

Business Proposal

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Ecovibe LLC
Founder & CEO
March 4, 2025

To,

Emma Williams
Sustainable Fashion Designer
Trendwise LLC
456 Eco Avenue
Los Angeles.

Subject : Submission of Business Proposal for Ecovibe -
A Sustainable Fashion Brand

Dear Ms. Williams,

I am pleased to submit my business proposal titled 'Ecovibe : A Sustainable Fashion Brand' as part of my assignment. This proposal outline an innovative approach to sustainable fashion, focusing on eco-friendly materials, ethical production processes, and responsible consumer engagement. Our goal is to bridge the gap between style and sustainability, ensuring high-quality and environmentally conscious clothing.

The proposal includes a detailed overview of EcoVibe's mission, product line, market analysis, financial projections, and implementation strategies. Additionally, I have attached all necessary appendices and financial statements to provide a comprehensive understanding of the business model. The document adheres to the specified guidelines, with each subtopic beginning on a new page and properly.

I appreciate your time in reviewing this proposal and look forward to your valuable feedback. Please feel free to reach out if you require any further details or clarifications.

Sincerely,

Devanshi Duchiatra
Founder & CEO
EcoVibe LLC

DEVANSHI DUDHATRA

ECOVIBE LLC

ECOVIBE SUSTAINABLE FASHION BRAND

TRENDWISE LLC



PREPARED FOR :

EMMA WILLIAMS

—
HEAD OF PUBLIC RELATIONS
TRENDWISE LLC

MARCH 7, 2025

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* Executive Summary

EcoVibe is a sustainable fashion brand dedicated to creating stylish, eco-friendly apparel using organic, biodegradable and recycled materials. In response to the harmful impact of fast fashion, EcoVibe provides a responsible alternative by ensuring ethical sourcing, sustainable production, and eco-conscious packaging. The brand's mission is to revolutionize the industry by offering high-quality, fashionable clothing that minimizes environmental impact while maintaining transparency and fairness.

The initial product line includes organic cotton T-shirts, recycled denim jackets, and vegan leather accessories. Organic cotton is grown without harmful pesticides, reducing water waste and soil degradation. Recycled denim jackets give discarded fabric a second life, cutting down on textile waste. Vegan leather accessories, made from plant-based materials like pineapple fiber and mushroom leather, offer a cruelty-free alternative to traditional leather. EcoVibe ensures fair trade manufacturing and ethical labour practices, while all packaging is biodegradable and compostable.

Targeting eco-conscious millennials and Gen Z customers, EcoVibe appeals to those seeking sustainable yet fashionable alternatives. As more consumers reject fast fashion, demand for ethical brands continues to grow, with a projected net profit margin of 18% in its first year and an expected annual growth rate of 25%. EcoVibe is poised for success. An e-commerce-first approach, combined with strategic retail partnerships, influencer marketing, and sustainability-focused campaigns, will drive brand awareness and sales.

EcoVibe's long-term vision includes expanding into new product categories, developing innovative materials, and promoting circular fashion. Through sustainable sourcing, responsible manufacturing, and a commitment to ethical fashion, the brand aims to redefine the industry while protecting the planet.

* Background and History :-

EcoVibe was founded by a team of sustainability enthusiasts with extensive experience in the fashion industry, spanning textile sourcing, design, and retail. Having witnessed the environmental and ethical issues of fast fashion firsthand, they sought to integrate sustainability into modern fashion without compromising style or quality. Their passion led them to experiment with eco-friendly fabrics, ethical production methods, and innovative recycling techniques, gaining recognition for promoting sustainable alternatives. As consumer interest in responsible fashion grew, they launched EcoVibe to offer high-quality, ethically sourced apparel, transforming the industry into a more sustainable and responsible space.

* Description of Products:-

EcoVibe offers a diverse range of eco-friendly fashion products designed to combine style, comfort, and sustainability. The collection includes organic cotton t-shirts, which are soft, breathable, and completely biodegradable, providing a guilt-free alternative to conventional cotton. The brand also features recycled denim jackets, crafted from repurposed materials to reduce textile waste while maintaining a trendy and durable design.

For those seeking cruelty-free accessories, Ecovibe presents vegan leather bags, wallets, and belts, made from innovative plant-based materials such as pineapple fiber and mushroom leather. Additionally, the brand offers sustainable activewear, designed with high performance, moisture-wicking fabrics that are entirely plastic-free, ensuring both functionality and minimal environmental impact. Every product is developed using eco-conscious production methods that prioritize waste reduction, ethical sourcing, and long-lasting durability, making Ecovibe a go-to brand for responsible fashion.

* Market Description

The sustainable fashion market is projected to reach \$10 billion by 2026, driven by increasing awareness of ethical consumerism

Market Trends:

The sustainable fashion industry is expanding rapidly, driven by growing consumer demand and favourable government policies. Students indicate that 80% of Gen Z consumers prefer brands that prioritize sustainability, reflecting a strong market shift. The global eco-friendly fashion market is growing at a 9.1% CAGR,

signaling its long-term potential. Additionally, governments worldwide are implementing regulations to promote sustainable textile production, encouraging brands to adopt ethical manufacturing and eco-friendly materials. With both consumer preferences and regulatory frameworks aligning, the industry is set for substantial growth in the coming years.

Target Audience:

- Young professionals who prioritize ethical shopping
- Fashion-conscious individuals looking for eco-friendly alternatives.
- Environmentally conscious consumers reducing their carbon footprint.

* Competition:

The sustainable fashion industry is led by established brands like Patagonia, Reformation, and Everlane, known for their commitment to ethical and eco-friendly practices. While these brands have successfully attracted loyal customers, their premium pricing often limits accessibility for a broader audience. Ecovibe sets itself apart by offering affordable sustainability, bridging the gap between high-end eco-conscious fashion and everyday consumers seeking stylish yet responsible clothing at reasonable prices.

Unlike competitors that primarily rely on traditional organic materials, EcoVibe embraces innovation by incorporating cutting-edge textiles like algae-based fabrics, bamboo fibers, and plant-dyed materials. Additionally, Eco-Vibe ensures full transparency in its supply chain through blockchain technology, providing consumers with visibility into sourcing and production while maintaining ethical labour practices and environmental accountability.

* Marketing Strategies:-

EcoVibe's distribution strategy will begin with a strong e-commerce presence, ensuring customers enjoy a seamless online shopping experience. The brand's website will feature an AI-powered recommendation engine that personalized product suggestions based on style preferences and sustainability interests, enhancing customer engagement and retention. Additionally, EcoVibe will offer fast, eco-friendly shipping using 100% compostable and reusable packaging materials, reinforcing its commitment to sustainability. Beyond its digital-first approach, EcoVibe plans to expand its retail presence through partnerships with sustainable boutiques and departmental stores. Several ethical retailers have already expressed interest in carrying EcoVibe's collections,

allowing the brand to reach consumers who prefer in-store shopping experiences. These strategic partnerships will help establish Ecovibe in the sustainable fashion market while increasing brand visibility and accessibility. Marketing efforts will focus on influencer collaborations and digital campaigns to build awareness and credibility in the sustainable fashion space. Ecovibe will partner with eco-conscious influencers, fashion bloggers, and sustainability advocates to showcase its products on social media, highlighting the importance of ethical fashion. To further solidify its brand identity, Ecovibe has also invested in sustainable branding and packaging, using biodegradable materials, plant-based inks and recyclable components. A detailed breakdown of the brand's packaging and labeling strategy is included in the Appendices, ensuring every aspect of Ecovibe's operations reflects its commitment to sustainability.

* Manufacturing Plans:

Ecovibe operates through an ethical and sustainable production chain, ensuring environmental responsibility and fair labor practices at every stage. The brand sources materials from fair-trade certified suppliers, focusing on organic cotton, bamboo fibers, and hemp textiles that are grown without harmful pesticides and

require less water than conventional fabrics. By partnering with ethical suppliers, EcoVibe guarantees high-quality materials while supporting sustainable farming communities. Its low-waste manufacturing techniques utilize renewable energy sources like solar and wind power to minimize carbon emissions, along with water-efficient dyeing methods and non-toxic dyes to further reduce environmental impact.

Leftover fabric scraps are repurposed or recycled to achieve a near zero waste production process. Beyond sustainability, EcoVibe upholds fair labor practices, ensuring that all workers receive fair wages, safe working conditions, and ethical treatment. By collaborating with manufacturers who follow globally recognized labor standards, EcoVibe prohibits child labor and ensures humane workplaces. Through sustainable sourcing, responsible production, and ethical labour policies, EcoVibe sets a new benchmark for eco-friendly fashion, proving that style and sustainability can coexist.

* Financial Projections:

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EcoVibe LLC

Pro Forma Income Statement

January 2024 - December 2024

Net Sales : \$ 320,000.00

Less : Cost of Goods Sold : \$ 182,000.00

Gross Income : \$ 58,450.00

Operating Expenses

Labor \$ 12,000.00

Insurance \$ 2,500.00

Sales Promotion \$ 24,000.00

Delivery and Transportation \$ 6,000.00

Total Expenses \$ 44,500.00

Net Income Before Taxes \$ 21,550.00

Less : Income Taxes : \$ 6,465.00

Net Income After Taxes \$ 15,085.00

Assumptions:

- 1 Net Sales based on price of \$ 2.29 per unit
24,000 units sold in Antlers - 2,000 units per month
36,000 units sold in Hugo - 3,000 units per month
45,000 units sold in Texas - 9,000 units per month
Sales estimate based on 5% market share
for prepared whipped topping in each market.

- 2 No salary will be drawn by the owners / managers in the first year. All profits will be re-invested for new market entry and increased production.

EcoVibe LLC

Pro Forma Income Statement

January 2025 - December 2025

Net Sales : \$ 450,000.00

Less: Cost of Goods Sold : \$ 100,000.00

Gross Income : \$ 80,000.00

Operating Expenses

Labor : \$ 18,000.00

Insurance : \$ 3,000.00

Sales : \$ 15,000.00

Delivery and Transportation : \$ 7,500.00

Total Expenses: \$ 50,000.00

Net Income Before Taxes: \$ 60,000.00

Less: Income Taxes: \$ 18,000.00

Net Income After Taxes: \$ 42,000.00

Assumptions:

1 Net sales based on price of \$ 3.29 per unit,
24,500 units sold in Antlers,
40,000 units sold in Hugo,
80,000 units sold in Oklahoma City
Sales estimates based on 25% market share
for prepared whipped topping in each market

2 cost of goods sold includes ingredients,
packaging materials, labels, and co-
packaging expenses for canned product.

Earnings
Report Estimated Actual 3M
2024-2025

Pro Forma Cash Flow Statement,
January 2024 - December 2025

Month	Revenues	Cost of Goods Sold	Operating Expenses	Net Cash Flow
January	\$ 26,667	\$ 17,500	\$ 2,450	\$ 6,717
February	\$ 26,667	\$ 17,500	\$ 2,450	\$ 6,717
March	\$ 27,667	\$ 17,500	\$ 2,450	\$ 6,717
April	\$ 27,667	\$ 17,500	\$ 2,450	\$ 6,717
May	\$ 26,667	\$ 18,000	\$ 2,450	\$ 6,717
June	\$ 40,000	\$ 26,250	\$ 2,450	\$ 6,717
July	\$ 40,100	\$ 26,250	\$ 3,400	\$ 10,350
August	\$ 41,000	\$ 26,250	\$ 3,400	\$ 10,350
September	\$ 40,000	\$ 26,250	\$ 3,400	\$ 10,350
October	\$ 41,000	\$ 26,250	\$ 3,400	\$ 10,350
November	\$ 40,000	\$ 26,250	\$ 3,400	\$ 10,350
December	\$ 42,000	\$ 27,000	\$ 3,400	\$ 10,350

Total Cash Flow: \$ 81,685

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EcoVibe LLC
Pro Forma Balance Sheet
December 31, 2025

CURRENT ASSETS

Cash	\$ 71,054.00
Accounts Receivable	\$ 60,484.00
Inventory	\$ 180,042.00
Pre-Paid Expenses	\$ 1,046.00
Total Current Assets	\$ 143,626.00

Fixed Assets

Building	\$ 100,500.00
Equipment	\$ 49,950.00
Less Accumulated Depreciation	\$ 141,450.00
Net Fixed Assets	\$ 124,550.00
Total Assets	\$ 273,176.00

Liabilities and Owners Equity

Liabilities

Current Liabilities

Accounts Payable	\$ 51,313.00
Accrued Payables	\$ 3,060.00
Total Current Liabilities	\$ 54,373.00

Long Term Liabilities

Mortgage Payable	\$ 20,708.00
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Total Liabilities	\$ 75,081.00
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Owner's Equity	\$ 198,095.00
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Total Liabilities and Owner's Equity	\$ 273,176.00
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EcoVibe LLC
Financial Ratios
December 31, 2025

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$$\text{Return on Equity} = \frac{\text{Net Profit before Taxes}}{\text{Net Equity}}$$
$$\text{Net Profit before Taxes} = \$1210,550.00$$
$$\text{Net Equity} = \$198,060.00$$
$$\text{Return on Equity} = 10.88\%$$

$$\text{Current Ratio} = \frac{\text{Current Assets}}{\text{Current Liabilities}}$$
$$\text{Current Assets} = \$148,626.00$$
$$\text{Current Liabilities} = \$54,408.00$$
$$\text{Current Ratio} = 2.73$$

$$\text{Quick Ratio} = \frac{\text{curr. Assets} - \text{Inventory}}{\text{curr. Liabilities}}$$

$$\text{Quick Ratio} = \frac{\$68,584.00}{\$54,408.00} = 1.26$$

$$\text{Debt-to-Equity} = \frac{\text{Total Liabilities}}{\text{Net Equity}}$$
$$\text{Total Liabilities} = \$754,116.00$$
$$\text{Net Equity} = \$198,060.00$$
$$\text{Debt-to-Equity} = 3.81$$

3.3.3 Contingency Solutions Identified

3.3.3.1 Contingency Plan

* Contingency Plans :-

While Ecovibe has carefully planned its strategic goals, certain risks may impact its success. To address potential challenges, a structured response plan has been established:

1. Supply chain disruption: Ecovibe will diversify suppliers and maintain local alternatives to mitigate risks. If disruptions persist, the brand will explore nearshore manufacturing options.
2. Market competition: To stand out in the competitive landscape, Ecovibe will focus on exclusive product lines and compelling storytelling marketing. If differentiation efforts do not yield desired results, the brand will enhance collaborations with sustainability influencers and expand unique product offerings.
3. Regulatory challenges: Ensuring compliance with global sustainability standards is a priority. Regular audits and third-party certifications will be conducted to stay ahead of evolving regulations. If compliance issues arise, Ecovibe will work closely with legal experts to adjust policies and production practices.

Appendix

1. Management Hierarchy Diagram

A structured hierarchy outlining roles within ECOVibe, including key leadership positions, production team, marketing staff, and customer support representatives.

2. Processing Flowchart

A detailed flowchart illustrating the production process from sourcing raw materials to finished product distribution.

3. Letters of Intent from Retailers

Copies of letters from sustainable fashion boutiques and department stores expressing interest in carrying ECOVibe products.

4. Certifications and Compliance Documents

Copies of sustainability certifications, including:

- GOTS (Global Organic Textile Standard) for organic cotton
- Fair Trade certification ensuring ethical labor practices.
- OEKO-TEX® Standard 100 confirming fabric safety and non-toxicity
- PETA Approved Vegan certification for non-animal based materials.