

CF FASHIONS BUSINESS PLAN

Chippo connex Chidothe



DESCRIPTION OF BUSINESS:

CF Tailoring and designing is a business that I am doing with my wife, located in Nkhotakota district(Mkaika trading center), Central region of Malawi, in Africa. Specializing in sewing school uniforms, dresses, trousers, African print bags, comforters, and alterations. We have 55 regular customers. If given a grant, I will buy a heavy-duty machine(\$450), an overlock machine (\$350), and increase fabric inventory from 50 meters to 250 meters (\$200). This will enhance my production capacity, improve the quality of services. Currently, we have 2 manual Singer machines. I have been losing some customers due to slow production in relation to the type of machine used and failing to meet quality, especially overlocking, and failing to meet demand due to the low quantity of fabric inventory for production. Every month I sell more than 100 pieces plus other services and always push some customers to the competitors with such of similar services/products, and they take 60 percent of the charges.

For every \$1 in revenue, the business spends \$0.48 in expenses, which leaves \$0.52 in net income (52% margin) after all expenses, including self-salaries for me and my wife

EXPLAIN THE PROBLEM.

Our community is faced with limited access to readily available, quality, affordable school uniforms, other clothing, and fast making of other fashion upon demand.

EXPLAIN YOUR SOLUTION.

Commitment to offer readily available, quality, affordable products(school uniforms, other clothing, bags, trousers, shirts, comforters). This is possible through the use of the intended machines.

BUSINESS MISSION STATEMENT:

To inspire simplicity, creativity, and confidence through our products and business practices to our clients.

HOW LONG HAVE YOU BEEN IN BUSINESS?

CF FASHIONS started in October 2023(1 year and 4 months)

YOUR NET INCOME

My net income is \$400 per month, expenses of \$141, with a profit margin of \$ 259.

SERVICE OR PRODUCT DELIVERABLE:

1. Making school uniforms,
2. dress
- 3., trousers,
- 4 . African chitenje bags
- 5 comforters,
6. Alterations.

DESCRIBE YOUR BEST CUSTOMER:

Our best customers are mostly in demand of school uniforms (Hastings Private Primary School and Lawrence Academy), bags, and alterations

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS?

Customers are happy to find ready-made and suitable products rather than waiting for 2 days plus, as such, my business always has some products in stock and is fast in making new ones upon demand.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL?

Tailoring and designing shops can easily fail due to Lack of improved machines that can help to produce good quality clothes suitable for modern fashion, and the timely production of clothes upon demand.

HOW CAN YOU AVOID THIS PROBLEM?

Use of improved materials and machines for quality assurance and timely production to satisfy customers' urgency.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

Sling bag \$6

6 to 14 years of age

Shirt \$5

Dress \$5

Trouser \$5

Adults

Shirt \$6

Dress \$6

Baby comforter \$9

Alterations:\$ 0.57 to \$ 5

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

Through: poster, Referral

The existence of a business at my house near the community path, where most of the community people pass.

WHY DID YOU CHOOSE THIS BUSINESS?

I have a passion for tailoring and designing, am trained, and it is one of my ways to earn a living.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS

Referral, use of WhatsApp groups, advertising in schools, and posters

Insert pictures of your business activities here and give a brief explanation of each

Below are some of the pictures of the business showing work in action, Display of completed clothes on damn and some customers wearing our products.





Place of work



Women and Gir's dresses



Couchcovers





Bed covers



Bags



Girl uniform



Uniforms for boys and girls

HOW WILL YOU USE THE MONEY? (Include pictures of the product/service (s))

Heavy-duty machine Price: \$ 450.

Overlock Machine Price:\$ 350



250 meters fabrics

\$200



Income Statement :

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	0	0	0	0	0	\$300.00	\$350.00	\$380.00	\$400.00	\$450.00	\$500.00	\$600.00	\$2,980.00
Total transactions or units sold	\$0	0	0	0	0	\$50.00	\$52.00	\$52.00	\$55.00	\$57.00	\$57.00	\$58.00	\$381.00
Revenue per transaction or unit	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$6.00	\$6.73	\$7.31	\$7.27	\$7.89	\$8.77	\$10.34	\$7.82
Expenses													
Self salary	0	0	0	0	0	\$34.00	\$34.00	\$34.00	\$34.00	\$34.00	\$34.00	\$34.00	\$238.00
Employee salaries	0	0	0	0	0	\$34.00	\$34.00	\$34.00	\$34.00	\$50.00	\$50.00	\$50.00	\$286.00
Raw materials	0	0	0	0	0	\$37.00	\$41.00	\$41.00	\$43.00	\$43.00	\$13.00	\$13.00	\$231.00
Store Rent	0	0	0	0	0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Technology	0	0	0	0	0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Advertising	0	0	0	0	0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Transportation	0	0	0	0	0	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$15.00	\$15.00	\$80.00
Loan repayment	0	0	0	0	0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$42.00	\$42.00
Taxes/Fees	0	0	0	0	0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
hired labour	0	0	0	0	0	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$140.00
Total Expenses	0	0	0	0	0	\$135.00	\$139.00	\$139.00	\$141.00	\$157.00	\$132.00	\$174.00	\$1,017.00
Expense per transaction or unit	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	\$2.70	\$2.67	\$2.67	\$2.56	\$2.75	\$2.32	\$3.00	\$2.67
Net Income to reinvest	0	0	0	0	0	\$165.00	\$211.00	\$241.00	\$259.00	\$293.00	\$368.00	\$426.00	\$1,963.00
Net Profit Margin	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	55%	60%	63%	65%	65%	74%	71%	60.00%

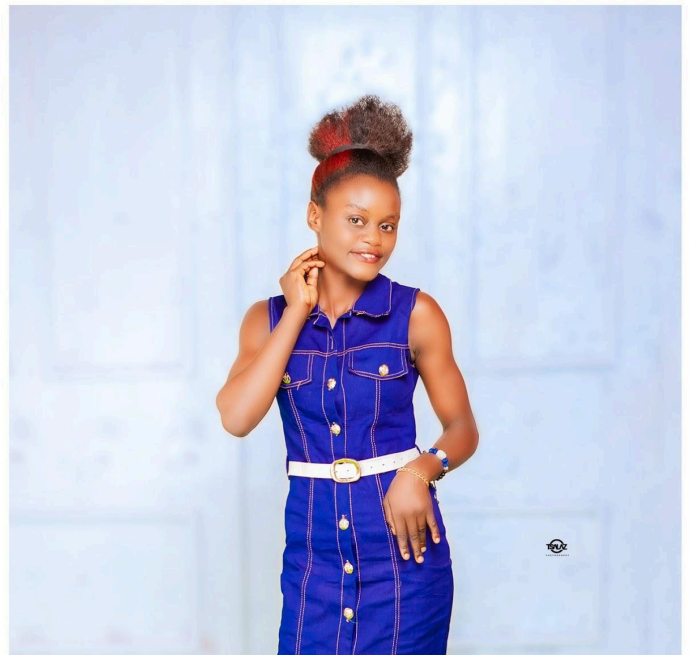
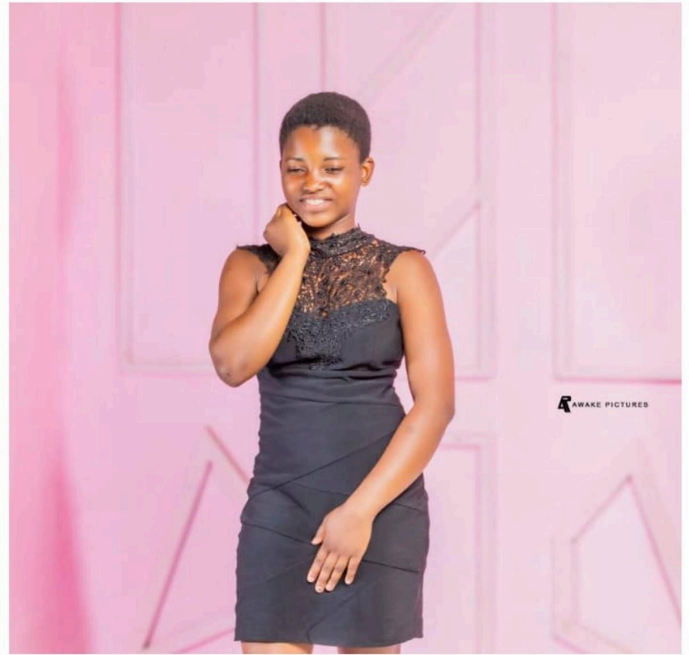
Cash Flow Statement:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	\$380.00	\$400	\$420	\$450	\$600	\$650	\$700
- Fixed expenses	-\$68	-\$68	-\$68	-\$68	-\$84	-\$84	-\$84
- Loan payment	0	0	0	0	-42	-42	-42
- Variable expenses	-\$67	-\$71	-\$71	-\$73	-\$73	-\$48	-\$48
= Profit (or loss)	\$245	\$261	\$281	\$309	\$401	\$476	\$526
Starting cash	0	\$245	\$506	\$787	\$1,096	\$1,497	\$1,973
Available cash	\$245	\$506	\$787	\$1,096	\$1,497	\$1,973	\$2,499

Share about your family and picture here:

My family is composed of 6(my wife, 3 girls, and a boy)

Apart from tailoring and designing, my wife does snacks(mandasi,cheula) business, the first and second born children are in secondary School (both in form 3,) the third boy and the last born girl are in primary school



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