# BUSINESS OVERVIEW

## OUR VISION

To create a street fashion brand uniting fashion, convenience, and individuality, making streetwear accessible, trendy, and unique.

## OUR MISSION

To provide stylish, comfortable, and expressive clothing that embodies freedom and an active lifestyle, empowering our customers to stand out.

## THE PRODUCT WE PROVIDE

Our collection will include streetwear such as tights, hoodies, tops, trousers, and accessories that combine style, comfort, and individuality.

## THE SERVICE WE PROVIDE

We offer high-quality fashion items through our user-friendly online store, exceptional customer support, and engaging community interactions via social media.

# MARKET ANALYSIS

## WHO WE ARE TARGETING

Teenagers and young adults leading active lifestyles who value individuality, self-expression, and staying on trend.

## THE PROBLEM WE ARE SOLVING

Addressing the growing demand for unique street fashion that allows individuals to express their personality through trendy yet comfortable clothing.

## OUR COMPETITORS

Other streetwear brands targeting young adults, such as Supreme, Off-White, and localized urban fashion startups.

## OUR COMPETITIVE ADVANTAGE

Our brand, 404WEAR, distinctively focuses on individuality, active lifestyle, and strong social media presence to directly connect and engage with the target audience through innovative marketing tactics and influencer collaborations.

# MARKETING AND SALES PLAN

## MARKETING STRATEGY

We focus on digital marketing, leveraging TikTok and Instagram with unique content, fashion challenges, and storytelling. Influencer partnerships and targeted online advertising campaigns are core components of our strategy.

## MARKETING MATERIALS

- Engaging content for social media platforms  
- Promotional fashion challenges and contests  
- Outdoor posters and signs for pop-up stores and fashion events

# PRICING STRATEGY

Competitive pricing to reflect quality and exclusivity, aligned with market expectations and affordability for our target demographic.

# DISTRIBUTION CHANNELS

- Primary: Online store  
- Secondary: Fashion events, pop-up stores, exhibitions

# KEY SALES STRATEGY

Maximizing online sales through active social media engagement, influencer collaborations, and direct interactions during fashion events.

# OPERATIONS PLAN

## SPECIALIZED EQUIPMENT OR FACILITIES

- Production facilities or partnerships with established clothing manufacturers  
- Warehouse for inventory storage  
- Professional-grade photography equipment for online content

## STAFFING REQUIREMENTS

- Designers and fashion specialists  
- Social media managers and digital marketers  
- Customer service representatives  
- Operational staff for warehouse and logistics

# KEY OBJECTIVES AND SUCCESS METRICS

## SHORT-TERM OBJECTIVES

1. Launch online store within three months.  
2. Establish social media following of 10,000 within six months.  
3. Sell 500 units within the first quarter after launch.  
4. Achieve a 20% engagement rate on social media within the first six months.

## LONG-TERM OBJECTIVES

5. Achieve full payback of initial investment within one year.  
6. Expand product range by 30% annually.  
7. Attain 50,000 followers across social media platforms within two years.  
8. Participate in at least three major fashion events annually starting from the second year.

# FINANCIAL PLAN

## SALES PROJECTION

- Year 1: Moderate initial sales through online platforms, steady growth expected each quarter.  
- Year 2: Significant sales increase from expanded product line and increased brand recognition.

## PROFIT AND LOSS PROJECTION

- Initial investment allocated to product development, first batch production, and online store setup.  
- Main revenue generated through internet sales with anticipated payback within the first operational year, gradually increasing profitability in subsequent years.