



KATTEGAT
SPY
FASHION

Turkey

Fashion Business Plan

The Future of Sustainable Women's fashion



Table of Contents

KATTEGAT

<u>Reference</u>	3
<u>Business Description</u>	4
<u>Executive Summary</u>	5
<u>The Organisation</u>	6
<u>Our Products</u>	7
<u>Product Analysis</u>	8
<u>Time Table</u>	9
<u>Competitor Analysis</u>	10
<u>Market Analysis</u>	11
<u>Marketing plan</u>	12-13
<u>Financial Plan</u>	14
<u>Industry Background</u>	15
<u>Future Plans</u>	16

Fashion Business Plan



Reference:

The accuracy of the information within this business plan is substantiated by thorough market research, exploration of sales platforms, customer surveys, meticulous analysis of competitors' performance, and consultation.

Business Description



Kattegat 

Business description

Acknowledging the inherent profitability of the clothing industry, we understand its enduring appeal due to the absence of expiration dates, the extended production-to-sale timeline, and the ease of global shipping. Recognizing clothing as a fundamental human need, our business anticipates frequent customer engagement with the potential for multiple annual purchases.

Online Clothing and Accessories Shop:

- Name: Kattegat
- Products: Women's clothes, bags, shoes, jewelry, perfume
- Product Advantages: Diverse variety, contemporary fashion, and uncompromising quality
- Business Location: Turkey (online presence includes website, Tiktok, Instagram and Trendyol)
- Our company prides itself on producing items in accordance with cutting-edge fashion and technology, maintaining a strategic equilibrium between quality and pricing.

Immediate Product Availability:

- Within the first year, our inventory encompasses all categories of women's clothing (tops, pants, coats, skirts, casual evening and party dresses, etc.), as well as meticulously crafted bags, shoes, jewelry, and perfumes by proficient manufacturers and tailors.

Future Expansion:

- Approximately one year later, our strategic vision includes the introduction of a men's and children's clothing line, fortifying our commitment to comprehensive offerings.

Product Distinction:

- What sets our products apart from other online shops is their continuous updates, aligning seamlessly with the latest global designs. Our offerings boast a rich variety, ensuring reasonable prices without compromising on quality.

Customer-Centric Approach:

- We prioritize facilitating convenient purchasing options for our valued customers, recognizing the importance of a seamless shopping experience.

Quality Assurance:

- We confidently assert that the visual representation of our products through photography accurately reflects the tangible quality of the items, ensuring transparency and trust in our offerings.

Executive Summary

Mission: Our mission is to innovate and offer stylish, practical women's clothes in line with modern fashion. We believe the fashion industry has long needed change, and to achieve this, we aim to integrate the sciences of chemistry, electronics, and architecture.

Vision: Becoming a company that brings about significant changes in the fashion world.

The Product	We produce women's clothes and accessories with different designs and remarkable quality.
The Leadership	[REDACTED] is the CEO, and RASOUL SIAR is the COO. All three of them serve as cofounders and have experience in the fashion industry.
The Overall Industry	The fashion industry is expected to continue growing as awareness increases. The company aims to emerge as a leader in sustainable fashion by offering creatively designed clothing suitable for various occasions for women.
The Competitors	To enhance our processes, we conducted extensive market research to comprehend the strengths and weaknesses of our competitors. Subsequently, we formulated advertising strategies aimed at distinguishing our products from the competition.
The Financial Status	We currently need \$31,000 in initial capital.
Future Plans	Our aim is to establish the brand globally, becoming a renowned name in the fashion world by introducing creative and innovative designs that redefine the industry.

We are firm believers that a genuine passion for work significantly enhances business efficiency. The heightened interest demonstrated by our team members correlates directly with more promising outcomes. Recently, individuals with substantial experience in the fashion industry have joined our team, expressing a commitment to dedicating their time around the clock for the company's success. . Our primary objective is to propel the expansion of this business on a global scale.

Human resource

The company will hire a Turkish speaking force for organization and communication. And currently, it has no decision to hire more workers and only has contracts with companies and manufacturers, if these companies are not committed to the contract, it is certain to terminate cooperation.

Partners

1. Economic and Business Consultants
2. Design, Web Design, and SEO Experts
3. Manufacturing Factories and Tailors
4. Designers and Pattern Makers
5. Research and Development Market Analysis Department
6. Digital Marketing and Social Media Management Division
7. Advertising Section
8. Photographers and Models
9. Customer Relations Department
10. Creative Team specializing in diverse advertisements and designs.

Our Products

Product features and prices

In the first year, our company will offer a diverse range of fashion-forward products with high-quality standards. The initial 6-month lineup includes all categories of women's clothing (tops, pants, coats, skirts, casual, evening, and party dresses). In the subsequent 6 months, we plan to introduce accessories like bags, shoes, jewelry, and perfumes, sourced from reputable manufacturers and tailors. After the first year, we aim to expand our product line to include men's and children's clothing.



- Casual sets
- Formal or business sets
- Modern sets
- Workwear sets
- Lounge or leisure sets
- Special occasion sets
- Tops and bottoms sets

\$ 30.00 - \$ 80.00

- Trousers
- Jean

\$ 30.00 - \$ 55.00

- Top
- Skirt

\$ 12.00 - \$ 30.00

- Dress
- Evening wear

\$ 35.00 - \$ 90.00

Our pricing strategy encompasses the comprehensive cost structure, incorporating not only the base product cost but also ancillary expenses like advertising and photography. A meticulous analysis of competitors' pricing strategies informs our approach. The pricing spectrum observed among analogous brands presenting similar products falls within the range of \$20 to \$150. In order to strategically navigate the competitive landscape, we meticulously fine-tune our profit margins, targeting a range from \$12 to \$90 to optimize our business positioning."

Based on our analysis of competitors' product portfolios, prominent brands employ a strategic approach in selecting the type and design of their offerings. Approximately 70% of their products consist of standard apparel featuring uncomplicated designs tailored to a broad consumer base. The remaining 30% comprises seasonal garments or collections characterized by contemporary and trendy designs. It is noteworthy that their profitability is intricately tied to the appeal of these designs, ensuring swift market adoption and sales upon entry.

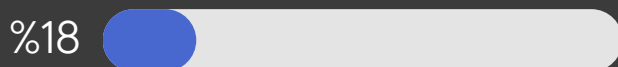
In adherence to our design team's strategic framework for garment production, we have opted to manufacture 50% of our products featuring straightforward, high-quality designs catering to public preferences. Simultaneously, the remaining 50% of our product line will be fashioned in accordance with contemporary fashion trends.

We presented our clothing designs visually to 1000 women aged 18 to 30 in Turkey, and the survey results are as follows:

Individuals who exhibited a strong affinity for the clothing designs and expressed an intent to make a purchase.



Individuals expressing an appreciation for the designs but opting not to make a purchase:



Individuals whose preferences did not align with the presented designs.



Timetable

In summary, the entire process, from initiating work to the commencement of official sales, is expected to span 3 months.

- Website Preparation	2 months
- Dress Designs	Completed
- Prototyping Designs	15 days to one month
- Sewing Clothes	1 month
- Photography of Clothes and Editing	7 to 14 days
-Uploading Information to the Website	1 month
- Working on Site SEO 6 months ...	

Competitor Analysis

Market analysis
part 1

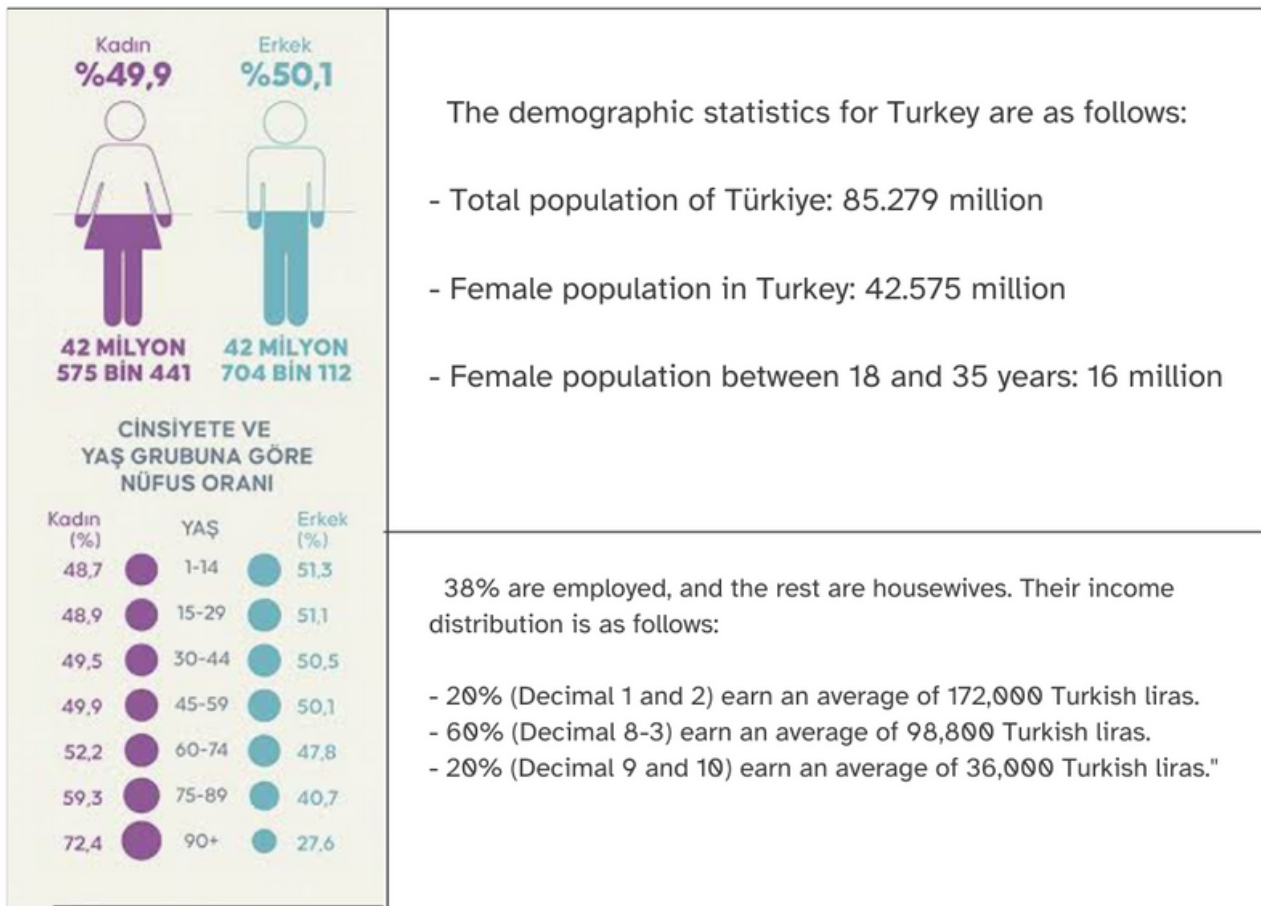
Evaluation of competitors

This information is derived from extensive research conducted on top-performing and best-selling brands in Turkey.

brand name	Weaknesses	Strengths	price range \$	market share
TRENDYOL	<ul style="list-style-type: none"> •Numerous vendors 	<ul style="list-style-type: none"> •There is a wide variety, competitive pricing, a customer comment section, a consumer experience section , numerous promotions and discounts, along with fast delivery and a simple, user-friendly website. 	\$3 - \$50	%25
LCWAIKIKI	<ul style="list-style-type: none"> •Poor quality 	<ul style="list-style-type: none"> •Low prices, high variety Multiple physical branches,Significant advertising presence. 	\$6 - \$55	%16
KOTON	<ul style="list-style-type: none"> •Price-quality mismatch. 	<ul style="list-style-type: none"> •good quality Multiple physical branches 	\$14 - \$60	%10
BOYNER	<ul style="list-style-type: none"> •Insufficiency in product diversity. 	<ul style="list-style-type: none"> •High variety,good quality Multiple physical branches, 	\$70-\$180	No info available
DEFACTO	<ul style="list-style-type: none"> •Insufficiency in product diversity. 	<ul style="list-style-type: none"> •Low prices, high variety Multiple physical branches 	\$15 - \$60	%3.4
NETWORK	<ul style="list-style-type: none"> •Limited advertisement presence 	<ul style="list-style-type: none"> •High Quality. Proportionate variety. 	\$55-\$1100	%7
BEYMEN	<ul style="list-style-type: none"> •Limited advertisement presence. 	<ul style="list-style-type: none"> •High Quality. Proportionate variety. 	\$35 -\$200	%35
ZARA	<ul style="list-style-type: none"> •having an insufficient supply chain.old design 	<ul style="list-style-type: none"> •Proportionate quality, high variety, many branches,Significant advertising presence. 	\$20 - \$110	variable
BRESHKA	<ul style="list-style-type: none"> •Lack of financial management,old design 	<ul style="list-style-type: none"> •Proportionate quality, high variety, many branches. Reasonable price 	\$18- \$100	variable

Our customers

Our primary demographic comprises women aged 18 to 35, predominantly employed, with a keen focus on fashion.



Results

In adherence to our pricing policy, the company has the capability to cater to all aforementioned groups.

Marketing Plan

Roadmap to the future

Given the substantial advantages inherent in the Turkish fashion industry, coupled with the inherently stylish nature of the Turkish populace, our brand stands poised for success within this sector. This prospect is underpinned by a meticulously devised set of advertising strategies.

the first three months of the year

Based on our research, TikTok and Instagram stand out as highly popular virtual platforms in Turkey. Consequently, we have strategically expanded our presence to include these applications in addition to our website. In the initial quarter of the year, our plan entails utilizing TikTok and Instagram ads to communicate information about the brand (brand awareness), complemented by the incorporation of Google Ads for a comprehensive promotional strategy.

During the second quarter of the year, following the completion of our products and the generation of valuable content for the website and other pages, a strategic decision was made to incorporate influencer marketing and Google Ads into our strategy. (25% increase in sales)

In the third quarter of the year, we intend to engage in strategic partnerships with digital marketing agencies to orchestrate expansive advertising campaigns. Simultaneously, the introduction of a partner program will enable individuals to earn a percentage of sales through proactive product promotion. Moreover, as an integral facet of our promotional strategy, complimentary small gifts will be included with purchased products, aiming to elevate customer satisfaction and cultivate enduring brand loyalty.

In the fourth quarter of our operational cycle, we possess precise insights into our top-selling products and discern our customers' preferences. Subsequently, we initiate the diversification of our product lines, broadening the array to facilitate customers in procuring the majority of their products from our company. Following this expansion, a strategic foray into professional advertising will commence, involving the enlistment of dance groups for promotional campaigns.

Marketing plan

Costs and expenses

The initial budget allocated for advertising in the first year for 1,200 pieces of clothing amounts to \$5,500. It is important to note that these figures are contingent upon the current advertising strategy and prevailing update rates, and are subject to potential adjustments in the future.

marketing budget (\$)	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
socialmedia marketing (Instagram, TikTok, trendyol)	100	100	100	100	100	100	100	100	100	100	100	100
Influencer collaboration	00	00	00	300	300	300	00	300	00	300	00	
Content marketing	00	00	300	00	00	00	00	00	00	300	00	00
SEO	500											
Online advertising (ppc ads)	100	100	100	100	100	100	100	100	100	100	00	00
Promotion gift	700											
Totall	\$ 5.500											

Financial Plan

Costs and expenses

These expenses cover the setup and one-year management costs for producing 1200 pieces of clothing, including 100 designs of 12 pieces each.

WEBSITE & SEO	\$2500
Designing clothes	\$000
Modelig designs	\$1500- \$2000
Sewing 1200 pieces of clothes	\$ 7500 _ \$15000
Government fees and permits	\$ 2000
Website management (admin)	\$1500
Marketing and Advertising	\$5000
Photography and model	~\$ 1500
Transportation	\$700
Miscellaneous and unpredictable expenses	~\$5000
TOTALL	\$27.200 _\$35.200= ~\$31.000

Revenue

In accordance with the information provided on the "Products and Prices" page, the anticipated average price per product stands at \$45. Based on a conservative estimate, it is projected that the sale of 1200 products within the initial year will yield a total income of \$54,000. After deducting the initial capital investment of \$30,000, the net profit for the first year is expected to amount to \$24,000.

Industry Background

The fashion industry is a global and dynamic sector that encompasses the design, production, marketing, and distribution of clothing and accessories. It plays a significant role in economies worldwide, with major hubs in cities like Paris, Milan, and New York. The industry's scale is vast, involving a wide range of players, from small local businesses to multinational corporations.

Historically, the fashion industry has been characterized by fast-paced trends, seasonal collections, and a linear model of production and consumption. However, in recent years, there has been a notable shift towards sustainable fashion. This movement emphasizes ethical practices, environmentally friendly materials, and responsible production processes to reduce the industry's impact on the planet.

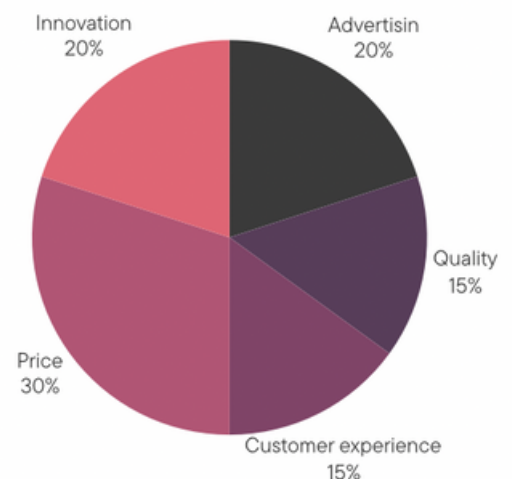
As consumers become more conscious of the environmental and social implications of their choices, sustainable fashion has gained momentum. Brands are increasingly adopting eco-friendly practices, from using organic materials to implementing circular fashion concepts like recycling and upcycling.

Anticipating the future, it's likely that sustainability will continue to shape the fashion industry. As consumers demand transparency and ethical practices, businesses adopting sustainable approaches may see increased market share. Innovations in technology, such as 3D printing and sustainable materials development, could further revolutionize the way fashion products are created.

In summary, the fashion industry is undergoing a transformative shift towards sustainability, driven by consumer awareness and a growing commitment to ethical practices. The future of the industry seems to be heading towards a more environmentally conscious and socially responsible model.

Success Metrics

These are the key factors that are crucial for a sustainable fashion business to succeed.



Future Plans

Salvation
from
innovation

In alignment with contemporary preferences for modern designs in the fashion industry, our strategic vision involves integrating elements from electronics, chemistry, and architecture into our fashion endeavors. This forward-thinking approach aims to explore innovative intersections, such as leveraging chemical science to create textiles from unconventional materials, exemplified by the use of banana skin fabric in certain regions like Africa. Furthermore, the incorporation of electronic science enables the production of LED-infused garments, while insights from architectural science contribute to the development of diverse and intricate fashion designs. This synergistic fusion of disciplines positions our brand at the forefront of pioneering advancements in the intersection of fashion, technology, and scientific innovation.



In the inaugural year, the company strategically focused on establishing brand visibility and recognition. As we progress into the second year, our strategic agenda includes diversifying our product lines to incorporate men's and children's clothing along with accessories. The subsequent phase in the third year entails a comprehensive brand expansion, incorporating luxury and handcrafted items characterized by innovative designs. This expansion initiative extends beyond national boundaries, with the intent to establish a global presence through the establishment of branches worldwide.

"As long as you've got passion, faith, and are willing to work hard, you can do anything you want in this life."



In God we trust

