

Business Plan for Preshy Collections

Business Name: Preshy Collections

Owner: Precious Sunday

Industry: Fashion Retail (Ladies Wear, Shoes, and Handbags)

Location: Uyo, Akwa Ibom state.

Start-up Capital: NGN 1.5 million

Overview

Preshy Collections is a fashion-forward boutique aimed at providing stylish, high-quality ladies' wear, shoes, and handbags. With a prime location, visually appealing setup, and strong branding, the boutique will cater to fashion-conscious women aged 18-45 who value style and affordability. Our goal is to become a go-to destination for fashion enthusiasts in the local market.

Budget Breakdown

- **Renting Shop:** NGN 130,000
- **Shop Setup (Painting, Fixtures):** NGN 300,000
- **Business Registration:** NGN 150,000
- **Images & Statues for Display:** NGN 200,000
- **Miscellaneous & Marketing:** NGN 220,000
- **Stock Inventory:** NGN 500,000

Total: NGN 1.5 million

Key Strategies

- **Curated Inventory:** Focus on trendy and classic women's wear, shoes, and accessories to meet diverse customer needs.
- **Engaging Store Design:** A chic and modern boutique layout using mannequins and décor to enhance customer experience.
- **Marketing Focus:** Leverage social media to attract customers and build a loyal following through promotions and exceptional service.

Revenue Goals

- **First 6 Months Target:** NGN 500,000 monthly revenue
- **Break-even Point:** Expected within 6-9 months through smart budgeting and consistent sales.

Conclusion

Preshy Collections is positioned to thrive in the growing fashion retail market by offering unique products and an unforgettable shopping experience. With a strong plan and strategic use of resources, this boutique is set to become a profitable and reputable brand.

