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Module: problem solving and decision
making

Course: business skills for the workplace
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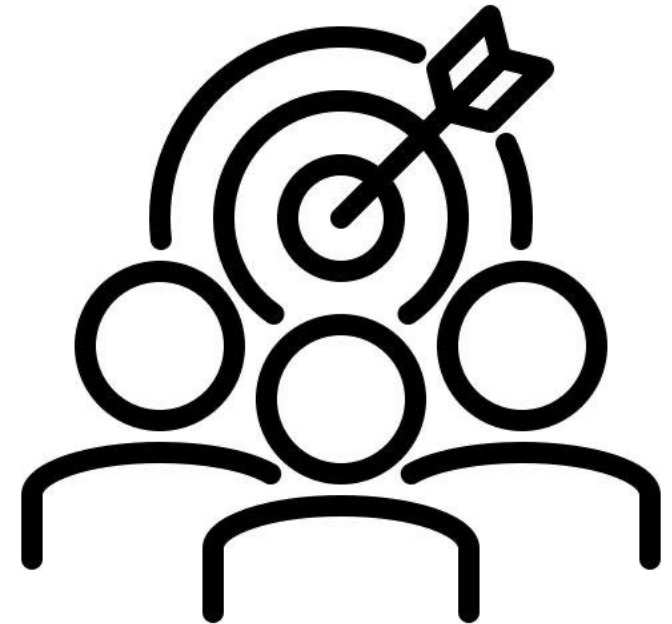


RAWNOIR

A smarter approach to streetwear.

BUSINESS OVERVIEW

- UK-based sustainable streetwear brand
- Products: oversized graphic T- shirts, hoodies, cargo trousers, tote bags, caps
- Materials: Organic cotton, recycled polyester blends, low-impact dyes
- Target market: Consumers aged 18-30
- Management: Founder handles operations; manufacturing outsourced to ethical producers
- Legal Structure: UK Private Limited Company



THREE KEY PESTAL FACTORS

- Political: UK policies encourage sustainable sourcing and ethical labour
- Economic: Cost of living pressures; customers willing to pay for sustainability
- Social: Gen Z values ethical consumption and streetwear culture



MARKETING STRATEGY ONE

SOCIAL MEDIA MARKETING

- Platforms: TikTok, Instagram
- Content: Styling videos, behind-the-scenes production, sustainability education
- Benefit: Builds brand visibility and trust among target audience



PRICE



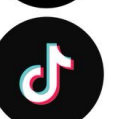
PRODUCT



PLACE



PROMOTION



MARKETING STRATEGY TWO

LIMITED DROP MODEL

- Small-batch exclusive releases every 8-10 weeks
- Creates anticipation and perceived value
- Reduces waste and and financial risk



FUNDING REQUIREMENT

Total Funding Required: £8,000

Allocation:

- Manufacturing (initial stock): £3,500
- Website & e-commerce: £1,000
- Branding and design: £800
- Marketing and influencer campaigns: £1,500
- Packaging and logistics: £700
- Legal and insurance: £500

Rationale: Covers first production cycle and brand launch.



FINANCIAL LOGIC

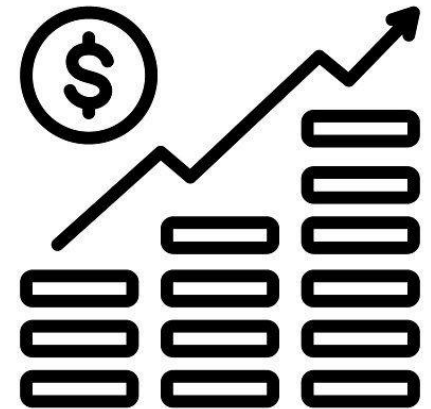
Monthly Revenue Forecast: £8,000

- T-shirts: £3,600
- Hoodies: £3,600
- Accessories: £800

Monthly operating costs: £2,300

Profit: £2,700 (~33% margin)

- Direct-to-consumer sales
- Controlled production reduces unsold stock



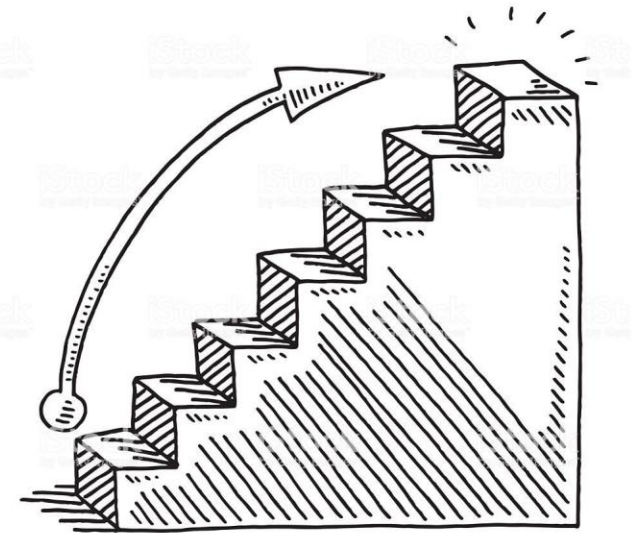
RISK MANAGEMENT

- Financial: Controlled production, flexible pricing, diversified marketing
- Supply Chain: Multiple suppliers, safety stock
- Market competition: Continuous product updates and branding
- Technology: Secure website hosting, regular updates, data protection



FUTURE GROWTH

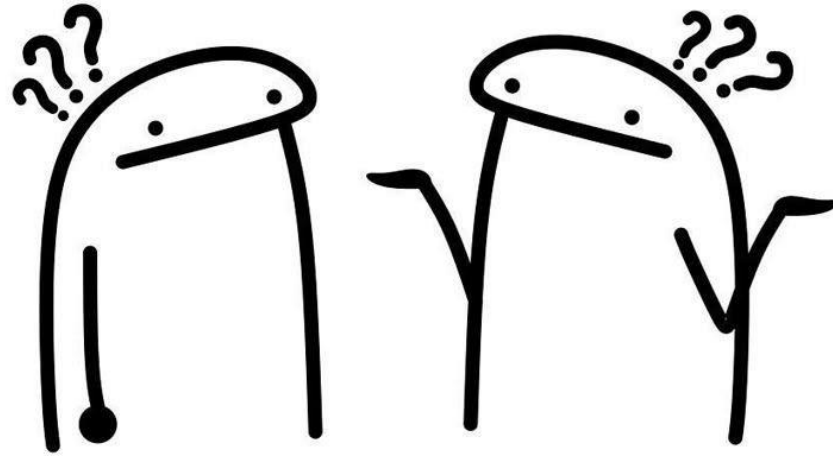
- Add new product categories
- Collaboration collections with artists/influencers
- International shipping and wholesale partnerships
- Expand production capacity and sustainable materials



WHY INVEST?

- Growing sustainable fashion market
- Strong Gen Z target audience
- Ethical, transparent, and digitally-savvy
- Scalable direct-to-consumer business model
- Balances sustainability with profitability





Thank you for listening, any questions?