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INTER ITAL MODA

Italian Fashion Clothing

A fashion brand focused on delivering high-quality and cost effective attires to all age groups. A contemporary and classic with fair production ethics. The goal, however is to establish a good online presence as well as well as direct encounter.



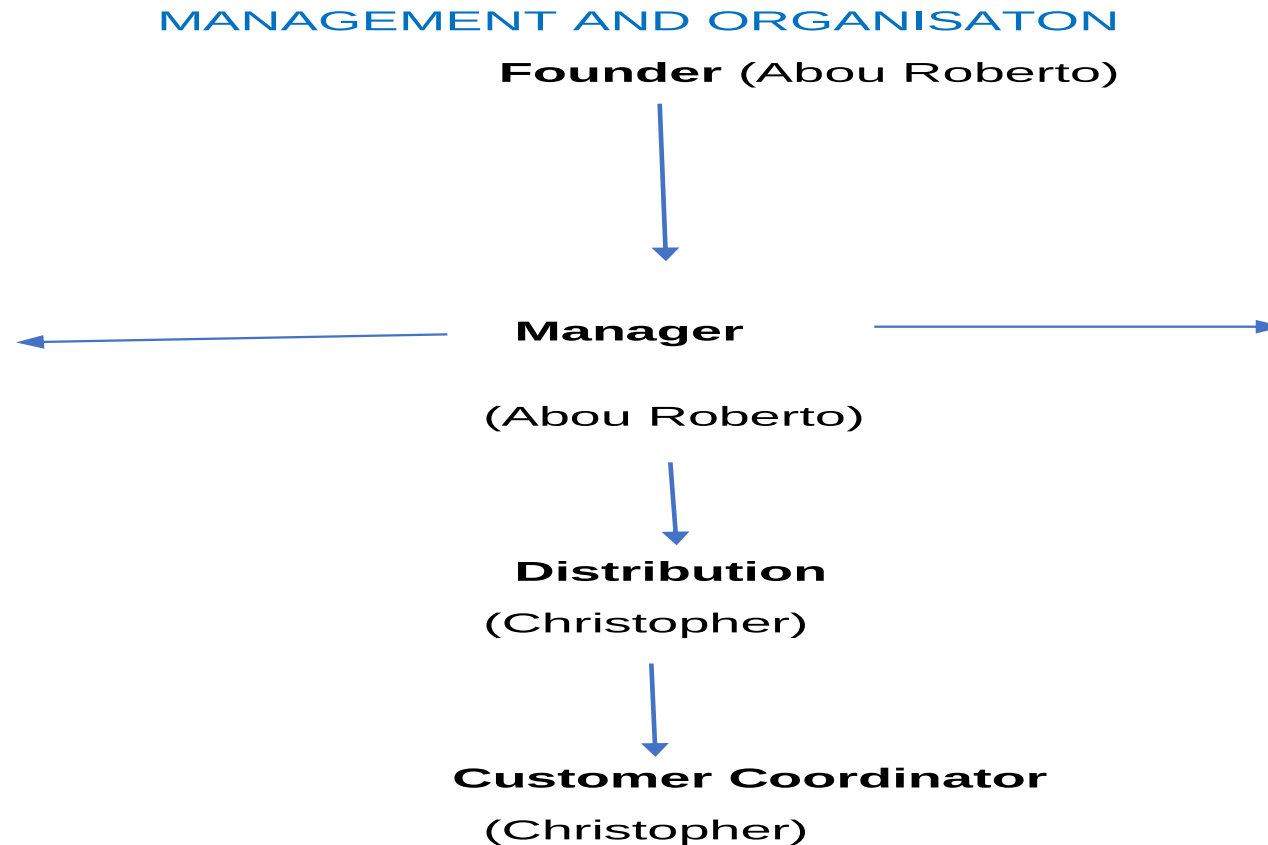
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- The fashion industry in recent years has seen a great transformation. It has become more casual-styled environment.
- The formal wear stigma has changed, because of the more open and accepting society. I have clothes for men, women and children.
- I'm targeting both casual and formal clients. There still is demand for urban professionals.
- I foresee within the next five to ten years to be a successful, established company.
- There have been some overcast periods in recent years, and my goal is to make sure I'm more prepared for any future global difficult situation.
- My initial goal is to re-establish myself, regain the customer base I have lost, and work toward growing as my activities progress.



- I will be operating as a sole trader, although I intend to engage a partnership with a friend, the beginning will be just me.
- I'm presenting a sustainable, adaptable fashion approach. My products are of high quality, cost effective and modern.
- The fashion environment is very competitive and crowded, but I'm sure I can still find my way, through innovation, good business practice.
- I target every age group, gender and income. I pay a particular attention to children's wear, because the parents can also be potential customers.

MANAGEMENT AND ORGANISATION



SWOT

- My strength is that I have a very big variety of designs and styles. I'm very flexible, always ready to pick up on new fashion tendencies.
- My weakness is that I work alone, as for now. That puts a lot of pressure on myself, having to do almost everything alone. But this will eventually change in the near future.
- There is a great opportunity to grow, diversify, innovate and reach out to a bigger audience.
- My biggest threat is basically the competition. Some other entities have more resources and wider outreach.
- I'm able to reach audiences like higher education environments, offices, workers from all walks of life.
- My main products are shirts, shoes, ladies' bags, and some jewellery. I'm affiliated with some established manufacturers who produce the finest materials in the market.
- My approach to pricing is affordable, modest, and also reflects to the current pricing market.
- I am yet to create a social media profile. I also have contacted some well-known influencers, and live streaming characters.
- At this moment, I'm selling to my already known customers. My website is also a project in the making. I'm considering market places like Amazon, Vinted, eBay.
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PESTEL

- The political decisions that affect the business are changes in legislations, a particular example is the UK leaving the European Union common market.
- Economically it's not been easy in recent years. There has been considerable overcast, like the Covid.
- Social changes like demography, cultural changes and habits. Many people from different part of the world. Their religions and practices are an impact in the business.
- Technology today has improved our way of doing business and shopping. It is very convenient and the outreach is much wider.
- The legal part is the implementation of new regulations, consumer protection acts, an array of new safety measures.
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- As a sole trader, I'm doing everything by myself, from the planning, acquiring products and the whole selling part.
- But I intend to partner with a likeminded friend and business-oriented character. He will bring in some experience and known suppliers from across the world. A trip to China is being planned, in an effort to meet some new suppliers, visit factories and new places that might supply goods.
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- I have spent some money building my website, I also put a considerable amount of money into replenishing my stock.
- I intend to ask my local bank for a loan, in order to be able to expand and acquire new material for setting up the business.
- New environmental laws and regulations in effect of the climate change and the constant changes of the world we live in now.
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REFERENCES

- "Consumers are shifting toward value-oriented comfort foods (WSJ, 2022)."

TABLES

	Jan	Feb	Mar	Apr	May	Jun
Fixed	5,000	5,000	5,000	5,000	5,000	5,000
Variable						
Cost						
Total cost						
Revenue						
Profits/Loss						
Investment capital needed: £10,000						
Start up cost				Fixed cost		Per month
Travel				Storage		
Stock Acquisition				Transportation		
Distribution						
Communication						
Total cost						
Variable Cost	Jan	Feb	Mar	Apr	May	Jun