

STUDENT NAME: MST SADIA RAHMAN MAHIMA

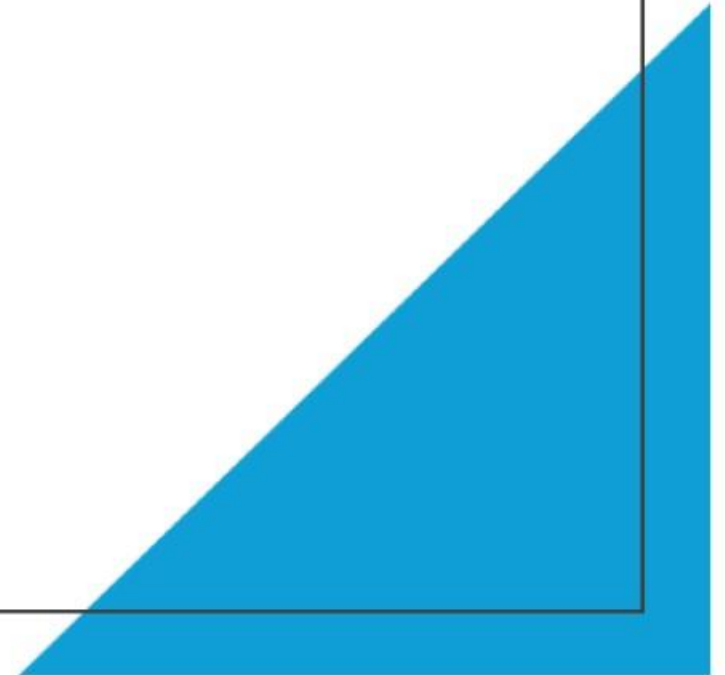
STUDENT ID: 2442120

LECTURER NAME: THOMAS ADRYEMI

ASSIGNMENT TITLE : INDIVIDUAL BUSINESS PRESENTATION

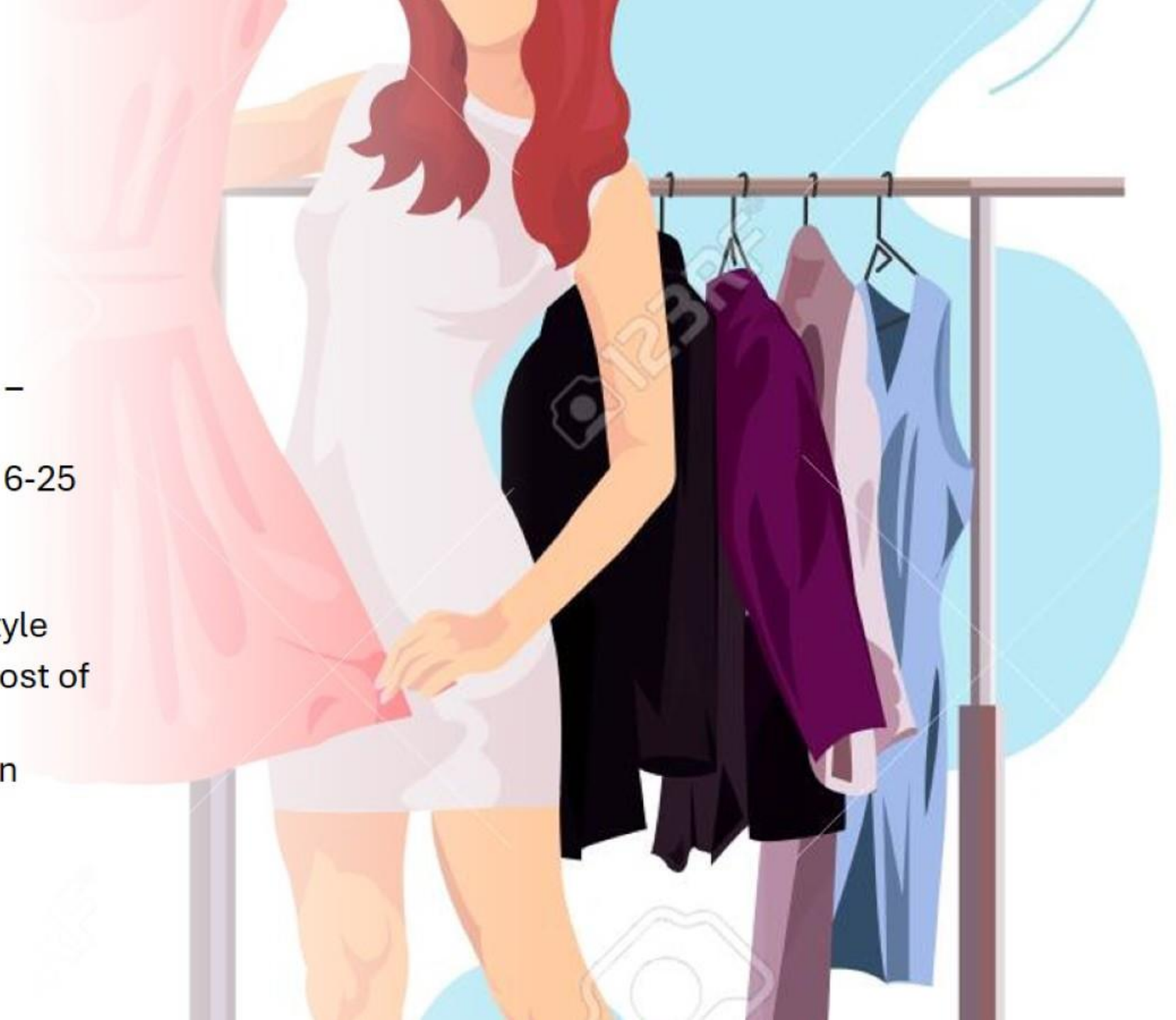
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Introduction

- Student Fit Wear is a UK – Based clothing brand
- Targets students aged 16-25
- Focuses on: Affordable fashion,
- Comfort & style
- Solves problem : High cost of clothing for students.
- Aim: Make trendy fashion accessible to students .



Overview of the Business Idea

- Products include:
 - Hoodies /Trousers
 - T-shirts
 - Joggers
 - Sweatshirts

Business model:

- Online store
(E- Commerce)
- UK market focus

Key features:

- Trend-inspired designs
- Comfortable materials
- Affordable pricing

Production:

- Manufactured in Bangladesh
(low cost ,good quality)

Legal Format and Management Structure

Legal structure

Business registered as a **Private Limited Company (LTD)**

Benefits:

- Limited liability (protects personal assets)
- Professional image
- Easier to grow and attract investors

Management structure

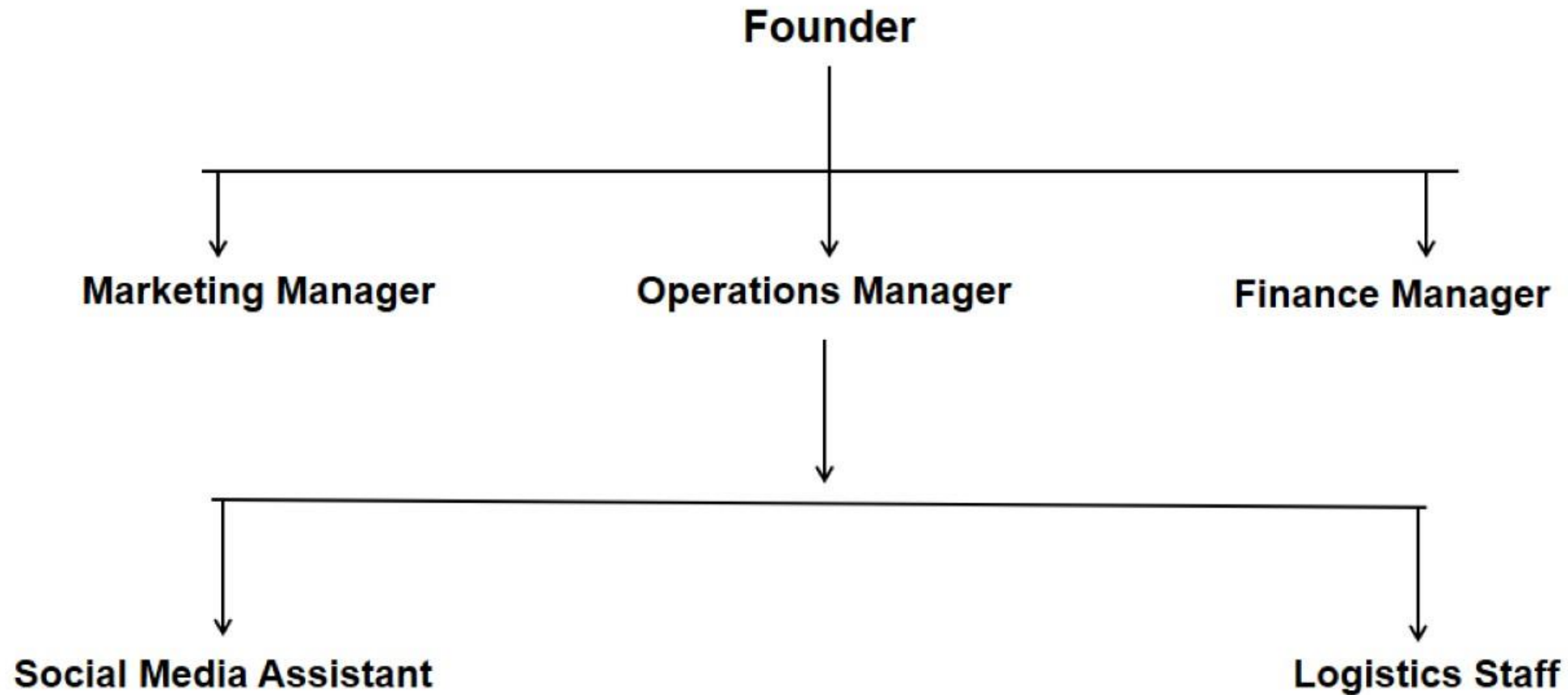
Initially managed by **Founder**

Responsibilities:

- Product sourcing
- Marketing
- Customer service
- Finance
- Future plan:

Hire staff for: Marketing,
Logistics, Customer
support

Organisation Chart



PESTEL Analysis

Political

- UK–Bangladesh trade affects import costs

Economic

- Cost of living demand for cheaper clothes

Social

- Students follow trends & social media

Technological

- Growth of e-commerce & digital marketing

Environmental

- Rising demand for sustainable fashion

Legal

- Must follow UK consumer & safety laws

Marketing Strategies

Social Media Marketing

Platforms:

- Instagram
- TikTok
- Facebook

Content:

- Outfit ideas
- Short videos
- Product launches

Online Advertising

- Paid ads targeting ages 16–25

Influencer Marketing

- Work with student influencers
- Build trust and brand awareness

Website

- Easy-to-use e-commerce store
- Secure payment & fast delivery

Funding requirements & Allocation

Startup Cost	Amount
Clothing Inventory	£6,000
Website Development	£1,500
Marketing & Ads	£2,500
Business Registration	£ 500
Packing & Delivery	£ 1,000
Miscellaneous	£ 1,000
Total	£ 12,000

Fixed Costs (per month)	Amount
Social Media Ads	£500
Website Maintenance	£100
Packing & Shipping	£400
Miscellaneous	£300
Total	-£1,3000

Variable Costs (Monthly)

Variable Costs	JAN	FEB	MAR	APR	MAY	JUNE
Inventory Purchase	£ 2,000	£ 2,500	£ 3,000	£ 3,500	£3,500	£ 4,000
Packaging & Shipping	£ 300	£ 400	£ 500	£ 600	£ 600	£ 700
Marketing Ads	£ 400	£ 500	£ 600	£ 700	£ 700	£ 800
Total Var Cost	£ 2,700	£ 3,400	£ 4,100	£ 4,800	£ 4,800	£ 5,500

	JAN	FEB	MAR	APR	MAY	JUNE
Fixed Costs	£ 1,300	£ 1,300	£ 1,300	£ 1,300	£ 1,300	£ 1,300
Variable Costs	£2,700	£3,400	£4,100	£4,800	£4,800	£5,500
Total Costs	£4,000	£4,700	£5,400	£6,100	£6,100	£6,800
Revenue	£3,000	£4,500	£6,000	£8,000	£8,600	£9,500
Profit/Loss	-£1,000	-£200	£600	£1,900	£2,500	£2,700

Investment Capital Needed =£12,000

Investment needed = Total startup cost + Operational cost - Revenue up to the break – even point



- Questions