

Muffin tops business plan sample

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



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Executive summary

Muffin Tops Limited Company is a company that is dedicated to offer high quality tops to women at fair prices. The company identified this as a successful business opportunity and as a result has pooled resources to initiate a successful business activity. But its success is dependent on the dedication of every stakeholder. The company has gone through many challenges for a period of 2 years since it was started. However, despite these challenges, the company has been successful in offering high quality children clothing. Initially it was dealing with children clothing but after a thorough market research has identified that overweight women require quality tops that fit them since at the moment throughout the entire market, there are no fitting tops that are provided to them.

Therefore, the company will be offering Ruffle Front Tube Tops at fair prices. Our business falls under the most successful industry in the economy that is, clothing industry and we believe that our new business activity will be successful also. Ruffle Front Tube Tops are essential to the overweight women and the goal of our marketing plan is to be successful in this

competitive market. The objective of the Company is to be the best provider of these tops in the entire market.

Target market

Women of all the ages are our target market. The conducted research revealed that they prefer these tops hence this gave us the idea of the media to use in marketing these tops to these women.

Competition

Clothing industry is an industry is the most competitive industry and for this reason we expect to face a tough competition. Our competitors are large established Companies but we believe that with hard work and good relationship with our customers we will be successful.

SWOT analysis

Our strength is in the expertise of our staffs that have been in the clothing industry for 2 years. However, our weakness is in our limited budget. The company opportunity is being the first company to realize the need for the women in the society. The threat the company is likely to face is the substitutes in the market.