

# CLOTHING RETAIL BUSINESS PLAN PDF

*Mahogany Western Wear clothing retail business plan executive summary. Mahogany Western Wear is a western apparel retail store catering to.*

Belle Femme Boutique offers a wide variety of professional clothing for women including dresses, pants, blouses, skirts, and blazers and accessories such as purses and jewelry. While other stores offer some style equivalents, they are not focused solely on fashionable wear. Generally these women have a high school level of education, and are ready for their college professional studies, and women who are ready for seeking an internship or fulltime job in college. Among this huge population, there are Supplier relationships and exclusive product offerings will prevent future competitors from entering the market as a competitor. It will create a uniform user experience and deploy a great variety of modern internet-based marketing instruments. Belle Femme's goal is to help women break away from this perception of the stereotypical college girl and be there to support women and help them become the professional image that corporations and service operations are looking for to be their managers and owners. For this reason, it is important to market also in the motorcycle specific retailers across the US, as this clientele buy their motorcycle wears in specialty shops. The accessories and later the clothing will be cool and elegant, making a statement to be summarized as follows: I live and think independently and I am a passionate, self-conscious woman. Originally it was thought to sell to high-end retailers such as Barneys, Henri Bendel, also for example concept stores in Manhattan and Brooklyn such as Opening Ceremony and American Two shots etc. The most important unique selling proposition of [fashion business plan example] COMPANY is to be found in the capabilities of the founder herself. They will be crafted in styles that appeal to motorcycle-enthusiastic women and will combine functionality and robustness with clean, aesthetic design. The competition with these firms will be strongly influenced by the higher quality and the greater likability of [fashion business plan example] COMPANY. Because of the large percentage of women, we believe that we will have a strong power and opportunity to gain plenty of women who are entering the workforce as potential customers. More motorcycles are being created with women in mind. Demand for clothing is strongly influenced by the growth of the economy and personal income. It is likewise thinkable that the first customers of [fashion business plan example] COMPANY will actually buy the product from an integrated webshop. We will initially seek customers locally, but will increase our reach throughout the United States and abroad as we build our brand and secure our image. Most companies operate just one store, but 1, companies operate more than two. All accounting and finances will be maintained using in state-of-the-art software. This will include the standard bar code with its related equipment and software. Over the last few years, motorcycle manufactures like Harley â€” Davidson for example have been catering more to the female crowd. This bumps up our expected customers roughly 4,, women who travel into New York on a regular basis versus women who reside in New York. We did some research for the population in New York City, where our headquarters is located, through U. This appears to be particularly true in the areas of apparel and jewelry, which have integrated a web design selling tools such as zoom, color swatching, and configurators. With the interests in fashion that women have today throughout their high school and college life is making it difficult for women to be perceived in a professional and elegant manor.