

## C/ Detailed guideline

### I. Executive summary (250 words)

- What is the current state of the Vietnamese fashion market that you think is an opportunities for new fashion start up?
- Give the name of your company, what is the product/service you're providing, briefly introduce how you will make money from this business model, what is its core value and your goal in 5 or 10 years.
- What is your sustainable approach?
- Briefly mention your target customers (only the most important characteristics, more details are discussed later)
- Talk about the organization structure, how many departments are there in the company, what is your role (founder/CEO for example), do you have co-founders?
- How much money you need to raise to start your company and when will your business hit break even point?

Think of the executive summary as a 3-minute pitch, the readers (investors) should be able to understand your business's concept before reading the business plan.

### II. About the company

#### *1. Story*

- How do you come up this idea?
- Do you have a certain experience or trouble that lead you to this idea?
- How do you think this product/service would solve this solution?

#### *2. Mission*

A company mission statement is a concise and formal statement that outlines the core purpose and reason for existence of an organization. It defines what the company does, who it serves, and why it exists. A well-crafted mission statement communicates the fundamental values, beliefs, and goals that guide the company's actions and decisions. It serves as a guiding beacon that aligns the efforts of employees and informs stakeholders about the company's overarching mission.

#### Example

Google: "To organize the world's information and make it universally accessible and useful."

Microsoft: "To empower every person and every organization on the planet to achieve more."

Amazon: "To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online."

## 2. *Vision*

A company vision is a forward-looking statement that articulates an organization's long-term aspirations and goals. It outlines what the company aims to achieve in the future and serves as a source of inspiration and direction for employees and stakeholders. A well-crafted vision statement provides a clear and vivid picture of the company's desired future state and the impact it intends to make in its industry or the world.

### Example

Disney: "To be one of the world's leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services, and consumer products, we seek to develop the most creative, innovative, and profitable entertainment experiences and related products in the world."

Microsoft: "Empower every person and every organization on the planet to achieve more."

Amazon: "To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online."

Tesla: "To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles."

## 3. *Business model*

- Which business model you're using, define it
  - Retailer/Brick-and-Mortar Stores: Traditional physical stores where fashion brands sell their products directly to customers. These include boutiques, department stores, and specialty shops.
  - E-commerce and Online Retail: Selling fashion products through online platforms and websites. E-commerce has become increasingly popular, with brands operating their online stores or using third-party e-commerce platforms.
  - Fast Fashion: A business model that focuses on quickly producing affordable, trendy clothing and accessories. Fast fashion brands often release new collections frequently to stay on top of current fashion trends.
  - Subscription Boxes: Providing curated fashion items to customers on a subscription basis. Subscribers receive regular shipments of clothing, accessories, or styling services.
  - Resale and Secondhand Fashion: Selling used or pre-owned fashion items through physical stores or online platforms. This model aligns with sustainability trends.
  - Dropshipping: Operating an online store without stocking inventory. When a customer places an order, the product is shipped directly from the manufacturer or supplier.

- Custom-Made and Tailored Fashion: Offering personalized clothing and accessories tailored to individual customer measurements and preferences. This model focuses on exclusivity and fit.
- Rent and Sharing Economy: Offering fashion items for rent or sharing, such as clothing rental services and peer-to-peer fashion sharing platforms.
- B2B (Business-to-Business): Providing fashion-related services and products to other businesses in the industry, such as fabric suppliers, manufacturers, and software providers.

There are more than these business models, you can get creative and come up with a unique business model

- Legal status: your chosen business may be one out of the following:
  - Sole Proprietorship: In a sole proprietorship, a single individual owns and operates the business. This model is straightforward and offers complete control, but the owner is personally responsible for all aspects of the business, including debts and liabilities.
  - Partnership: A partnership involves two or more individuals who share ownership and responsibilities in the business. Partnerships can be general (where all partners are equally responsible) or limited (where some partners have limited liability). Partnerships often rely on formal partnership agreements.
  - Limited Liability Company (LLC): An LLC combines elements of a partnership and a corporation. It provides limited liability to its owners (members) while offering flexibility in management and taxation. LLCs are commonly used for small and medium-sized businesses.
  - Corporation: A corporation is a separate legal entity from its owners (shareholders). It offers limited liability to shareholders, which means their personal assets are generally protected from business debts. Corporations can be publicly traded (listed on stock exchanges) or privately held.

Analyze your chosen business to see which type of business it is and give a definition. Why you choose to set up this type of business and its effectiveness.

### III. The concept

#### *1. Brand name, logo, color choice*

What is your brand's name and its meaning?

Give a set of visual branding set and explain why you come up with this idea?

#### *2. The product*

Describe your product in details, emphasize on your innovations

How do you make money

Creatively demonstrate your products visually so investors can understand what you're doing

### IV. Market analysis

### *1. Macro factors analysis*

Following the framework of PESTLE to analyze possible macro factors having impact on your business. You don't have to directly point out "this is the PESTLE analysis", instead, just analyze different macro factors that you think are important to consider. For example, economic growth, urbanization, social media trends, the rise of fashion influencers, sustainable consumption trend, etc. Remember to provide statistics to back up your ideas.

- P - Political: The impact of government policies, regulations, and political stability on an organization or industry. It includes factors such as government stability, taxation policies, trade regulations, and political ideologies that can affect business operations.
- E - Economic: Economic conditions and trends that can influence an organization. This includes factors like inflation rates, exchange rates, interest rates, economic growth or recession, and consumer spending patterns. Understanding the economic environment is crucial for making financial decisions.
- S - Sociocultural: Societal and cultural influences on business. This includes demographics, cultural norms and values, social trends, lifestyle changes, and consumer behavior. Companies need to adapt to evolving sociocultural factors to meet customer preferences and expectations.
- T - Technological: The impact of technology on the organization or industry. It includes advancements in technology, innovation trends, research and development, and the rate of technological change. Staying up-to-date with technological developments is crucial for competitiveness.
- L - Legal: Laws, regulations, and legal issues that can affect business operations. This includes labor laws, environmental regulations, intellectual property rights, and industry-specific regulations.
- E - Environmental: The impact of environmental issues and sustainability on the organization or industry. This includes factors related to climate change, environmental regulations, sustainability practices, and the organization's carbon footprint.

### *2. Case study*

Analyze a successful business (locally or internationally) applying a similar concept as yours, point out your differences. If your chosen case study is an international company, analyze how you apply changes to effectively work in the Vietnamese market.

- Give a quick introduction of that company (name, story, history, mission, vision)
- Discuss their business model current revenue or valuation, number of employees
- Why are they successful in their market
- Reflection to your brand (your thought about this case study, what do you learn from them, do they have weaknesses that you can improve in your business?)

### *3. Target customer and customer profile*

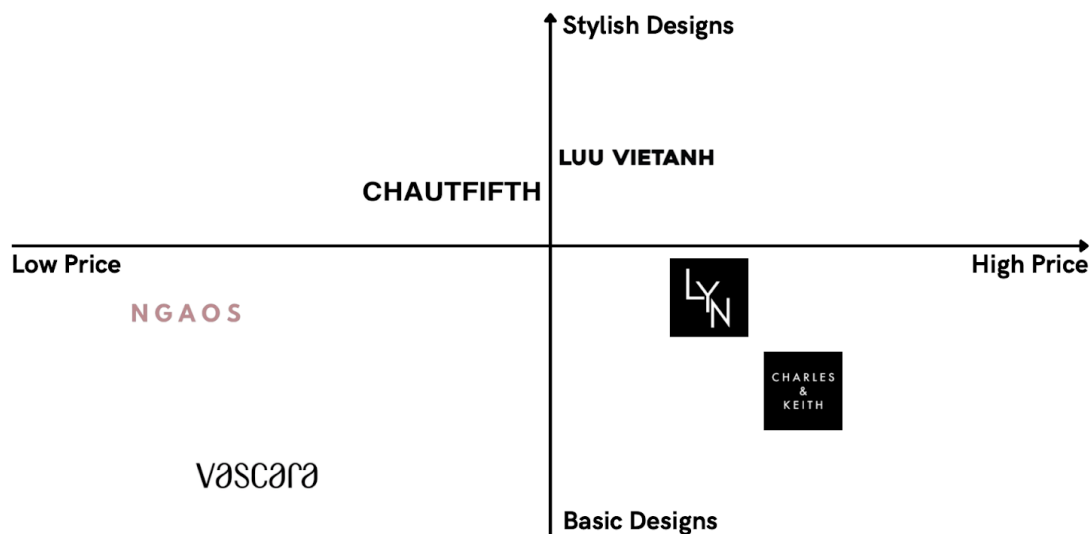
- Demographics: age, gender, income, education level, occupation, marital status
- Geographics: customers' locations, weather in those locations, the impacts of locations and weather on purchasing habits
- Psychographics: personal values, interests, hobbies, attitudes, and personality traits

- Behavioural Characteristics: purchasing habits, brand loyalty, frequency of purchases, and decision-making process

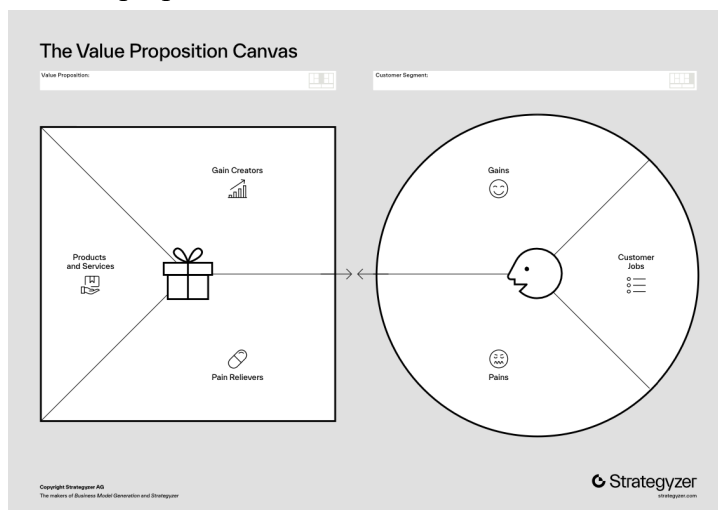
#### 4. Competitor

Who are your current competitors in the Vietnamese market? (Pick 1 to analyze just like you have analyzed the case study, emphasize your differences and how your product is better)

Visually map out a positioning map



#### V. Value proposition canvas



#### VI. Marketing plan

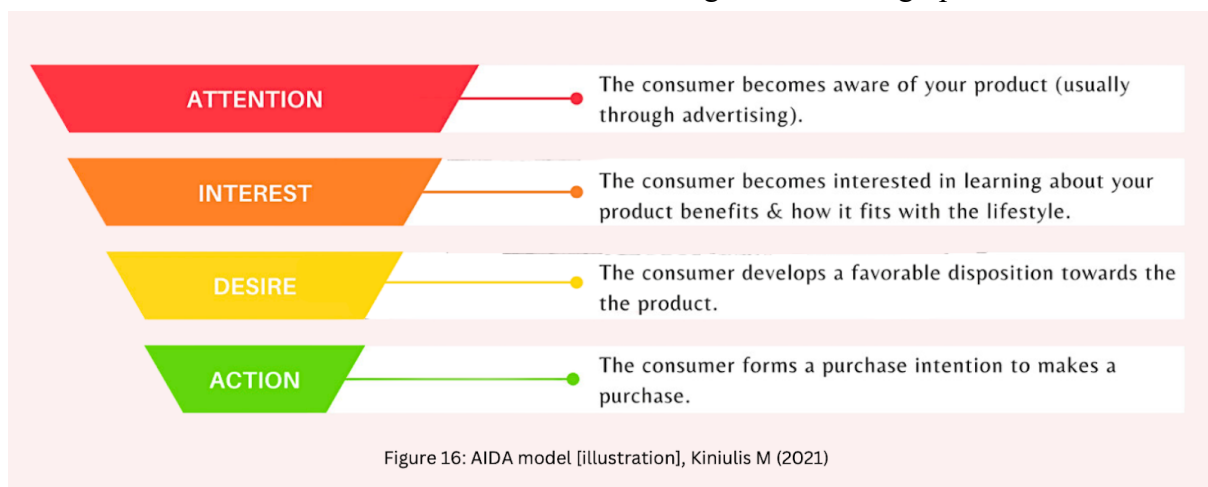
##### 1. Objective

Set some specific, measurable goals that a company sets to achieve within a defined time frame (6 months, 3 years, 5 years). You can make 2 pages of short-term and long-term objectives. Some aspects you should consider (you don't have to include all these in your plan, choose what's important to your business):

- Number of followers and interactions on social media
- Reach ... of revenue/users
- Customer satisfaction
- Customer education
- Customer Lifetime Value
- Return on investment

## 2. Marketing strategies

Research and define the AIDA model in 1-2 sentence, give the visual graph of the model.



Come up with creative and effective marketing strategies following the AIDA model.

### Example

#### Attention:

- Fashion Show Opening: Hosting a high-profile fashion show with celebrity models and innovative designs to capture media and audience attention.
- Bold Storefront Display: Creating an eye-catching and visually appealing storefront or window display that stops passersby in their tracks.

#### Interest:

- Content Marketing: Publishing blog posts, videos, or social media content showcasing fashion trends, style tips, and behind-the-scenes looks at the brand's creative process.
- Exclusive Sneak Peeks: Offering exclusive sneak peeks or previews of upcoming fashion collections to engage potential customers.

#### Desire:

- Limited Edition Collections: Introducing limited edition or designer collaborations to create a sense of exclusivity and desire among fashion enthusiasts.

- Customer Testimonials: Sharing testimonials or reviews from satisfied customers who rave about the quality, fit, and style of the brand's products.

Action:

- Online Shopping Discounts: Offering time-limited discounts or promotions on the brand's e-commerce website to encourage immediate online purchases.
- In-Store Events: Hosting in-store events with personalized styling sessions and special incentives for customers to visit and make a purchase.

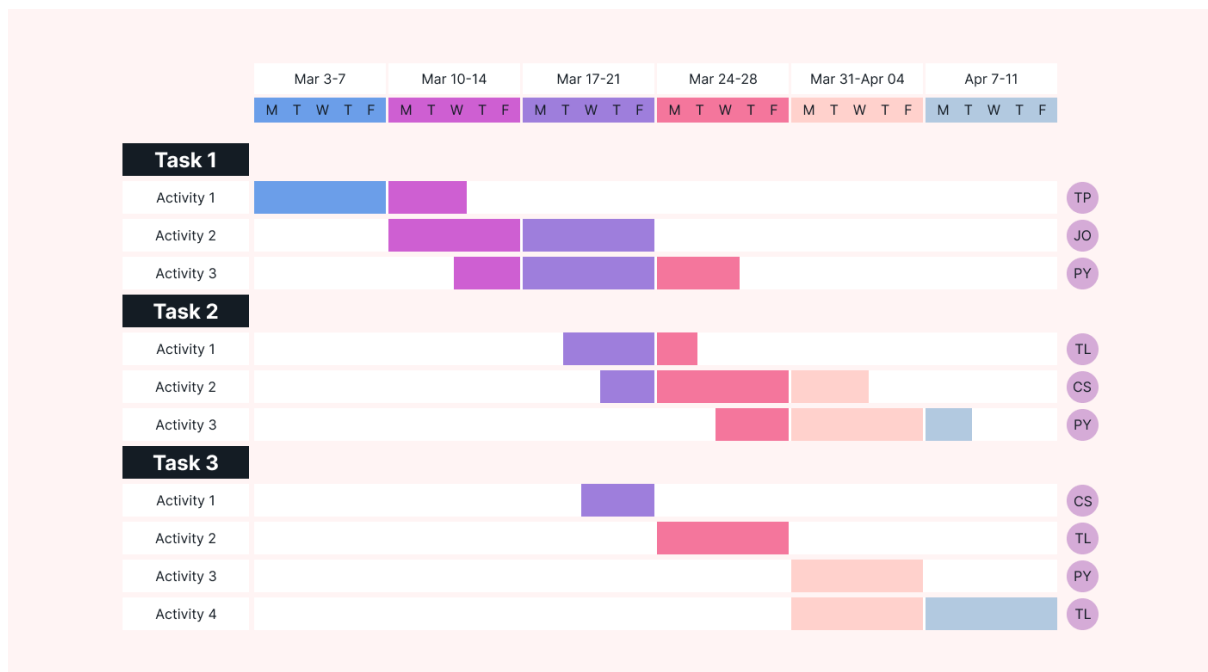
The key is to create a seamless and compelling customer journey that guides potential buyers from initial awareness to taking action and making a purchase.

### 3. Marketing timeline

A 6-month timeline is recommended

Produce a Gantt chart including (tasks, timeline and assignees)

You can divide this 6-month time into pre-launch and post-launch periods (each is 3 months long)

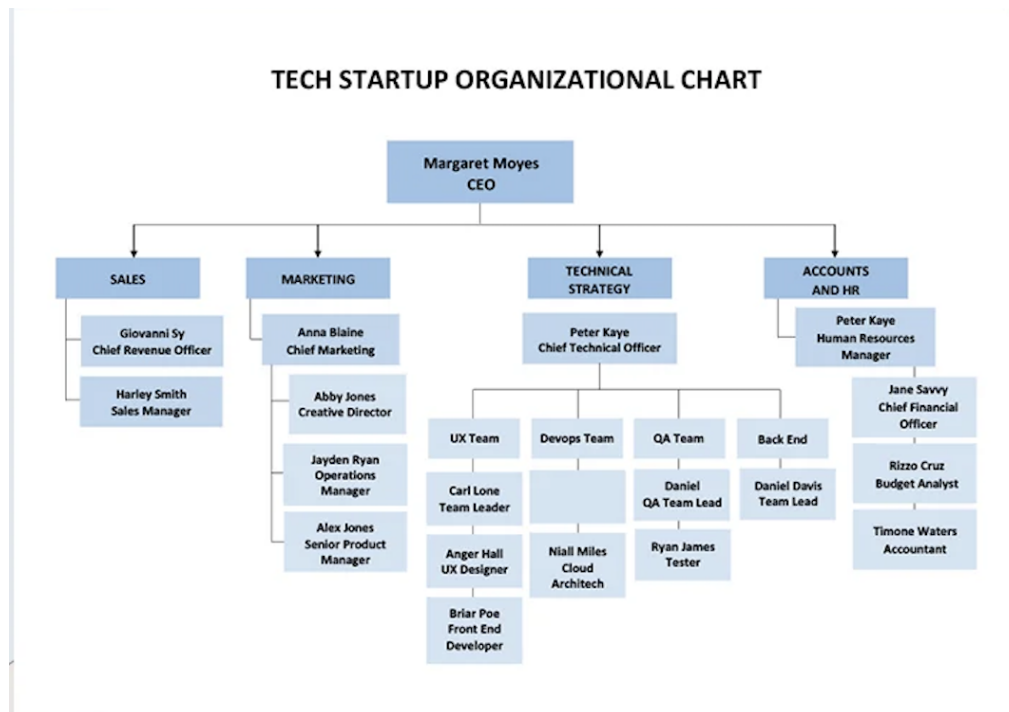


## VII. Operational plan

### 1. Organizational structure

Visually map out the the structure that works for your organization

Example



## 2. Short-term organizational timeline (3 to 6 months)

You may choose to show this timeline in a Gantt chart or in a table Template

Timeline	Goals	Assignees	Procedures (What needs to be done to achieve the goal?)
Month-Month	Goal 1	Department 1	Activity 1
Month-Month	Goal 2	Department 2	Activity 2
Month-Month	Goal 3	Department 3	Activity 3

## 2. Long-term organizational timeline (3 to 6 months)

You may choose to show this timeline in a Gantt chart or in a table Template

Timeline	Goals	Assignees	Procedures (What needs to be done to achieve the goal?)
Year-Year	Goal 1	Department 1	Activity 1
Year-Year	Goal 2	Department 2	Activity 2



Year-Year	Goal 3	Department 3	Activity 3
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### VIII. Financial plan

#### *1. Sales forecast (1st year)*

Your company may have more than 1 income sources

Make your sale forecasting table as specific as possible

Template

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Income source 1												
Income source 2												
Total revenue												
Monthly growth rate												

#### *2. Sales forecast (2nd and 3rd year)*

	2nd year				3rd year			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Income source 1								
Income source 2								
Total revenue								
Quarterly growth rate								

#### *3. Expenses budget*

Carefully consider all possible expenses you need to cover during the prelaunch period and post-launch periods. Necessary expenses vary a lot in different company so think about what are needed for your company

Manufacturing Costs:

- Production Costs: Expenses related to manufacturing or producing clothing and accessories, including raw materials, labor, and manufacturing facilities.
- Quality Control: Costs associated with ensuring the quality and consistency of products, including inspection and testing.

Inventory Costs:

- **Storage and Warehousing:** Expenses for storing finished products, raw materials, and components in warehouses or storage facilities.
- **Inventory Management:** Costs associated with inventory tracking, management software, and logistics.

#### Marketing and Promotion:

- **Advertising:** Expenses for advertising campaigns, both online and offline, including digital marketing, print media, and social media advertising.
- **Public Relations:** Costs related to PR efforts, such as hiring PR agencies or managing in-house PR activities.
- **Branding and Design:** Expenses for logo design, branding materials, and packaging.

#### Sales and Distribution:

- **Retail Space or Online Store Costs:** Expenses for physical retail spaces or e-commerce platforms, including website development and maintenance.
- **Sales Team:** Salaries, commissions, and expenses related to sales personnel or representatives.
- **Distribution and Shipping:** Costs associated with delivering products to customers, including shipping fees and distribution logistics.

#### Administrative Expenses:

- **Office Space:** Rent or lease payments for office space, utilities, and office supplies.
- **Administrative Staff:** Salaries and benefits for administrative personnel, including office managers, bookkeepers, and customer support.
- **Legal and Regulatory Compliance:** Legal fees, licenses, permits, and compliance with industry regulations.

#### Technology and Software:

- **Point of Sale (POS) Systems:** Costs associated with POS systems for retail stores.
- **E-commerce Platforms:** Expenses for e-commerce software, payment processing, and website hosting.
- **Inventory Management Software:** Costs for software tools to manage inventory efficiently.
- **Design and CAD Software:** Licensing fees for design and pattern-making software.

#### Marketing and Creative Services:

- **Photography and Videography:** Expenses for product photography, model shoots, and video production.
- **Graphic Design:** Costs for graphic design services, such as creating marketing materials, packaging, and branding.

#### Financial Expenses:

- **Taxes:** Income taxes, sales taxes, and other tax-related expenses.

- Accounting and Financial Services: Fees for accounting services, financial planning, and tax preparation.

#### Sourcing and Supply Chain:

- Supplier Costs: Payments to suppliers for raw materials, fabrics, and components.
- Shipping and Import Duties: Costs associated with importing materials or finished products from other countries.

#### Miscellaneous Expenses:

- Travel and Trade Shows: Expenses for attending trade shows, fashion events, and exhibitions.
- Insurance: Costs for business insurance, including liability insurance and product liability coverage.
- Samples and Prototyping: Expenses related to creating product samples and prototypes.

#### Template

	Monthly cost	Units	Durations	Total
Staff <ul style="list-style-type: none"> <li>● Position 1</li> <li>● Position 2</li> <li>● Position 3</li> </ul>				
Cost 1				
Cost 2 ...				
TOTAL EXPENSES				XXXXXXX

#### 4. Profit/loss statement

#### Example

FashionStyle Inc.  
Profit and Loss Statement  
For the Year Ended December 31, 20XX

Revenue:

Sales Revenue:	\$1,500,000
Interest Income:	\$10,000
Total Revenue:	\$1,510,000

Cost of Goods Sold (COGS):

Cost of Materials:	\$400,000
Cost of Labor:	\$250,000
Manufacturing Overhead:	\$100,000
Total COGS:	\$750,000

Gross Profit:	\$760,000
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### Operating Expenses:

Salaries and Wages:	\$180,000
Rent and Utilities:	\$60,000
Marketing and Advertising:	\$120,000
Administrative Expenses:	\$50,000
Depreciation:	\$30,000
Total Operating Expenses:	\$440,000

Operating Income (Profit): \$320,000

### Non-Operating Income:

Interest Income:	\$5,000
Investment Gains:	\$15,000
Total Non-Operating Income:	\$20,000

Income Before Taxes: \$340,000

Income Tax Expense: \$90,000

Net Income (Profit): \$250,000

In this example:

- The company generated \$1,500,000 in sales revenue from selling fashion products.
- Interest income from investments added \$10,000 to total revenue.
- The total revenue for the year was \$1,510,000.
- The cost of goods sold (COGS), which includes materials, labor, and manufacturing overhead, amounted to \$750,000.
- The gross profit, calculated as revenue minus COGS, was \$760,000.
- Operating expenses, including salaries, rent, marketing, administrative costs, and depreciation, totaled \$440,000.
- Operating income (profit) before non-operating items was \$320,000.
- Non-operating income, which includes interest income and investment gains, contributed \$20,000.

- Income before taxes was \$340,000.
- The company incurred income tax expenses of \$90,000.
- The net income (profit) for the year was \$250,000.

## 5. Cash flow statement

### Template

```
[Company Name]
Statement of Cash Flows
For the Year Ended [Date]
```

#### **\*\*Operating Activities:\*\***

```
Cash flows from operating activities
- Cash received from customers
- Cash paid to suppliers
- Cash paid to employees
- Interest received
- Interest paid
- Income taxes paid
(Net cash flow from operating activities)
```

#### **\*\*Investing Activities:\*\***

```
Cash flows from investing activities
- Purchase of property and equipment
- Sale of investments
- Other investing activities
(Net cash flow from investing activities)
```

#### **\*\*Financing Activities:\*\***

```
Cash flows from financing activities
- Issuance of common stock
- Repurchase of common stock
- Borrowings (loans)
- Repayments of borrowings
- Payment of dividends
- Other financing activities
(Net cash flow from financing activities)
```

```
**Net Increase (Decrease) in Cash and Cash Equivalents**
```

```
**Cash and Cash Equivalents, Beginning of Year**
```

```
**Cash and Cash Equivalents, End of Year**
```

State in 1 sentence when your company will hit the break even point (when you positive cash is enough to cover all the losses when setting up the business and the initial period of operation).

