

Business Proposal

Presenter-CEO

Company name- Hype Up

20-03-2021
SAMRUDDHI
GOSAVI
300977703

Agenda

Introduction

What is Ecommerce with a twist

The Partnership sustainability

Planning and Execution

Expected goals and accomplishments

References

Hype Up

- Hype Up Is an ecommerce brand launched in 2017 that Curates Women's Fast Fashion Apparels and delivers it across North American Continent.
- As an E-commerce brand we are present on all the social media and digital platforms.
- The Company curates Fashion apparel for women on daily basis and keeps pace with fast fashion trends in the fashion industry.
- Hype up takes honor in designing Fashion apparel that is Cost effective and Quality oriented.

<https://www.hypeup.store/>

Our vision and mission for next decade

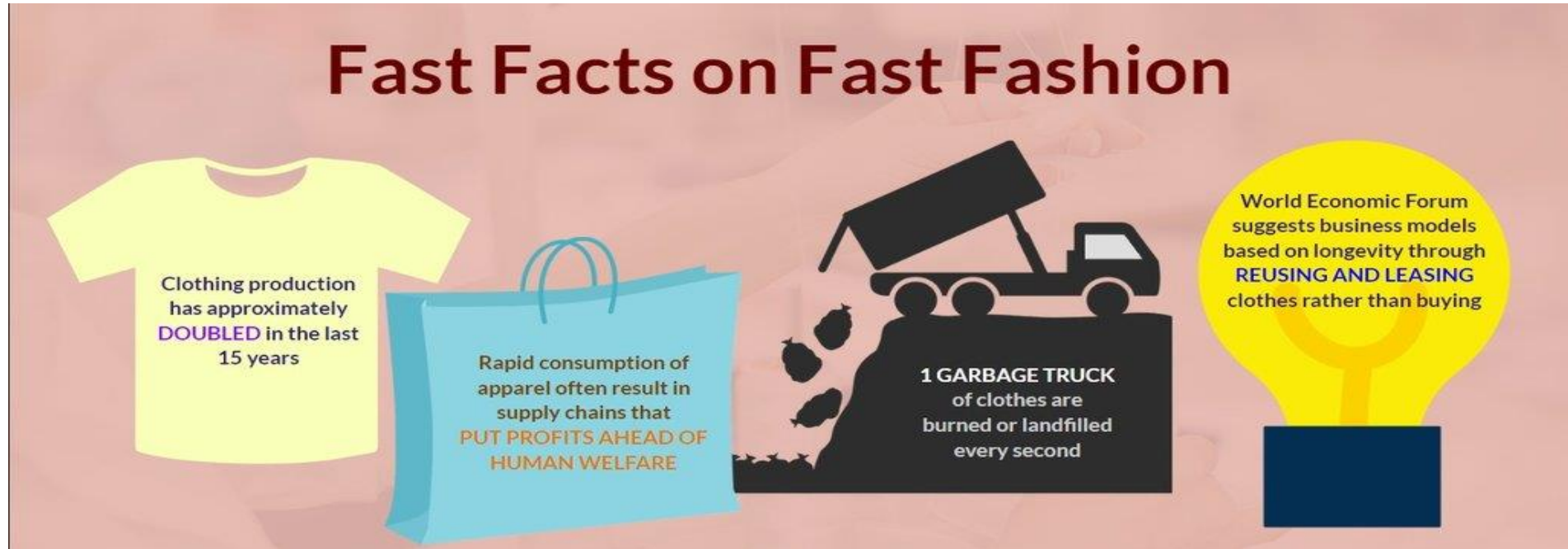
Vision : Influence the world to Express themselves through fashion that is ethical and sustainable

Mission : Curate fashion that makes an impact on planet

What is E-commerce with a twist

- Partnering Hype up with The Salvation Army Thrift stores across North American continent
- Recycling and Upcycling the unresolved inventory
- Selling it in association with The Salvation Army thrift store's in Canada and USA

Environmental impacts



- Hype Up aims to reduce its Carbon foot prints in order to actively participate towards Sustainability

(Source: "Image." <https://Plainlosangeles.com/Blogs/Blog/Responsible-Clothes-Ownership..>)

The partnership towards sustainability

- The unresolved inventory that wears out of fashion and are no more in trend often goes to trash
- This adds to the Carbon footprints.
- To change this approach we have partnered with Esteemed organisation of The Salvation Army
- The Salvation Army is Christian church and an international charitable organization that was founded in 1865. <https://thriftstore.ca/>
- The unresolved inventory from Hype Up will go under recycling and upcycling process
- Recycling and upcycling the old inventory to new products and sold in association with The Salvation Army thrift store.

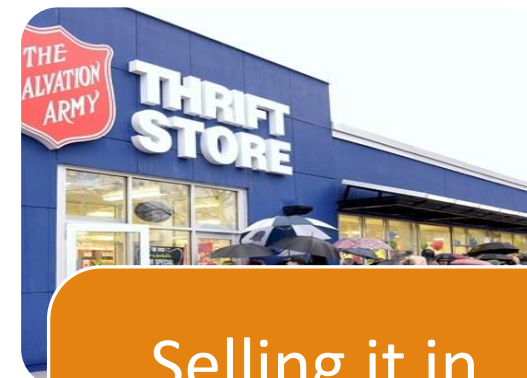
Planning and Execution



Unresolved
Inventory



Recycling and
upcycling in
new products



Selling it in
association
with The
Salvation Army
thrift store

Project Outline

Phase1

- Bifurcation of inventory

Phase2

- Curating the designs for recycled and upcycled products
- Production

Phase3

- Campaign launch on Hype Up.
- Distributing to thrift locations

Financial infrastructure requirements

We propose a budget of \$1 Million

Phase 1

- Machine setup
- \$260,000

Phase 2

- Launching a department to over look the recycling plant
- We will name it “THE DREAM TEAM”
- \$85000

Phase 3

- Setting up a distribution network across Canada and USA
- \$600,000

Expected goals and accomplishments

- The losses that the company bears due to unresolved inventory will now be saved
- Sales expected to increase 20 to 30% by the 3rd quarter of the first year and more than 50% by the second year
- Positive Brand image
- Positioning the Brand as ethical and responsible brand in the fashion industry.
- This will boost our online presence on all digital platforms.

When business practices meets sustainable development
Magic happens.

THANK YOU

A solid orange horizontal bar at the bottom of the slide.

QUESTIONS OR FEEDBACKS

References

- (Source: “Image.” <https://Plainlosangeles.com/Blogs/Blog/Responsible-Clothes-Ownership..>)
- Source: Home. (2021, February 16). Retrieved March 27, 2021, from <https://thriftstore.ca/>)
- (Image: Leighton, M. (2019, April 16). 14 companies that are capitalizing on the unpopularity of plastics. Retrieved March 27, 2021, from <https://www.businessinsider.com/companies-using-recycled-plastic-in-products>)
- (Sharma, A. (2020, July). Sustainability research in business-to-business markets: An agenda for inquiry. Retrieved March 27, 2021, from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7276144/>)
- Pearson etext. (n.d.). Retrieved March 07, 2021, from <https://etextise.pearson.com/products/97077/pages/413?locale=&redirectURL=https%3A%2F%2Fetext-ise.pearson.com%2Fbookshelf>
- Pearson etext. (n.d.). Retrieved March 07, 2021, from <https://etextise.pearson.com/products/97077/pages/422?locale=&redirectURL=https%3A%2F%2Fetext-ise.pearson.com%2Fbookshelf>