

CITY FASHION BUSINESS PLAN

PATRICIA MOSES



DESCRIBE YOUR BUSINESS

City fashion specializes in selling clothes and taking orders for custom items, with 110 regular customers. The business aims to expand by securing orders for items in bulk, with \$850 from the main suppliers. This will enable the purchase of a larger shop, ensuring that customers always find what they need, leading to higher sales

EXPLAIN THE PROBLEM.

Currently, the shop's limited stock prevents it from meeting customer demand, especially for matching outfits or shoes for groups of 10 or more. Every month, 4-6 groups inquire about such items for events, but the business loses potential sales due to insufficient inventory

EXPLAIN YOUR SOLUTION.

By increasing inventory, the business will be able to meet customer needs, fulfill larger orders, and capitalize on an opportunity to supply matching outfits to events. Expanding stock will directly result in increased revenue

BUSINESS MISSION STATEMENT:

City fashion: where comfort meets class, and every piece tells a story of elegance and identity

HOW LONG HAVE YOU BEEN IN BUSINESS?

The business has been operating successfully for 9 months

YOUR NET INCOME

Last month, the revenue was \$352, and the business spent \$113 on expenses, including the owner's salary. This resulted in a net income of \$239, representing a 68% profit margin

SERVICE OR PRODUCT DELIVERABLE:

free deliveries: customers purchasing items worth \$100 receive free delivery, ensuring convenience and customer satisfaction

Customization services: customers buying 10 or more items can request customization at a fair price

Order services: customers can place orders for specific items with a 50% deposit Upfront paying the balance upon delivery

DESCRIBE YOUR BEST CUSTOMER:

Mercy's fashion designers: a nearby design store frequently orders large quantities of African clothing and fabrics for making bags and traditional attire, thanks to the strong relationship and the discounts provided, they feel confident and comfortable sourcing their materials from the city fashion

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

(Why is your business better?)

Flexible payment options such as lay-by and installment plans

Free delivery for purchases over \$100 within the city

fair pricing for customization services

a commitment to deliver exactly what a customer ordered, building trust and loyalty

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

The one major reason why businesses like CITY fashion might fail is stocking up items that do not meet customer expectations or preferences, unsatisfied customers are most likely to return, leading to revenue loss

HOW CAN YOU AVOID THIS PROBLEM?

Focus on customer needs rather than personal preferences, remember the primary goal is to generate income by offering products that appeal to the market

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

Prices to customer (MK1750=\$1)

dresses =\$23

Cloth =\$8

Trouser =\$13

shoes =\$6

slides=\$5

perfume =\$5

skirt=\$10

short=\$8

t shirt=\$8

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

The shop is strategically located along a busy road, attracting customers as they pass by. Awareness is also spread through fliers, referrals, Facebook marketplace place and WhatsApp advertisements

WHY DID YOU CHOOSE THIS BUSINESS?

The business fulfills an essential need -clothing

This stems from personal experience during high school; the inability to afford basic school shoes motivated the owner to help others in a similar situation. A kind shopkeeper once gifted the owner a pair of shoes, inspiring a mission to make clothing accessible to those in need

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

Distributing fliers to spread awareness

Marketing through Facebook marketplaces

Posting updates on WhatsApp

Displaying the business name prominently at the shop location

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



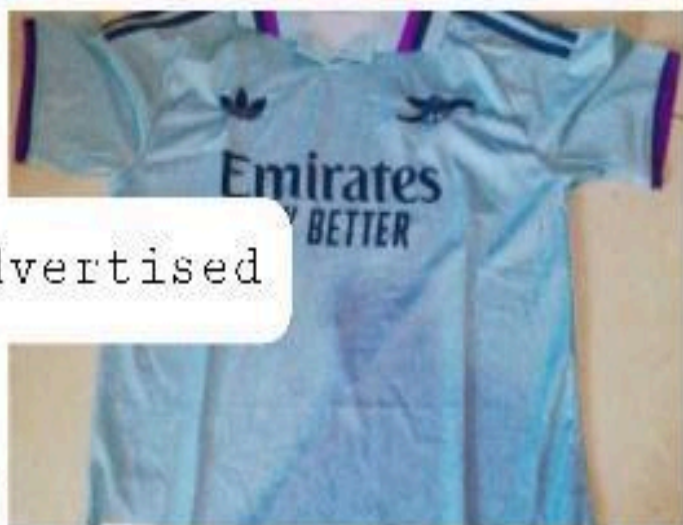
this is me in the sho on duty

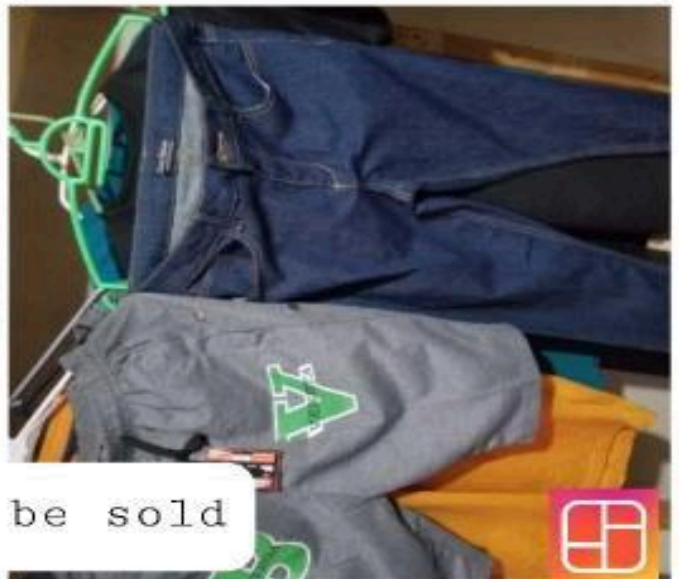


attending to a customer



to be advertised





ready to be sold

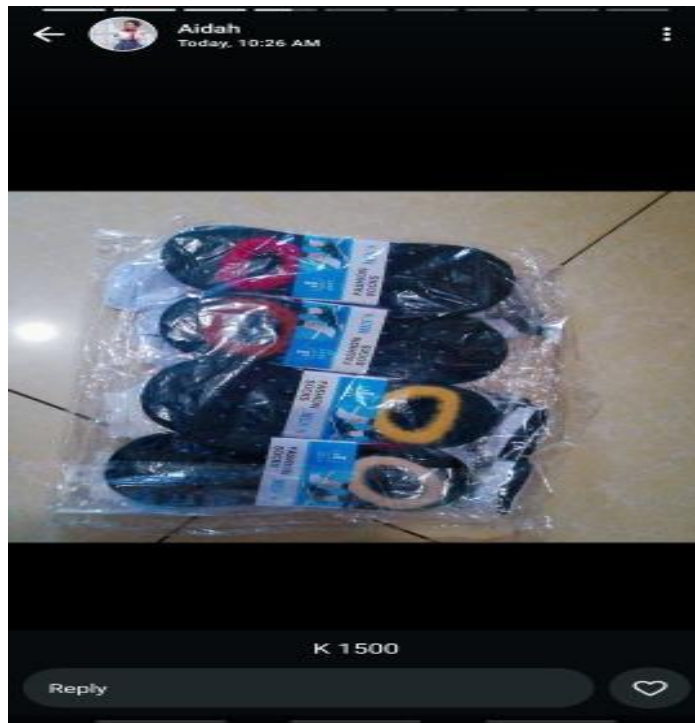
HOW WILL YOU USE THE MONEY? (Include pictures of the product/service (s))

If I will be granted the loan I will purchase dresses, skirts, shoes, ladies slides and men slides trousers, wrappers, shorts, perfumes, bags, t shirt And also church attires both for adults and kids In larger quantity worthy \$850 from

zambia lusaka and a \$150 will be used for transportation and Some fees on the boarder







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	273	290	315	331	300	314	328	360	352	370	390	400	4,023
Total transactions or units sold	20	35	29	30	35	37	39	43	49	100	105	100	622
Revenue per transaction or unit	14	8	11	11	9	8	8	8	7	4	4	4	6
Expenses													
Self salary	25	25	25	25	25	25	25	25	25	25	25	25	300
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	0	0
Raw materials	61	52	46	49	51	50	46	67	65	59	59	59	664
Store Rent	10	10	10	10	10	10	10	10	10	10	10	10	120
Technology	2	2	2	2	2	2	2	2	2	2	2	2	24
Advertising	3		0	0	3	3	3	0	0	0	3	0	15
Transportation	20	20	20	20	22	22	23	15	10	10	10	10	202
Loan repayment	0	0	0	0	0	0	0	0	0	42	42	42	126
Taxes/Fees	1	1	1	1	1	1	1	1	1	1	1	1	12
Other	1	0	0	2	0	0	1	1	0	0	0	0	5
Total Expenses	123	110	104	109	114	113	111	121	113	149	152	149	1,468
Expense per transaction or unit	1	3	4	4	3	8	3	3	2	1	1	1	2
													0
Net Income to reinvest	150	180	211	222	186	201	217	239	239	221	238	251	2,555
Net Profit Margin	55%	62%	67%	67%	62%	64%	66%	66%	68%	60%	61%	63%	64%

Cash Flow Statement:

Share about your family and picture here:



Galaxy A25 5G

We are a family of three as in the picture nobody has a job we all depend on the small business we own we struggle financial but we do have faith that one day things are going to be oky and I have a strong feel that the day is about to come we love to sing together as a family especially on sundays when we are all home we love helping people with the little that we are blessed with

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