

ReBorn Fashion Company



Startup Business Plan September 2017

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Section 1 : Owner Overview

Business name: ReBorn Fashion

Business Type: Fashion Design

Business address: Palestine - Ramallah

Business Founder : Haya Khalid Khalifah

Phone: +970598602647 Fax: ►

E-mail: haya.91.kh@hotmail.com

Education :

Computer Systems Engineering Aug 2009 — Aug 2014
Birzeit University

Experinces :

Kenzwoman April 2017 — current date
Sales Associate

Re/Max Real Estate Palestine Jan 2017 — April 2017
Sales Associate

Yamsafer Aug 2015 — Jan 2017
Customer Engagement Specialist

CCNA of Palestine April 2015 — Aug 2015
Project Coordinator

Kolalnas Radion and TV Jan 2015 — April 2015
Anchor and Preparation Programmer

Call U internet Services March 2014 — June 2014
Customer services specialist and technical support

Section 2 : Business Overview

Description of the Business

ReBorn fashion is a startup business in fashion design field , that creates modern clothing line for ladies , with a touch of the traditional Palestinian embroidery . ReBorn will be involved in the production of clothes (fancy dresses and ready to wear outfits) that will meet the needs of females of the new generation.

Business Goals

keeping **Palestinian** tradition and heritage alive with **modern** and timeless fashionable **embroidery** for both casual and evening wear

Business Products

Fashion Line of tow kind of styles : Ready to wear fashion , and Fancy evening wear

Business Target

- Gender : Females .
- Ages : between 18 – 40 years .
- Sizes : All Sizes / Flexible upon request
- Life Style : Universities students ,Employees , Business women
- Income Salaries: Average, high
- Categories : Citizen , Diaspora , Tourists.
- Location : Main Locations : Palestine, United State of America .
Secondary Locations : Europe , Middle East.

Location

Palestine – Ramallah city

It is great to establish the project in Palestine since the theme of the design is the Palestinian embroidery which is connected with the land.

Key Employees

NAME OR TITLE	KEY RESPONSIBILITIES
1 Haya Khalifah	CEO / Fashion Designer
2 Maison Abu Alhawa	Embroidery
3 Abla Awadallah	Tailor

Fixed Capital (رأس المال التأسيسي)

To cover the first three months of the business operating , total fixed capital needed is 15,400\$

Business Funding

Looking for investors to cover up the first three months of the business life cycle , but so far a the business is being self financed as a first steps by making couple of designs and marketing the products on social media

Principles for the Success of the Project

- Location of manufacturing : designs being made and handmade embroidered by Palestinian female in the holy land is a powerful point regarding the tourists and diaspora clients who loved the idea of wearing clothes from the blessed land of Palestine.
- Uniqueness of the designed clothes
- High quality Fabrics will be used in the designs
- The highly connection between diaspora and Palestinian embroidery especially when they find designs that are timeless and fit their different occasions

Section 3 : Sales & Marketing Plan

Products Description

Female clothes that keep up with the modern fashion and the old traditional heritage at the same time. Which include two type of styles, everyday basics (ready to wear) clothes, and fancy dresses for different occasions -see appendix [1] - with a great quality of used fabrics.

Traditional Palestinian heritage of clothes focus on the unique Palestinian embroidery, colorful and every thread in it tells a story about a whole history, which attach women to stick to these kind of clothes, but at the same time they want to keep up with the modern fashion around the world because of the globalization , and that's where my idea came from, traditional to encourage Palestinian and non Palestinian to wear these designs, in their daily life , official and unofficial occasions.

Target Market

- Gender : Females .
- Ages : between 18 – 40 years .
- Sizes : All Sizes / Flexible upon request
- Life Style : Universities students ,Employees , Business women
- Income Salaries: Average, high
- Categories : Citizen , Diaspora , Tourists.
- Location :
 - Main Locations : - Palestine : the Middle and South Areas of West Bank , and Palestinians in the Areas of 1948
 - United State of America : The Palestinian Diasporas
 - Secondary Locations : Europe , Middle East.

THE COMPETITION

Competitors and type of Competition

Businesses that adopt the same theme in Palestine which apply Palestinian embroidery in their products (ex: Noora heritage house , Artezana for embroideries & handicrafts, Heidi Fashion , and oleander style)

Competitors' Strengths and Weaknesses

They are considered as a competitors at the beginning of our projects before we spread our products in the market from the standpoint "they are already here and people are familiar with them ".

But we believe that the creativity and uniqueness in our items will be stronger competitor to them since they are traditional in their designs and I believe in the ' out of the box ' way in work

Competitors Analysis

competitor	competition criteria						order
	Location	Quality	Price	Reputation	Marketing	Sum	
Noora heritage house	5	5	3	5	4	22	1
Heidi Fashion	5	4	3	4	4	20	2
Artezana for embroideries & handicrafts	5	4	4	4	3	20	3
Oleander style	3	3	2	3	3	14	4

Total Deman

Example of the target :

Palestinian Diaspora in Ohio state in America , there are approx 30,000 females [1] who are (18-35) years old ,half of them who are still stick with the Palestinian heritage are used to have about 3 to 5 dresses embroidered in on year , which cost about the average of 700\$/dress , that leads us to total demand of $4*700*30,000 = 84,000\$$ / year.

Pricing Strategy:

I will be using the **Apsorbion Pricing method**:

Variable cost per unit + ((Total overhead + administrative expenses) ÷ Number of units produced)

Each design will have its own cost :

for example : making ten casual short dresses with embroidery on the top will cost :

raw material : 50\$

Tailor hands fees : 50\$

Embroidery hands fees :50\$

Administrative expenses : 20\$

operating expenses (Electricity ,water,internet) : 2\$

Marketing : 10\$

Total : Cost per unit = 182\$

Price/unit = $182 + ((182*10 + 20*10) \div 10) = 384\$/unit$

Advertising & Selling

photoshoots of models wearing the finished designes and it will be advertised by :

- Paid ads on Social Media : including Facebook page , instagram account , twitter , Snapchat , Company Website
- Youtube comercial videos , edited and directed by profesional team
- Word of Mouth : I already have a good database of female customers who are waiting for the sketches to be made, in Palestine and Diasporas in the United States.
- Personal Selling : inside Palestine since it is a small community and all know each other , it is easy to sell it personally
- Methods other than paid ads, such as trade shows, catalogs.

Sale points :

- Online boutique store via website and Facebook
- Boutique store in Ramallah

Predicted Sale

A predicted sale analysis was made for the first six month of the business at its first year as a startup business , by making 4 different designs , and focusing on the target of the middle and south of West Bank , plus the Palestinian of 1948 areas

Numbers are calculated according to the availability of the fixed capital , in case we can find a good investor to afford the fixed capital , these sales will be accomplished.

Currency in USD :

First Year		Jan	Feb	March	April	May	June	Total
Ready to wear design 1 : winter jacket	sold units	2	4	3	2	1	0	
	price/unit	380	380	250	250	250	0	
	Total	760	2530	750	500	250	0	4790
Ready to wear design 2 : Jumpsuite	sold units	2	4	5	4	6	5	
	price/unit	350	350	350	350	350	350	
	Total	700	1400	1750	1400	2100	1750	9100
Evening Dress design 1: short	sold units	4	4	6	8	10	10	
	price/unit	350	350	350	350	350	350	
	Total	1400	1400	2100	2800	3500	3500	14700
Evening Dress design 2: long	sold units	2	4	6	7	8	10	
	price/unit	600	600	600	600	600	600	
	Total	1200	2400	3600	4200	4800	6000	22200
Total sale		4060	7730	8200	8900	10650	11250	50790

Marketing Expenses

Marketing whole products per month :

Facebook paid ads per month : 50\$

Instagram paid ads per month : 50\$

Google website paid ads per month : 50\$

Photosession modeling per month : 100\$

Total per month : 250\$

Section 4 : Operation Plan

Location

Palestine – Ramallah city

It is great to establish the project in Palestine since the theme of the design is the Palestinian embroidery which is connected with the Blessed land.

Production Operation

Step	Inputs	Duration	equipments	skills
Design Sketching	Ideas,inspiration	2-3 days	papers ,colors pencils	Fashion Design and drawing skills
Pattern making	sketch , pattern pape	1 day	pattern papers , pencil	pattern making
Sewing	patterns, fabrics	2-3 days	sewing machines , threads , fabric	sewing
Embroidery Applyin	Threads , design	*avg:5 days	embroidery threads , needlless	embroidery making
Design photograph	design	1 day	camera, model , design	photography
social marketing	design photos	3 days	social medias	social marketing

Equipment, Furniture & Fixtures

Equipments needed :

- Fashion designer : drawing desk ,sketchbook , pencils , colored pencils, water colors , markers
- Tailor : sewing machine , fabric , scissors, tape measure , pins ,needles, iron and ironing board, ruler,pincel.
- Embroidery : threads, needlless
- Camera
- mannequins
- Office Furniture : Desks , couches ,chairs ,

equibment	source	description	total units	price/unit	total	life span
desks	ramallah	for drawing and putting	5	30\$	150\$	10 years
		machines on it				
sketch book	ramallah	for drawing	5	3\$	15\$	3 weeks
colors	ramallah	for drawing	100	3\$	300\$	1 month
sewing machine	ramallah	sewing designs and Habka	2	1500\$	3000\$	10 years
mannequins	ramallah	modeling and drapping	6	100\$	600\$	5 years
fabric	Nablus		10	100\$	1000\$	
Camera	Ramallah	taking photos of products	1	600\$	600\$	7 years
iron	ramallah	iroing designs	1	100\$	100\$	5 years
threads,needles	ramallah	dresses making	40	3\$	120\$	1 month

Operational Costs

It depends on each design , but in average of one product in the month :

for example : making casual short dresse with embroidery on the top will cost :

raw material : 50\$

Tailor hands fees : 50\$

Embroidery hands fees :50\$

Administrative expenses : 20\$

operating expenses (Electricity ,water,internet) : 2\$

Marketing : 10\$

Total operational cost avg per unit = 182\$

Key Employees

NAME OR TITLE	KEY RESPONSIBILITIES	Basic Salary
1 Haya Khalifah	CEO / Fashion Designer	700\$
2 Maison Abu Alhawa	Embroidery	700\$
3 Abla Awadallah	Tailor	700\$

Total per month : 2100\$

Total for first three month : 6300\$

Total per year : 25,200\$

Section 5 : Finance Plan

Fixed Capital (رأس المال التأسيسي)

To cover the first three months of the business operating , total fixed capital needed is 14,400\$

Type	cost	Details
Office Rent	500\$	First 3 months : 1500\$
sewing machine	1500\$	2 needed 3000\$
raw material	2000\$	paid for the first 3 months
Employees	700\$/ one	2100\$/ three employees , 6300\$ for the 3 months
Furniture	2000\$	2000\$ paid for the first time
Registration fee	600\$	paid for the first time
		Total first three months : 15400\$

Fixed and Variable Cost (التكاليف الثابتة والمتغيرة)

Fixed Costs : which paid every month during the business life cycle

Monthly Salaries	2100\$ /month
Office Rent	500\$/month
Electricity Bills	100\$/month
Water Bills	70\$/month
Internet	50\$/month
Transportation	70\$/month
Building Services	40\$/month
license	45\$/month
Total	2975\$

Total Fixed costs for the first three months (excluding the salaries and office rent) = 1125\$

Variable Costs :

Raw material including (fabrics , threads , needles ... etc)_varias regarding the design itself approx : 1000\$
Marketing ads varias regarding the target and the design itself approx 200\$

For the first three months excluding raw materials = 600\$

An analysis made for the first three months of the business life cycle :

Supposing that the company will produce the following at the first three months of the business operating :

9 jackets
11 jumpsuits
14 short dresses
12 long dresses

→ Predicted sold products

First Year		Jan	Feb	March
Ready to wear design 1 : winter jacket	sold units	2	4	3
	price/unit	380	380	250
	Total	760	2530	750
Ready to wear design 2 : Jumpsuite	sold units	2	4	5
	price/unit	350	350	350
	Total	700	1400	1750
Evening Dress design 1: short	sold units	4	4	6
	price/unit	350	350	350
	Total	1400	1400	2100
Evening Dress design 2: long	sold units	2	4	6
	price/unit	600	600	600
	Total	1200	2400	3600
Total sale		4060	7730	8200
		Total 19,990\$		

→ Expenses : will be paid in the first three months to produce the designs

Expenses	Total
Raw materials	3000\$
Employees	6300\$
Operating expenses	7000\$
administrative expenses	100\$
Marketing	600\$
	17000\$

→ **Net Profit = Total Sale – Total Expenses**
= 19,990 – 17,000
= 2990\$

→ **PayBack Period :**

Numbers are predicted according to the availability of the fixed capital in order to afford the operating , variable , and fixed expenses.

total sale for the first three months = 19,990\$

Fixed capital = 15,400\$

So the period will be the the forth month

Section 6 : SWOT Analysis

Strenghts

Creativity and uniqueness in the designs
Good Quality clothes will be used in the outfits making
Flexibility in outfits, customer can request a design as she wish, that fits her size, lifestyle, budget
Already exist database of customers from Chicago , Colorado ,Ramallah , Jordan

Weaknesses

Limited budget that cause a delay in buying sewing machine , materials ...etc

Opportunities

The instinct and natural love for traditional heritage will encourage women to wear our products.
Local and global social or cultural occasions that most women particibate in , need a custome fit in

Threats

Attempts to steal and copying our designs , since the law is kind of weak in our society in these cases.

Section 7 : Appendix



