

Managing Enterprise in the 21st Century

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House of Fashion



Joan Marie Croney – 1817827

Daicylen Antolin – 1818171

Jenny Mpunga – 1814532

Doina Cojan - 1816176

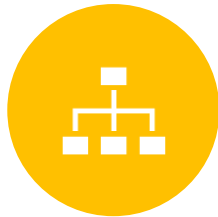
Contents:



EXECUTIVE
SUMMARY –
DOINA COJAN



COMPANY
DESCRIPTION –
JENNY
MPUNGA



ORGANIZATION
– JENNY
MPUNGA



MARKET
ANALYSIS –
JOAN CRONEY



PRODUCT
PLAN- JOAN
CRONEY



FINANCIAL
PLAN –
DAICYLEN
ANTOLIN

Executive Summary



Business
Overview



Financial
Overview



Business
Objectives



Vision Statement



Opportunities
and Treats



Exit Strategy

Business Aim And Objectives

1

Advertise to
the Target
Market

2

Fill the Store

3

Work on our
brand

4

Offer more to
the customer

Company Description

- House Of Fashion is going to be located at Oxford Street Oxford Circus London, W1W 8LG
- As a company of fashion we are going to retail women's clothing and accessories including teenager's and children's

Opening Hours	
Saturday	09:00 - 22:00
Sunday	11:30 - 18:00
Monday	09:30 - 22:00
Tuesday	09:30 - 22:00
Wednesday	09:30 - 22:00
Thursday	09:30 - 22:00
Friday	09:30 - 22:00



Organisation

1. Board of director:

- Joan Marie Croney
- Jenny Mpunga
- Doina Cojan
- Daicylen Antolin

2. Financial Department

Accountant, Budget analyst

- ## 3. Customer Relations: Customer Relations Manager, Technical support Manager, Online help manager,
- ## 4. Human Resources: Compensation Manager, record and Payroll manager, Benefit Manager
- ## 5. Sales and Marketing Department: Website design, Social Media,
- ## 6. Fashion Adviser



Organisation (Manage Expenses)

- To manage and stay update on our expenses we need to be on track by creating a system that we will us



- ✓ **Record Transactions:**
Record every transaction (i.e. customer billings and payments, vendor payments, etc.) into the proper account at least every week.



- ✓ **Document and File Receipts:**
Keep copies of all invoices, cash receipts and cash payments, and add them to organized files for easy reference.



- ✓ **Review Unpaid Bills:**
Create records for each of your vendors, and keep track of billing dates, amounts due and payment due dates.

Business Strategies

- Manage the store space and storage
- Keep track on customer
- Social Media Campaign
- Creating different kinds of questionnaires to collect the reviews from our customers in order to improve our services

<https://www.thebalancesmb.com>

<https://smallbusiness.chron.com/sales-plan-vs-marketing-plan-57267.html>



Specific



Measurable



Attainable



Relevant



Time-based



Marketing

- Customer First always

As a company located in the one of the busiest place in London we wil always expect many competiters but our deals and offers are ready to achieve the customer target.

- Using the new technologies

We are going to improve customers experience

- Using social media we are going to let the customers know about our deals and offers
- Using social media for advertising
- Creating advertising Cards in order to promote our business
- Focus on the compet technology in order to improve our services

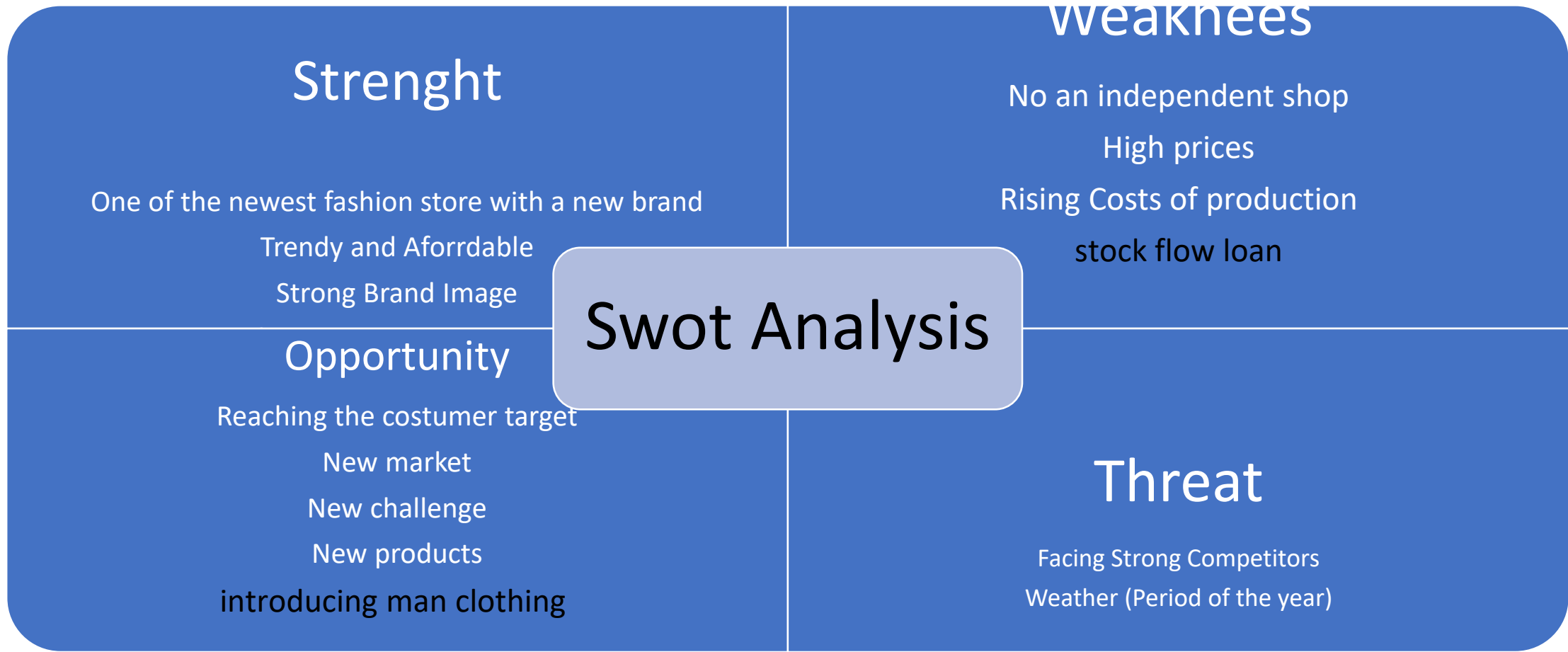
When we are investing in our customers our customers are investing in

us

Mound.A, Schriek.M, Tinkles.P.K, (2017), Certificate of Higher Education For The Workplace Student Yearbook

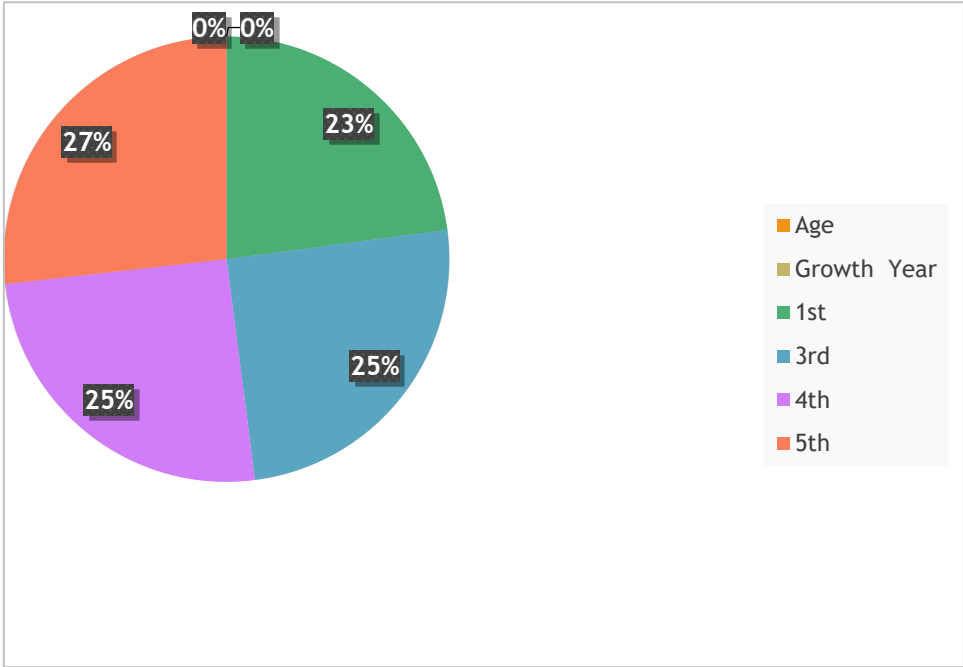


Market Analysis



Product Plan

Age	Growth Year	1st	3rd	4th	5th
Teenager	10%	18,247	19,981	20,134	21,345
Young ladies	15%	9,687	11,134	12,234	13,675
olders Ladies	12%	3,724	4,342	5,156	6,456
Maternity	10%	3,800	4,143	5,178	6,876
Total	12%	8,865	9,900	10,676	12,088





Competition Analysis

- Product
- Price
- Quality
- Selection
- Services
- Radiality
- Stability
- Expertise
- Company reputation
- Location
- Appearance
- Sales methods
- Credit policies
- Advertising



Financial Plan

House of Fashion Start Up Expenditures

· Estimate Start up Amount £210,000.00 including the rent for the whole year and salaries and wages

1. Start Up Sources:

- · Personal Savings £120,000.00
- · Soft loans from family 30,000.00
- · Loan from bank 60,000.00

2. Financial Projection from our sources of income:

- · Women's clothing
- · Women's accessories

3. Sales Forecast:

- · First year £200,000.00
- · Second year £350,000.00
- · Third year £500,000.00

HOUSE OF FASHION EXPENDITURES 2019													
COSTS													
Employment Cost	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Salaries/ Bills	£10000	£10000	£10000	£10000	£10000	£10000	£10000	£10000	£10000	£10000	£10000	£10000	£120000
Insurance (£1800)	150	150	150	150	150	150	150	150	150	150	150	150	1800
Marketing Costs													
Registration Fee	300												300
License/Permit	700												700
Promotion	1500												1500
Buss. Consultant	1000												1000
Shop Building	8000												8000
Shop Equipment	6000												6000
CCTV	2500												2500
Furnitures	2000												2000
Website	250												250
Opening Party	4000												4000
Admin Cost													
Rent	6000	6000	6000	6000	6000	6000	6000	6000	6000	6000	6000	6000	72000
Repayment	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	60000
Expenses(£1900) Stationery Phone Utility	500	300	200	100	100	100	100	100	100	100	100	100	1900
Inventory(£35000)	20000			5000			5000			5000			35000
Miscellaneous (£7500)	2000	1500	1000	1000	500	400	300	100	100	200	300	100	7500
TOTAL	£69900	£22950	£22350	£27250	£21750	£21650	£26550	£21350	£21350	£26450	£21550	£21350	£322550

Income Statement

[illegible]

CONCLUSION

THANK YOU
FOR WATCHING

MAKE GIFS AT GIFSOUP.COM

HOUSE OF FASHION



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