



LILIES ENTERPRISE

BUSINESS PLAN

FOR THE PROPOSED PLUS SIZE CLOTHING LINE

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EXECUTIVE SUMMARY

It is no secret that in the 21st century, the world perceives a beautiful woman as one with a trim figure or petite curvy frame. This is why many actresses, models and internet personalities struggle to achieve such a body stature by going through various work out routines, diets and even plastic surgeries. Women who are on the bigger side tend to feel insecure because they believe that their bodies are flabby and unattractive to potential lovers and this causes them to have low self-esteem. They constantly compare themselves to smaller people and often find it difficult to socialize or wear certain types of clothes just because they feel too fat.

In 2014, car manufacturer Kia took a survey of what makes people feel confident and a few of the things included in the top 10 lists for women included; high heels, a little black dress and designer perfume. The way a person is dressed often reflects their mood, health and overall confidence. Scientists refer to this as *'Enclothed cognition'*

The availability of fashionable clothes for big boned women is not very high because not all the trendy clothes are made in big sizes. Here at Black Lilies Enterprise our motto is *"value yourself"* and the aim of our existence is to ensure that our customers realize that beauty is a state of mind. A woman is only as beautiful as she feels she is. We show our customers how choosing the right outfit can brighten up your day and even change your life forever.

This is why we have decided to create our own plus size clothing line to ensure that all our customers are satisfied with the way they look. Plus sized mothers, grandmothers and even young ladies and teens can now wear beautiful clothes made to flatter their figures and make them feel happy and proud of their bodies.

INTRODUCTION

Black Lilies Enterprise was established in October 2015 by a group of freelance seamstresses. It first started as a retail clothing store that sold second hand clothes imported from china but by the ending of 2017, we purchased a piece of land at 4, Woji street, Port Harcourt and erected our first building where we began to sew and design our own clothes. Today we have a total of six branches scattered over Lagos, Abuja, Onitsha, Enugu and Aba. In October 2018, to mark our third

anniversary, we launched our Black Lilies bra and tank top collection and it was a great success. Black Lilies is now a registered trademark and a household name among women of all ages who prefer stylishly customized clothes to already made foreign clothes.

This plus size clothing collection will include shirts, blouses, skirts, suits of all kinds, jeans and chinos trousers, sweatshirts, joggers, sweatpants, dresses and lingerie. All our clothes will be designed by our designing committee which includes professional fashion designers from all over West Africa. Our models will be women from size 16 and above and there will also be room for our customers to bring their own designs for their own personal outfits to be made for them. We are assured that with proper funding, this plus sized clothing line will be a success.

ENVIRONMENTAL ANALYSIS

The feeling of being unattractive leads to low esteem and in worst case, depression. The truth is that women don't just want to look beautiful, they also want to feel beautiful. The rate at which women are spending money on liposuctions is alarming and although we are not against using surgeries to enhance beauty, we also want to help people embrace themselves. Beauty comes from within and wearing beautiful clothes will serve to enhance that inner beauty.

INDUSTRY ANALYSIS

The number of plus sized women who are unsatisfied with their wardrobes is on the rise. Many plus size teenagers feel ugly just because they are unable to get access to clothes that were made especially for them. Most of the trending cool clothes are designed in small sizes and are made without consideration to the bigger women that might like to wear them. These clothes do not flatter the beautiful full curvy figures that these big women have but only succeed in making them look rounder and shapeless. This plight of plus sized females has been ignored for too long because instead of all the popular clothing brands to adjust their designs a little and include more plus sized models, they do nothing, forcing these plus sized women to do all kinds of things just to lose weight so they can wear cool clothes

MARKETING AND SALES

Our target market includes plus sized females ranging from ages 17 and above. We believe that it is at 17 that females begin to take steps to make themselves look good and we want to introduce our plus sized customers to embrace themselves at a young age. For our plus sized mothers and grandmothers we will do our best to bring out the youth in them by adorning them in beautiful clothes that will make them feel gorgeous and young again.

DESCRIPTION

Black Lilies was created to make women of all sizes look and feel beautiful. With our ever friendly customer service we believe that we know how to make any woman beautiful. Our tailors are patient and devoted to creating wonderful designs to suit our various customers. At the end of the day, we hope to see you value yourself because you are special just the way you are. The plus sized clothing line will set a pace for future innovations that will strike out the stereotypical belief that being skinny is a sign of beauty. Women of all sizes are beautiful.

The production of this business will take place at our headquarters in Port Harcourt and as stated above the Black Lilies plus size collection will include shirts, blouses, skirts, suits of all types, jeans and chinos trousers, dresses, sweatshirts, sweatpants, joggers and lingerie for women of sizes 16 and above. To achieve this venture, Black Lilies has patterned with;

Obi's Laundry House

Whitney's Modelling Agency

ORGANISATIONAL ANALYSIS

Black Lilies Enterprise operates a private limited liability.

- **Total number of staff required**

Managing director - Mr. Tamunoseki Ibinabo

Production manager - Mrs. Precious Akpan

Sales Manager - Miss Joy Peters

Marketing Strategist - Miss. Edowaye Emmanuel

Chief Consultant - Miss Helen Solomon

Financial secretary - Mr. Jerry Yusuf

Supervisors - Glory Princewill

Saleah Ibekwe

Victoria Orakwe

8 fashion designers

Total of 50 tailors

10 sales girls

EQUIPMENT

A Total of 27 electric sewing machines

2 standby generators

PRODUCTION PLAN

To achieve this venture, the enterprise will have to hire 20 more tailors to the already existing 30. These 50 tailors will be split in half. The first 25 will work five days a week from 8 am to 12 pm after which there will be a break. At the end of one hour break, the first 25 workers will be replaced by the second batch of tailors who will then sew from 1pm to 5pm which is closing time. Every tailor is expected to spend 5 hours on the sewing machine and the number of clothes to be finished in a day will depend on the selected style. There will also be three supervisors to ensure that everything goes smoothly. The clothes will not be launched until a due date is selected by the management.

Instead they will be pressed and ironed by Obi's Laundry House and kept in good condition free from dust and dirt. When a date is selected, the Plus size clothing collection will be launched at an

event hosted by Black Lilies Enterprise. We have an agreement with Whitney's Modeling agency and their plus size models will flaunt our designs for the first time on the runway.

MARKETING PLAN

We are aware that the number of plus size women that need our clothes will surpass the available clothes which is why once we launch our clothing line, we will send samples to our branches for the tailors there to recreate it and make it available for customers in their areas. We will also sell our clothes to retailers who will thereafter sell them in malls and boutiques. All Black Lilies clothes are available for ordering online using our Black lily app on playstore.

RISK

The major risks we have identified is the possibility of our designs being plagiarized by others which is why we ensure that all our clothes are customized with our Black Lilies logo and unique stitches. Our fabrics are original and do not fade. We can boast that no matter who tries to plagiarize our designs, our quality will speak for itself.

FINANCIAL PLAN

YEAR ONE

RAW MATERIALS AND COMPONENTS	AMOUNT
Opening stock	
Purchases	500,000
Carriage on purchases	+ 20,000
	=520,000
Closing stock	-50,000
Issued to production	=47,000
Labor	300,000

Other expenses	100,000
Prime cost	=447,000

WORK OVERHEADS

Rates	1,000
Insurance	5,000
Generator maintenance	10,000
PHCN bills	30,000
Sewing machine repairs	5,000
Miscellaneous	3,000
Cost	= 54,000

PROFOMA BALANCE SHEET FOR YEAR ONE

Fixed cost	N	N	N
Sewing machines and			
Cloth hangers	6, 000,000	9, 000, 000	3,000,000

Current assets

Closing stock	50,000
Debtors	2500
Cash	15,000
	=67,500

Current liabilities

Creditors	12,000
Loan	200,000

Working capital 50,000
=262,000

YEAR TWO

RAW MATERIALS AND COMPONENTS	AMOUNT
Opening stock	100,000
Purchases	700,000
Carriage on purchases	+ 20,000
	=820,000
Closing stock	-70,000
Issued to production	=750,000
Labor	350,000
Other expenses	110,000
Prime cost	=1,210,000

WORK OVERHEADS

Rates	1,000
Insurance	5,000
Generator maintenance	10,000
PHCN bills	30,000
Sewing machine repairs	5,000
Miscellaneous	3,500
Cost	= 54,500

PROFOMA BALANCE SHEET FOR YEAR TWO

Fixed cost	N	N	N
Sewing machines and			
Cloth hangers	1,000,000	500,000	500,000

Current assets

Closing stock (raw materials)	1,000,000
Closing stock (finished goods)	700,000
Debtors	300,000
Cash	200,000
	=2,200,000

Current liabilities

Creditors	8,000
Loan	20,000
Working capital	2,000,000
	=2,028,000

CONCLUSION AND RECOMMENDATION

This venture has been carefully analyzed by many of our financial experts and is considered to be profitable to both Black Lilies Enterprise and all our valuable customers. It is thereby recommended for funding.