



Clothing

STORE BUSINESS PLAN

Your Company Name



Agenda for a clothing business

This slide presents the Agenda of the clothing retail business plan. The purpose of this slide is to provide a brief description about the purpose of preparing the deck and the key important facts being taken in consideration while preparing a business deck

01 To provide an overview of the clothing store Business

02 To portray market opportunities and challenges that are prevailing for starting up with the clothing retail business

03 To highlight the various key facts for the business

04 To provide a detailed comparison of the key industry players among the clothing retailers with their market appearance

05 To build an in-depth go-to-market plan with its shortcomings

06 To demonstrate a detailed financial summary section comprising revenue model, profit and loss statement, cash flow statement, balance sheet, etc

07 To provide a brief gist of exit strategy for raising funds or to list on the exchange

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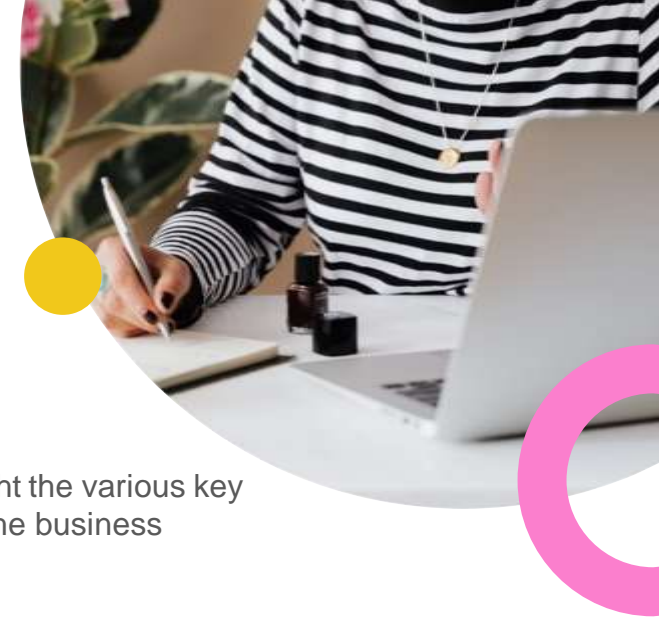


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Executive summary – A brief description about the business introduction

This slide covers a brief glimpse of what the business will be offering to the customer with market information. The purpose of this slide is to provide a brief overview of clothing market, its future impact and what business will offer to the customers



ABC Clothing Store will start its operations in the US men's, women's, and children's clothing which will provide a specialized and unique clothing range for youth to adults.

Initially, the business will be funded by the Company's owners with \$20,000. The cost of starting a clothing store will be \$18,000.

The Company will follow urban casual wear, western wear clothing, and traditional wear clothing store which the owners of the Company will run

The store intends to provide end users with a unique clothing style they usually buy from the international market.

The Quick Pitch for understanding the clothing business

This slide covers a brief glimpse of what the quick pitch of the business to the customers with market information. The purpose of this slide is to provide a brief insights about the business today, market stats and the opportunity which the business have to achieve.



Business Today

The clothing market continues to accelerate. The reason for market acceleration is the increasing the interest of millennials towards the new and updated trends which further have impacted the growth factor for the apparel industry.



Market

US clothing sales has reached to \$198 billion from during the year 2021 reflecting 47% Y-o-Y increase in 2021 over 2020.



Opportunity

Since the clothing market may create a well over \$605.4 billion by the end of 2022 from \$551.36 in the year 2021 on a global scale. Thus, to survive, the company will be more proactive in meeting the new market demands.

Detailed overview about the clothing business entity

This slide provides a detailed information about the business's incorporation, location, web-address, target market, and about the business. The clothing business name, business website, what all places the business will going to target and a brief about business's summary.

Name of the Entity ○ ABC Clothing store

Commencement of Business ○ Is the late 2022

Location ○ US

Business web Address ○ www. abc .co

○ The Company will hire a team for achieving the organizational goals and will continue to expand the hierarchy as the business grows.

○ The store will initially target the US market with approximately a population size of x, xxx.

Target market

- › The market will cover men, women, and children, providing a wide range of options from young to adults.
- › At the later stage, the company will cover later areas by providing online options from in-house applications and other e-commerce sites for better reach.

Company summary

- › The store aims to provide variety of services including exchange and try and buy options to its customer.
- › It will cover local market as well as areas around US by offering online platform for product availability.

Description about the products and services offered and sales goals

This slide provides a gist of products and services which the business will offer along with the revenue assumptions for the future growth of the business. What are the parameters which the business will set for increased sales and different food products and services which the business will be offering.

Product and Services

The store will offer products to all segments including men, women and children

Easy exchange policy

Try and buy facility

Traditional wear
Western wear

Product availability on E-commerce

Pattern making and design services

To boost profit margin of the business by 28% till 2027.

Commencing the business with \$20,000

Increase in revenue growth by 50% during the initial period

Reduce customer churn rate to 10%.

Mission and Vision statement of a clothing business

This slide provide a gist about the business mission and vision. The purpose of this slide is to give a brief outlay of the business its goal to be achieved in the future and the growth prospect of the business in the present



Mission

To establish a full-service clothing outlet/store that offers premium products with unique designs.

Vision

Endeavors to make a difference through unique fashion and technological trends to enhance customer satisfaction

Unique Proposition for the clothing business

This slide provides a gist for the customers, why to buy products from the store. The purpose of this slide is to aware customers why they should choose the clothing store, what are the unique facilities which the store is offering .



01

Wide range of products

Offer wide variety of products to the customers covering all the segments from youth to adults for women, men and children. Assorting collection from the best brands, latest trends around the globe with latest trends, colors and patterns.

02

Easy and free reruns

The store will provide an easy and hassle-free return policy on products purchased from the store or online.

05

Personalized store shopping

The store will offer its customers a personal shopping experience with prior appointments. The experts will be available to guide for better advice. Personalized shopping assistance will be provided to the customers for styling.

04

Free alterations

The store offers free alterations concerning the length of the cloth or size to get a better shopping experience and offer a ready-to-fit product for a better customer experience.

03

Secure and simple shopping

The store will offer the customers a wholly secure and straightforward shopping experience with the latest technological usage for trying and testing without even trying and provide a secure online payment system for easy and secure shopping.

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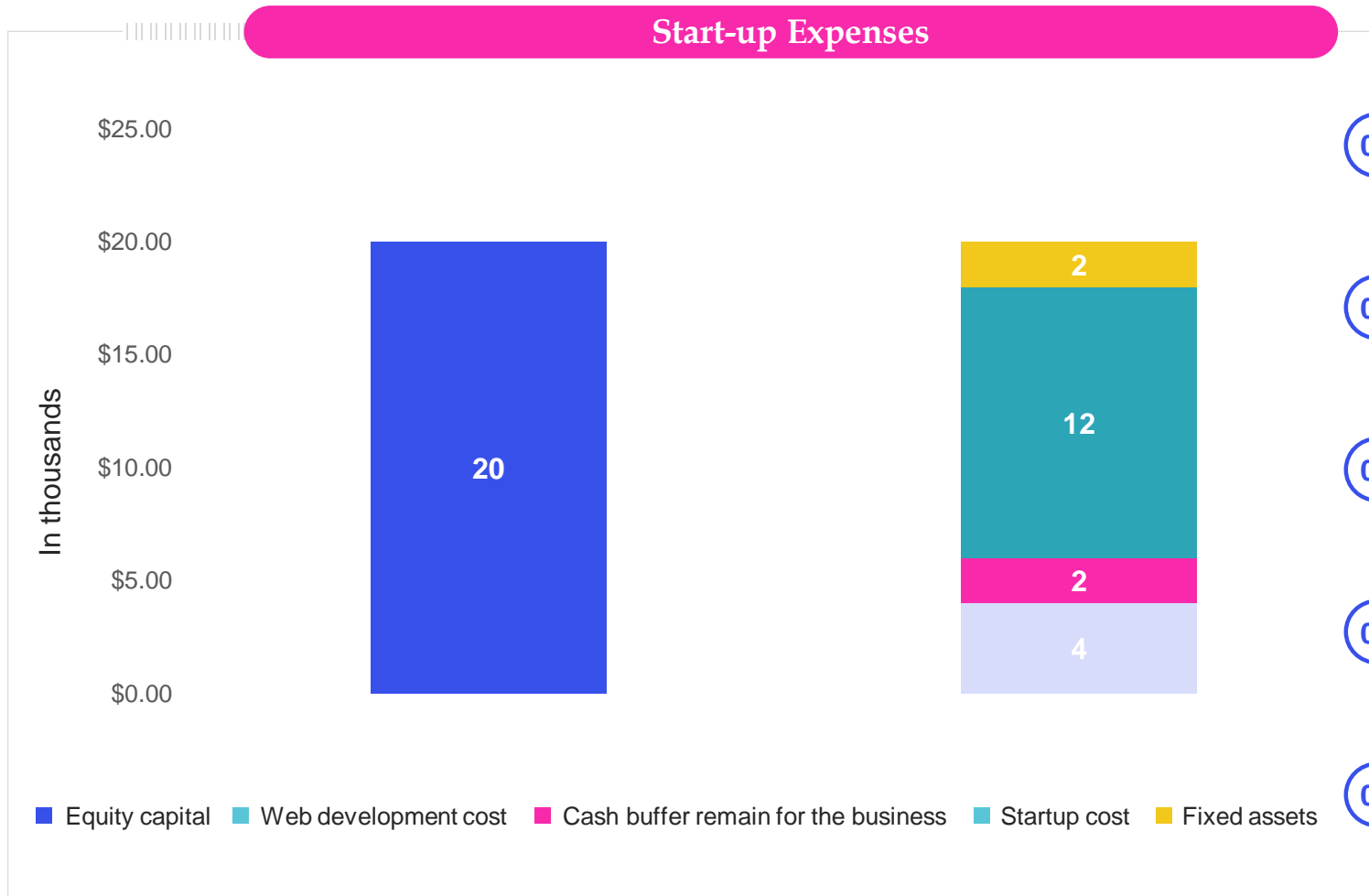
02 Company Overview

- › Start-up summary of a clothing business
- › Clothing business key success factors



Start-up summary of a clothing store business

This slide provides a gist of company start-up summary. The purpose of this slide is to provide a glimpse of the business total expenditure for starting the smooth working by covering all the major costs including startup cost, rent and other marketing expenses, investment on fixed assets and keep remaining as cash buffer in the business.



01

Company envisions raising an equity investment of \$20,000, which will be used for the setup and launch of the platform in the US. The Company expects to steadily grow its revenues through active efforts in marketing, networking, and quality products.

02

Out of the \$20,000 the company will spend majorly on the fixed assets amounting \$12,000. The cost include all the important expenses related to machinery, and computer for the business.

03

Next \$4,000 will be the start-up cost company will use it for setting the premises, rent to be paid and other marketing expenses to start the business operations.

04

Company will invest on setting up the website for selling the cloths online amounting \$2,000 for smooth running of the operations.

05

The remaining cash will be utilized as cash buffer amounting \$2,000 for the unforeseen circumstances and in case of any cash crunch or for meeting day to day requirements of the business


Clothing business key success factors

This slide provides a gist of company key to success. The purpose of this slide is to provide a glimpse of the business key to success the factors which will be responsible for the business success and ways to achieve it.

It will include professionally running the retail store, and applying serious business discipline to everything the store does, achieving the efficiency and implementing a successful cash flow plan for the growth.

To identify and maintain enough cash to meet obligations of the store.

To keep enough liquidity in the business and invest the additional funds in the low risky assets.



Abc retail store cash flow assumptions will include the following aspects

Offering discounts on occasions technological features.

Amend the financial plans of the business in case of deficiencies arises.

To provide best quality product at reasonable prices, and providing unique clothing combinations.

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Understanding the market gap analysis for a clothing business (1/2)

This slide highlights the market gap which the industry is undergoing which includes competing with big brands, sustainability gap, ever-changing desires, increase in interest for online shopping, discounts and competition and limited sources for financing.

Extended hours are required in the fashion industry to network, market, design, and exhibit your work. It will help if businesses work longer hours in the beginning because you frequently take on multiple responsibilities. Extended hours may also limit your creative input, mainly if you design.

Gap Analysis

Working with limited finances will force the retail store to cut back on important items such as marketing and publicity for your brand, which is an important factor for any business towards growth.

Competing with big market players

- › With limited budget, such businesses must devote more time and effort to marketing and increasing brand visibility.
- › Small businesses place fewer orders than established brands, leading to higher operating costs.

Sustainability gap

- › Companies must gain greater visibility and control over recycled materials to adapt to this model. As a result, it can be a significant challenge for companies with disconnected systems, inefficient processes.
- › Environmental concerns are growing, and global brands are willing to take a more sustainable approach to product development.

Ever-changing desires

- › Millennial and Generation Z shoppers are expected to drive the industry's recovery, with fashion being one of the top three categories they plan to spend on.
- › With 71 percent of consumers willing to spend more money with brands incorporating augmented reality into the customer journey, retailers must also consider this.

Understanding the market gap analysis for a clothing business (2/2)

This slide highlights the market gap which the industry is undergoing which includes competing with big brands, sustainability gap, ever-changing desires, increase in interest for online shopping, discounts and competition and limited sources for financing.



Increase in interest for online shopping

- › Increased online shopping websites significantly challenge the fashion retail industry by providing a simple return policy.
- › While selling clothes, these websites make online shopping more affordable, convenient, and risk-free, because of which, the retail stores face difficulty in selling.

Discounts and competition

- › Fashion retailers are relying more on a discounting culture as this has increased sales banners in shopping malls and streets, increasing expenses and reducing profits.
- › As a result, it creates a most challenging situation for those players who want to maintain a healthy margin while their competitors offer steep discounts.

Limited sources for financing

- › Investing in the fashion industry necessitates a significant amount of capital for the initial startup and operation of the business.
- › Working with limited finances will force the retail store to cut back on important items such as marketing and publicity for your brand.

Growth drivers for a clothing business

This slide provides a detailed information about the market opportunity which traffic to the website, scalable business, flexibility in achieving, e-commerce retail is growing fast, and cash flow monitoring are the few factors responsible for the growth of business.



Traffic to the website

- › The business website plays an essential role in success. Consumers visit the website to check for the latest available products with the market trends and at what prices.
- › The website traffic helps the company plan for the most searched product or the keyword that most consumers are viewing and helps them make that product available in the stores

Scalable

- › It is imperative to keep up with the latest designs in the clothing business. The business must adapt to the ever-changing design and keep up-to-date with the innovative trends for better performance.
- › A retail store can implement various business models and pricing tiers to reach a wide range of customers.

Flexibility

- › The opportunity for the clothing retail business is that it is very flexible regarding working hours and the geography business wants to cover.
- › With businesses getting online, it has made product availability easy and increased the reach, thus expanding the range of products around the different geographies.

Ecommerce retail is growing fast

- › The sector brought in \$481 billion in total sales in 2018. It increased to \$545 billion in 2019 and is anticipated to increase even more to \$713 billion by 2022.
- › Many buying possibilities are available when you shop for garments online, and the choices offered by the nearby physical stores are no longer your only possibilities.

Cash flow monitoring

- › When you sell, you get paid. And some vendors will give you credit if you need immediate cash. There are many things you can do to get money quickly.
- › If the business fails in a collection, it can recover in the following collection. Not every business has the ability to recover quickly.

Goals to be achieved for a clothing business

This slide provides a detailed information about the business's milestone, the business's five year growth plan and it's sales assumption to achieve. The milestones will describe the forecasted five year projection, how the business will grow, its strategies and revenue projections.

› Cross revenue of \$6.56 million.

- › Will look out for potential opportunities to expand to other parts of the US having better prospects and demand.
- › Plans to utilize various online and offline channels to gain customer traction for increasing sales.

Year 2

Year 3

Year 4

- › ABC Ltd. will generate a total revenue of \$11.07 million.
- › ABC Ltd. will generate profitability of over \$2.61 million

- › Will start operations in the US.
- › ABC Ltd. Social media accounts to get active.
- › Establish a clothing retail shop for providing services related to men, women and children clothing.
- › Establish network and tie-ups with various suppliers for easy and smooth availability of raw material.
- › To achieve a revenue share of \$1.50 million by the end of year 2022.

Year 1

Year 5
Onwards

- › Focus on adding new products and services for seamless ordering and delivering of clothing products.
- › To be the leader in providing better quality products with affordable prices.



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Overview of the global clothing market industry

This slide provides a glimpse of industry overview of the global clothing market. The purpose of this slide is concerning with the overview of global clothing, its growth, demand and its forecasting.

01

- › The global Women's Apparel segment earned \$771 billion in 2020, a decrease from previous years due to the pandemic, but it is expected to rise to \$1,098 billion by 2026.

02

- › According to a new National Retail Federation report, clothing and clothing accessory store sales in the United States increased 2.6 percent month over month (MoM) and 7.5 percent year over year (YoY).

03

- › The global apparel market is predicted to expand at a compound annual growth rate (CAGR) of 9.8 percent, from \$551.36 billion in 2021 to \$605.4 billion in 2022.

04

- › The apparel market is expected to grow by 8.6 percent CAGR to \$843.13 billion by 2026.

Clothing business market – Analysis and trends

This slide provides a glimpse of market overview concerning with the US clothing market, its growth, demand and future forecast. The purpose of this slide is to provide a detailed about the market trends and how the clothing market is moving with context to demand for cloths.

- › In the year 2022, clothing store industry in the United States includes approximately 96,000 establishments (single-location businesses and units of multi-location businesses) with combined annual revenue of nearly \$186 billion.

- › Total sales are expected to reach \$494.89 billion in 2023, representing a 4.5 percent increase over the previous year.

- › According to OTEXA, US apparel imports totaled \$ 32.43 billion from January to April 2022, representing a 40.55 percent year-on-year increase from January to April 2022.



01

02

03

04

05

- › United States Clothing store sales increased 105.1 percent month over month in June 2020, making it the fastest-growing category, but were down by 23.2 percent year over year compared with 2019, according to the US Census Bureau.

- › In 2021, the US apparel retail sales revenue (including in-store and e-commerce) was \$ 264.05 billion, a 36.37 percent increase over 2020.

E-commerce clothing business analysis and trends

This slide provides a glimpse of industry overview concerning with the US clothing e-commerce market, its growth, demand in future. The purpose of this slide is to provide a brief about the e-commerce involvement in the clothing business, growth prospects etc.

Total US fashion e-commerce sales are expected to increase by more than **\$80** billion between 2020 and 2024, representing a **60%** increase overall and an **11.68%** annual growth rate.

The online apparel industry accounted for **46.0%** of total U.S. apparel sales in 2020 and went higher than in previous years.

Because of this consistent growth, the size of the US e-commerce fashion industry is expected to surpass **\$200** billion for the first time in 2024.

the US fashion industry is expected to grow at a **12.4** percent annual rate in 2022, up from **12.2** percent in 2021. Sales are expected to reach **\$170.91** billion as a result of this increase.

Apparel Products which US sourced hugely in the year 2022

Product	2021	2022	% Change
T-shirts	16,629.84	22,226.37	33.65%
Trousers	14,784.69	19,623.66	32.73%
Jackets & Blazers	5,619.33	6,407.72	14.03%
Undergarments	2,968.96	4,261.85	43.55%
Denim Apparels	2,802.03	3,680.68	31.36%

Men clothing business market analysis and trends

This slide provides a glimpse of industry overview concerning with the men clothing market, its growth, demand in future. The purpose of this slide is to provide a brief about the men clothing demand, its growth and the age wise annual expenditure for clothing.



“The Men's Clothing Stores industry in the United States ranks 53rd in market size and 558th overall.

“In 2022, the online men's clothing sales industry will be worth \$13.0 billion in revenue. Between 2017 and 2022, the size of the online men's clothing sales industry in the United States increased by 6.3 percent per year.

“In 2022, the Men's Clothing Stores industry is expected to generate a revenue of \$8.3 billion.

In the year 2020, below is the age wise average annual expenditure by men/boys on clothing

Age	Average annual Expenditure
› Under 25 years	\$232
› 25 years to 34 years	\$356
› 35 years to 44 years	\$515
› 45 years to 54 years	\$508
› 55 years to 64 years	\$254
› 65 years and older	\$140

Market analysis and trends - Women clothing market

This slide provides a glimpse of industry overview concerning with the women clothing market, its growth, demand in future. The purpose of this slide is to provide a brief about the women clothing demand, its growth and the age wise annual expenditure for clothing.

The global women's wear market was worth USD 1,386.1 billion in 2018 and is expected to grow at a compounding rate (CAGR) of 4.7 percent between 2019 and 2025.



In 2022, the Online Women's Clothing Sales industry will be worth \$39.8 billion in revenue.

The online women's Clothing Sales industry is expected to grow by 5.5 percent by 2022. Between 2017 and 2022, the size of the Online Women's Clothing Sales industry in the United States has increased by 8.0 percent per year on average.

In the year 2020, below is the age wise average annual expenditure by women/girls on clothing

Age	Average annual Expenditure
› Under 25 years	\$333
› 25 years to 34 years	\$564
› 35 years to 44 years	\$785
› 45 years to 54 years	\$732
› 55 years to 64 years	\$453
› 65 years and older	\$360

Family clothing business market trends

This slide provides a glimpse of industry overview concerning with the family clothing market, its growth, demand in future. The purpose of this slide is to provide a brief about the family clothing demand, its growth and the age wise annual expenditure for clothing.



Competitive analysis – A detailed comparison among different clothing brands

This slide provides a competitive framework of clothing brand competitive analysis within the already existing market in the USA along with their brief description and products offered by each company

Particulars	GAP	American Eagle Outfitters	Ralph Lauren	PVH (Calvin Klein and Tommy Hilfiger)
Founding year	1969	1977	1967	1881
Company's Description	American company Gap sells apparel and accessories all around the world. Gap, Banana Republic, Old Navy, Intermix, Athleta, and Janie and Jack are the company's six main divisions. The biggest specialty store in the US is Gap Inc., and it ranks third globally in terms of the number of locations.	American Eagle is a lifestyle, apparel, and accessory retailer based in the United States. Its full name is American Eagle Outfitters, Inc. a business that also controlled Silverman's Menswear. In the United States, Canada, Mexico, and Hong Kong, the corporation ran 901 American Eagle stores, 175 Aerie stores, and 2 Todd Snyder stores.	Ralph Lauren Corporation is an American publicly traded fashion company. It is a global leader in the design, marketing and distribution of premium lifestyle products in five categories: apparel, footwear & accessories, its reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets.	PVH Corp, is an American clothing company which owns brands such as Tommy Hilfiger, Calvin Klein, Warner's, Olga and True & Co. The company also licenses brands such as Kenneth Cole New York and Michael Kors. PVH is partly named after Dutch immigrant John Manning Van Heusen, who in 1910 invented a new process that fused cloth on a curve.
Company's Headquarter	San Francisco, California, USA	Pittsburgh, Pennsylvania, United States	New York, New York United States	United States
Website	www.gapinc.com	www.aeo-inc.com	www.investor.ralphlauren.com	www.pvh.com
Market Cap.	\$3.57 billion ¹⁹	\$2.07 billion ²⁰	\$6.94 billion ²¹	\$4.20 billion ²²
Revenue Generated	\$16.67 billion with YoY of 20.80% for fiscal year ended 2022 ¹⁹	\$16.67 billion with YoY of 20.80% for fiscal year ended 2022 ²⁰	\$6.22 billion with YoY of 41.30% for fiscal year ended 2022 ²¹	\$9.15 billion with YoY of 28.35% for fiscal year ended 2022 ²²
Social Media Followers	Instagram: 30.1K Twitter: 13K Facebook: 83.2K	Instagram: 10.5K Twitter: 568K Facebook: 11.77Mn	Instagram: 14Mn Twitter: 2.3Mn Facebook: 9.27Mn	Instagram: 13.4K Twitter: 2.85K Facebook: 13.7K
Products offered	Wide variety of clothing range for men, women, teen, girls, boys, toddler, baby, and back to school clothing range.	The brand offers products to male and female university and high school students, although older adults also wear the brand.	It produces products ranging from the mid - range to the luxury segments. Offering mid range chaps to RL children wear and denims	Wide variety of clothing range for men, women, teen, girls, boys

Key industry highlights for a clothing business (1/2)

This slide provides a glimpse of industry highlights of the clothing market, which includes impact of digitalization, sustainability, continued athleisure growth, a move towards size equality, mobile commerce in fashion, and blockchain etc.



Impact of Digitalization

- › With the digitalization trend, the fashion industry is already at the top. With the rise in various digital channels, it is expected to have a permanent shift in the future.
- › As the market evolves, legacy and emerging fashion brands must increase their online presence and leverage big data and analytics to provide personalized solutions and capture a larger market share.



Sustainability and Social Justice

- › Another significant trend in the apparel industry is sustainability. Consumers are more concerned about the planet's future and are putting pressure on fashion brands that do not practice environmentally friendly practices.
- › according to Textile Intelligence, some companies are working to change their business models and develop products made from more sustainable materials.
- › Adidas, for example, converts plastic trash washed up on beaches into recycled polyester and uses the material in shoes and clothing



Continued Athleisure Growth

- › According to the report issued by Technavio, the global athleisure market is expected to grow by \$153.02 billion from the period 2021 and 2025, at an annual rate of more than 7%.
- › Yoga-inspired clothing has a unique staying power because of the increase in wellness trends, and people are more inclined toward the already overcome gravity from decades.

Key industry highlights for a clothing business (2/2)

This slide provides a glimpse of industry highlights of the clothing market, which includes impact of digitalization, sustainability, continued athleisure growth, a move towards size equality, mobile commerce in fashion, and blockchain etc.

A Move Towards Size Equality

01

- › Rising obesity rates around the world have increased demand for on-trend, plus-size fashion.
- › plus-size clothing options at many retailers were limited and frequently relegated to separate sections next to maternity wear.
- › The beginning of the change from size-inclusive initiatives become more widespread. While Nordstrom, Target, and others have expanded their reach for plus size products.

Mobile Commerce in Fashion

02

- › The mobile commerce market will expand dramatically, owing mainly to the increased use of smart phones for both online shopping and payment for retail purchases.
- › two out of every three millennials prefer to shop online rather than in-store. Another widespread use of mobile is social media, which allows brands to be present on their customers' preferred channels while providing a fully integrated digital commerce offering.

Blockchain

03

- › Another revolutionary technology in future fashion, may find practical use in back-end operations involving product development and the supply chain as it can prove to be an excellent tool for transparency, traceability, and efficiency in the retail value chain.
- › Recording it on the blockchain, allowing it to track each movement of a recorded product in the supply chain, preventing the entry of counterfeit products and any attempt to divert the product.

Industry restraints for a Clothing business (1/2)

This slide provides a brief gist of industry restraints of the US clothing market, which includes restraints related to location, professional network and structural and financing, highly competitive market, capital intensive and advertising theory in a clothing business.

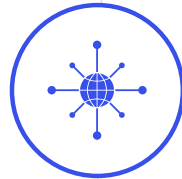


Clothing business may encounter significant industry barriers and startup challenges like equipment and staffing costs



Location

- › Location is the life or death for the business. Excellent locations are convenient for foot traffic and surrounded by businesses that go well with the business.
- › Depending on the retailer's location and volume of business, dealings with trade unions may add uncertainty and expense to the transaction. Thus, the location is vital in having an exact reach.



Professional Network

- › Because the fashion industry is so risky, many rely heavily on professional networks. These considerations may not apply to a small-scale online shop that sells a limited number of items on consignment
- › The entry obstacles are:
 - › The numerous specialties needed.
 - › The difficulties of the industry.
 - › The requirement for a genius sense of fashion.



Structural and Financing

- › There are now numerous online retail outlets, open-air markets, and pop-up stores—innovations that have reduced some of the retailer's costs. Because of this, the cost of opening a retail unit has been reduced.
- › The low cost and structural design for the retail stores have reduced profit margins, thus causing it difficult for the retail owners.

Key industry restraints of a Clothing business (2/2)

This slide provides a brief gist of industry restraints of the US clothing market, which includes restraints related to location, professional network and structural and financing, highly competitive market, capital intensive and advertising theory in a clothing business.



Highly Competitive Market

- › The fashion business is quite cutthroat. As a result, getting a foot in the door and gaining access to locations that will sell the company's products could be exceedingly challenging.
- › Unfortunately, this means that the market is relatively saturated, and many competing products make it more challenging to sell yours, creating a competitive barrier.



Capital Intensive

- › A fashion label's startup costs can be high, owing primarily to the need for space and machinery.
- › Without a physical workshop, it is difficult to produce large quantities of clothing, so these are required. Unless the store can choose runaway exclusive successes that no one has rapidly imitated, profit margins are typically very low (which is rare).



Advertising Theory

- › In the clothing business, it requires colossal advertising and branding costs to run, and for that, a considerable cost is required. Branding and advertising are the keys to success for a business.
- › Usually, a false advertisement can lead to substantial business costs, and a business's overall cash flow can also be affected.

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05 Customer Analysis

› Market analysis and market sizing in terms of size and profitability of business



Market analysis and market sizing in terms of size and profitability of business

This slide provides a brief gist of customer analysis of the clothing store business. This slide covers a brief about the business target market, which area and what geographical segment the company will be acquiring and market sizing compared to TAM, Sam and SOM i.e. how much serviceable market can be obtained by the company till year 2027.

Target Market

It is essential to create a target customer profile of the business and develop it over the tenure of its success. The market will cover men, women, and children, providing a wide range of options from young to adults.

At the later stage, the company will cover later areas by providing online options from inhouse applications and other e-commerce sites for better reach.

Market Sizing

Tam

Tam:\$1.5 trillion

The global clothing and apparel market were valued at \$1.5 trillion in 2021. The advent of private-label and direct to consumer-based business models is also creating a positive outlook for the market growth.

Total
Addressable Market

Sam

Sam:\$369.39.5 billion

The ecommerce market in the US was valued at \$369.39 billion in 2021. This is an increase from a decade ago in 2012 when online sales in the US

Service
Addressable Market

Som

Som:\$18.7 million

The platform would be able to capture a respectable share of the serviceable available market by the end of year 2027.

Service
Obtainable Market

Table of contents for clothing store business plan

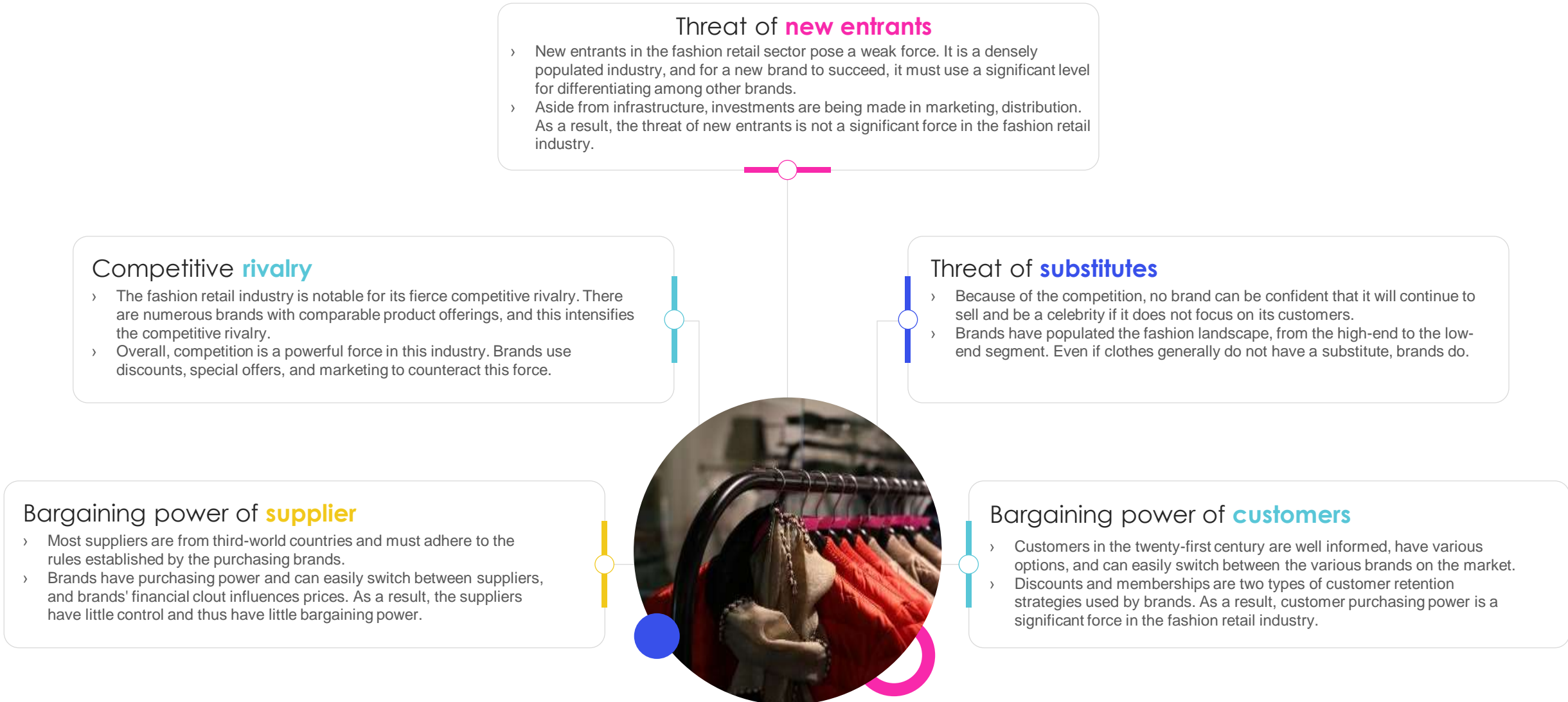
06 Growth Potential Analysis

- › Porter's framework – A detailed analysis of five force model of analysis
- › Comprehensive SWOT analysis of a clothing store business



Porter's framework – A detailed analysis of five force model of analysis

This slide provides detailed information on porter's framework, including strong competitive rivalry, strong bargaining power of consumers, strong threat of substitute, weak bargaining power of suppliers and moderate threat of new entrants in the business



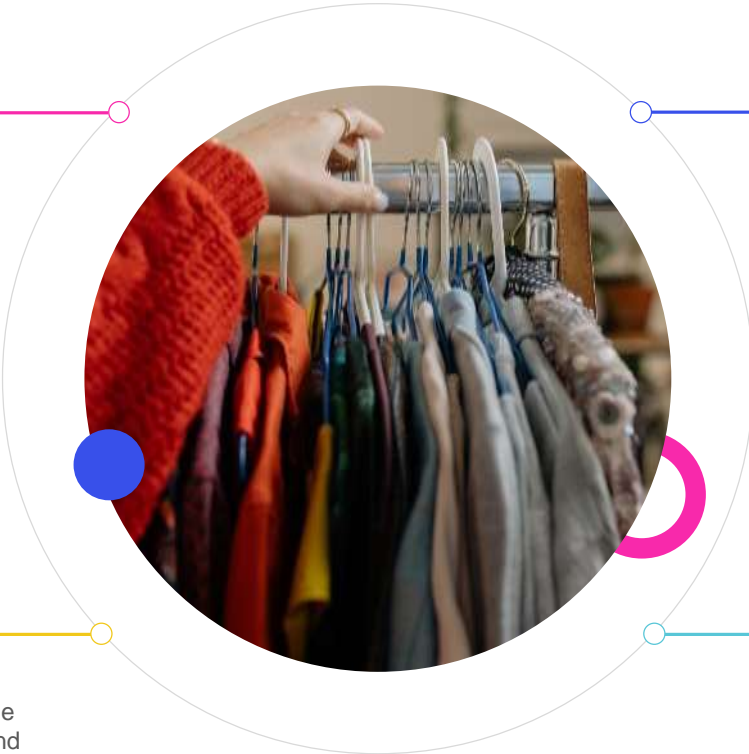
Comprehensive SWOT analysis of a clothing store business

The slide highlights a swot analysis of the clothing business. It includes the strengths, weaknesses, opportunities, and threats of the clothing market. It helps in building on what company does well, and what it lacks, seizing new openings, and minimizing risks

Strength



- › **Global Exposure:** The internet and mass media have transformed the world into a global village. Various companies organize fashion shows in various parts of the world to promote their products, thus helping to promote a global presence.
- › **Operational Independence:** Various fashion operations have complete autonomy over their work while also interconnecting. Designers and creative artists, for example, have complete creative independence. As marketers, manufacturers, retailers, and sellers, they all work independently while also collaborating closely.



Weaknesses

- › **Fashion Trends are Changing:** The beauty and fashion industries are highly competitive, and various fashion brands compete to be the first to set up new trends in the market. The fashion industry does not influence it; all they need to do is keep up with the latest fashion trends. They will eventually lose market share, sales, and profitability if they do not.
- › **Low Quality to Keep the Price Low:** Many fashion brands compete on price, and fashion houses must use alternative materials to gain a price advantage over competitors. However, when they use alternative materials or outsource production processes, the result is a low-quality product

Opportunities



- › **Improved way of life:** Ordinary people's lifestyles and living standards have improved in recent years. It's a good sign for the fashion industry. People who have extra money go shopping and buy luxury fashion items. It provides an excellent opportunity for fashion companies to promote their products and services.
- › **Spending on fashion items:** Overall spending on high-quality and fashionable goods has increased significantly. People are more conscious of their appearance and want to present a better image of themselves. In other words, it refers to expanding fashion businesses and their products.



Threats

- › **High competition:** The beauty and fashion industries are the most competitive and in high demand worldwide. Some renowned brands have hired excellent designers and artists in the creative team. They constantly develop unique and innovative fashion products and take advantage of being the industry leader.
- › **Changing patterns:** The ever-changing trends in fashion could affect the performance of the business. It doesn't matter how stable a business is in the market; if they are not ready for the new trends, it will lose its market share. It shows how fragile the fashion business is against the trends.

Table of contents for clothing store business plan

07 Marketing Plan

- › Go-to-marketing strategy for a clothing business
- › Sales strategy for a clothing business



Go-to-marketing strategy for a clothing business (1/2)

This slide provides a brief of go-to-marketing strategies which the company will follow to capture the market, it includes strategy for clothing store marketing, to normalize the audience, holding offline events and window display to run the business.



Strategy for Clothing Store Marketing

- › The store must establish effective communication channels with its target audience. How can a store possibly expect the attempts to increase sales if they don't ensure that your communications get through to them? It is not doable.
 - **Offline:** At the point of sale, It promotes sales and raises the products' quality in the businesses' eyes. It's common for some of these to be overlooked, but this shouldn't be the case, given the costs are small, and the benefits are more than adequate
 - **Online:** In a business as competitive as the textile sector, Not all firms indeed can or should operate online, but if a company has the means to make themselves accessible online, they should seize the chance to investigate this market. Currently, between 14 and 19 percent of overall revenues for national apparel enterprises come through online channels in nations like the United States



To normalize the audience, hold offline events

- › Start a new season (spring, summer, autumn, or winter) off right with a fashion show and showroom where some of the company's standout items are displayed to the public.
- › Celebrate milestones or significant events in the company's history, such as when the company turns a new year older or if there is a wish to remember a specific occasion that was significant to the company.
- › Make events around particular items or hold special sales to eliminate surplus clothing from a season almost over.



Window Displays: An Art that Is Still Required (and Effective)

- › The art that effectively presents a business's goods for sale through a combination of objects and materials is known as a window display.
 - **Lighting:** It's a simple yet fundamental idea. A store calls attention to the things, so others passing by will be looking at them. A store must ensure adequate illumination before attracting customers' attention to the sale items.
 - **Change it on a regular basis:** Fashion trends and consumer tastes change so quickly that firms must respond with some agility. Previously, changes were done according to the season, redecorating to show when a new season was approaching.
 - **Create a calendar for the window display:** In any business, planning is crucial. Always keep significant dates in mind when making plans, and avoid using the same display for an extended time.

Go-to-marketing strategy for a clothing business (2/2)

This slide provides a brief of go-to-marketing strategies which the company will follow to capture the market, it includes point of sale marketing and packaging along with channels for go to market.

Point of Sale Marketing and Packaging

- › The user's enjoy worldwide purchasing experience is just as crucial as the previous point. The customers are drawn in by the eye-catching window displays, and when they step inside, they discover a space that begs them to get lost among the clothing and accessories on the racks.
- › Some intriguing trends promote the usage of cardboard and recycled paper for product packaging, and a business card and a few candies are other options for the bag.

Monetization strategies

- › Publish sponsored content written or produced by the company.

Market entry strategies

- › Selling directly into the chosen market initially with your own resources.
- › Collaboration with the venture capitalists
- › Partnership with other clothing wholesalers.
- › Selling product on Amazon and other related sites.

Channels: Go-to-marketing strategy

Sales strategy for a clothing business

This slide provides a brief of sales strategies which the business will follow to retain and attract the customers, it includes awareness for business, client conversion and loyalty programs and the client retention through customer experience.

Awareness

Conducting various programs and participate in fashion shows, conferences, hosting offers to the customers, and posting on social media, SEO, etc. will boost awareness of the company.

Loyalty

Maintain customer relationships by running loyalty programs to attract more customers and to retain the existing once.

Conversion

Client reviews and testimonials over the website and the reviews and feedbacks from the online products delivered to the customers, and video interviews with customers will act as social proof.

Retention

Retaining clients through great customer experiences and services.

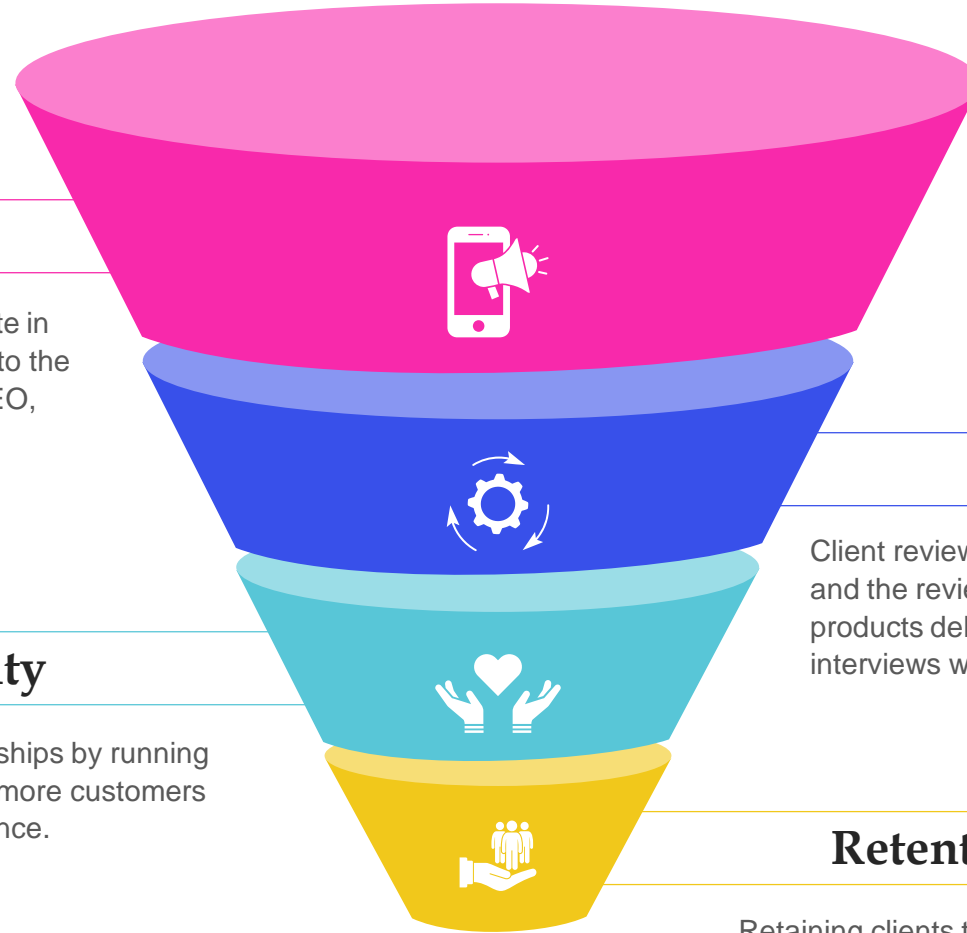


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08 Financial Summary

- › Key financial assumption for a startup business
- › Revenue model – Income generation and the source for a clothing business
- › Break-even analysis – A detailed clothing business summary
- › Profit and loss statement – A detailed business income analysis
- › Cash Flow Statement – A detailed business cash inflow and outflow analysis
- › Balance sheet statement – A detailed position of the business
- › Scenario analysis – A detailed understanding of profit under different options
- › DCF Valuation – A detailed understanding of business valuation



Key financial assumption for a startup business

This slide represents financial assumptions of the clothing store business plan. The purpose of this slide is to provide a glimpse about the assumptions which are been used while forming the financial statement, the assumption related to direct and operating expenses, balance sheet assumptions related to inventory days and some general assumptions

Financial computations are based on assumptions based on conditions prevailing in the relevant industry, expectations of the CEO and founder and business practices followed in the normal course of business such as tax and inflation rates, operating expenses etc.

Assumptions	Historical	Historical	Forecasted	Forecasted	Forecasted	Forecasted	Forecasted
	2021	2022	2023	2024	2025	2026	2027
Direct Cost % of Net Revenue							
Wages for the Staff	5%	5%	5%	5%	5%	5%	5%
Operating Expenses % of Net Revenue							
Marketing Expenses (including social media marketing)	28%	28%	25%	20%	10%	10%	5%
Accounting and Legal Expenses	7%	4%	3%	3%	3%	3%	3%
Salaries and Other Benefits	14%	14%	12%	12%	12%	12%	12%
Maintanance Expenses	7%	7%	5%	5%	5%	5%	5%
Miscellaneous Expenses	7%	6%	3%	3%	3%	3%	3%
Bank and Insurance Charges	2%	2%	2%	2%	2%	2%	2%
Inflation Rate	9.10%						
Corporate Tax	21%						
Depreciation on Computer and equipments	40%						
Depreciation on Fixed Assets	15%						

Revenue model – Income generation and the source for a clothing business

This slide presents revenue model of clothing retail business. The purpose of this slide is to provide a brief about the revenue the business will be generating in the forecasting period. The slide provides a revenue earned by different products and the growth percentage for the further five years.

The platform expects strong financial results from year 1 onwards as it looks to establish itself in the market in the year 1. Overall Net Revenue of the platform is expected to increase to **\$18,762,000** in year 2027 as compared to **\$1,500,000** in year 2022.

(in thousands)

Particulars	2021	2022	2023	2024	2025	2026	2027
	Historical	Historical	Forecast	Forecast	Forecast	Forecast	Forecast
Revenue from Men Clothing	\$ 300	\$ 500	\$ 850	\$ 1,445	\$ 2,457	\$ 4,176	\$ 7,099
Revenue from Women Clothing	\$ 300	\$ 450	\$ 705	\$ 1,145	\$ 1,897	\$ 3,181	\$ 5,369
Revenue from Children Clothing	\$ 400	\$ 550	\$ 795	\$ 1,316	\$ 2,204	\$ 3,718	\$ 6,294
Total Revenue	\$ 1,000	\$ 1,500	\$ 2,350	\$ 3,905	\$ 6,558	\$ 11,075	\$ 18,762
Revenue Growth %	-	50%	70%	70%	70%	70%	70%



01

business will have a revenue growth of **50%** from year 2021 to year 2022.

02

business will be having a constant growth in revenue of **70%** post 2022 and it will be having an overall revenue of **\$2,350,000** in the year 2023 to **\$18,762,000** in the year 2027.

Break-even analysis – A detailed clothing business summary (1/2)

This slide represents breakeven graph. The purpose of this slide is to provide the key highlights about the break-even which the business has to achieve, and below which the business will start incurring losses, thus breakeven is calculated for the forecasted period till 2027.

01

The analysis provided an annual break-even revenue of \$ 8,700,000 in the year 2027 from \$ 1,013,000 in the year 2021.

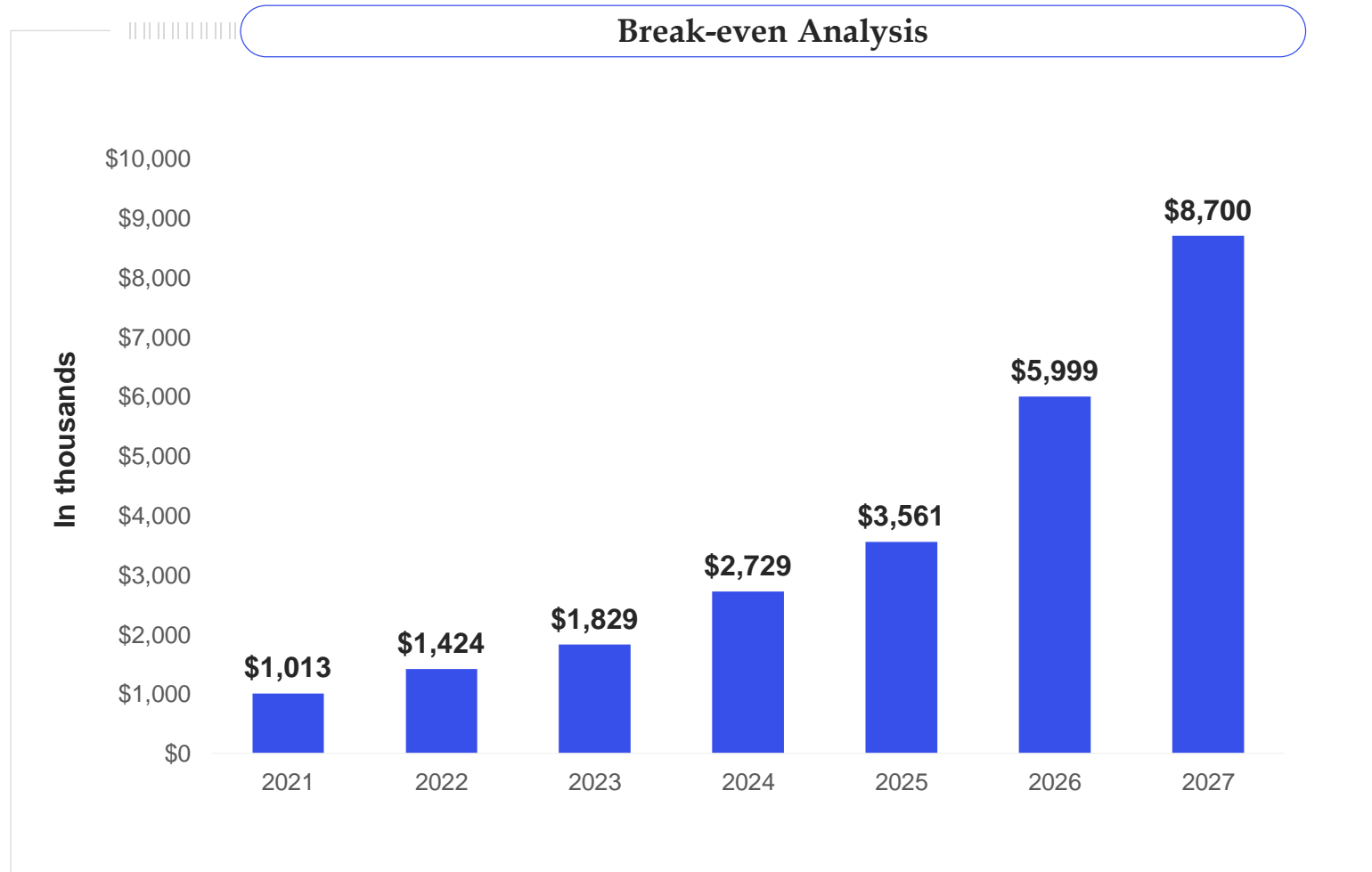
02

This analysis provides an estimate of the minimum volume of revenue required to cover the fixed cost of business.

Particulars	2021	2022	2023	2024	2025	2026	2027
	Historical	Historical	Forecast	Forecast	Forecast	Forecast	Forecast
Average Revenue Per Year	\$1,000	\$1,500	\$2,350	\$3,905	\$6,558	\$11,075	\$18,762
Average Variable Cost Per Year	\$350	\$525	\$823	\$1,367	\$2,295	\$3,876	\$6,567
Contribution Per Year	\$650	\$ 975	\$1,528	\$2,538	\$4,262	\$7,199	\$12,195
Estimate Annual Fixed Cost	\$658	\$926	\$1,189	\$1,774	\$2,315	\$3,899	\$5,655
Contribution Margin	65%	65%	65%	65%	65%	65%	65%
Average Revenue Break-even	\$1,013	\$1,424	\$1,829	\$2,729	\$3,561	\$5,999	\$8,700

Break-even analysis – A detailed clothing business summary (2/2)

This slide represents breakeven graph. The purpose of this slide is to provide the key highlights about the break-even which the business has to achieve, and below which the business will start incurring losses, thus breakeven is calculated for the forecasted period till 2027.



Key Highlights

The fixed cost has been adjusted based on the contribution of each product to the total revenue of the platform.

The analysis provided an annual break-even revenue of \$1,013,000 in the year 2021 as compared to \$8,700,000 in the year 2027.

Below this point, the business will start incurring financial losses.

Profit and loss statement – A detailed business income analysis (1/3)

This slide represents profit and loss statement. This slide provides a brief about the business income statement, how much revenue business will be generating from selling the products or services. The business earnings after tax is being calculated considering all the expenses and loss adjustments. Determine after tax growth percentage

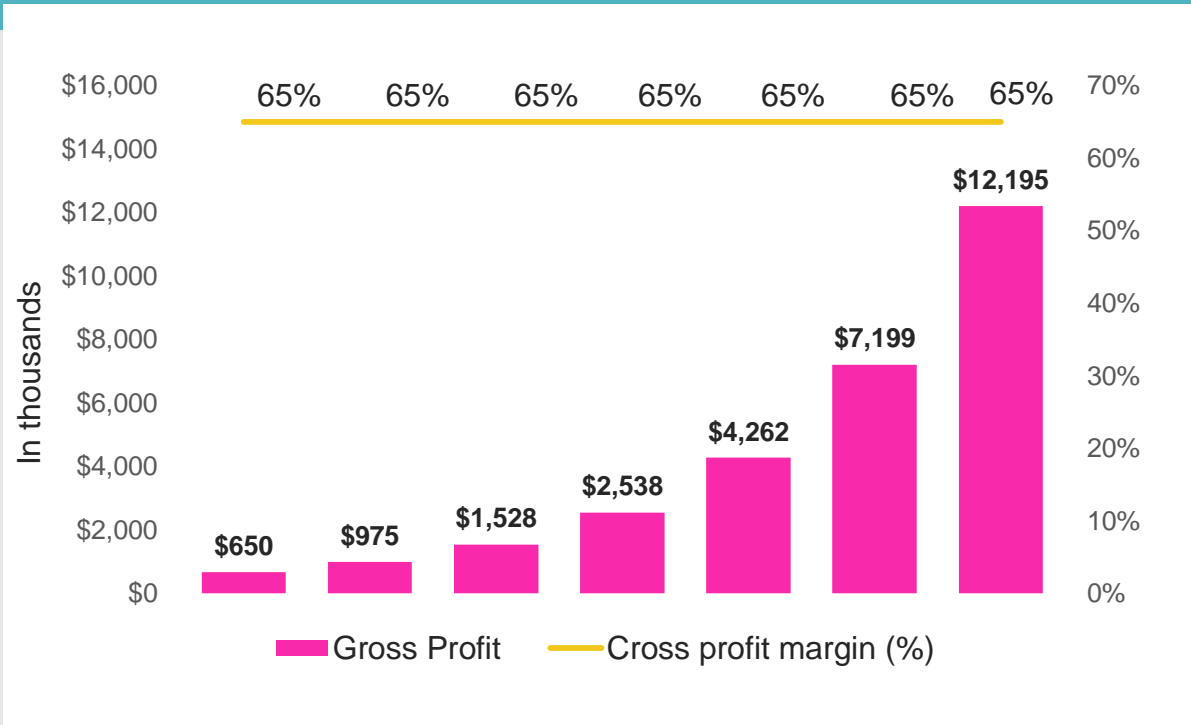
The business will attain a total revenue from operations of \$18,762,000 in the year 2027.

Particulars	(in thousands)						
	2021 Historical	2022 Historical	2023 Forecast	2024 Forecast	2025 Forecast	2026 Forecast	2027 Forecast
A Revenue							
Revenue from Men Clothing	\$300	\$500	\$850	\$1,445	\$ 2,457	\$4,176	\$7,099
Revenue from Women Clothing	\$300	\$450	\$705	\$1,145	\$ 1,897	\$3,181	\$5,369
Revenue from Clildern Clothing	\$400	\$550	\$795	\$1,316	\$ 2,204	\$3,718	\$6,294
B Revenue from Other Income							
Other Income	\$-	\$-	\$-	\$-	\$ -	\$-	\$-
Total Revenue from operations	\$1,000	\$1,500	\$2,350	\$3,905	\$6,558	\$11,075	\$18,762
C Direct Costs							
Wages for the production staff	\$50	\$75	\$118	\$195	\$328	\$554	\$938
Equipments	\$300	\$450	\$705	\$1,172	\$1,967	\$3,322	\$5,628
Total Direct Cost	\$350	\$525	\$823	\$1,367	\$2,295	\$3,876	\$6,567
Gross Profit	\$650	\$975	\$1,528	\$2,538	\$4,262	\$7,199	\$12,195
Gross Profit Margin (%)	65%	65%	65%	65%	65%	65%	65%
D Operating Expenses							
Rent and Overhead expenses	\$6	\$7	\$7	\$8	\$9	\$9	\$10
Accounting and Legal Expenses	\$70	\$60	\$71	\$117	\$197	\$332	\$563
Marketing Expenses	\$280	\$420	\$588	\$781	\$656	\$1,107	\$938
Maintanance Expenses	\$70	\$105	\$118	\$195	\$328	\$554	\$938
Bank and Insurance Charges	\$20	\$30	\$47	\$78	\$131	\$221	\$375
Salaries and Other Benefit Expesnes	\$140	\$210	\$282	\$469	\$787	\$1,329	\$2,251
Miscellaneous Expenses	\$70	\$90	\$71	\$117	\$197	\$332	\$563
Total Operating Expenses	\$656	\$922	\$1,182	\$1,765	\$2,304	\$3,885	\$5,639
E Earnings Before Interest Tax and Depreciation	\$-6	\$53	\$345	\$773	\$1,959	\$3,313	\$6,556
EBITDA (Margin%)	-1%	4%	15%	20%	30%	30%	35%
Depreciation of Machinery	\$1.50	\$3.08	\$4.86	\$7.13	\$9.36	\$11.71	\$14.45
Depreciation on Computer Equipments	\$0.80	\$1.28	\$1.57	\$1.74	\$1.84	\$1.91	\$1.94
F Earnings Before Tax	\$-8	\$49	\$339	\$764	\$1,948	\$3,300	\$6,540
EBT (Margin %)	-1%	3%	14%	20%	30%	30%	35%
Losses C/F	\$-	\$-8	\$-	\$-	\$-	\$-	\$-
Less: Corporate Tax	\$-	\$10	\$71	\$161	\$409	\$693	\$1,373
G Earnings After Tax	\$-8	\$39	\$268	\$604	\$1,539	\$2,607	\$5,167
Earnings After Tax Margin (%)	-1%	3%	11%	15%	23%	24%	28%

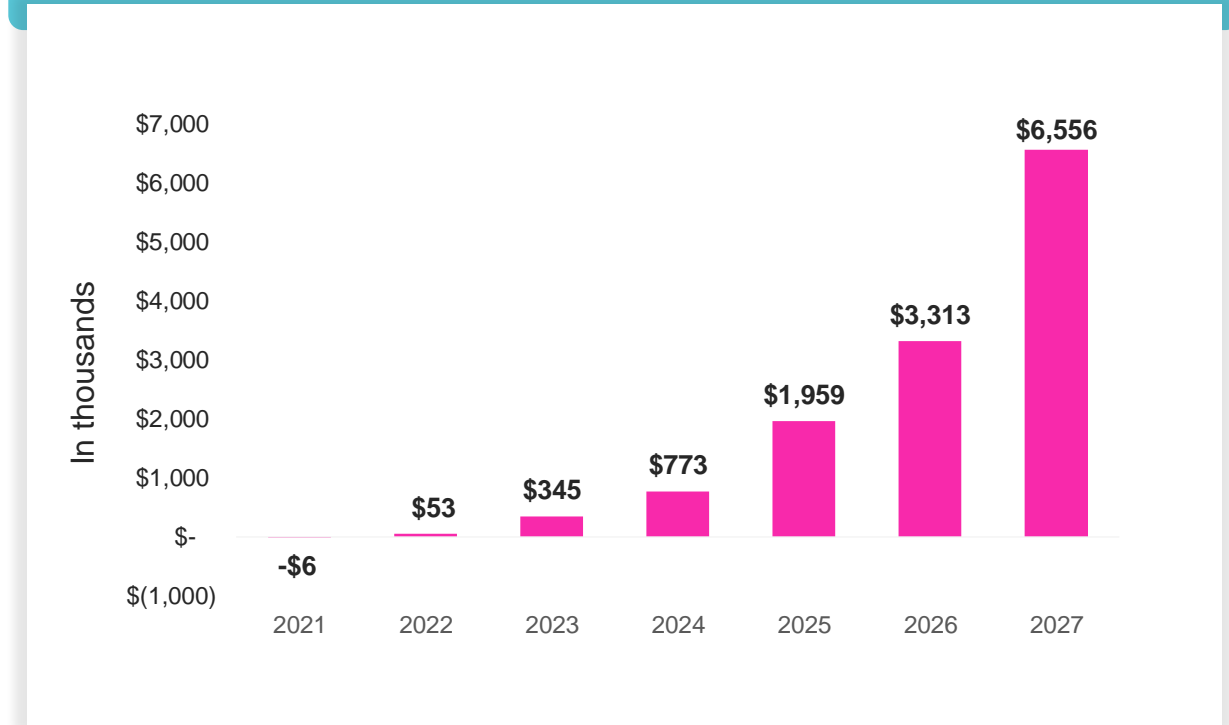
Profit and loss statement – A detailed business income analysis (2/3)

This slide represents graphs of gross profit of the business and earnings before interest tax & depreciation. The purpose of this slide is to give a brief about the business profitability and what the business will get before paying of any expenses related to interest, tax and depreciation with key highlights.

Gross Profit



Earnings Before Interest Tax and Depreciation



Key Highlights

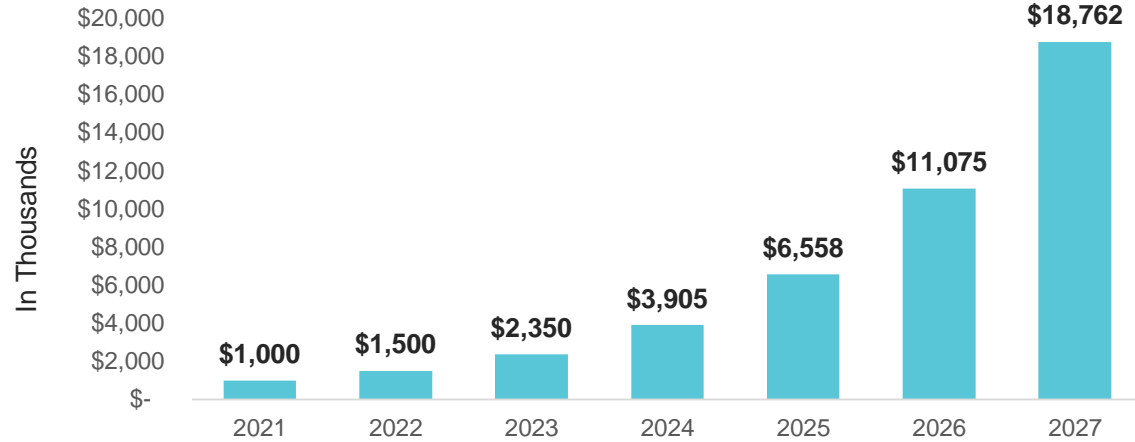
The business will attain a gross profit from business operations of \$650,000 in the year 2021 and it will grow to \$12,195,000 in year 2027.

It will have income before tax and depreciation profit of \$53,000 for the year 2023 and have \$6,556,000 for year 2027. Operating expenses will grow at an inflation rate.

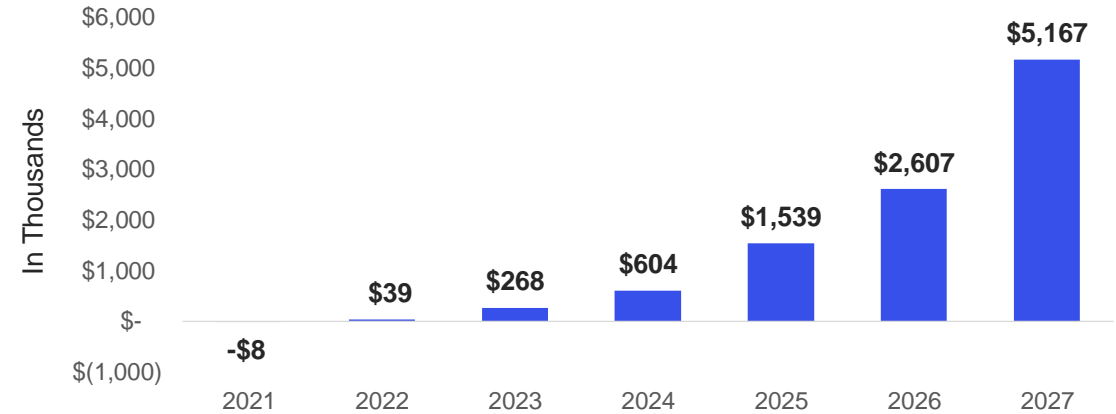
Profit and loss statement – A detailed business income analysis (3/3)

This slide represents graphs of total revenue from operations and earnings after tax. The purpose of this slide is to give a brief about the business total profit from the operations excluding all the business and non business related cost and what the business will get after paying of all the costs including expenses related to interest, tax and depreciation with key highlights.

Total Revenue from operations



Earning After Tax



Key highlights

The business will attain a total revenue from operations of \$1,000,000 in the year 2021 and it will grow to \$18,762,000 in year 2027.

It will earn an after-tax profit of \$39,000 for the year 2023 and have \$5,167,000 for year 2027. Operating expenses will grow at an inflation rate.

Cash Flow Statement statement – A detailed business cash inflow and outflow analysis (1/2)

This slide represents the business's historical and forecasted cash flow results and the amount of cash the business will introduce to starts its operations. The slide is presented to know the business cash performance, weather the business is heaving a positive cash balance and meeting all the obligations or not.

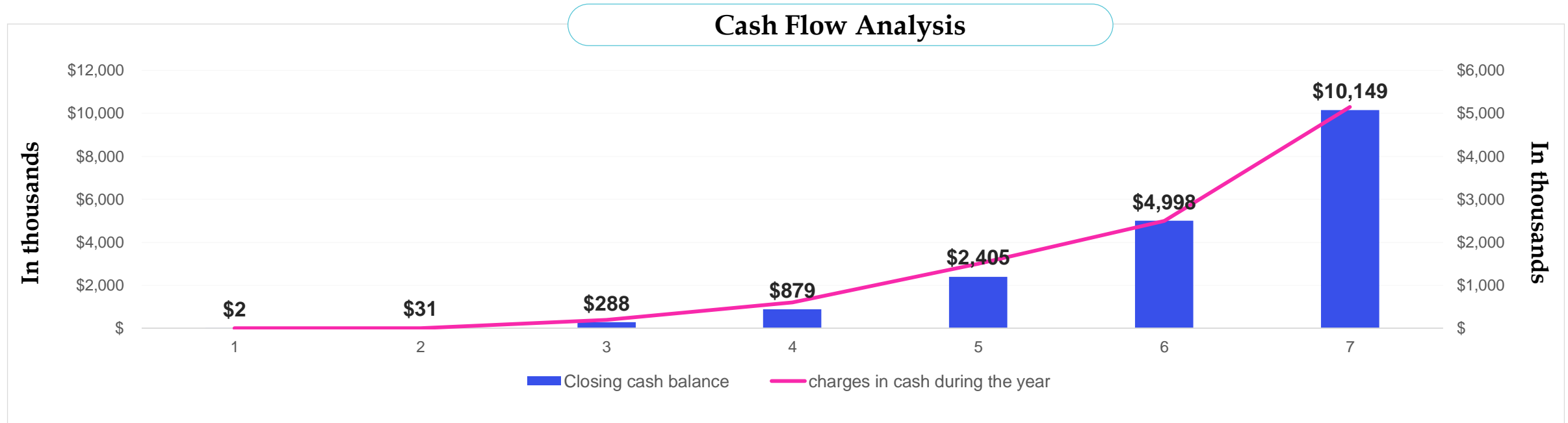
The business will have a sufficient amount of cash during the projected period to adopt the growth prospects of the clothing store business and can plan for the expansion of the business.

(In thousands)

Particulars	2021	2022	2023	2024	2025	2026	2027
	Historical	Historical	Forecast	Forecast	Forecast	Forecast	Forecast
Opening Cash in hand	\$-	\$2	\$31	\$288	\$879	\$2,405	\$4,998
Cash flow from Operating Activity							
Net Income	\$(8)	\$39	\$268	\$604	\$1,539	\$2,607	\$5,167
Net Income	\$(8)	\$39	\$268	\$604	\$1,539	\$2,607	\$5,167
<u>Adjustments</u>							
Depreciation of Machinery	\$1.5	\$3.1	\$4.9	\$7.1	\$9.4	\$11.7	\$14.5
Amortisation Expenses							
Depreciation on Computer Equipments	\$0.8	\$1.3	\$1.6	\$1.7	\$1.8	\$1.9	\$1.9
Net Cash Flow from Operating Activities	\$(6)	\$43	\$274	\$613	\$1,550	\$2,620	\$5,183
Cash Flow from Investing Activities							
<u>Inflows</u>							
<u>Outflows</u>							
Investment in Equipments	\$10	\$12	\$15	\$20	\$22	\$25	\$30
Investment in Computer	\$2	\$2	\$2	\$2	\$2	\$2	\$2
Net Cash Flow from Investing Activities	\$(12)	\$(14)	\$(17)	\$(22)	\$(24)	\$(27)	\$(32)
Cash Flow from Financing Activities							
<u>Inflows</u>							
Issuance of Equity	\$20	\$-	\$-	\$-	\$-	\$-	\$-
<u>Outflows</u>							
Net Cash Flow from Financing Activities	\$20	\$-	\$-	\$-	\$-	\$-	\$-
Changes in Cash During the Year	\$2	\$29	\$257	\$591	\$1,526	\$2,593	\$5,151
Closing Cash Balance	\$2	\$31	\$288	\$879	\$2,405	\$4,998	\$10,149

Cash Flow Statement – A detailed business cash inflow and outflow analysis(2/2)

This slide represents a graph on cash flow analysis and total assets. The purpose of this slide is to give a brief about the business cash position after meeting all the expenses and position of the business till 2027.



Key Highlights

Positive closing cash balance throughout the period indicates the sound financial condition of the business.

The closing cash balance at the end of year 2027 will be **\$10,149,000** from **\$2,000** for the year 2021.

Balance sheet statement – A detailed position of the business (1/2)

This slide represents balance sheet statement. This slide provides a brief about the business position, how much assets business is having, what is the total cash in hand/bank available for further expansion, account receivables, equity and liability including retained earnings accounts payables business will have at the end of each year.

Details regarding the clothing store business financial position during the forecasted period are provided below.

(In thousands)

Particulars	2021	2022	2023	2024	2025	2026	2027
	Historical	Historical	Forecast	Forecast	Forecast	Forecast	Forecast
Assets							
Cash	\$ 2	\$31	\$ 288	\$ 879	\$2,405	\$4,998	\$10,149
Inventory	\$ -	\$ -	\$ -	\$ -	\$-		\$-
Purchase of Machinery	\$ 9	\$17	\$ 28	\$ 40	\$53	\$66	\$82
Purchase of Computer	\$ 1	\$ 2	\$ 2	\$ 3	\$3	\$3	\$3
Total Assets	\$ 12	\$ 50	\$ 318	\$ 922	\$2,461	\$5,067	\$10,234
Liabilities							
Shareholder's Equity							
Equity Capital	\$ 20	\$ 20	\$ 30	\$20	\$20	\$20	\$20
Retained Earnings		\$ (8)	\$ 30	\$298	\$902	\$2,441	\$5,047
Profit and Loss During the Year	\$ (8)	\$ 39	\$ 268	\$604	\$1,539	\$2,607	\$5,167
Total Liabilities	\$ 12	\$ 50	\$ 318	\$922	\$2,461	\$5,067	\$10,234

Balance sheet statement – A detailed position of the business (2/2)

This slide represents a graph on cash flow analysis and total assets. The purpose of this slide is to give a brief about the business cash position after meeting all the expenses and position of the business till 2027.



Key highlights

With the initial amount of investment of **\$20,000**, the clothing store expects to achieve a net worth of **\$10,234,000** by the end of year 2027 from **\$12,000** in the year 2021.

01

02

The assets will increase with the time as the business will expand its operations and will buy more of fixed assets and increased cash flow.

Scenario analysis – A detailed understanding of profit under different options (1/2)

This slide represents the different scenarios for deriving final annual profit after tax on the basis of best case, nominal case and worst case.

Price and cost per product in each scenario have been calculated based on growth rate and inflation rate assumptions in each year. Resultant break-even revenue and profit after tax have been presented in tables below.

(In thousands)

Case 1	Nominal
Growth Rate (%)	0%
Inflation Rate (%)	0%
Year 2025	
Revenue	\$ 6,558
Variable Cost	\$ 2,295
Average Variable Cost (%)	35%
Contribution (%)	65%
Estimated Annual Fixed Cost	\$ 2,304
Annual Revenue Break-Even	\$ 3,554
Annual Profit After Tax	\$ 1,538.56

(In thousands)

Case 2	Worse than Expected
Growth Rate (%)	-5%
Inflation Rate (%)	5%
Year 2025	
Revenue	\$ 6,171
Variable Cost	\$ 2,435
Average Variable Cost (%)	39%
Contribution (%)	61%
Estimated Annual Fixed Cost	\$ 2,304
Annual Revenue Break-Even	\$ 3,805
Annual Profit After Tax	\$ 1,122.91

(In thousands)

Case 3	Better than Expected
Growth Rate (%)	5%
Inflation Rate (%)	-5%
Year 2025	
Revenue	\$ 6,956
Variable Cost	\$ 2,160
Average Variable Cost (%)	31%
Contribution (%)	69%
Estimated Annual Fixed Cost	\$ 2,304
Annual Revenue Break-Even	\$ 3,341
Annual Profit After Tax	\$ 1,960.24

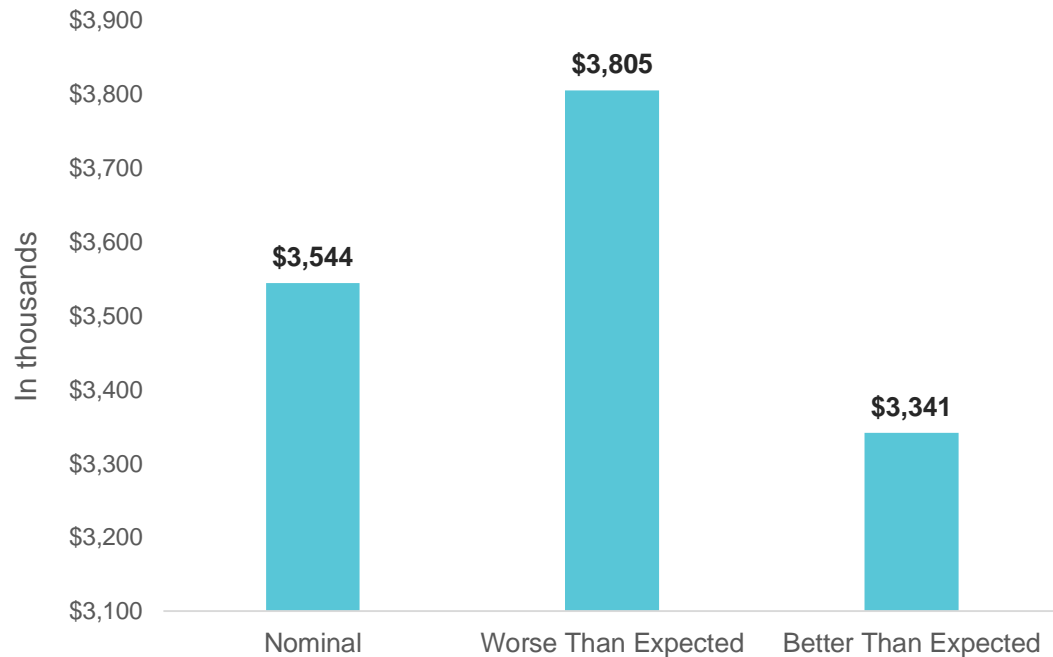
Scenario analysis – A detailed understanding of profit under different options (2/2)

This slide presents a scenario analysis of annual revenue break-even, annual profit after tax and break-even analysis

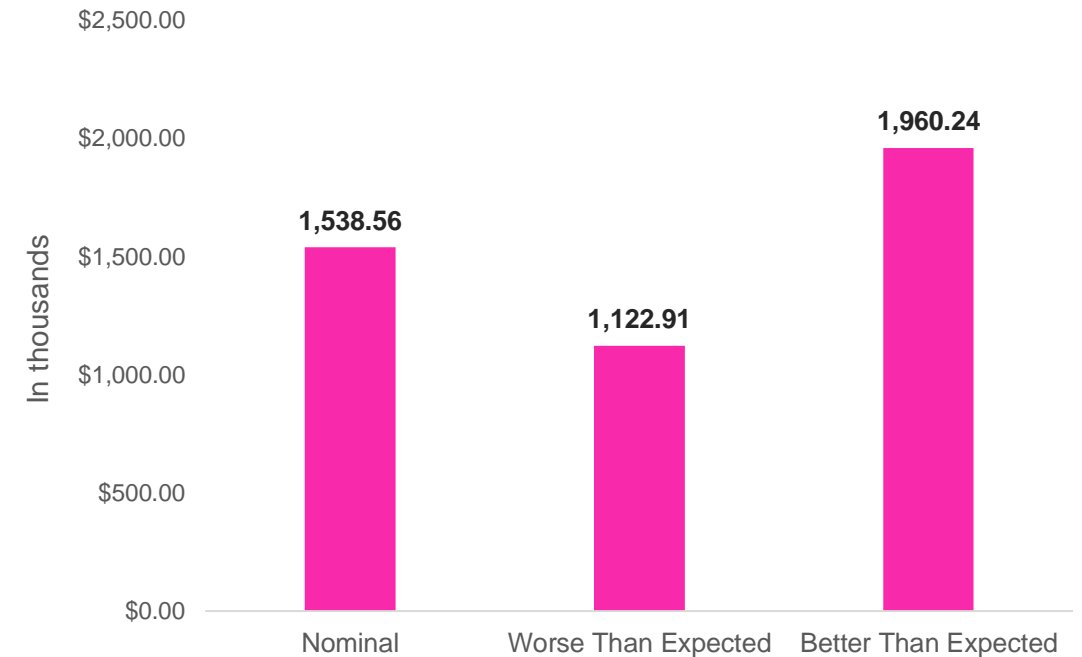
Key highlights

- › Graphical charts represent the annual break even analysis and annual profit after tax is calculated for three scenarios i.,e.
 - Nominal case with no variation in the market
 - Worse than expected scenario if the business incur expenses more than expected and the profit remains the same
 - Better than expected scenario, where business earned extra-ordinary profits but the expenses are same

Annual Revenue Break-even



Annual Profit After Tax



This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select "Edit Data".

DCF Valuation – A detailed understanding of business valuation

This slide represents the DCF valuation analysis of a business's financials based on the free cash flow to firm.

WACC Assumptions

Risk free Return	2.50%
Market Rate of return	10%
Infinite Growth Rate	5%

Free Cash Flow to Firm

Particulars	2023	2024	2025	2026	2027
Revenue	\$ 2,350.00	\$ 3,905.00	\$ 6,557.50	\$ 11,074.85	\$ 18,761.64
EBIT	\$ 345.36	\$ 773.21	\$ 1,958.75	\$ 3,313.18	\$ 6,556.45
EBIT(1-Tax)	\$ 272.83	\$ 610.83	\$ 1,547.41	\$ 2,617.41	\$ 5,179.60
Add: Depreciation and Amortisation	\$ 6.43	\$ 8.87	\$ 11.21	\$ 13.62	\$ 16.40
Add: Change in Working Capital					
Less: Capital Expenditure	\$ 17.00	\$ 22.00	\$ 24.00	\$ 27.00	\$ 32.00
FCFF	\$ 296.26	\$ 641.71	\$ 1,582.62	\$ 2,658.03	\$ 5,228.00
Terminal Value as on Year 2026					\$ 95,467.75

DCF Valuation

NPV of Explicit Value	\$ 6,860.27
NPV of Terminal Period	\$ 86,201.13
Enterprise value	\$ 93,061.40
Add: Cash	\$ 10,149.11
Gross Enterprise Value	\$ 103,210.50
Less: Debt	\$-
Equity Value	\$ 103,210.50
Shares Outstanding (number)	100,000,000.00
Value Per Share	\$ 968.89

Table of contents for clothing store business plan

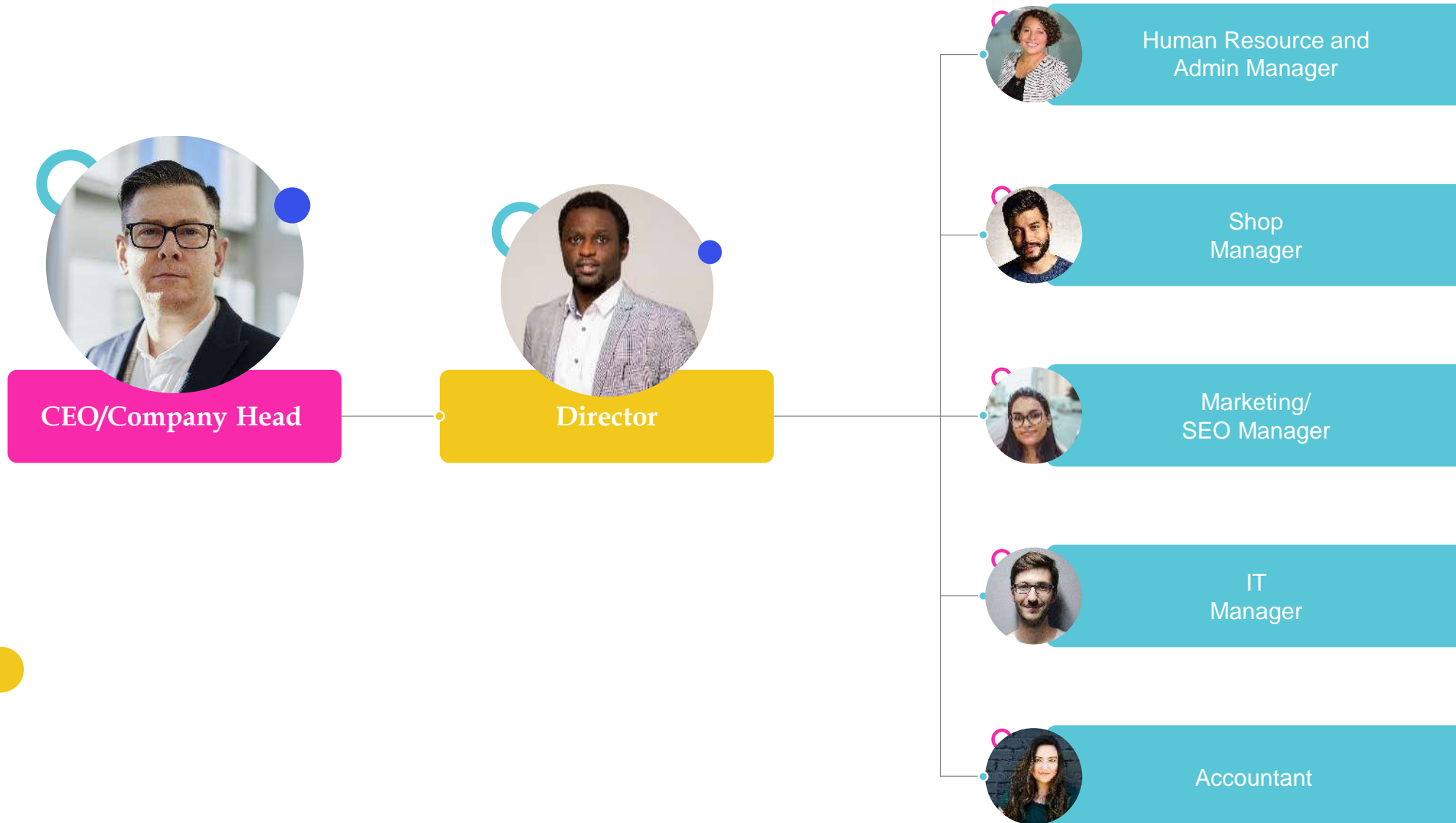
09 Management Summary

- › Organizational Structure for a clothing business
- › Job role and responsibilities – A detailed working of each managerial position
- › Professional summary of the management



Organizational Structure for a clothing business

This slide represents organizational structure of the business. The purpose of this slide is to provide a brief about company ownership and management team, which will be responsible for smooth running of the business and the team reporting manager/director.



Job role and responsibilities – A detailed working of each managerial position

This slide represents organizational structure of the business. The purpose of this slide is to provide a brief about company ownership and management team, which will be responsible for smooth running of the business and the team reporting manager/director.

Founder/CEO



- › Responsible for providing direction for the business
- › Responsible for creating, communicating, and implementing the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- › Responsible for fixing prices and signing business deals

Shop Manager



- › Responsible for controlling and managing inventory
- › Responsible for supervising shop employees and oversee daily operations
- › Responsible for perform general maintenance of machinery used in the shop

IT Manager



- › Responsible for managing the organization website and its continuous update
- › Responsible for ensuring that payment platform is secured 24 / 7
- › Responsible for continuous upgrade and maintenance of IT systems
- › Handles any other technological and IT related duties



Human Resources and Admin Manager

- › Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- › Responsible for defining job positions for recruitment and managing interviewing process
- › Responsible for carrying out staff induction for new team members



Marketing/ SEO Manager

- › Responsible for overseeing the planning and implementation of merchandising strategies
- › Responsible for creating eye-catching store layouts that showcase the brand and aesthetic of the company



Accountant

- › Responsible for complying with all company, local, state, and federal accounting and financial regulations
- › Responsible for compiling, analyzing, and reporting financial data and

Professional summary of the management

The slide highlights the professional summary section of the café. It will include educational background and work experience of the key management.

Education Details



University

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Course

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DD/MM/YY

Employment History



Employer

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Job Position

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Table of contents for clothing store business plan

10 Exit strategy for the business stakeholders



Exit strategy for the business stakeholders

This slide represents exit strategy for stakeholders such as venture capitalists, private offerings and initial public offer.



Venture Capitalists

- › It will help in expanding development and attract other wealthy investors who see the potential for high returns.
- › VCs generally invest heavily into businesses and startups that are worthy.
- › VC investments provide a sturdy supply of cash to the business.



Private Offerings

- › Startups can privately offer shares to individuals or selected groups of investors to raise funds as it doesn't require any SEC offerings and regulations.
- › Private offerings require fewer services from underwriters or brokers and thus are considered less expensive for business growth.



Initial Public Offer

- › Startups can make an initial public offering (IPO), where a portion of the company can be sold to the public in the form of shares.
- › It offers an opportunity to buy out other privately held trading companies having a financial roadblock.
- › It is considered a secondary form of exit for other investors in other companies by participating in buyouts.



Icons slide for clothing store business plan



Additional Slides



Roadmap

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2017

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2019

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2021

2018

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2020

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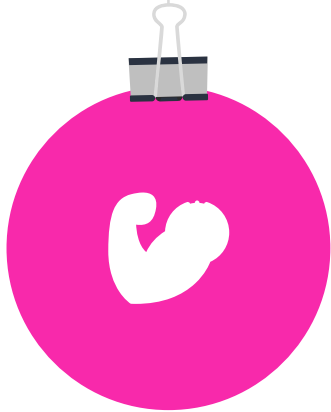
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2022

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Strengths

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Weaknesses

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Opportunities

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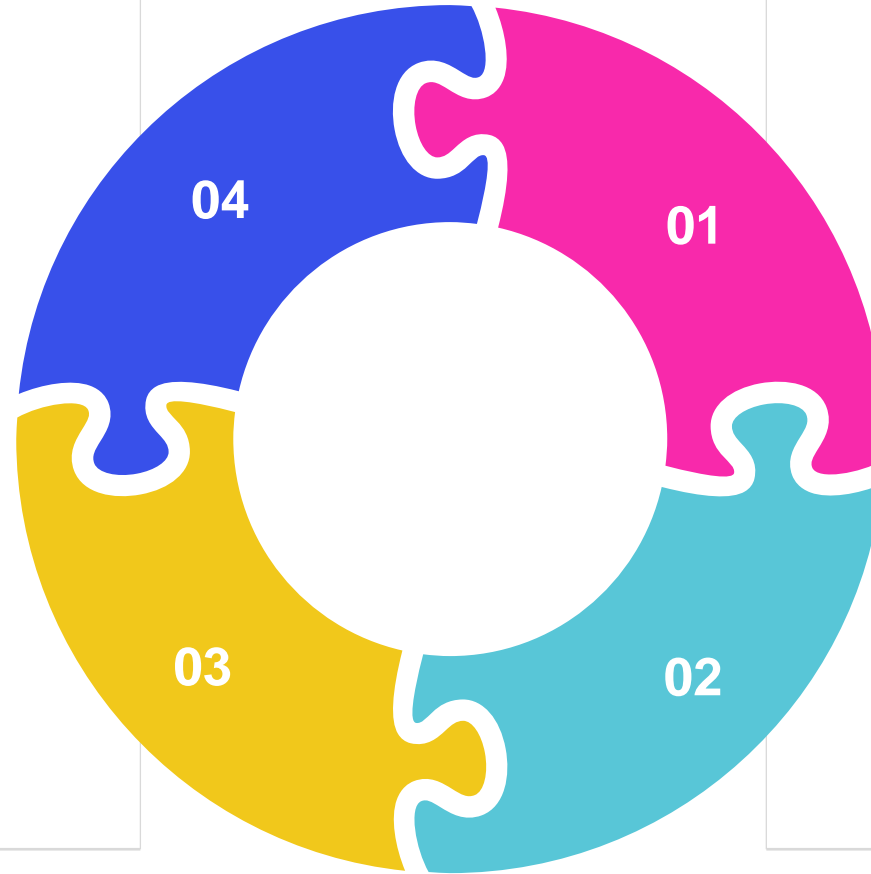
Threats

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Puzzle

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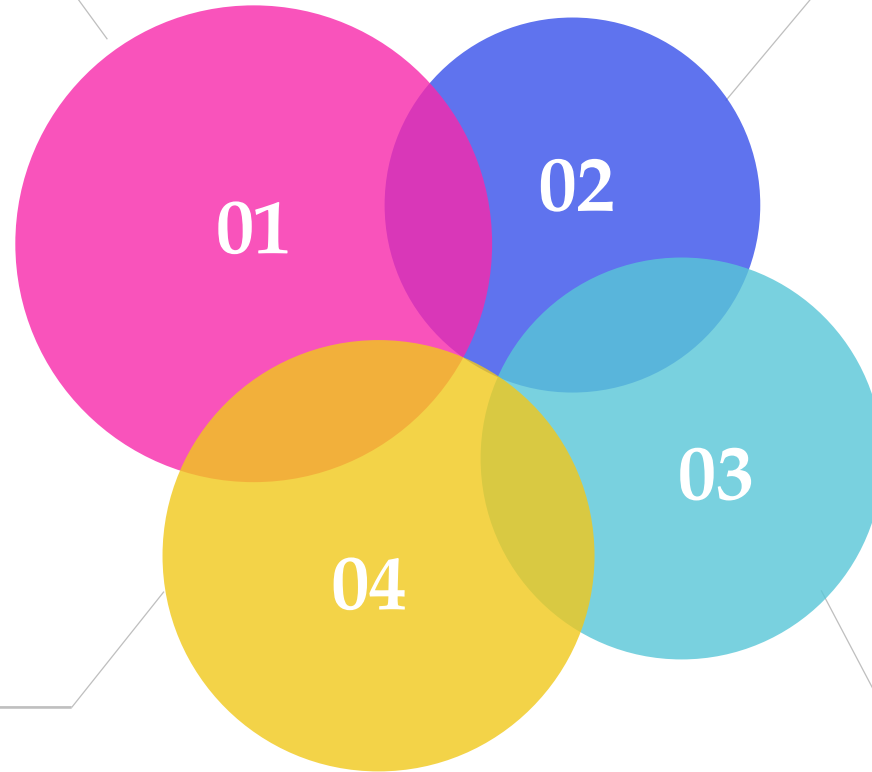
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About us



Professional

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Creative

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Talented

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Post it notes



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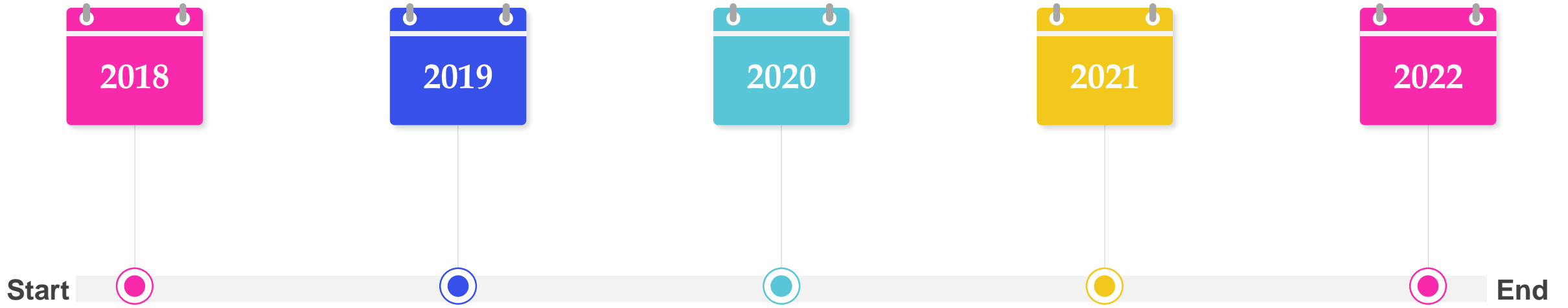


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Timeline



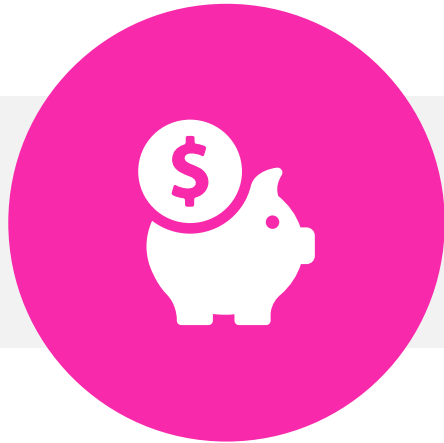
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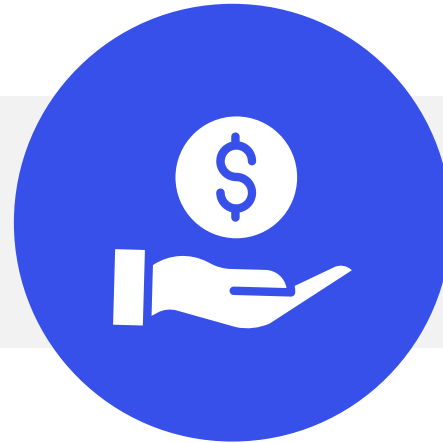
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Minimum

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Medium

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80%

Maximum

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Thank you



Address

street number, city, state



Contact Number

0123456789



Email Address

Emailaddress123@gmail.Com

