YA HAJI GENERAL COLLECTIONS

# BUSINESS PLAN 2024

TABLE OF CONTENT:

1. Executive Summary
2. Company Description
3. Product and Services
4. Market Analysis
5. Marketing Strategy
6. Operational plan
7. Financial Projection
8. Funding Requirement
9. Milestones
10. Conculution

## EXECUTIVE SUMMARY

Ya Haji General Collection will be a versatile clothing shop offering a wide range of affordable, quality appeal for men, women, and children.

## COMPANY DISCRIPTION

* Name: Ya haji General Collections
* Location: Pantami kwanan plato, gombe, gombe state, Nigeria
* Business structure: Sole proprietorship
* Business model: Retail clothing store

## PRODUCT AND SERVICES

* Casual and formal wear for all ages
* Kaftans and other Nigerian dresses
* Accessories(belt, cap, wrist whatch, glasses, etc)
* Footwear
* Seasonal collections

## MARKETING ANALYSIS

* Target market: Middle-income families, individual, local community and neighboring areas
* Competitors: Local boutiques, online retailers

## MARKETING STRATEGY

* Marketing Channels
* Social Media (facebook, instagram, whatsapp)
* Local Advertising (flyers, posters, radio)
* Collaboration with local influencers
* Online Store (future expansion)
* Sales Strategy
* Regular Promotion and discount
* Loyalty program
* Exceptional customer service to encourage repeat business

## OPERATIONAL PLAN

* Store layout
* Clear attractive store sign that will reflect our brand
* Grid counter arrangement for easy access of products
* Staffing: 1 manager, 2-3 sales associate
* Operating hours: 8 AM – 10 PM, 7 days a week

## FINANTIAL PROJECTION

* Startup Cost:
  + Rent and utilities: 200,000 naira
  + Interior design and store setup: 200,000 naira
  + Initial inventory purchase: 500,000 – 800,000 naira
  + Marketing and advertising: 50,000 – 100,000 naira
  + Salaries and wages: 50,000 – 70,000 naira
  + Break-event point 18 – 24 months

## FUNDING REQUIREMENT

* 1,500,000 NAIRA

## MILESTONES

* Month 1-2: Store startup and grand opening
* Month 5: Achieve consistent monthly sell
* Year 1: Break-even
* Year 2: Expand product line
* Year 3: Story continues

## CONCULUTION

Ya Haji General Collection aims to fill a gap in a local market by offering stylish, high-quality clothing at affordable prices. With solid business plan, strategic marketing, and forcus on customers satisfaction, we are confident in the success and growth of the business.