by offering fashionable, high-quality products at affordable prices, while also promoting ecological and fair trading practices.

URBANSTYLE

YOUR STYLE.YOUR WAY

Company overview-UrbanStyle, a retail establishment inspired by Primark's profitable business model, aims to offer stylish apparel and accessories at reasonable prices, opening its main shop in a prominent city. Our intellectual property includes unique designs and delivery methods, which we will protect through trademarks, copyrights, and design patents to maintain brand integrity. UrbanStyle will operate as a **limited company** under private law, limiting owners' liability and providing a transparent investment foundation. UrbanStyle's Limited Company function protects shareholders' investments and personal assets from corporate obligations in the fashion retail industry **(Jones, 2020).** Its professional reputation enhances connections with vendors, landlords, and investors, boosting consumer confidence. However, public disclosure of financial accounts and directors' information could reveal confidential company data and rivalry tactics. Adherence to regulations, including detailed financial documentation and yearly submissions, may take time and increase operating expenses **(Taylor, 2017).**

Products and services-

Category	*Description*	*Price range*
wardrobe items	Trendy coats, shirts, skirts, and trousers among other apparel products. There are collections for each season.	***$ 15-60***
Accessories	Fashionable hats, belts, purses, and jewelry to go with your outfit.	***$ 20-25***
sneakers	Stylish footwear, such as sandals, boots and trainers.	***$ 10-50***
specific variety	Custom-made, in-demand products made through partnerships with regional designers and limited edition items.	***$25-100***

Sustainable trend	Goods produced with ethical standards and sustainable resources.	***$30-100***

2. INDUSTRY ANALYSIS-

Market size-The global fast fashion market is vast, but new competitors should consider their target markets, such as local or regional areas, where the market may be smaller, such as starting a new store in a specific city or area. The sector's predicted 4-6% annual growth is a good baseline, but a new company's growth may be moderate in the first few years as it establishes its clientele and brand recognition.

2.1 VRIO ANALYSIS:

A VRIO analysis helps identify strategic resources and competencies that can give an advantage over competitors.

1. VALUE: Urban Style offers stylish, reasonably priced clothing for budget-conscious customers, aiming to satisfy contemporary fashion demands. They strive to improve customer satisfaction and loyalty through a seamless in-store and online buying experience.

2. RARITY: Urban Style offers exclusive collections and collaborations with local designers, launching limited-edition items that are hard to find in other fast fashion stores. It also differentiates itself in a market characterized by environmental consciousness by offering eco-friendly procedures and ethical clothing lines (Grant, 2016).

3. **IMITABILITY:** Fashion patterns and advertising can be challenging for rivals to replicate due to uniform quality, style, and marketing. Additionally, unique customer loyalty schemes can be more challenging for competitors to replicate, as they provide customized experiences and benefits.

4. **ORGANIZATION:** A skilled management team with industry experience can effectively execute plans and navigate competition. Efficient administrative processes, like stock control and supply chain oversight, can enhance profitability and ensure timely distribution of new products.

2.2 PORTER'S FIVE FORCES: URBANSTYLE ANALYSIS:

- Threat of New Entrants-Moderate to High: Based to the beginning financial loyalty required, Urban Style confronts high obstacles to entry; however, these barriers are lowered in the internet retail market as opposed with standard conventional establishments.
- Manufacturers' Negotiation Authority- Weak to High: Urban Style can explore various manufacturer alternatives to reduce reliance on a single supplier, particularly in countries with lower production costs.
- Buyers' Negotiation Power-High: Budget Awareness: Due to high price compassion, Urban Style must always maintain reasonable rates in order to draw in and keep clients.
- Risks of Alternatives-medium: Consumers are increasingly demanding sustainable fashion, leading some to avoid traditional fast fashion stores.
- Industry competition-High: Urban Style is facing stiff competition from established retailers like Primark, Zara, and H&M, who hold significant market shares and high brand awareness.

2.3 URBAN STYLE VS COMPETITORS- -

H&M is well-known for its affordable, trend-driven clothing as well as its dedication to sustainability demonstrated by its Conscious line. Urban Style expands on this by providing stylish yet reasonably priced merchandise in addition to professional styling services that elevate the shopping experience. Although H&M has a large selection of goods, Urban Style offers a more customized shopping experience with its emphasis on exclusive, limited-edition products and a smooth online and in-store experience (Smith & Johnson, 2022).

Zara's fast fashion strategy prioritizes quick inventory turnover, while Urban Style offers eco-friendly, fashionable, and affordable apparel with a focus on sustainability, offering exclusive partnerships and a unique blend of fashion-forward aesthetics.

Urban Style strikes a mix between affordability and high fashion, matching Primark's extensive basic clothes selection and affordable costs. Unique, limited-edition products are available thanks to Urban Style's exclusive items and partnerships with regional designers. Customers that care about the environment are catered to by their eco-friendly lines.

3. OPERATIONS AND MANAGEMENT TEAM PLAN-

ROLES	RESPONSIBILITIES	EXPERIENCE
 FOUNDER	The role involves managing business development, providing direction and leadership to Urban Style, making decisions for expansion and profitability, ensuring business well-being, overseeing investor relations, and setting long-term objectives.	Certified programming in aviation and hospitality management .currently, pursuing bachelors in business management. Additionally, 2 years of working experience in the retail sector.
 HEAD OF OPERATION	The responsibilities include managing daily operations, integrating business processes, and maximizing operational effectiveness, with specific duties including managing manufacturing, supply chain, logistics, product launches, and inventory management.	With ten years of retail experience, a master's degree in supply chain management from the Massachusetts Institute of Technology, and proficiency in supply chain and logistics optimization.
 DIRECTOR OF FINANCE	The role involves managing budgets, supervising budgeting and examination, ensuring fiscal discipline, compiling financial reports, managing cash flow, forecasting, budgeting, and adhering to financial regulations.	My team member is a CPA with a Wharton School MBA in Finance, 12 years of financial management experience, and proficiency in tax compliance, projections, and budgeting.

3.1 BUSINESS PROCESS OVERVIEW-

The organization conducts market research to determine client trends and then creates design models and test goods to finalize product requests. During the procurement stage, reliable suppliers of materials and supplies must be located, orders must be scheduled for timely delivery, and product quality must be guaranteed. The business uses strong quality control systems and close partnerships with partners to produce goods that live up to high standards. The logistics operation comprises efficiently managing inventory, distributing items to retail locations and online customers, and moving the finished products to stores and supplies to production sites. The business also carries out targeted marketing campaigns.

SALES PROJECTION- Starting a new company in the fast fashion industry with modest sales projections is advisable. Aim for 1-5 million in earnings in the first year, depending on location, marketing, and operational efficiency. Gradually expect growth as the company establishes itself, with a reasonable goal of reaching 5-10 million in yearly revenues by year three if successful market expansions and penetration.

3.2 STRATEGIES FOR INCREASING REVENUE AND MITIGATE LOSSES-

REVENUE GENERATION-

Urban Style plans to utilize various strategies to generate revenue, including upselling through product bundling, developing premium versions of common goods for higher-value sales, and offering complimentary extras at checkout to enhance the initial purchase experience, as well as offering discounted items like outfit packages.

The company is implementing upgrading strategies to increase sales and efficiency. These include implementing a loyalty system for frequent buyers, introducing seasonal lines, and offering customized suggestions based on consumer information. Bulk purchasing of materials, optimized production processes, and streamlined logistical processes are also being implemented to reduce waste and improve efficiency, ultimately leading to economies of scale.

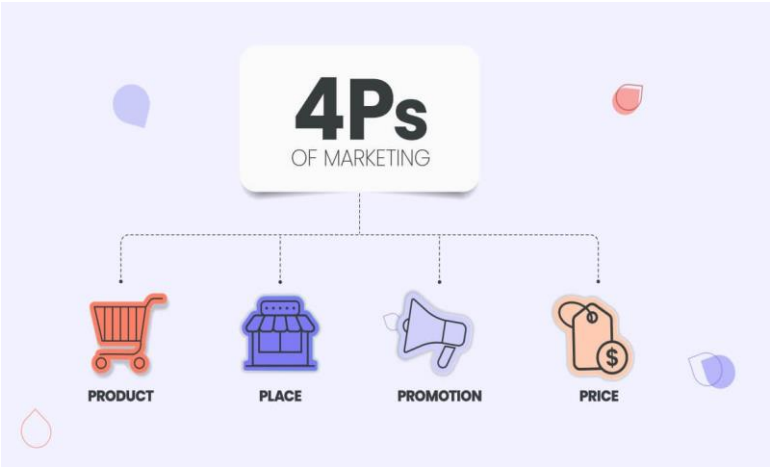
LOSS MITIGATION-

Urban Style aims to avoid financial loss by focusing on key areas such as accurate demand forecasting, quality control such as implementing a Total quality management approach where quality of products and delivery will be monitored through the supply chain and internal methods like quality control division to maintain and sustain on different pricing strategies. Accurate demand forecasting will enable effective stock management through an inventory system like Kaiban (Toyota, 2024). Ensuring inventory levels align with consumer needs. Quality control will involve thorough inspections at every stage of operation to minimize waste, and client input will be actively collected and reviewed. Pricing strategies will use price

dynamics to adjust for market conditions and regularly assess rates to stay profitable. Outstanding customer service and loyalty initiatives will be implemented to support customer retention goals. Secure payment methods will also be used to protect against fraud.

4. MARKETING PLAN AND STRATEGY –

1. Product: Our urban style branding strategy offers fashionable, adaptable apparel for urban life, blending contemporary trends with comfort and weather resistance. We collaborate with local artisans, use environmentally friendly materials, and offer customizable options. Our strategy caters to consumer demands for stylish, ethically made goods.



WHAT IS STP –

STP is a marketing strategy that aids companies in identifying and targeting specific market segments, enabling them to position their products and services accordingly **(**Kotler & Keller, 2016). Urban Style targets young adults aged 18-35, who are fashion-forward, cost-conscious, and urban-savvy. They are well-aware of current trends, live in cities, and earn moderate salaries. They seek reasonably priced, stylish apparel and accessories that allow them to showcase their uniqueness without going over budget. Urban Style caters to this market segment.

Segment: Urban Style caters to youthful, fashion-forward, cost-conscious adults in urban regions between the ages of 18 and 35. These clients look for stylish clothing that is reasonably priced without sacrificing (Solomon,2022).

Targeting: Urban Style plans to reach this market by placing its stores in busy urban areas, carefully selecting and trendy product lines, and utilizing effective digital marketing, particularly on social media.

Positioning: By highlighting quality and trendiness while keeping fashion accessible to everybody, the company is going to establish itself as the go-to source for reasonably priced, trendy clothing.

2. Place: Our retail establishments are strategically located in crowded downtown areas to attract residents and offer convenient access to our collections through a broad online platform. This dual strategy combines shopping at stores with the ease of internet buying, ensuring wide access for customers who appreciate both options.

3. Price: Urban Style's pricing approach is meticulously crafted to strike a balance between profitability and affordability, guaranteeing that our items are within the reach of a broad spectrum of consumers while simultaneously yielding substantial profits. **For instance,** our Classic T-Shirt, a wardrobe staple, has a robust profit margin of 65% when it is sold for $9.99 after being made at a cost of $3.50 per unit. This pricing point is purposefully chosen to draw in customers on a tight budget who are searching for high-quality necessities. Comparably, our Fabric Pants, another in-demand item, have a 60% profit rate at $29.99, with an assembly price of $12.00 per unit. This puts our jeans in direct competition with other similarly priced and fashionable products on the market.

4. Promotion: Urban Style will utilize digital marketing, focusing on social media platforms like Facebook, Instagram, and TikTok, and collaborating with fashion influencers for promotion. The brand will also maintain a blog and social network presence, offering style advice and behind-the-scenes views on new collections.

5. **FINANCIAL PLAN YEAR 1-**

Urban Style relies on a budget for several reasons. It aids in making informed business decisions by setting realistic targets and assessing growth based on sales, costs, and profits. The financial plan ensures financial stability by providing guidance on cash flow management, planning for variable and fixed costs, production, and logistics, and preventing cash flow issues **(Garrison, 2024).**

Category	Description	Amount
REVENUE	Sales revenue	$2500000
FIXED COST	Total fixed cost	$750000
	Rental lease	$300000
	Staff wages	$200000
	Utility bills	$50000
	Commercial marketing	$150000
	Technological devices (POS)	$50000
VARIABLE COST	Total variable cost	$1100000
	Cost of sales	$800000
	Delivery and logistics	$100000
	Store equipment	$100000
	Sales incentives	$100000
PROFIT OR LOSS	Net profit or loss	$650000
	(revenue –fixed cost- variable cost)	$650000

6. Closing summary-

In summary, Urban Style has positioned itself to thrive in the fast fashion industry by providing stylish, premium clothing and accessories at reasonable costs drawing inspiration from Primark's prosperous business model, Urban Style aims to set itself apart with special collections, a dedication to sustainability, and customized solutions (Smith & Johnson, 2022). Client happiness and loyalty will be improved by the company's strategic pricing approach and user-friendly website for shopping maintaining legal compliance and safeguarding the assets of shareholders are two benefits when acting as a limited corporation (Brown, 2021). Urban Style's solid strategy and operating framework created the conditions for notable growth and market influence in spite of possible obstacles (Jones, 2020).

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