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 **GST212 ASSIGNMENT**

**BUSINESS PLAN**

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 **CHAPTER ONE**

**BUSINESS NAME**

 **KIM’S Culture will sell women's outdoor clothing online. We will offer outdoor clothing for almost every type of active use. We will focus on the seasonal clothing demands of our customers including the following:**

**Fleece outerwear.**

**Rain gear, waterproof breathable, as well as coated nylon.**

**Synthetic clothing for outdoor activities.**

**Hats.**

**Shorts.**

**Pants.**

**Shirts.**

**TARGET MARKET AND DEMOGRAPHICS**

Market Analysis Summary

In the past 15 years, women's outdoor wear has grown into a billion-dollar niche in the clothing industry. The popularity of the Internet has launched a number of online stores for women's outdoor wear but no company is exclusively selling their products online. There are a number of reasons for this but the strongest is that the concept is new and untested. Will customers buy something that they wear that can only be seen online? We believe they will, if the process is fun and the products are great and cheap.

The key is marketing our target customers in the traditional advertising medium for fashion, i.e. women fitness magazines.

The ads will have focused on the eliminating the middle man in your clothing budget and stepping up to the distinctive style of Liquid Culture. The company logo will also be an important marketing tool in bringing customers to our website.

DEMOGRAPHICS

Liquid Culture will be focusing on two distinct groups of women that purchase outdoor clothing:

Women 17-25 years of age: Youth drives the market so this is the important group to attract to the website. They have less money than the older group so we must give them what they want for less. The key is to have inexpensive selections in each clothing group that have the popular cut. The company's logo attractiveness to this group cannot be stressed strongly enough. The initial small purchases will grow larger over time.

Women 26-40 years of age: They are the core group that will drive Liquid Culture's success. This target group is responsible for the growth of outdoor women's wear. They will be harder to pull into the website. Once there, the key will be promoting the quality, attractiveness and savings. In addition, we will have to assure that the purchase will fit the way the customer wants it to. It will be crucial that the return policy is hassle-free and speedy. Before setting up my gadget store, I examined the business setup of other existing businesses. This would include the strategies used for customer satisfaction, maintaining supplier relationships, and also the average price marked up that’s charged on goods. This information will help me set your pricing and store policies competitively. I have considered who my customers will be and who the business will attract. We have positioned our business to attract consumers all over Nigeria. I have conducted a market research and ensure that the business meets and surpasses the needs of customers as well as well as the expectations for the business.

**FINANCIAL PROJECTORS**

Our break-even analysis is based on running costs, the costs we incur to keep the business running, not on theoretical fixed costs that would be relevant only if we were closing. Fixed costs include payroll, rent, utilities, and marketing costs.

**LICENSE/RESGISTRATION**

Since the business falls in the category of retail businesses, I obtained a state license. Licenses act as a legal document or authorization for your business and the products you sell.

I registered my store as limited liability partnership (LLP). This is in case I wish to setup a bigger store in places like the malls or online through e-commerce portals like Amazon.

 **CHAPTER TWO**

 **EXECUTIVE SUMMARY**

The Year 1 season will be a great one for women looking for distinctive outdoor clothing online. KIM’S Culture will eliminate the middle man and offer creative outdoor clothing that is both functional and beautiful. The savings are passed on to our customers who will be paying a fraction of what they normally do for current retreated fashion in stores.

KIM’S Culture's Year 1 line consists of the best fabric, designs and styling on the market. Kimberly Victoria and Maggie Anthony, co-owners of KIM’S Culture, have fifteen years of experience between them in the outdoor garment industry. Maggie has been a senior clothing designer for Manic Woman Clothing for the past seven years.  Kimberly has been the website administrator for South Face the past eight years.

Another strength of Kim’s Culture is that it will not maintain any clothing inventory. Kim’s Culture has contracted with Magic Clothing Company, located in Lagos, Nigeria. to produce and ship all Kim’s Culture clothing.  Our design team will work closely with the Magic's African-based manufacturing facilities. The Magic Clothing Company will maintain the inventory and will produce sufficient product to meet the planned demand.

**MISSION/VISION**

Kim’s Culture's mission is to present consumers with designs, styling and clothes that energizes any outdoor activity. Whether it be snowboarding, running along the beach, or drifting down a river, Liquid Culture has comfortable, durable clothing that will look and feel wonderful.

Keys to Success

Accessible website that is entertaining to surf. Like a trip to your favourite store where you always find something new that you want.

Establishing a strong advertising campaign in a traditional media vehicle; i.e. magazines.

Excellent vendor relationship that will facilitate quality manufacturing of Liquid Culture's clothing and quick shipment of orders.

Acquiring an excellent design

 **CHAPTER THREE**

 **TARGET MARKET**

Women 17-25 years of age: Youth drives the market so this is the important group to attract to the website. They have less money than the older group so we must give them what they want for less. The key is to have inexpensive selections in each clothing group that have the popular cut. The company's logo attractiveness to this group cannot be stressed strongly enough. The initial small purchases will grow larger over time.

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**COMPETITORS**

 We are fully aware that there are competitions when it comes to online store in Nigeria, which is why we decided to carry out thorough research so as to know how to take advantage of the available market in Nigeria. We have decided to make our products very cheap and affordable and have made plans for door to door delivery. We’ve also added a warranty to all our clothing to prove that they are legit.

**HUMAN RESOURCES**

 For my business to do well, getting the right staff on board is very important. I would need some very efficient sales staff who are well-versed with the sales of clothing’s and fashion wears. Employing people who love fashion would be an added advantage for your store as this would create an impression that the people working at your store are committed to their job. So, I have done so to employ people who have experience in working with fashion wears and people have knowledge about modern day wears.

**CHAPTER FOUR**

**VENDORS/SUPPLIERS**

I have looked at the different terms and conditions of the different distributors in the market. This is necessary for stocking up on display clothing accessories, and other products like shoes, bags, and jewellery.

I have gotten in touch with different well-known seller of fashion wears products to find out about all the requirements to do business with them. These requirements would include a business license, a minimum order amount, and also references from other business owners as well. I made sure the products I get are not counterfeit ones. Nowadays, people are looking for original products, especially when it comes to clothing .

**MARKETING PLAN**

There are so many ways to market cloth, Since I want to satisfy people of all grades and status I have come up with the following marketing strategies:

* Advertise my business in fashion/clothing related magazines and websites.
* Leverage on the internet to promote our business.
* Engage in direct marketing.
* Encourage the use of mouth marketing (referrals).
* Billboards
* Social media platforms will also do you well since this will get you a wider range of customers from all over Nigeria.