

Multidetector ct study of bowel pathologies - original article

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



Introduction

The purpose of this thesis is to create a business plan for a fashion company. The author of this report chose this topic because of her personal interest for entrepreneurship. The author who is into African fashion plans to incorporate the knowledge acquired from her 'Sales and Marketing' degree programme into her passion; which is fashion entrepreneur.

(The term “ entrepreneur” derives from the French word “ entreprendre”, which stands for “ to launch”. Referring to the business concept, it implies “ to set up a business”. (Saroj & Mehndiratta 2009, 1).

A business idea is just another idea. But an idea backed by a strong feasibility, a thorough business plan and a smart business team is no longer an idea. It's now a solid business opportunity worth pursuing.” – Ajaero Tony Martins (2014)

Every success story is started with a plan, hence, the primary aim is to write a business plan that will create a structure that will accommodate the kind of expected flow, including a marketing, operational and financial plan, for the fashion business at the long-run proposed to start in northern part of Indian. To achieve this primary aim, a research question was formulated: 'How to create a feasible business plan for a startup fashion company in India?'

In order to answer this research question, both primary and secondary market research were conducted in the target market to gather good insights about the Indian Fashion industry and customer's behaviour.

Annual fashion industry reports, government web-based publications, competitors' social media and web pages, electronic and print textbooks are the various components of the secondary source. The primary source comprised of a survey sent to the target market

demographic to understand the customers' buying habits and their insights and perceptions about different fashion brands in the market.

Therefore, this research work has provided the author the benefits of understanding the process of establishing a fashion company in Indian and how to professionally construct the business plan which will aid the execution of the plan in future.

Subsequent chapters delved deeper into the business plan proper, discussing the different sections that are involved in a business plan as suggested by the U. S. Small Business Administration:

Although the financial information is still currently vague, but will be subsequently developed and worked on as there were relevant templates provided in the Appendix which were sourced from 'SCORE' to further help with this subsequently.

The author hereby utilized the knowledge and insights gathered from both primary and secondary sources to create her own model of business plan suitable for her target market and which can be used as a template for similar fashion entrepreneurs.

Company's description

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Eazy stitch is a ecommerce and retailer of an upscale clothing line targeted at males and females of all ages. Eazy stitch not only develops the clothing line, but will support it with advertising and promotion campaigns.

Eazy stitch plans to strengthen partnerships with retailers by hiring an independent placement specialist, thereby creating and developing brand awareness. Eazy stitch intends to market its line as an alternative to existing upscale clothing lines and differentiate itself by marketing strategies, exclusiveness and high brand awareness.

Eazy stitch is a company that creates unique and stylish lines of clothing to everyone that loves what they choose to wear and care how they present their image in public. It's a clothing line made exclusively for the fashion forward and bold- young and old people who are not afraid to stand out and break outside the norm.

The key message linked with the Eazy stitch clothing line is classy, upscale, versatile and high-quality clothing. The company's promotional plan is diverse and includes a range of marketing communications.

Company's Goal

Eazy stitch major goal is to start as a intermediate fashion firm and expand to be a regional brand during year three. In order to accomplish this, sales must significantly increase between year two and three. The management team hopes to start distributing throughout the rest of FCT, as well as surrounding states such as hyderabad, telangana, india

Another venture goal of Eazy stitch is to be profitable by year three. With current sales forecasts, Eazy stitch will be making money by the end of year two, and to further develop a successful Internet site, while maintaining strong relationships with retailers.

Company's objectives

To establish ourselves as a premier fashionable clothing company, targeting professionals - working professionals and medium to fashion forward working professionals in both academic, entertainment and design industries

To sell more than \$650, 000 in annual sales by year two, providing high quality clothing with A-list designs for people with polished and elegant taste

To reach a break-even point by the end of year one.

Mission/vision statement

Eazy stitch intends to develop an inventory of unique fashion products that can add value to every potential client's wardrobe. These products, which will be sourced and manufactured in India and other raw materials dealers abroad, can be added as staple, fashionable exclusive Custom pieces to enhance the image experience to people that hold fashion, quality and high-end design of utmost importance.

Eazy stitch will be a leader in the couture wholesale and retail sector by offering customers unique and stylish men and women's apparel and accessories at affordable prices with top-notch customer service and benefits

The vision of the company is to provide Eazy stitch for consumers, based on

style and quality and to be the most sought-after provider of personalized quality clothing in the hyderabad, telangana, india.