




Online Boutique


# BUSINESS PLAN

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Your fashion defines you

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# 1.

## Executive summary

Problem Definition & Validation

Solution

Mission statement

Keys to success

Financial highlights



TIP

Avante will offer semi-couture womenswear through its eponymous and proprietary label that intersects the contemporary and the avant-garde. The label will focus on diversity and inclusivity, with each piece being beautifully crafted wearable art. Aligning itself with the ideals of fashion contemporaries such as Balenciaga and Marine Serre, the constitute

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## Problem Definition & Validation



TIP

The fashion industry in the US has, along with its global counterparts, been battling systemic problems of poverty, economic inequality, color and size discrimination, climate change, and environmental degradation. The industry still falls short of respecting and protecting the environment, both in the US and in other countries with which it trades. The way fash

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## Solution



TIP

Avante believes that change in the fashion industry needs to happen at three, different yet interrelated levels: government, industry, and culture. The government has been taking initiatives to uphold its end of the bargain by ensuring, if not demanding fashion brands to respect and protect human rights and the environment through various legal and form

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## SMART Goal



### Specific

- To begin commercial operations in New York by Q1 2022



### Measurable

- To achieve break-even sales in Year 2.



### Achievable

- To gain a competitive edge within the country's moving and storage industry by establishing a presence in the world's leading manufacturing sector.



### Relevant

- To leverage the company's position in New York, the fashion capital of America to expand operations beyond the state to envelope regions across North America during the forecast period.



### Time-Based

- To build a market reputation for superior networks, efficient services, and reliable delivery timelines during the forecast period.



## Mission statement



TIP

Our mission is to introduce a semi-couture women's brand that champions individuality in women and free expression. Our avant-garde designs will be hand-crafted with the utmost care and precision while being considerate of the environment and community.

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## Keys to success



### On-Demand

The company will take an on-demand approach to production. Taking orders from individual clients and retailers alike, the company will take order through its website and the production will take place only on-demand.



### Sourcing Strategy

The company will only use sustainable and deadstock fabric for its designs. Textile that would otherwise be fated for the incinerator will be given a new vision through Avante's designs. By using deadstock fabric, Avante addresses the painful problem of fashion consumption.



### Effective Marketing

The company will employ direct sales and marketing strategies to personally approach prospective clients so that they may provide a more efficient and highly personalised service.



### Location

New York is not only the fashion capital of America, but it also benefits from low operating costs, competitive tax rates and streamlined regulatory processes. This will reduce the company's overheads which can then be translated into competitive pricing.



### Access to Skilled Carriers

Avante will ensure on-boarding only experienced and skilled seamstresses, pattern makers and designers. Highly experienced personnel will enhance its service offerings in the US



### Sustainable

Avante uses deadstock fabric as its primary input material. Fabric that has been discarded due to printing mistakes, overproduction and colour discrepancies become an inspirational material bank for the company's principal designer.

## Financial highlights





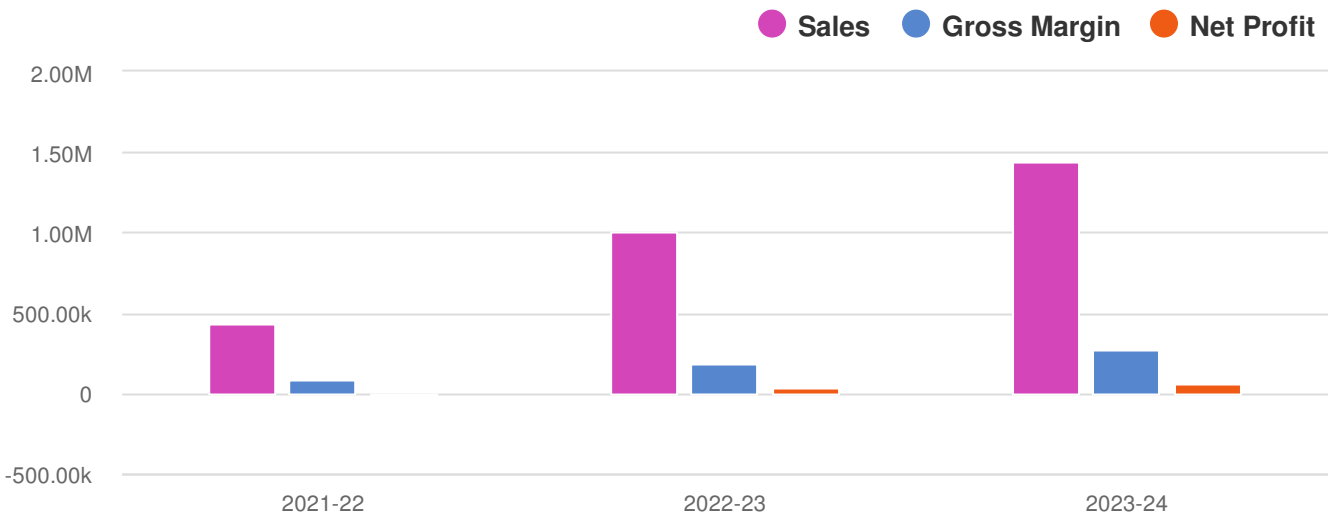
TIP

The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used to set up and launch the business in the US. The company expects to break even in Year 2 and steadily grow its revenues through active efforts in marketing, networking, excellent customer service, and increased carrier capabilities. Meanwhile

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### Avante - 5 Year Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	438937	83512	-20568
2022-23	1005905	189844	40379
2023-24	1437224	271136	65234

# 2.

## Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary



TIP

The fashion industry in the US and globally has been battling systemic poverty, economic inequality, color and size discrimination, climate change, and environmental degradation. To meet the insatiable consumer demand, the industry produces nearly 100 billion pieces of clothing each year. Furthermore, at least 25% of fabric purchased from textile mills a

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## Company Ownership/Legal Entity



TIP

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in New York, it will also register with the local county. The business will be wholly owned and managed by the Founder Mr. Allen, who will also be the principal investor of the business.

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## Location



TIP

Avante will begin operations from an office space in New York. Known as the "Fashion Capital," New York state is home to 2.1 million small businesses and 4 million small business employees, which is more than 50 percent of the private workforce. New York's economy is the third-largest in the country.

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## Interior Operating Facilities



TIP

The company will predominantly conduct its design and conception work from its home studio. Avante leverages seamstresses and pattern makers to complete its sample projects and displays the products online. Clients can then place orders for their choice of dresses and have them delivered to their doorstep.

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## Hours of Operation



TIP

Avante will operate an 8-hour workday from 9 am to 5 pm. Working through online-only channels, the company's workday comprises of fulfilling orders and preparing for shipping. As such, no additional work hours are required to be put in to meet its deadlines.

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## Startup summary



TIP

The Founder will infuse a capital sum of \$25,000 into the company.

A portion of the initial capital investment of \$25,000 will be utilized to finance a range of expenses incurred before the launch of the company, as indicated in the table below. Accordingly, approximately \$9,000

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# 3.

## Products & Services

The Collection

Production Process



TIP

As a full-service fashion production and styling company, Avante's online boutique brings a distinctive aesthetic to the thriving fashion scene in New York. Founder Mr. Allen's expertise lies in harnessing a unique perspective on rejected and disregarded deadstock fabric and presenting them in a dramatic, versatile, surreal, artistic, and bold form. The fashion collection embodies

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## The Collection



TIP

The latest iterations of the designer's collection feature versatile garments, big/voluminous skirts, bold prints, metallic fabrics, and contemporary hand beading. Crafting one-of-a-kind masterpieces from deadstock fabrics, the company will carve out a niche for itself through a distinctive aesthetic derived from its core ethos of curbing overconsumption. As the designer pieces are

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### Casual Jumper

Price: **\$150 USD**

Made of cotton, this jumper is constructed entirely from deadstock fabric.



## Patchwork Jacket

Price: **\$150 USD**

Classy oversized jacket made from different materials patched together



## Contemporary Overalls

Price: **\$150 USD**

Stylish and bold patterned shorts and shirt

## Production Process



**TIP**

The production process begins with the Founder/Designer conceptualizing the underlying themes and motifs that permeate the collection. Ideally, the concept development phase will be composed of the following steps:

- Look for general inspiration/vision for a collection

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# 4.

## Market Analysis

Market segmentation

Market Trends

Target market

Competitive Advantages



TIP

The global fashion eCommerce industry was expected to decline from \$531.25 billion in 2019 to \$485.62 billion in 2020. The negative compound annual growth rate (CAGR) of -8.59% is largely due to the coronavirus pandemic. However, the market is set to recover and hit \$672.71 billion by 2023.

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## Market segmentation



TIP

As a segment of eCommerce fashion, the shoe industry saw similar peaks in market value. In the global market size, the footwear segment will increase from \$365.5 billion in 2022 to \$530.3 billion in 2027.

Asia is dominating this segment, holding 54% of the market. To unlock help try Upmetrics!

### Shoes Segment

Start writing here...



TIP

Not surprising, the bags and accessories segment—although still growing at a stronger rate—will likewise see its double-digit growth—15.6% in 2018—dip into the single digits—8.7%—by 2022.

Those projections actually make bags and accessories a more stable investment. To unlock help try Upmetrics!

### Accessories and Bags

Start writing here...



TIP

In 2019, the global jewelry market was valued at a total of \$229.3 billion. It's forecast to reach \$291.7 billion by 2025.

The growth (despite coronavirus-related recessions) mirror other financial crises. McKinsey predicts that consumers will “return to normal” by 2021. To unlock help try Upmetrics!

### Jewelry and Bags

Start writing here...

## Market Trends



TIP

Lower digital barriers to entry for all clothing merchants offer the opportunity to market, sell, and fulfill orders globally and automatically. As a result, worldwide revenue and revenue per user (ARPU) are both projected to grow.

In Europe alone, it's expected that each consumer will

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## Target market



TIP

Avante positions itself as a full-service fashion production company that offers a distinctive aesthetic to the fashion scene in New York. The products will appeal to women who are advocates of free expression and individuality as well as those desiring to evoke confidence, charm, and novelty through fashion. Its channel strategies will include both B2B

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## Competitive Advantages



TIP

The attributes that provide Avante an edge also helps it stand out among its competition. The company largely competes with these brands for its market as they share the target market persona. Each of the above brands along with the designs of Avante appeals to confident, independent, and bold women. What helps Avante stand out is the designer's approach

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# 5.

## SWOT analysis



**TIP**

A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is a useful tool for businesses to evaluate their position in the market against the potential internal and external factors that could assist or jeopardize their operations and existence. A SWOT has been conducted for PYT and is presented below.

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## Strengths

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1. The company benefits from extensive insight and market expertise.
2. The flexible and robust range of services ensures the company's capabilities to cater to a more significant market share.
3. The company is based in New York, which contains the right talent, infrastructure, support services, and capital availability.
4. The Founder's success portfolio and global clientele provide credibility and increase trust among its potential clients.
5. Strategic collaborations enrich the services of the company with leading industry experts and global logistic providers.

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## Weaknesses

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1. An increasing number of competitors within the industry leads to market share erosion.
2. The company is relatively new to the US market, in which seasoned players dominate.
3. The high rate of competition within the industry and the fragmented nature of the market makes the sector price sensitive.

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## Opportunities

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1. Partnering with leading logistic providers to extend their market offering
2. Mr. Allen's skill in tactfully combining customer relationship management and supply networks to achieve an organizational goal opens up opportunities within challenging and risk intensive markets
3. The company possess the capabilities to extend its offerings globally

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## Threats

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- Competitors eroding the market
- Low barriers to entry
- Competitors poaching B2B clients
- Any change in the trading regulations of the country will impact the operations of the company

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# 6.

## Strategy & implementation

Marketing and Promotion Programs

Positioning Statement

Sales strategy

Pricing strategy





**TIP**

The company will predominantly rely on online advertising and lead generation strategies as many seeking logistic services first search online for information. As such, a full-fledged online marketing campaign will be launched inclusive of paid, social media, and website campaigns.

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## Marketing and Promotion Programs



**TIP**

Avante will approach potential commercial clients directly, either through cold-calling or e-mail to arrange pitch meetings. The company's sales representatives will use these opportunities to display the product catalog directly.

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### Direct Sales

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**TIP**

The Company will advertise in specific trade publications that are targeted towards the appropriate target markets such as the New York Fashion Magazine.

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### Trade Publications

*Start writing here...*



**TIP**

Avante will establish a presence at various trade shows that are relevant to the target market. For example, the New York Fashion Week is an annual exhibition that is considered the US's premier freight transport, logistics, and supply chain management event.

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### Trade shows

*Start writing here...*



TIP

The Company will operate a professional and compelling website dedicated to specific market segments

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## Website

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TIP

The focus will be on Google Ads, which are more likely to drive commercial leads than other online advertising platforms (such as Facebook). The advertising will target specific keywords relevant to Avante's offering

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## Targeted Online Advertising

*Start writing here...*

## Positioning Statement



TIP

Avante positions itself as a full-service fashion production company that offers a distinctive aesthetic to the fashion scene in New York. The products will appeal to women who are advocates of free expression and individuality as well as those desiring to evoke confidence, charm, and novelty through fashion. Its channel strategies will include both B2B

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## Sales strategy



TIP

Avante positions itself as a brand that extends semi-couture ready-to-wear clothing. Its designs are solely for women and will initially penetrate the London market due to the demand for it as well as the niche, yet blossoming, preference for bold yet versatile clothing.

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## Target Market Segment



### Buyers

This shall include stockists representing contemporary fashion stores with a focus on womenswear able to sell ZBL's collection of clothes.



### Consumers

This segment includes Avante's consumers available through its personal website. The semi-luxury clothing will be designed to appeal millennial females that are inclined towards brands such as Balenciaga and Marine Serre (whose designs are acclaimed as edgy, semi-luxurious, and minimalistic).

## Online Marketing Channels



### Direct Mail Marketing

Avante will mail professionally designed materials with its value proposition to individuals who may have just registered a property permit or bought a house



### Social Media

Millennials and consumers in general spend a considerable time browsing social media platforms. Reaching to them through this channel will be an effective way to capture attention and position its services.



### Google Ad Campaigns

The advertising will target specific keywords relevant to Avante's offering

## Offline Marketing Channels



### Networking

Being a part of trade association such as Fashion Association



### Referral

The company will offer referral discounts and packaged services to valued, regular clients



### Events

The company will participate in leading exhibitions such as New York Fashion Week

## Pricing strategy



**TIP**

Avante's semi-couture range of clothing will be priced at an average of \$950 which is estimated to yield a 60% contribution margin after subtracting production costs (excluding full-time workforce).

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# 7.

## Operational Plan

Management Team

Personnel Plan

Milestones



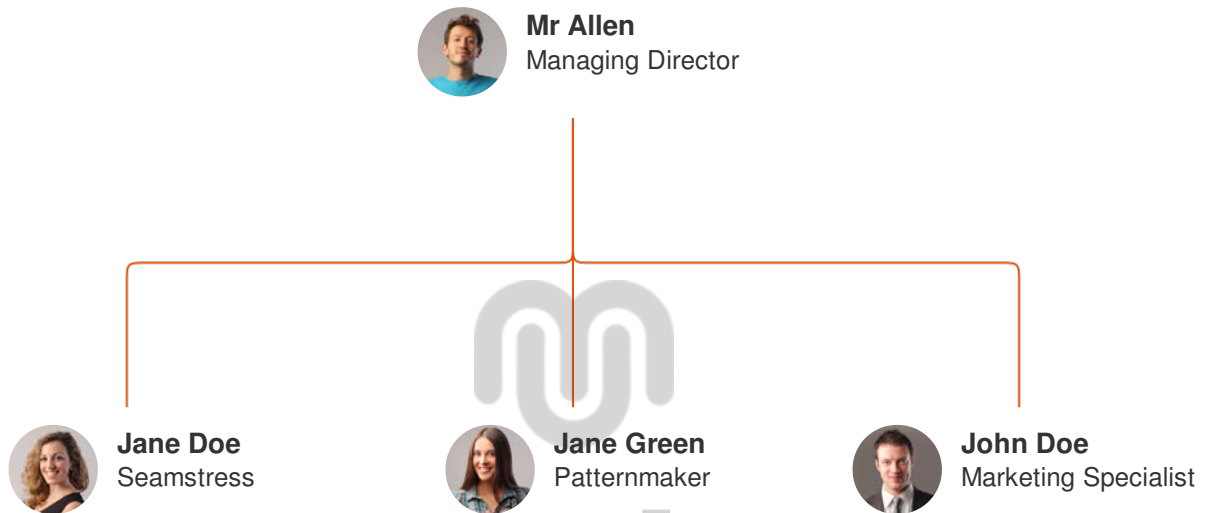
TIP

The team will be headed by Managing Director Mr. Allen who will also oversee the company's operations. Joining Mr. Allen in the Management Team, the company will onboard a marketing specialist, seamstress, and patternmaker.

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## Organization chart



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## Management Team



TIP

Mr. Allen counts over 20 years of administrative and management experience, taking on various business development activities during the period. His ability to attract key players and build strong and lasting business relationships enabled her to grow in capacity and responsibility. Recognized as a task-focused, interactive leader with meticulous attention

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# Personnel Plan



**TIP**

The company plans to create six full-time equivalent jobs within the first five years of operations.

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## Hiring plan

**2**

Filled

**0**

Hired

**2**

Open

Group By Department	FY2021	FY2022	FY2023	FY2024
Marketing Specialist	0	1	1	2
Seamstress	0	0	1	2
Patternmaker	0	1	1	2



# Milestones

## AVANTE



# 8.

## Financial plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



## REMEMBER

If you are going to start your own Online Boutique business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your incomes and expenses, and how will you recover investments from the profit, etc. So, you should focus on your financial plan if you want to expand your business.

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## Important Assumptions

The company's financial projections are forecasted on the basis of the following assumptions. These assumptions are quite conservative and are also expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

## Brake-even Analysis

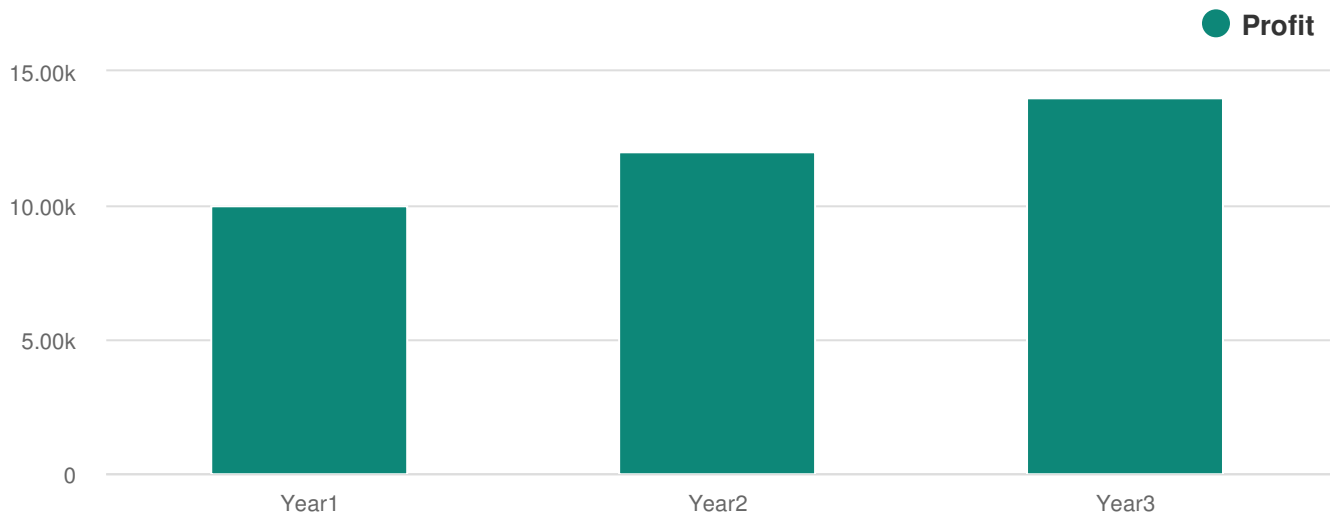
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

## Projected Profit and Loss

	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0

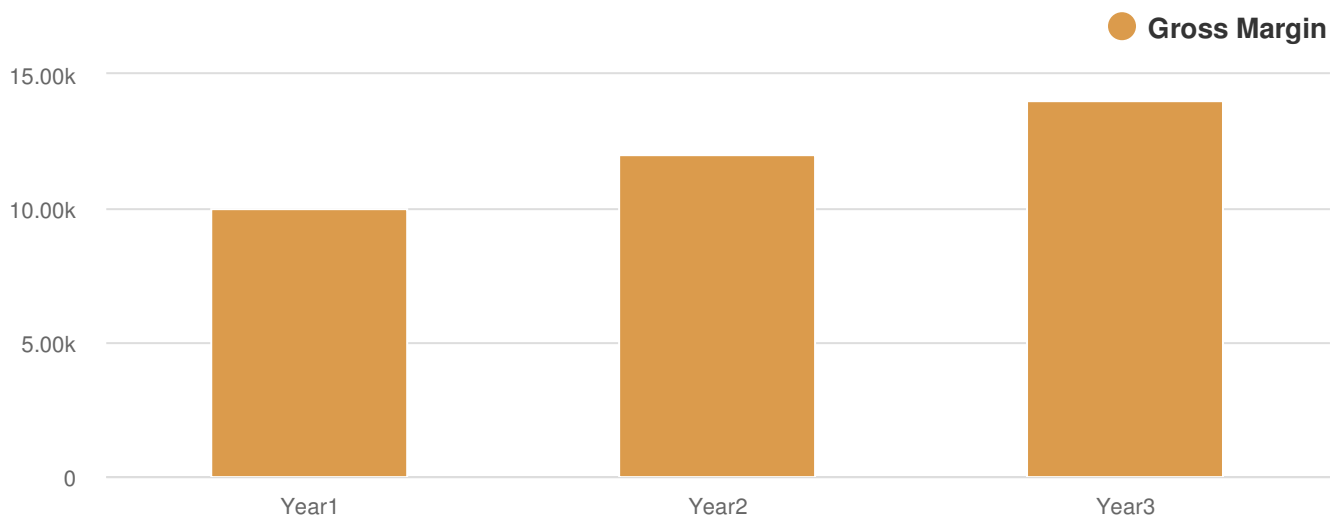
	Year 1	Year 2	Year 3
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
<b>EBITDA</b>	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
<b>Net Profit/Sales</b>	30,00%	39,32%	48,64%

## Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

## Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

## Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
<b>Cash from Operations</b>			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$59 359</b>
<b>Additional Cash Received</b>			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$55 359</b>
<b>Expenditures from Operations</b>			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$35 296</b>	<b>\$39 549</b>	<b>\$43 582</b>
<b>Additional Cash Spent</b>			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
<b>SUBTOTAL CASH SPENT</b>	<b>\$35 296</b>	<b>\$35 489</b>	<b>\$43 882</b>
<b>Net Cash Flow</b>	<b>\$11 551</b>	<b>\$13 167</b>	<b>\$15 683</b>

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

## Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
<b>TOTAL CURRENT ASSETS</b>	<b>\$201 259</b>	<b>\$237 468</b>	<b>\$273 677</b>
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$980</b>	<b>\$610</b>	<b>\$240</b>
<b>TOTAL ASSETS</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Current Liabilities</b>			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Long-term Liabilities	\$0	\$0	\$0
<b>TOTAL LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
<b>TOTAL CAPITAL</b>	<b>\$189 360</b>	<b>\$222 190</b>	<b>\$255 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Net Worth</b>	<b>\$182 060</b>	<b>\$226 240</b>	<b>\$270 420</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
<b>Percent of Sales</b>				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
<b>Main Ratios</b>				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.



	Year 1	Year 2	Year 3	Industry profile
<b>Activity Ratios</b>				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

# Want to make it more presentable?

## Want help tips on each section?

You'll save time and can write your professional business plan effectively and faster with Upmetrics' business plan software.

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