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MATRIC NUMBER; 18/LAW01/174  
DEPARTMENT: LAW  
COURSE: entrepreneurship (GST212)

Answer

Fashion nova is a new clothing business which started last spring and as a manufacturer of an upscale clothing, I targeted at males between the ages of 19 and 30, fashion nova is only involved in clothing lines, but also supports it with the advertisements and promotion campaigns of its brand. Fashion of a as a clothing company plans to strengthen partnerships with retailers by developing awareness of its brand. Fashion a as a company intends to market its brand as an alternative to existing clothing lines and also differentiate itself by marketing strategies and high brand awareness.

The goal of fashion nova is to make clothes with top notch class an upscale and versatile and also expensive clothing. The company's plan to promote the clothing line is diverse and wide which includes a range of marketing communications. Also the the road the company hopes to develop lines of accessories for men, women, and also children which include perfumes, sunglasses, jewelry etc.

Highlight of the sales

Year	Net Profit	Gross profit	Sales
2000	0	0	0
2001	20,000,000	40,000,000	60,000,000
2002	60,000,000.	100,000,000.	140,000,000

The mission if the company is to provide a different look for the consumers, based on style and quality, fashion-nova was founded as Lagos corporation with head office located in Abuja all operations and marketing strategies, take place in Lagos. The strategy of fashion nova is to develop and market a full range collection to comers. The company intends to market its lines as an alternative to existing clothing lines and also differ itself through its marketing strategy, exclusiveness and brand awareness. This company intends to build its core portfolio of products and overcome any obstacles by using the company's expertise in the clothing industry.

The company's goal in the next year is to make an overwhelming impact on the fashion industry and create large consumer demand for the product and in years to come venture into women's and children's clothing etc. Fashion nova products will be priced at the high end to reflect the quality the exclusiveness associated with the brand. The company will use high end materials such as cashmere, a wool blend, and gauge denim when fashion nova items are placed customers will be willing to buy them at any cost because of the value and quality of the clothe and also the guarantee that comes with all the products, fashion nova is targeted at males clothing between the ages of 19 and 30. Sales are going to be driven by economic conditions, the sales of apparel at the retail level which rose approximately 4.7% in 1999. The company plans to target males between the ages of 19 and 30with a combined household income of

more than 40,000, here there are no color barriers and customers diverse backgrounds a fashion nova customer is a versatile man who can fit into any environment and is willing to pay a high price for quality clothing the company's target group is seen as having enough disposable income to spend on high priced quality clothing right from when the company started eg disposable personal income grew at a healthy average annual of 7.0%. Apparel and footwear expenditure increased at a strong 2% annual rate during the same period. In 1999 the growth however in personal income slowed somewhat and so did apparel expenditures, disposable personal income rose at an average annual rate of 4.7% while apparel and footwear expenditures grew 4.5% per year.

Potential customers.	Growth.	2000.	2001
Males 19-30.	15%.	2,500,000.	2,875,000
Males under 30	10%.	1,500,000.	1,650,000
Males over30	10%.	1,250,000.	1,375,000
Other	0%.	250,000.	250,000

Although the apparel industry is mature and slow growing, it exists in a dynamic and competitive environment. In order to improve profitability, many companies are restructuring to create leaner organizations and adopt new technologies. Consolidations has been prevalent in this clothing industry in this last few years, as larger companies gain leverage in market position and cost cutting. In apparel industry, companies can operate as retailers or manufacturers or as both. In a market where consumers are barraged by advertising and marketing campaigns delivering an onslaught of lifestyle and Saigon messages, a brand name is a powerful weapon. Brands have become increasingly significant factor in apparel and footwear. Many consumers have less time to shop and are spending their disposable income carefully, establishing brand names with their quality image makes shopping experience faster and easier for consumers, for manufacturers, brands build consumer loyalty, which translates into repeat business

Fashion nova is a competitive advantage in itself. The name is not attached to any particular group of customers and it allows entry into different segments of the industry, another competitive advantage is the marketing strategy through the use of celebrities, advertisements, promotions, and giveaways, the company is able to develop its presence in the market although the company uses retailers to sell its lines, most of marketing and advertising is done in the house.

Fashion nova promotional plan is diverse and it includes a range of marketing communications which are,  
 Public relations; press releases are issued both technical trade journals and major business publications such as DNR magazine  
 Trade shows: company's representatives will attend and participate in several trade shows such as magic in Las Vegas  
 Printing advert; the company's print advertisements programs include advertisements in magazines such as code, rap pages  
 Internet: fashion nova plans to establish a presence on the internet by developing a website plans are underway to develop a professional and effective site that will be interactive and from which sales will be guaranteed worldwide. In the future, this is expected to be one of the company's primary marketing channels

The company also plan to use various other channels including billboards, radio and television commercial and street team.

A key factor in the distribution of the clothes are;

Departmental stores

Apparel specialty stores

Internet stores.

The company's management philosophy is based on responsibility and mutual respect, fashion nova has an environment and structure that encourages productivity and respect for customers and fellow employees.

The company is seeking a substantial long term business loan for the purpose of developing the clothing line. This founding will cover operating expenses and product development leading to the launch.

This table contains important assumptions which the company will use to ensure its success, the primary assumption is that the economy will remain in its present upturn

	2000	2001.	2002.
Plan month.	1.	2.	3
Current interest rate.	10.00%.	10.00%.	10.00%
Long term interest rate.	10.00%.	10.00%.	10.00%
Tax rate.	25.42%.	25.00%.	25.42%
Other.	0.	0.	0