

TAB 1: OVERVIEW & REQUIREMENTS CHECKLIST

Before You Begin

Please review all tabs to understand what we're building for your business.

BUSINESS INFORMATION

Company Details

Company Name: Hotte Couture

Website: <https://hottecouture.ca>

Primary Contact: Audrey (Owner)

Seamstress: Solange

Current Situation

Daily Clients:

Services: Alterations & Custom Design

Current Conversion Rate (Custom): 50% (down from 70%)

Most Urgent Need: Replace paper system

What Makes Your Business Unique?

Service Mix:

Standard alterations: 40%

Custom design projects: 40%

Commercial/B2B work: 20%

Client Profile:

Average alteration value: \$35-40cad

Average custom design value: \$750-1500cad

Repeat customer rate: 30% = **alteration // 10% for custom design**

BRAND ASSETS

Logo files _____

Brand colors: _____

Preferred fonts: _____

Any design preferences: _____