

Business plan for a clothing company

[Business](#), [Company](#)



The product I will be supplying to society will be a fashion store called FrSh. Popular culture is no longer regional. The tradition of cable television and the Internet has created a world where a fashion statement can make you or break you. FrSh will offer young customers the youth-oriented products and clothing that are popular in large urban areas but not available locally.

The target customer is in their late teens to their mid 20s, who enjoys the urban scene and the city look, participates in youth sports like skateboarding and basketball, and looks toward new urban clothing trends in large city areas for inspiration. FrSh will provide the distinctive clothing, shoes and products that are just ahead of the fashion curve. I will create a cost-effective operation that will quickly bring new fashionable clothing and products to the customer.

I originally came up with this idea because I was fed up of people wearing the same clothes to fit in and wanted to find an alternative to what everyone was wearing so that I would stand out whilst fitting in.

I have always enjoyed going to parties and with that comes the responsibility of looking good. I also made shirts whilst in high school and sold them to people. My goals for FrSh will be..... * Accessible store where you always find something new that you want. * Excellent vendor relationship that will facilitate quick shipment of orders. * Establish an effective strategy for advertising to our target customers. * Create a store image that our target customers see as both attractive and trendy.

FrSh competitive advantage is offering product lines that make a statement but won't leave you broke. The major brands are expensive and not

distinctive enough to satisfy the ever changing taste of our target customers. FrSh offers products that are just ahead of the curve and so affordable that our customers will return to the store often to check out what's new.

Another competitive factor is that products for this age group are part of a lifestyle statement. FrSh is focused on serving the Urban youth. We want to represent their style and life choices. We believe that we will create a loyal customer base that will see FrSh as part of their lives. We will pride ourselves by setting the most affordable prices for our consumers.

We will cover all of our liabilities and make sure we will have contracts with all of our partners which we will be considering into bringing into the company. We will be running a close cooperation.

FrSh will advertise in the Universities and daily student newspapers and free Weekly papers, which is focused on FrSh target customer groups. FrSh will also plan three events to raise its visibility with target customers. We will assemble a group of boy and girl Dancers and sponsor them with the FrSh logo. The Dance competition will be followed by a street basketball game. Smokejumpers will book a local popular alternative college group to play at the event. We will find co-sponsors for the events that are also focused on the same target customers. At these events, FrSh will distribute stickers, hats, t-shirts, and promotional material offering 50% discount on purchases this will draw us customers.