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MANAGING ENTERPRISE in the 21St CENTRURY

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1. Executive Summary & Idea

This Marketing Plan as the objective to put the company Transfiber in the UK market, where at this moment the product that delivers is totally inexistent and innovative.

Transfiber is a company that transforms used fabric/textile in brand new fabric yarn in order to sell it to other companies, so they can produce brand new clothes from it, it works like recycling clothes. Summing up we deliver the feedstock to other companies for them to design and create fashionable clothes throughout a sustainable line.

In order to the company acquire old or used clothes we will use strategic partnerships: **collection of disposable textiles**, in order to have a process for transforming obsolete fabrics into new fabric it is necessary to obtain this old fabric first. How? Collect fabric / fabric pieces from landfills and also direct partnerships with clothing manufacturing companies, the objective with that companies is to buy by weight the textile waste for an amount agreed by both, in order to help the companies that produce garments to get rid of pieces they don't see any use in it, thus freeing up space for storage.

Why is the process that this company is offering necessary? **Because textile industries consume 93 trillion liters of water** (4% of annual freshwater intake), so this project has a sustainability objective.

The market that the company is included in is very vast because clothing and textile industry is on the top 10 industries (*BBC NEWS March 2019*) in the whole world which means that the potential growth of the business is huge, and by the time that awareness is created is very likely that the product delivered by us has an increase in demand such as 15% per year.

Through the business plan we will understand that our product as a sustainability background and because of the process that we put in, our product is more expensive than the normal cotton fiber that can be bought, which makes every cheaper material our biggest competitor.

The company as a sustainable objective, so we will be using funds granted by de GreenPeace (50%) and the other 50% will be equity.

We consider ourselves a company a company B2B (business to business).



2. Business Sctucture

As said before, our company will mainly work with strategic partners and for that there will be two sides of the structure

1st Strand: Collection of discarded textiles

The partnership can be called strong, it will be a WIN-WIN for both companies. In order to have a process of transforming obsolete fabric into new fibre, it is necessary to obtain the old fabric first. Our buying department will reach directly the manufacturing companies in order to buy the clothes that are damaged, or they don't want anymore.

Transfiber will import everything that will be shipped throughout containers or handed to us in transport vans, all the transportation that the companies need will be handed by an outsourcing logistics service.

2nd Strand: Sale of our product (fibre)to clothing companies

Our transformation obviously gives the garment industries a competitive advantage in that it gives the costumer a line of products produced from a much more environmentally friendly process than the conventional one, while also giving them differentiation. This differentiation will be reflected in the output price generated by our company.

Our sales department focus a lot in these mottos therefore uses It to sell our product door to door in clothing companies around the UK.

The company will be concentrated in a factory, therefor it will be requiring the license to operate that the "mother" company based in Unites States will provide. Transfiber represents the use of a mechanism that already exists in the USA (like an extension).

How does the process work?

The discarded textiles are diverting from the landfills and collected to be sorted and separated then the clothes are shredded and transformed to a molecular level. It becomes fibre – the raw material is then transformed into new fibre profile with exclusive performance advantages. The new designed fibre is made of yarns then new fabrics of high quality and performance are manufactured by companies.



3. *Products and Services*

As a B2B company, the product we sell is primary raw material for the other company. After the commercial department gets in touch with costumers, we are informed of the quantity of tons of yarn needed and thus the production process begins.

As the quantity desired by the costumer is ready this yarn is packed in rolls the same as the cotton rolls to be sent. The figure bellow shows our final product and a pair of jeans made by it.



Produced Fibre



Rolls of Yarn ready to be Shipped



Jeans made with reused clothing fibre

PRICE STRATEGY

Our price will be defined as follows:

- In the face of competition: we follow a policy of differentiation, with a high-quality premium output and therefore we operate in the market with an above average price. The raw material of the competition presents a little differentiation from conventional (conventional buy cotton by kg) and therefore they practice lower prices

Raw Material	Competition (TONNES/£)	Our Company (TONNES/£)
Cotton	400£	875£



4. Market Analysis and Needs

Costumers / Target

Our target is essentially industries and companies that are looking to invest in a competitive advantage (which is exactly what we offer). We have target companies that want to start to revolutionize their business activity in order to improve water consumption, reuse waste through the use of discarded clothing and promoting a low carbon footprint.

There are 11 586 clothing brands in UK (google forms information, 2020) the majority is medium and small-sized that make up our range potential partnerships. In the first 3 years of our production we expect our target would be 12,5% which means 1400 brands.

Differentiation: What do we offer different?

An innovative product that is made using discarded fabrics that seeks not only to combat waste but also reduce water consumption, carbon dioxide emissions and consumption of fossil fuels resulting from its production.

Why our product?

Our process is highly ecological and continuously promotes sustainable development. Buying our product will also help the environment and contribute to a significant reduction in pollution.

Competitors

As this process is unique in Europe at the moment there is no direct competition. However, we can say as competitors we have all the companies that have bet on innovation in manufacture of clothing

Strengths Lower Price	Weakness Less money to invest in this type of technology
Opportunity Developing a new process that helps the environment	Threats Competitors with the same or lower price

My company

Strengths 0 waste Innovation Sustainability	Weakness High costs for the transformation Product with higher price
Opportunity High margin of progression to ecological sectors	Threats Companies choose for cheaper product

5. Operation

Machines

In the Manufacturing line our co-workers have to work in sections. First they introduce the amount of old clothes necessary in the machine (1) to transform into fibre. THE 2ND step it is necessary to transform that fibre into yarn then is ready to be shipped. This process takes maximum 2 days.

1



Machine that transforms clothes to fibre

2



Machine that transforms fibre to Yarn

Distribution



The distribution circuit would be based on hiring a transport company to take the product to our customers with a view to form a long-term fleet. Distribution collection prices: 1,25GBP/ MILE. The objectives of the distribution are being able to deliver fast product, increase the potential sales and make the flow of information and material easier.

After the transformation of the fabric is complete in the factory, it will be packed in bales just like ordinary cotton. These bales will be placed in a truck that have space for 33 pallets and delivered to the customer in the quantities he wishes.

There is no stipulated quantity, the customer will produce a line when using our product, in other words the quantity to sell is uncertain, it will be produced as much as the customer needs.

This service is an outsourcing therefore as an extra cost and this cost is always related to the quantity that the company sells.

6. Technology Plan

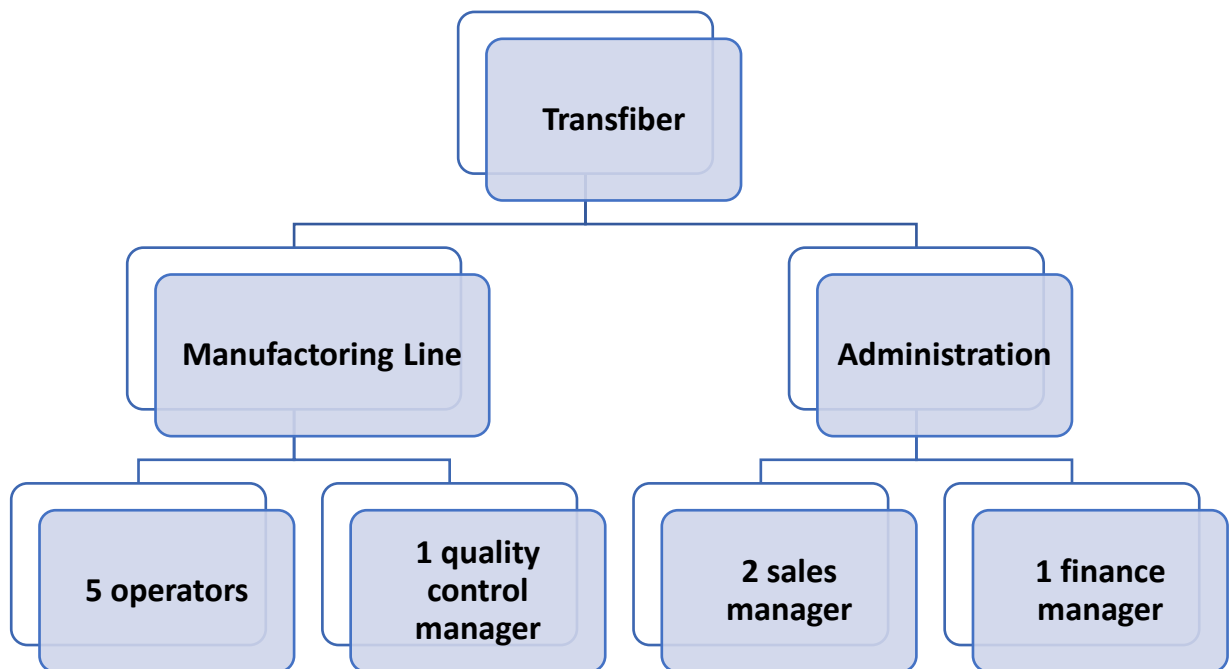


NEW GENERATION YARN MACHINE

The machines used in this process are machines that don't have an advanced system and automatization, and that's why staff is required. The technology used in this system already exists and it is not recent and because of that it is one of the goals to improve this techniques, once that is achieved by buying new machines from china our staff will be reduced to 5 members only, because the machines won't need anyone to operate with them.

We will invest on this machine when the sales volume reaches the triple of the investment required.

7. Management and Organization



Organigramme

As the organigramme suggests for the company to operate there are 9 people needed divided by two parts, manufacturing and administration, both represent very important parts to the business

In the manufacturing line is where all the product is done plus, we have a quality manager to have the certain that the product we deliver as the best quality. In the administration we have all the process of getting clients and manage the manufacturing portfolio to give to the operators.



8. Social Responsibility and Sustainability

The idea of this company was born because textile and clothing production activities have followed history and evolved in line with the needs of man. In this industry we can distinguish two fundamental sectors: textile sector and clothing sector.

Textile sector is based on activities that seek to obtain fibres, yarns and fabrics (where our product is included) and the clothing sector is associated with the transformation of that fibre into clothes (the product that we sell turns into clothes). These two sectors are among the major industries in the world (as said before) and that's why they are the most resource-consuming industries (Sky News 2018). Let's follow the information below:

Production	Used Resources
1kg of cotton	a) 7 to 29 thousand liters of water
Sweater	b) 3 thousand liters of water c) 2 kg of fossil fuels
Jeans	d) 10.000 liters of water
Pair of Shoes	e) 8 thousand liters of water

BBC NEWS 2014

In the table above, transport/washing/drying/maintenance costs were not included. As the second most polluting industry in the world (Sky News 2018) and having such high costs, fashion apparel producers must constantly search for new products and marketing efforts in order to capture the consumer's imagination and style. In such a volatile environment it is difficult sometimes to develop competitive advantage and it's particularly difficult to maintain that advantage, and that is exactly what our company transformation process is intended to bring to clothing manufacturing companies.

Our entire business is based on sustainability and try to reduce the waste in one of the biggest resource consuming industries in the world. The next objective to further improve our path to sustainability will be to transform the factory with small steps. First, we will bet on switching from combustion cars to electric cars and then we will install solar panels in the factory in order to reduce electricity consumption.



9. Financial Plan

BUDGET REQUIRED

Collection of Data and information inherent to the project (business study)	7.500€
Project progress (land purchase/ hiring and specialization of employees)	2.500.000 €
Website creation and update	150€
Industrial Marketing	900€
Participation in fairs and exhibitions	Up To 2.000€
Facebook Target ads	3€ x 365 days = 1.095€
Google AdWords (Purchase Keywords/Advertisement Ads)	380€
Advertisement Ads (Magazines)	Up To 500€
TOTAL	2.514.000 €

As previously mentioned, 50% of the money that will be needed to invest will be given by an existing fund by Greenpeace. The remaining money will be invested by 2 partners. This total only includes possible fixed costs. The variable costs depends on the quantity that will be delivered to the costumer.



10. Conclusion

This work consisted in the elaboration of a business plan adapted to the introduction of a new company in the UK Market, with the objective of defining the company's position to competitive market, increasing its competitive advantage through the definition of some strategies.

The elaboration of this work has also allowed me to understand the dynamic of a B2B market which the company operates and the type of structure that is necessary here.

With the definition of 0 waste as an objective throughout the work, it is intended to position the company in the minds of several companies and target the consumers.

In short with these, with contributions to develop it is expected to meet conditions to develop an excellent service provided by the company.

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