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# Aisha Sharma

## Business Plan

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**Client:** Aisha Sharma  
**Brand:** Aisha Sharma  
**Industry:** Fashion, Beauty, Lifestyle  
**Prepared by:** Wavelaunch Studio  
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# 1 Business Plan: Aisha Sharma

## 1.1 Executive Summary

Aisha Sharma is a Fashion, Beauty, Lifestyle business. This comprehensive business plan outlines the vision, strategy, and execution plan for building a successful and sustainable business.

### 1.1.1 Vision Statement

I want to scale my personal brand to become a household name in the fashion and lifestyle space. My vision is to build a community of followers who trust my recommendations and create sustainable fashion content. I aim to expand my product line, mentor upcoming creators, and establish partnerships with premium brands globally.

### 1.1.2 Business Goals

Success for me means reaching 500K followers across platforms within 2 years, launching 3 successful product collections, and maintaining an authentic connection with my audience. I measure success not just by numbers but by the impact I create - helping brands reach the right audience and inspiring other creators.

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## 1.2 Market Analysis

### 1.2.1 Target Industry

**Industry:** Fashion, Beauty, Lifestyle

**Market Opportunity:** Our analysis of the Fashion, Beauty, Lifestyle sector reveals significant opportunities for growth and innovation.

### 1.2.2 Target Audience

**Primary Audience:** Young professional women aged 18-35 who are interested in fashion, beauty, and lifestyle. They are urban, fashion-forward, socially conscious, and actively seek authentic recommendations on trends and products.

**Demographics:** - Age Range: 18-35 - Details: Predominantly female (85%), located in metro cities and tier-1 cities across India. Interested in sustainable fashion, skincare, wellness, and lifestyle content. They follow international trends, are Instagram and TikTok savvy, and spend 4-5 hours daily on social media. - Gender Split: 85% female, 15% male - Marital Status: Mostly single, some married

### 1.2.3 Pain Points

Our target audience faces the following challenges:

My audience needs authentic, affordable fashion alternatives that align with their lifestyle. They struggle to find sustainable products without breaking the bank. They want honest reviews about

brands and products before making purchases. Many feel overwhelmed by fast fashion trends and need curated recommendations they can trust.

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### 1.3 Value Proposition

#### 1.3.1 Unique Value

Personal styling guidance - I provide personalized fashion recommendations. Sustainable focus - eco-conscious product reviews. Affordability - proving style doesn't need luxury brands. Authenticity - behind-the-scenes content showing real life. Community engagement - active interactions and follower feedback integration.

#### 1.3.2 Competitive Advantage

I differentiate myself through authentic storytelling and relatable content. While many influencers promote unrealistic lifestyles, I focus on sustainable fashion and affordable style. I engage directly with my audience, respond to comments, and create community. My product collaborations are carefully curated to match my values, not just for profit.

#### 1.3.3 Competitive Landscape

**Key Competitors:** Key competitors: Komal Pandey (diverse styling), Deepika Padukone (celebrity influence), newer TikTok creators focused on Gen Z trends, and emerging sustainable fashion influencers. I monitor their engagement rates, content strategies, and audience feedback to stay ahead with authentic, value-driven content.

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### 1.4 Brand Identity

#### 1.4.1 Brand Image

Relatable, empowered, and authentic. I want to be seen as a trustworthy friend who shares honest fashion advice. My brand should feel accessible, fun, and inspiring without being pretentious or overly polished.

#### 1.4.2 Brand Personality

authentic-relatable

#### 1.4.3 Design Direction

**Preferred Typography:** modern-sans

#### 1.4.4 Core Values

Authenticity - I am genuine and transparent with my audience. Sustainability - promoting eco-conscious choices. Inclusivity - fashion for all body types and budgets. Quality - recommending products that truly deliver value. Empowerment - helping my audience make confident decisions.

#### 1.4.5 Visual Aesthetics

Visual: Minimalist, warm, earthy color palette with pops of bold accent colors. Tone: Conversational, warm, and encouraging - like talking to a close friend. Communication: Informal yet informative, mixing tips with personal stories.

#### 1.4.6 Emotional Connection

**Target Emotions:** Empowering, Trustworthy, Accessible, Playful, Inspiring, Authentic, Relatable, Confident

#### 1.4.7 Brand Inspiration

**Reference Brands:** I admire Priyanka Chopra for her global reach and authenticity, Masaba Gupta for her bold design aesthetic, Ananya Pandey for connecting with Gen Z, and brands like Uniqlo for minimalist design and H&M for trendy accessibility.

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### 1.5 Growth Strategy

#### 1.5.1 Scaling Goals

Grow to 500K followers in 2 years. Achieve 50 lakhs in annual revenue through brand collaborations and product sales. Launch 3 successful product collections. Build a community of 100K+ engaged followers with 5%+ engagement rate.

#### 1.5.2 Growth Strategies

Expand on Instagram through Reels and Stories. Grow TikTok presence targeting Gen Z. Influencer collaborations with complementary creators. Email marketing for exclusive product launches. Paid ads on Instagram and TikTok. Brand partnerships and sponsored content. YouTube for in-depth styling tutorials.

#### 1.5.3 Long-Term Vision (5-10 Years)

In 5 years, I want to be recognized as Indias go-to creator for sustainable and affordable fashion. I envision a media empire with a successful product line, an engaged community of 1M+ followers, and the ability to influence purchasing decisions and promote conscious consumption.

#### 1.5.4 Current Marketing Channels

Primarily through Instagram explore page and hashtags (40%), word of mouth and friend recommendations (25%), TikTok for the younger demographic (20%), and collaborations with other creators and brands (15%).

#### 1.5.5 Key Milestones & Deadlines

Launch first product collection by Q3 2025. Reach 300K followers by end of 2025. Second product launch by Q2 2026. Hit 500K followers milestone by end of 2026.

## 1.6 Founder Story

### 1.6.1 Professional Journey

Started my fashion journey with a small Instagram account in 2019. Grew to 150K followers within 2 years. Collaborated with major brands like Zara, H&M, and Amazon. Launched my own fashion line with successful pre-orders exceeding 5000 units.

### 1.6.2 Personal Motivation

The turning point was realizing authentic content resonates better than overly polished posts. This led me to share behind-the-scenes content which increased engagement by 300%. Another pivotal moment was my first brand collaboration which validated my influence and opened doors to premium partnerships.

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## 1.7 Implementation Roadmap

### 1.7.1 Phase 1: Foundation (Months 1-2)

- Establish brand identity and messaging
- Set up digital infrastructure
- Create core content library
- Launch initial marketing campaigns

### 1.7.2 Phase 2: Growth (Months 3-5)

- Scale marketing efforts across proven channels
- Build community and engagement
- Develop strategic partnerships
- Optimize conversion funnel

### 1.7.3 Phase 3: Scale (Months 6-8)

- Expand to new market segments
  - Launch advanced products/services
  - Implement automation systems
  - Establish thought leadership
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## 1.8 Next Steps

1. **Review & Approve:** Review this business plan and provide feedback
2. **Finalize Strategy:** Refine specific tactics and timelines
3. **Begin Execution:** Start implementing Month 1 deliverables
4. **Monitor Progress:** Track KPIs and adjust strategy as needed

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*This business plan was generated based on your onboarding questionnaire. It serves as a comprehensive foundation for your undefined business. Our team will work with you to refine and execute this plan over the coming months.*

**Generated on:** 12/18/2025 **Status:** DRAFT - Pending Review