

NAME: BAMSON ESTHER ACHASE

MATRIC NUMBER: 18/LAW01/052

COLLEGE: LAW

DEPARTMENT: LAW

BUSINESS OF CHOICE: FASHION HOUSE

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ELIORA NATIVE STICHES

FASHION HOUSE

CONTACT INFORMATION

ESTHER BAMSON

guddyma@ gmail.com

+234 178397263

+234057484654

www.eliorafashion.com

17 Judo Street, Toon Road, Rivers State, Nigeria.

EXECUTIVE SUMMARY

My business needs to exist because of the shortage of reliable designers, most designers disappoint their customers because they have too many customers to satisfy within a short period of time. So they decided to disappoint some people in order to meet up the appointments of others. If my own designing home is established it will address all of such issues. People will not have to experience the pain of having their clothing not meet their expectations. The problem of promise and fail to deliver will be a thing of the past, because when you come to make cloths, a specific day and time will be given to the customer and they will be sure of picking up the cloths on that day and time or the cloths will be delivered to the customer, depending on the request of the customer or whichever method of delivery that is best to the customer.

ELIORA NATIVE STITCHES is a designing company that designs cloths on order and design readymade cloths that can be both ready.

Mission Statement

Satisfying the customers and making their dream dress designs a reality.

Vision Statement

Acquiring the trust and support of the customers.

Market

The target customer is the general public, people from different classes, different occupations, different ages and different ethnic groups.

Competition

Every designer is competition, my duty is step up my game, by bringing up some unique ideas that will help my designs stand out in the crowd.

Why us?

Why not us? I and my team have unique designs one of its kind, its second to none, originality is our name. if we design for you, you will be rest assured that you are wear a design that you will not see in any other place or seeing any other person wearing it.

EXPECTATIONS

Forecast

In one year according to my expectations I should be able to make at least #15000000 to #20000000. In five years I should be able to make #100000000 with all things being equal.

OPPORTUNITY

Problems worth solving

The problem I am solving first is a problem of failures by other designers to get the jobs given to them done before the given time in order to not cause an inconvenience to the customers. Also, there are designers who choose a design for the customers but the designs though look nice but not on the customers. The customers deserve to have a trusted designer who they can rely on for nice dresses that they wish to wear. Work personnel in a fashion house should also make their customers at come when they come to get a dress ordered. Some designers have very unskilled helpers or assistants who end up causing a mess up in the order for the customers.

Our solution

The dresses will be delivered to the costumers on request with a delivery fee. My customers need decent well-made clothes that are made with love, they need clothes with unique designs and want them to be delivered on time. My customer of course need a better and elegantly designed products that are unique, they need a cheaper but not tacky designs. They also need a shop in a good location even if the clothes a being delivered to the location. In summary, the customers need reliable designers. We will also hire skilled and trained workers to handle the orders and we definitely will not use our customers' dresses to train apprentices.

Customers will buy from me because I will make buying and making their desired design of clothes very easy to access, unique, decent, and affordable and delivered to their desired location.

Target market

The business targets at marketing and providing services to both male and female customers with different sizes no matter how large or how small. The business also targets at marketing to people

of various classes, everyone is a potential customer so we try to provide our services to the general public and any who is interested from all works of life and various ethnic groups and religions.

Competition

The competition is quite tight with a lot of boutiques and fashion designers or tailors as some may call around the place.

Our advantage

There are distinguishing qualities which one is the fact that we sew clothes and sell readymade clothes which can be western style or cultural. There are still a lot of designers who stand as competition but we plan on winning the trust of our customers. We also will offer a home delivery and a comfortable care line for easy contact. And our designs are original and not tacky.

EXECUTION

Marketing plan

Our marketing plan borders on the use of our good reputation, by this I mean we will advertise using our satisfied customers. We will urge them to spread the word of our business if they are satisfied. We will also advertise using fliers and use of television and radio advertisements and even using magazines. But the satisfied customers will be a major way of advertising.

Operations

Locations and facilities

My company is located in Rivers State Port Harcourt City. The company is located in a place where we can be easy to find. The location is a quiet and peaceful environment which our customers will be free to walk in and be comfortable.

Technology

the business will make use of a not so complicated computer system which will have our database on the customers and their details such as their measurements and other information in case of reoccurring customers as is planned we don't need to constantly measure all the time and the data base makes it easier to place calls to customers and avoid misplacement of information.

The company will also make use of ecommerce and other soft wares and our personal website.

Equipment and tools

Sewing machines of different types and designs, designing machines of different types. Button machine, straight sewing machine, zigzag machine, stones fixing machine, button pressing machine, cloth button machine, pressing irons and Ticco and designing machine.

COMPANY

Overview

The business is one which has just one owner by the name of Miss Esther Bamson. There are no partners to the business and all losses and gains are the responsibility or burden of the sole owner of the business.

Team/Manpower

Management staff

The director of the company is the sole owner of the company by the name of Miss Esther Bamson. She has the power to make the decisions regarding the company and her decisions are law. The office of the director is the highest in the business. The director decides everything down to the pay of the workers. The other management staff include:

The managers of departments

The organization has the planning/accounting/welfare department which is in charge of the advertising, bringing up ideas and taking care of the finances, the manager is supposed to be in charge of this team and there is to be a maximum of seven people in this team. The manager of this team answers to the director.

The design department is the department involving the people who will be in charge of sewing and the manager of the department is put in charge of the people in this department. There are to be a minimum of 10 people in this department.

FINANCIAL PLAN

Source of fund

The funds of the business come from the director who is the sole owner of the business.

Fixed assets

Fixed assets	Quantity	₦	k
Sewing machine	20	2,000,000	00
Computer	3	600,000	00
Generator	1	3,000,000	00
Washing machine	1	1,000,000	00
Dryer	1	1,000,000	00
Stone fixing machine	5	250,000	00
Weaving machine	5	500,000	00
Button machine	1	60,000	00
Air conditioner	5	300,000	00

Variable cost

Dresses made	Raw material cost	Direct labour cost
0	-	-
10	5050	7000
20	100000	140000
30	3000000	1600000
40	12000000	18000000