

NAME: JATTO ZUBAIDAT ENEZE

MATRIC NUMBER: 18/LAW01/130

DEPARTMENT: LAW

COURSE: INTRODUCTION TO ENTREPRENEURSHIP

COURSE CODE: GST 212

OWNER: JATTO ZUBAIDAT

CREATED ON JUNE 1ST 2020

LOCATED IN ABUJA, NIGERIA

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EXECUTIVE SUMMARY

Product

Ruby rose's clothing company makes clothes for young female children, teenagers, and elderly women. All the clothes are made from cotton, denim, flannel, hemp, linen, silk. The dresses are made durable and long lasting. The dresses are made of different designs and texture in order to suite the customer. Children will more likely need softer materials with less designs while teenagers will require dresses with more intricate designs and more fitted. Elderly people will prefer soft and loose fitted dresses as well.

Customers

The target audience for Ruby rose's clothing company are females, specifically female children, teenagers and elderly women who want the opportunity to look beautiful in fitted but comfortable dresses and durable yet aesthetically pleasing designs for each style of individuals.

Future of the company

Although the clothe manufacturing business is highly competitive, we believe that there is a place for high quality, attractive, durable and affordable clothes. Our goal is to make clothes that will make females of all age and classes comfortable in the clothes that we make and encourage them to stand the test of time.

COMPANY DESCRIPTION

Mission statement

To manufacture and sell high quality, durable clothes that will make females of all ages confident in their skin.

Principal members

JATTO ZUBAIDAT: owner, designer and primary builder

AJAYI BISOLA: business manager

AISHAT JATTO: fashion designer

MARIAM OZOHU: promoter

MUHAMMED HALIMAT: webmaster

NENE JATTO: handles shipping for web mail and special orders.

Legal structure

Ruby rose's clothing company is a sole proprietorship. The company was registered in Nigeria with certificate number RC1456889 dated June 15, 2019. The company started with six experienced and technical staff to manage the various departments for effective service delivery.

MARKET RESEARCH

Industry

Ruby rose's clothes will be of the cloth manufacturing industry. Currently, ruby rose's clothes are considered as a niche or style comprised of different companies with ranging sizes. The

largest company such as forever 21 and fashion nova have large inventories of products that are offered internationally which means around the whole world.

Some smaller companies sell locally in stores, craft fairs or only online.

The industry is currently suffering from the economic recession as consumers are spending less on clothing and accessories because of the durability of previously owned products. However, average industry revenues stood over N100 million in the 1st quarter of year 2020. This means there is potential for growth as the company recovers.

Detailed description of customers

The group that the company plans to market the product to are females of all age and classes with an income range of N500, 000 and above per annum. Our target customers are interested in buying fashionable yet durable clothing to their selves, children and other female friends or acquaintances in order for all females regardless of class, shapes or sizes to feel confident in their own skins in fashionable clothes. Our target customers are willing to spend more money on products that are of high quality and last long.

Company advantages

Ruby rose's clothing has the following advantages compared to competitors

- simple yet beautiful design
- safe parts and accessories
- No over excessive intricate design.
- High quality wool, cotton, denim and silk
- Quick, 48 hour delivery since our goal is to promote good customer reviews
- Clothes for all classes and sizes
- High quality, interactive website
- Face to face interaction with customers at craft shows over a three state area.

REGULATION

Ruby rose's clothes must meet all federal and state regulations concerning cloth manufacturing.

SERVICE LINE

Product/ service

Ruby rose's clothes will sell wooden toys made from quality fabrics (cotton, wool, silk, denim, linen). The clothes are carefully designed for women and young girls of all classes, age and sizes. Our line currently includes the following sixteen types of clothes:

- Denim skirts
- Palazzos
- Turtle neck
- Round neck tees
- Crop top
- Rompers
- Playsuits
- Jumpsuits
- Leggings
- Body con gowns
- Jeans
- Body con skirts
- Corporate dresses
- Overalls
- Baby clothes

Pricing structure

Ruby rose's clothes will offer its products in the following prices:

- Denim skirts: N18,000
- Palazzos: N12,000
- Turtle necks: N19,500
- Round neck tees: N9,500
- Crop tops: N10,500
- Rompers: N20, 000
- Jumpsuits: N10,000
- Leggings: N9,000
- Body con gowns: N17,000
- Jeans: N13,000
- Body con skirts: N15,000
- Corporate dresses: N20,000
- Overalls: N10,000
- Baby clothes: N30,000

Product lifestyle

All current ruby rose's clothes have a two weeks warranty and a validity period of six years

Intellectual property rights

Ruby rose's clothes is a trademarked name well known in all parts of Nigeria.

Research and development

The company is planning to conduct the following research and development:

- Include a feedback mechanism on the website for ideas, suggestions, and improvements
- Provide a wider range of fabrics and more dress designs

- Provide comment cards for distribution at craft fairs
- Put some clothes on discount and sales
- Review available market research to identify top outfit choices for people and their reasons if any
- Find factory rejects for reconstruction and resale.

MARKETING AND SALES

GROWTH STRATEGY

To grow the company, ruby rose's clothing will do the following

- sell products in less aware areas and also try to go global
- as business grows, advertise in target markets, especially in advance of the holiday season
- during the holiday season, clothes will be discounted
- The stores will take customer fittings and clothes shall be rented and resold at a cheaper rate.
- Attend seminars and conferences in all parts of Nigeria.

Communicate with the customer

Ruby rose's clothing industry will communicate with its customers by:

- Providing an email newsletter with company news, product information, and craft fair schedule.
- Using targeted Google and Facebook advertisements.
- Utilizing social media such as twitter, YouTube, Facebook, LinkedIn, pinterest, instagram and tumblr.
- Providing contact information on the company website.
- Adding labels on clothes that include company name, contact info, and web address.

HOW TO SELL

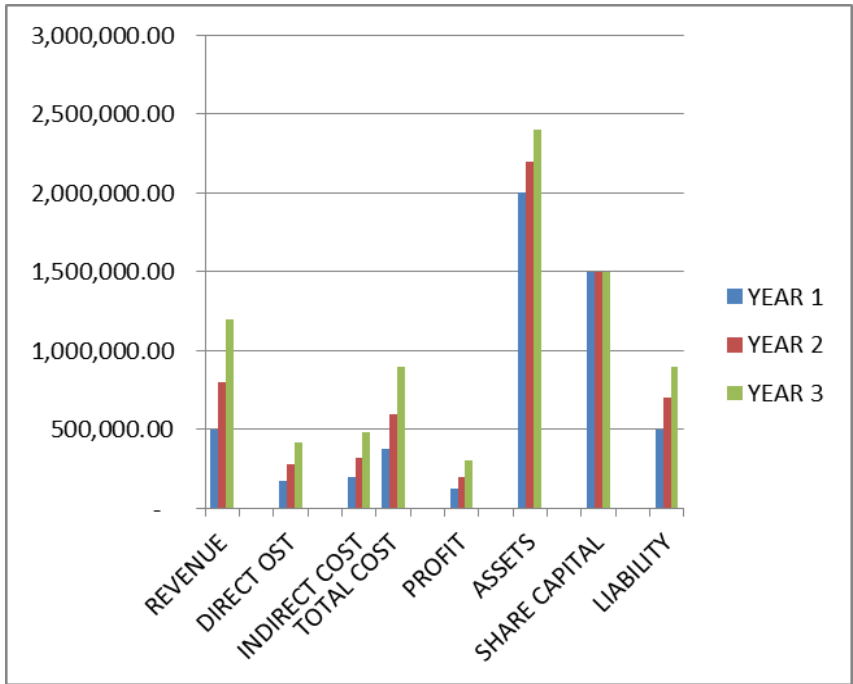
Currently, the only person in charge of sales for ruby rose's clothes is the owner, jatto zubaidat. As profits increase, ruby rose's clothes will look to add employees to assist with social media and online marketing.

BUSINESS PROJECTION

BUSINESS PROJECTION FOR RUBY ROSE'S FOR RUBY ROSE'S CLOTHES

| | Year 1 | Year 2 | Year 3 |
|---------------|----------------|----------------|----------------|
| REVENUE | 500,000 | 800,000 | 1,200,000 |
| DIRECT COST | 175,000 | 280,000 | 420,000 |
| INDIRECT COST | 200,000 | 320,000 | 480, 000 |
| TOTAL COST | 375,000 | 600,000 | 900,000 |
| | | | |
| PROFIT | 125,000 | 200,000 | 300,000 |
| | | | |
| ASSETS | 2,000,000 | 2,200,000 | 2,400,000 |
| | | | |
| SHARE CAPITAL | 1,500,000 | 1,500, 000 | 1,500,000 |
| | | | |
| LIABILITY | 500,000 | 700,000 | 900,000 |

GRAPHIC REPRESENTATION



In conclusion, From the above projection it could be seen that the business would be making good progress from year one to year three and the financial base is very strong based on the capital and the asset projection