

Emma's Creation

Presentation of the :Business Plan

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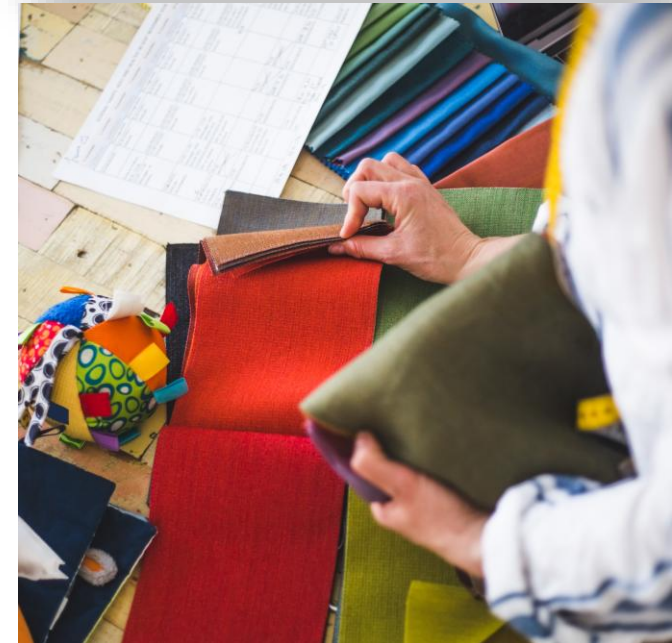
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LCLM 4006 Component 1

About Today's Presentation

- Overview of the business startup idea
- Management structure
- Legal format
- Environmental Analysis
- Explanation of the marketing strategies; to reach the customers
- The funding required and its allocation, including initial costs



Ema's Creation

- Ema's Creation is an online fashion start up designing and creating custom modest dresses, events gowns and everyday dresses
- It's an online modest fashion brand for women aged 18–50
- Serve diverse females: professionals, religious groups, culturally conscious customers
- Offers ready-to-wear & made-to-order dresses
- Ema's Creation Unique Selling Point (USP) is Made-to-order customisation for size, design, and length
- High-quality materials at fair prices (2 categories, main reasonable prices and high premium quality garments.
- Sustainable, low-waste production process-as a limited stock availability of dresses.



Management Structure

- The key roles are as follows;
- Founder & Creative Director: Design + brand vision
- Operations Manager: Sourcing, production, logistics
- Marketing Manager: Social media, branding, customer relations
- Tailors/: As needed based on demand
- Customer Service: Added as business grows

The Business Ema's Creation will operate 100% online via a user-friendly e-commerce website.

Features include custom orders, various sizes, product visuals, and style preferences.

Limited ready-made stock

Customisation takes 1 week; delivery in 3–5 days.



Legal Format

The **Emma's Creation** Business will operate as **Private Limited Company (Ltd)**-

- **Private Limited Company** is a business structure in the UK that offers its owners limited liability, meaning their personal assets are protected from the company's debts

Advantages:

- Limited liability & professional credibility
- Easier funding access, structured growth

• **Challenges:** Paperwork, corporation tax, setup time

• **Strategy:** Use SMART goals and external support to manage growth



Pestel Analysis

Factor	Impact on Ema's Creation
Political	- Impact of Brexit on fabric imports and international shipping – - Need to comply with GDPR for handling customer data – - Government grants and support available for UK SMEs – - Must have clear return/refund policy for e-commerce - Benefits from Government loan schemes
Economic	Inflation and cost-of-living crisis may affect consumer spending - Strategy: Offer dual pricing tiers (main and premium) - Exchange rate fluctuations may affect imported materials – Promotions and reasonable pricing to maintain demand
Social	Growing demand for modest, stylish, and culturally inclusive fashion – Trend towards ethical, sustainable shopping – By offering customised clothing that reflects cultural identity and values, the brand will accommodate these desires (USP).
Technological	Social media platforms for brand awareness and sales (Instagram, TikTok, Facebook) – E-commerce tools for efficient online sales and personalisation – New garment design technology improves production – Online automation enables lean business operations
Environmental	- Focus on made-to-order production reduces waste - Eco-friendly packaging enhances brand reputation - Low inventory strategy aligns with sustainable fashion trends - Growing customer demand for eco-conscious practices
Legal	- Must register with Companies House- Comply with HMRC tax and VAT requirements- - Employment laws apply when hiring staff or contractors- - Consumer protection laws for product quality and returns

Marketing Strategies



Social Media

Digital platforms

- Facebook ,Instagram and Pinterest posting on social media-stories, photos, advertising products promotions
- TikTok-short videos of product, styling advice



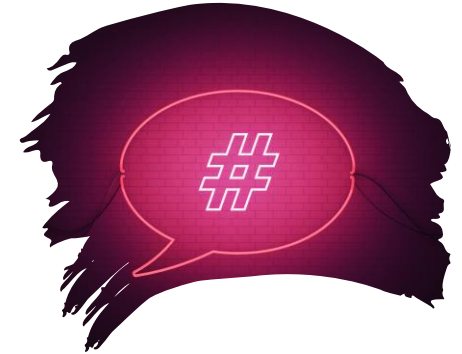
Email Marketing

Automated emails with welcome offers, product recommendations, cart reminders, regular updates on new collection and products leading to customer engagement and customer retention while maintaining strong return on investment



Loyalty program & Friends referral

Rewards engagement, offering £5 reward for referrals.1 point per £1 spent; 300 points = £10 off the brand made to order, and fully customisable offering will be a key selling point



User generated content

Reviews and branded hashtags will promote user-generated content, and discount codes and other rewards will boost engagement

Amount of Funding required and the source of funding

START UP LOAN



Start up loan required:
£15,000

FUNDS WILL COVER

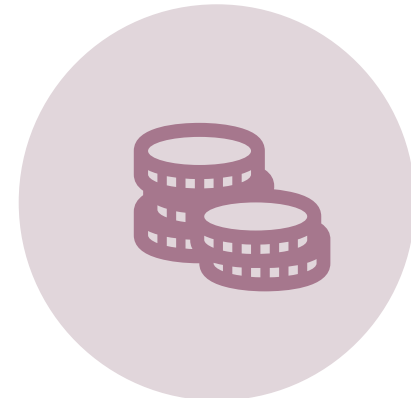


The funds will cover:

- Website and branding material
- Equipment purchasing/Leasing
- Marketing strategies
- Initial production
- Fulfilment setup
- First month operational cost

Ema's Creation

FUNDING SOURCE



Sources of Funding: Personal savings-£4,500
UK Start Up Loan (government-backed)-£8,000
Friends & family loan (interest-free, flexible repayment)-£2,500

Initial Cost

CASH FLOW

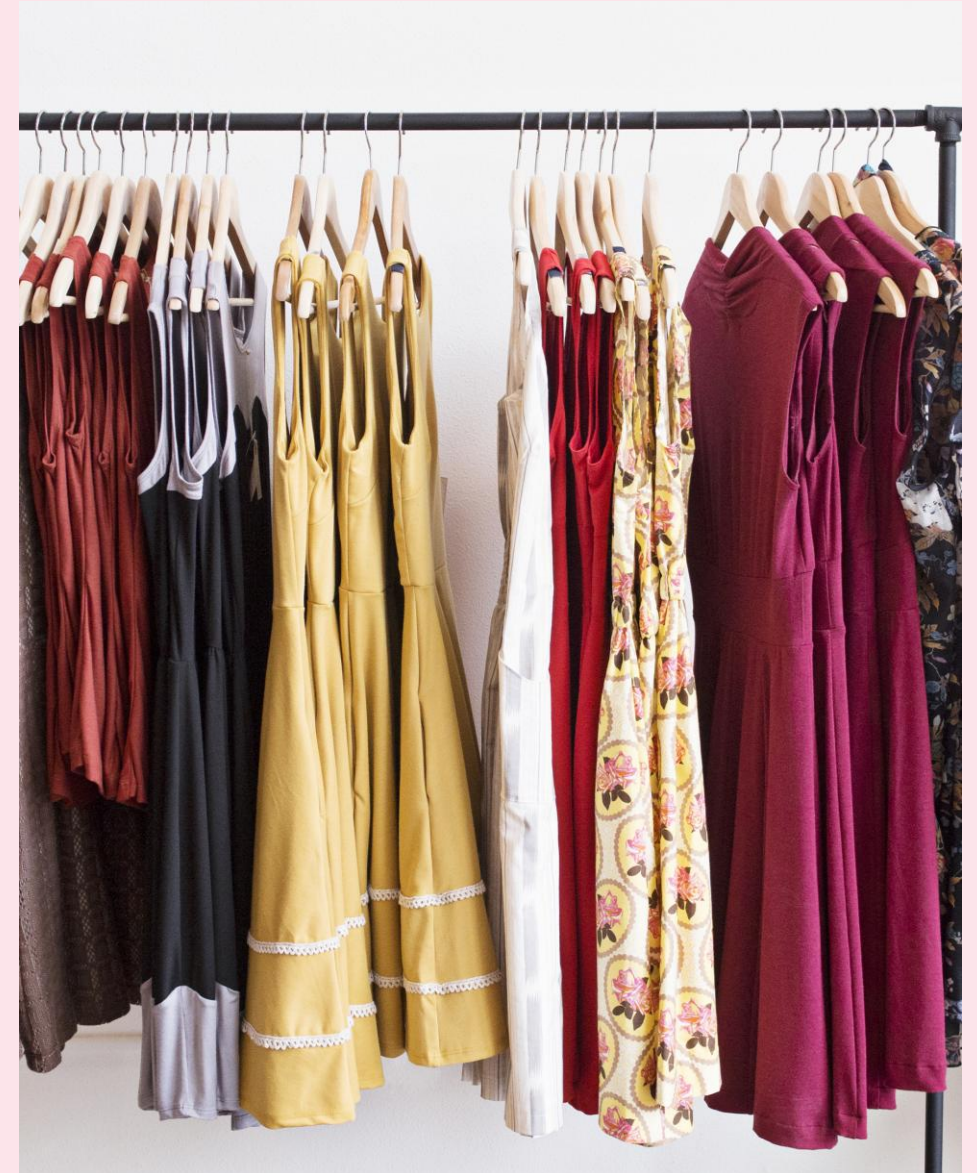
	MONTH
Cash in	1
Government Start up loan	£8,000
Friends and Family	£2,500
Sales (total sales of product and/or services)	£3,500
personal	£4,500
Total cash in-flows (A)	£18,500

	MONTH
Cash out-expenses	1
Rent or premises costs	£0
Website Development & E-commerce Setup	£2,000
Utilities (gas, electricity, water)	£700
Insurance	£0
Telephone and internet	£150
Marketing and advertising expenses	£1,200
Vehicle running costs	£0
Equipment purchase or leasing	£3,500
Postage, printing, stationery	£1,000
Transport and delivery	£800
Professional fees (legal, accounting etc.)	£1,000
Cost of sales (Cost of product)	£0
Wages your own	£0
Staff wages	£1,800
Product Photography	£850
Any other	£800
Total cash out-flows (B)	£13,800

Your net cash flow (A-B)	£4,700
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Conclusion

Ladies clothing that is fashionable, modest and culturally inclusive is available from Ema's Creation, a purpose driven fashion starts up. A focus on internet sales and a lean, made to order production approach, it produces distinctive, premium clothing at affordable costs. Ema's Creation is well positioned to satisfy the rising needs for inclusive fashion and develop a loyal customer base in a competitive marketing environment because of its strong values and well-defined approach.



A large, irregular pink brushstroke shape serves as a background for the text. It has a soft, painterly texture with visible brush marks and a slightly darker pink outline.

*The way to get started
is to quit talking and
begin doing.*

Walt Disney

Thank you



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