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MATRIC NUMBER: 18/SCI01/010

COURSE CODE: GST 212

PROJECT: A BUSINESS PLAN

Jesla FaSHION DESIGN

HOUSE A2,

BLOCK 18 ROAD A,

SANDREEstate, lokogoma,

Abuja, Nigeria.

**PRINCIPALS OF BUSINESS:**

1. AJAKAYE JADESOLA STELLA
2. AJAKAYE ABIOLA BENJAMIN
3. AJAKAYE OLADAPO EMMANUEL
4. ADE JOSEPH SMITH

**NATURE OF BUSINESS:**

Jesla Fashion Design is a clothing line, which is a very big brand of fashion cloths for any ages and sexes worldwide. The aim of this cloth line is to improve the standard of fashion worldwide and across the globe and also make good profit with this business.

**STATEMENT OF FINANCING NEEDED:**

The company is seeking a substantial long- term business loan for the purpose of developing the clothing line. This funding will cover operating expenses and product development leading to the launch in July 2008.

**STATEMENT OF CONFIDENTIALITY OF REPORT:**

The Recipient shall not disclose any Confidential information to any employees of the Recipient, except those employees who are required.

TITLE: BUSINESS PLAN ON THE PRODUCTION OF FASHION DESIGN THROUGH **JESLA FASHION DESIGN.**

Prepared by: Stella Consultants

For: **SANDRE** Manufacturing Company Limited.

Note: This Document must be kept Confidential.

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Quick Question:

Are you about starting a fashion design company?

**If YES**, here is a complete sample fashion design business plan template.

1. Introduction:

SANDRE manufacturing company limited is the name of the company, established to produce JESLA fashion design. It is located at House 2A Block 18 Road A SANDRE Estate , ABUJA. The Business is a family business of a successful wholesale merchant in clothing materials.

Fashion is one aspect that cannot be done without especially in an age where different age groups all have a large percentage of them that are geared to fashion. A fashion design business is a business for entrepreneurs who are creative and enterprising in nature. Those individuals understand the fashion world such as importance of texture, color, and in shape in varied clothing as well as the business of ensuring that this creativity yields revenue and eventually profit.

1. Executive Summary:

Jesla Fashion Design LLC is established to intrigue our clients with our fashion pieces while also identifying with the uniqueness in each of our clients. Our aim is to become a worldwide brand in the year 2022 here in Abuja-Nigeria.

We therefore are in business in order to generate revenue, make profit whilst also favorably competing with other leading brands in fashion design industry in three years time. Our location in Abuja – Nigeria is a very strategic one as we are located in the hub of the fashion industry and with the right strategies and plans that we have in place, we are sure of meeting, achieving and exceeding our desired goals and intentions.

Our publicity strategies are top notch as we have hired the services of a brand consultants to help us draft the strategies that will make us stand out from similar fashion design businesses in the industry. Our intention of achieving this vision is in going the extra mile to hire the right management team that understands our core vision and principles as a business and willing to ensure that these values are clearly communicated and implemented by the non-management staff in the organization. We intend to build a solid business structure by ensuring that we hire professional and competent employees that understand the business and industry thoroughly and are also committed to seeing that we achieve our intended goal through increased productivity.

Seeing as technology has come to stay, we will be deploying the right technology that will help us become efficient in producing the right designs, while also getting the right and recent equipment are procured for the use in increasing productivity.

Finally our owners, Stella Ajakaye and Ade Smith have the right amount of fashion and business experience needed to ensure that Jesla Fashion Design LLC become the brand leader it intends to be.

1. Description of Venture:

At Jesla Fashion Design LLC, we intend to ensure that we deal in all forms of unique fashion designs and accessories in our primary location here in Lokogoma Abuja –Nigeria. We intend to ensure that we create multiple sources of income that will be in line with our core service; these other services might be intangible in nature and include services such as trainings and consultancy services.

Our intention of creating multiple sources of income is so that we would be able to boost the bottom line of our business as is permissible under the laws of Nigeria.

Therefore, some of the products and services we intend to offer are;

* Sales of fashion design wears for certain ages and sexes
* Sale of fashion accessories
* Consultancy and advisory services
* Trainings

1. Industry Analysis:

The fashion design industry has no companies with a dominant market share in the industry. The industry is one that has generated revenue of over 200 million naira with an annual growth of 7.5% for between the periods of 2018-2020. In Nigeria here we have more than 10,000 fashion designer business employing nearly 20,000 people. The fashion design industry is one that has trended toward growth in the last years between 2018- 2020. This is due to the fact that designers in order to appeal to large section of their target market have started closing the gap between style and value.

This industry is still projected to grow between the periods 2020-2022, and the revenue in the industry will grow too depending on increasing consumer confidence and the rising per capita disposable income. More than two-thirds of the establishments in the fashion design industry are located in three states- Lagos, Port-harcourt and Ibadan.

1. Market Analysis:

* Market Trends

The fashion industry is a glamorous and fun industry that is competitive in nature. Running a fashion design business is time consuming and most fashion design business usually fail because the entrepreneurs do not have the wherewithal to be creative and run the business at the same time. This is because any entrepreneur starting this business usually spends less time designing, and more time managing production, dealing with suppliers, sending clothes to magazines, and managing the employees in – between. It usually takes an entrepreneur who has been into the business before to be able to successfully handle the business.

* Our Target Market

The fashion industry is one where there are various range of available customers of both sexes and ages. However, we do not intend to design clothes for everyone as we intend to choose our market segment in the target market. However, to help us know the right clients we intend for our business and also know what it is they expect from us, especially as regards our location here in Abuja- Nigeria; we intend to conduct thorough market research that would allow us draft the right strategies that would suit this market.

From the result of our marketing strategy, we would be engaging in out fashion design business in order to cater to the following group of people;

* Music and movie celebrities
* Business People
* Models
* Men and Female adults
* Young adults
* Movie producers
* Fashion houses
* Retail stores
* Boutiques.

1. STRATEGIC HUMAN RESOURCES PLANNING:

In order to ensure that we set up and run a standard fashion design business here in Abuja- Nigeria, we intend to get right from the beginning by ensuring that we build a business structure that is in line with our core values and which will ensure that we can run all our intended services smoothly without hitches. As such, we intend to ensure that we hire the right employees who are hardworking and competent and who not only understand the industry thoroughly but also the business and our core values and principles and will therefore ensure that we get to the attained level of goals and objectives through their commitment and dedication.

Looking at the above business plan, the long term solvency, efficiency and stability of the firm seems exceedingly promising. These are set ratios that re-assure investors of the sustainability of the venture .