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COURSE CODE: GST 212

COLLEGE: LAW

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## **BUSINESS DESCRIPTION OF FABRIC MAKING AND FASHION AND DESIGNING**

### **COMPANY PLAN IN NIGERIA**

Business: Fabric making and Fashion designing

Industry: CLOTHING AND TEXTILE

Company: Kaka's Clothing and Design Ltd

**Non-Disclosure and Confidentiality Agreement**

The undersigned ('Recipient'), hereby agrees that all financial and other information ("Information") that is, has and will receive concerning Kaka's Clothing and Design LTD is confidential and will not be disclosed to any other individual or entity without prior written consent.

The Information shall remain the property of KAKA's and shall be returned to KAKA promptly at its request together with all copies made thereof.

Recipient acknowledges that no remedy of law may be adequate to compensate KAKA for a violation of this Agreement and Recipient hereby agrees that in addition to any other legal or other rights that may be available in the event of a breach hereunder, KAKA may seek equitable relief to enforce this agreement in any court of competent jurisdiction.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of recipient

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## **1.0 Exclusive Summary:**

This business plan examines the feasibility of and indeed economic viability of the development of a fashion agency and the sale of fabrics, Kaka's Clothing and Design Ltd. The factory will produce about 500 fabric designs in a production cycle. The fabric agency will process about a thousand designs into clothes, shoes, bags and accessories. There is high domestic demand for these products because of our huge population and production constraints leading to shortage of the commodity. Production is currently popular all over the world. Nigeria imports significant quantity

Our product and service:

Kaka's Clothing and Design Ltd is a new company that is based in Port-Harcourt City, Rivers State. We specialize in the making and sale of fabrics, into clothes, bags shoes and other accessory.

### **1.1 Business Objectives**

- To offer high-quality services and wonderful experience at a reasonable price
- To create products who primary goal is to exceed customer's expectations
- To achieve net profit of \$60000 in four years
- To boost image awareness by establishing baseline customer satisfaction of 100%

### **1.2 Mission Statement**

Our mission is to ensure that we do not lose sight of our vision. The mission is also for the company is to provide a different look for the consumers, based on style and quality.

### **1.3 Keys to success**

- Building trust with clients
- A group of experienced staffs with a broad range of speciality areas that complement each other
- Large facility space with visibility

## **2.0 Sponsorship**

The project is sponsored by the Saro-Naenwi Family, a legal luminary and founders of Dorzor Integrated and Logistics Services (DILS). The Saro-Naenwi Family is promoting the productivity

of all kinds of business with reference to services. The company has over thirty year experience in business management, business start-up dynamics, financial management of business and overall business growth and development. The Company has a good knowledge of service rendered business. JAGI Textile Ventures & Consultancy will be responsible for the management consultancy of the projects.

## **2.1 Management**

The management will comprise of a democratically elected Board of Directors at the apex of the organization structure. This will be made up of shareholders and member of the cooperative who have stake in the survival, growth and profitability of the business as well as distinguished fashion business professionals of proven integrity and vast experience in the project area. The prime objective of the board will be to give strategic directions and policies that will ensure long term success of the organization. The board will ensure that the organization complied with all standards set by regulatory authorities.

The Managing Director/President shall be responsible for the co-ordination of the day to day management of the cooperative business. He is accountable to the Board of Directors; he will mobilize organization resources to achieve set goals. He will manage business risks and focus on wealth creation. The team has brought to the board;

- Educational skill and practical experience in Fashion designing
- Capacity to consistently provide outstanding service
- Quality processed product and good understanding of the market trend
- Our staff brings operational marketing and promotional skills to the business

## **2.2 Technical Assistance**

The company has working relationship with Rivers State Fashion board. Institute of Fashion in London and Fashion Centres in the U.S. It is also in partnership with brands like GUCCI and PRADA. The company will fund the processing factory and access finance for the fabric making from institute of Fashion, Rivers State at the rate of 9%. The cooperative will also seek grant from United State Africa Development Foundation (USADF).

### **3.0 Market and Sales**

Market orientation: domestic; Nigeria, nay the world

Market Share: 5% niche market in South West, South East Nigeria

Users of Products: everyone because everyone wears clothes.

### **3.1 Competition analysis**

People buy from us because of the following reasons:

- Availability of a large scale with high visibility and foot traffic
- Efficient and strong distribution network
- Core experienced and highly qualified staffs
- Fair and best possible prices and discount offers

### **3.2 Tariff and Import Restriction**

Forex restriction on clothes importation and zero duty on imported fashion equipment will favour the project under consideration. Thus, we would not necessarily import because most equipments, are locally made and useful.

### **3.3 Market Potential**

There is rise in interest in Nigeria nay the world. This however, supports production and trade within Nigeria.

### **3.4 Promotional plan:**

Kaka's 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, and Internet stores.

#### **4.0 Technical Feasibility**

The projects (production of fabrics and fashion designing) are technically feasible. In terms of technology, which involve the making of fabrics and tuning them into wearable products, the industrial processes are simple and a professional fashion designer with more than 20years experience is part of our team. The needed equipment for chocolate extraction are readily available and our experts have hand on experience in the usage and maintenance of the equipment.

On the fabric production, we have specialists in fashion designing, market development, and accounting as part of our management team. We also have specialists in quality control as part of our management team.

From our analysis, integration of production and processing will give us a competitive advantage. We are implementing our project using best international practices, sustainable production and due consideration for the environment.

#### **5.0 Government Support and Regulation**

The project, conforms with the economic diversification objective of the government. It also supports foreign exchange and import reduction conservation of government. It creates economic opportunities, market access, improved lifestyle of the public. The project will benefit from government intervention fund in its sector. Restriction of forex for all fashion products will also widen market opportunity. The project will contribute significantly to employment, output increase, stable price and stable exchange rate.

## 6.0 Project Timeline

The project will be completed within 4 months preferably, between May, 2020, to August, 2022 because fashion is rising swiftly in the world.

Highlight of the sales

Year	Net Profit	Gross profit	Sales
2020	0	0	0
2021	20,000,000	40,000,000	60,000,000
2022	60,000,000.	100,000,000.	140,000,000

## 7.0 Estimated Project Costs and Revenue

### 7.1 Fixed Cost

(A) Building Complex: #00.00

(B) Equipment

NAME	QTY	#	K
Sewing machines	100	8,802,000	00
Irons	150	1,267,200	00
<b>Total</b>		<b>10,069,200</b>	<b>00</b>

### 7.2 Operating Cost

NAME	#	K
Sewing	100 per cloth	00
Stoning	200 per cloth	00
Shoe making	1200 per shoe	00

Bag making	2000 per bag(big) 1500 per bag(small) 2500 for clutch	00
Bead making	200 for normal 1000 for real pearl	00
Accessories binding	500	00
<b>Total</b>	-----	00

**8.0 Funding Mechanism**

Equity investor to provide equity for equipment and vehicles purchase. Where possible equity investor to provide equity for working capital or otherwise secure loan at the rate of 9% through government intervention window.

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.

	2020	2021.	2022.
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

**9.0 Conclusion**

The project is technically feasible and commercially viable. It is therefore recommended for funding.

