



DRAPE FIT

WE DO BEST FIT

A Personal Styling Services Company



Business Idea

The core idea of Drapefit is to expand our operations around the United States. We will create a pre-hype in the market to target a large number of customers for a wide range of clothes and accessories. The customers will enter into quizzes and fill a questionnaire about the age, size, and budget available on our website.



SCOTCH & SODA



patagonia®



vineyard vines



J.CREW

Brands

ZARA



UNDER ARMOUR

BONOBOS



BOSS
HUGO BOSS





Unique Selling Point

Try Before Buy

Save time and money

Effortless Shopping at home!

A personalized Fit box as per your age, size and budget

From Work to Workout getting 9 to 5 handpicked styles near to customer's door steps

Free Signup and Free Shipping!

Personal Stylist



A personal stylist advises individuals on new fashion trends, clothing styles, colors, and make-up. A personal stylist is not to be confused with a wardrobe stylist, who selects the clothing for published editorial features, print or television advertising campaigns, music videos, concert performances, and public appearances made by celebrities and models.

Benefits



Less capital is
required



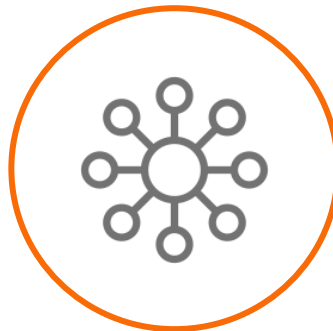
Easy to get started



Low overhead



Flexible Location



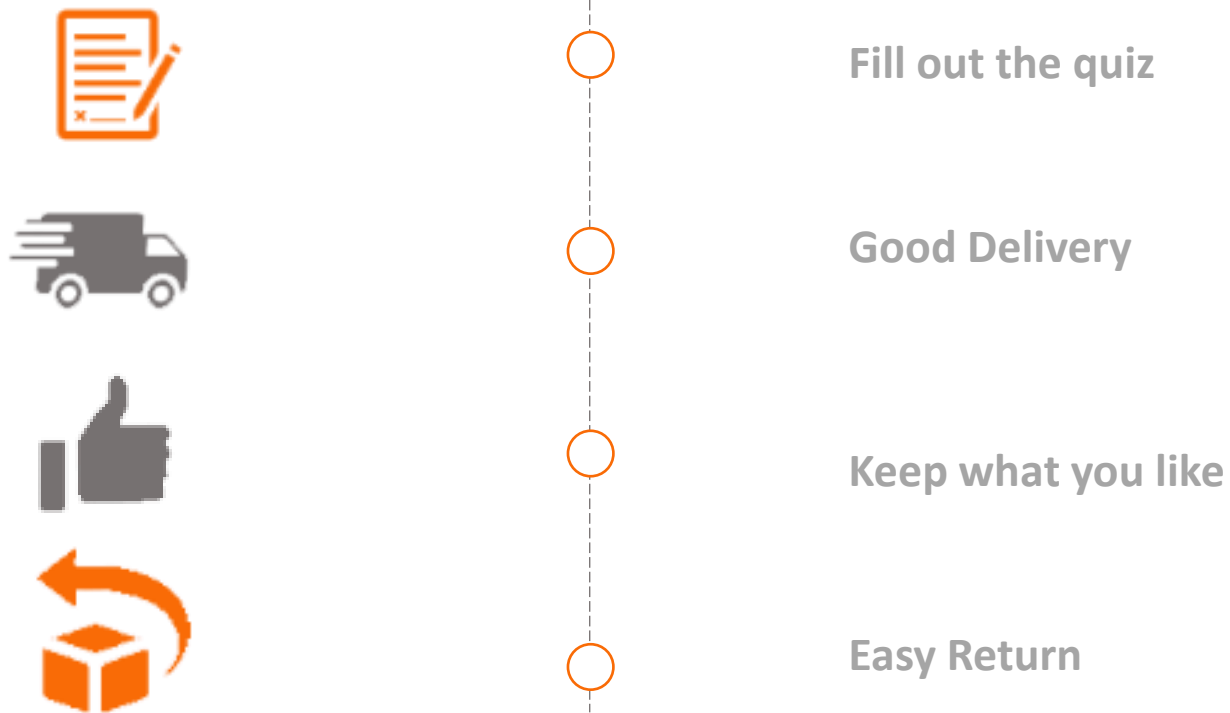
Wide selection of
products



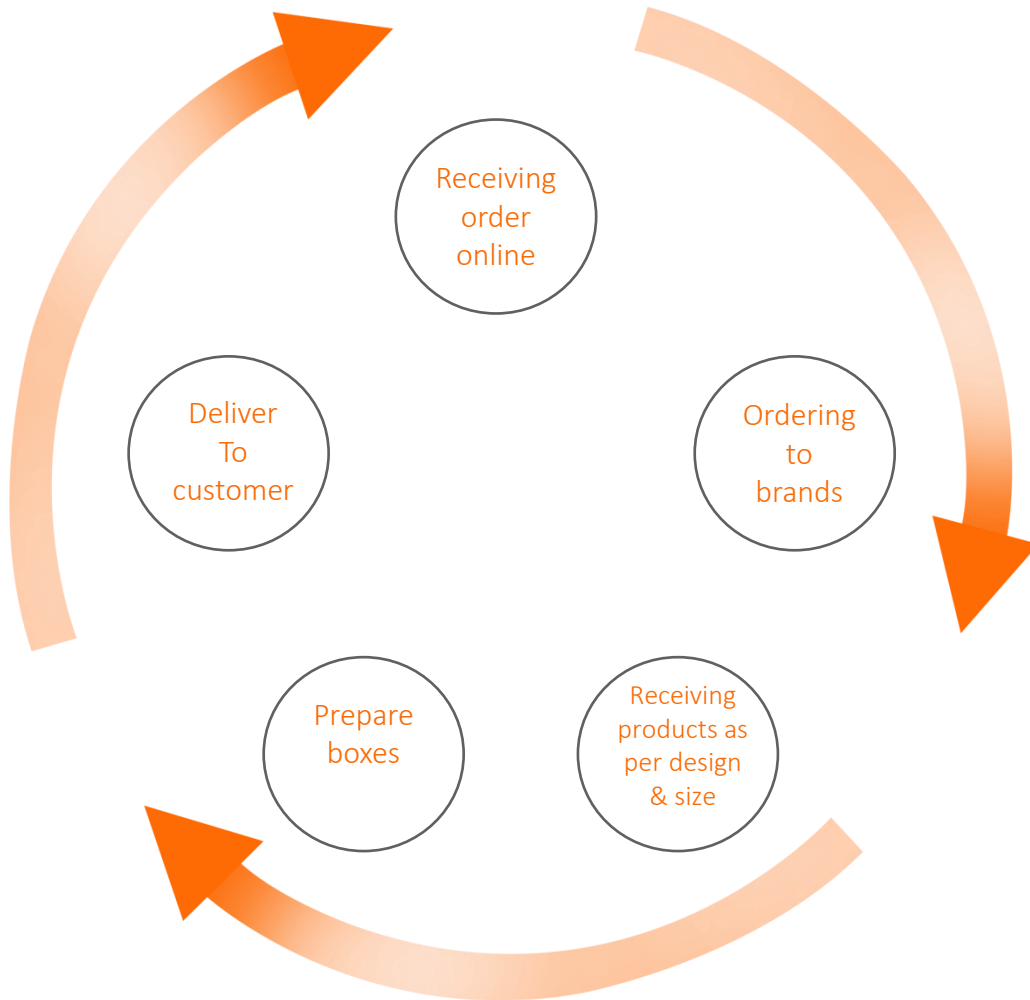
Easy to scale

Drape fit operates through a website. The payment against orders and deliveries are managed online. Our operations process consists of the following four steps

How it works?



Inventory Cycle



Inventory management is a complex process but DrapeFit will handle its cycle through making effective inventory management practices. DrapeFit will efficiently manage their inventory cycle to control operational cost and delivery of products.

The improved inventory cycle will allow DrapeFit to deliver goods within 2-3 days after receiving order. The faster the inventory cycle we manage; we will get back cash to manage working capital. With reduced inventory cycle and customer satisfaction we can improve profitability and returns.

How customers will benefit?

PERSONAL STYLIST



With the rising demand for apparel products and accessories, the need for a personal stylist is increasing day by day.

STYLIZED CLOTHING



The men, women and kids need a stylist on monthly basis.

ORDER CANCELATION



Drapefit will provide boxes as per customer demands and they can cancel order at any time.

EASY RETURN



The customers can return clothes which they don't like and they will not be charged for shipment cost.

Why brands like to work with us?



We will provide opportunity to various brands to increase their sales through using our platform.



Our platform will provide a marketing opportunity to the brands



They will be able to provide customized clothing to customers in which they are known as leaders.



The brands can offer their products with their stylist and can recommend better options to customers.



Investors Outlook

DrapeFit offers customized boxes that customers can get by selecting variety of brands. The clothes will be prepared as per required customer sizes and style. Operating business in United States will create vast opportunities for Drapefit. Currently, there are many competitors in the industry who provides customized clothes but still there is a market gap. The service providers do not fully meet the market demands. Investing in high demanding business will generate good returns for investors. Stabilizing business with effective operational strategies will bring good margins.

Monitoring performance and operational cost with developed key performance indicators will allow DrapeFit to create good will in long run. Adding experienced resources and running good marketing campaigns will provide an additional benefit to our platform.

The potential investors can take advantage by investing more in profitable projects in coming years. There is an opportunity for DrapeFit to integrate diversification.



Market Overview

Revenue in the Apparel market amounts to the US \$ 79,543 million in 2020. The market is expected to grow annually by 1.6% (CAGR 2020-2023).

Apparel Market – United States

Revenue 2020	\$79,543 Million
YoY growth	2.5%
Av. per capita revenue	\$1,171.72

The revenue of the women and girls apparel market was approximately 117 billion U.S. dollars in 2017, whereas the revenue of the men and boys apparel market was around 87 billion U.S. dollars in the same period.

Market Segmentation – United States

117



Women/girls

87



Men/boys

The UK clothing market was forecasted to reach £46.3bn in 2018, with a forecast growth of 10.4% between 2018 and 2023.

Market Size

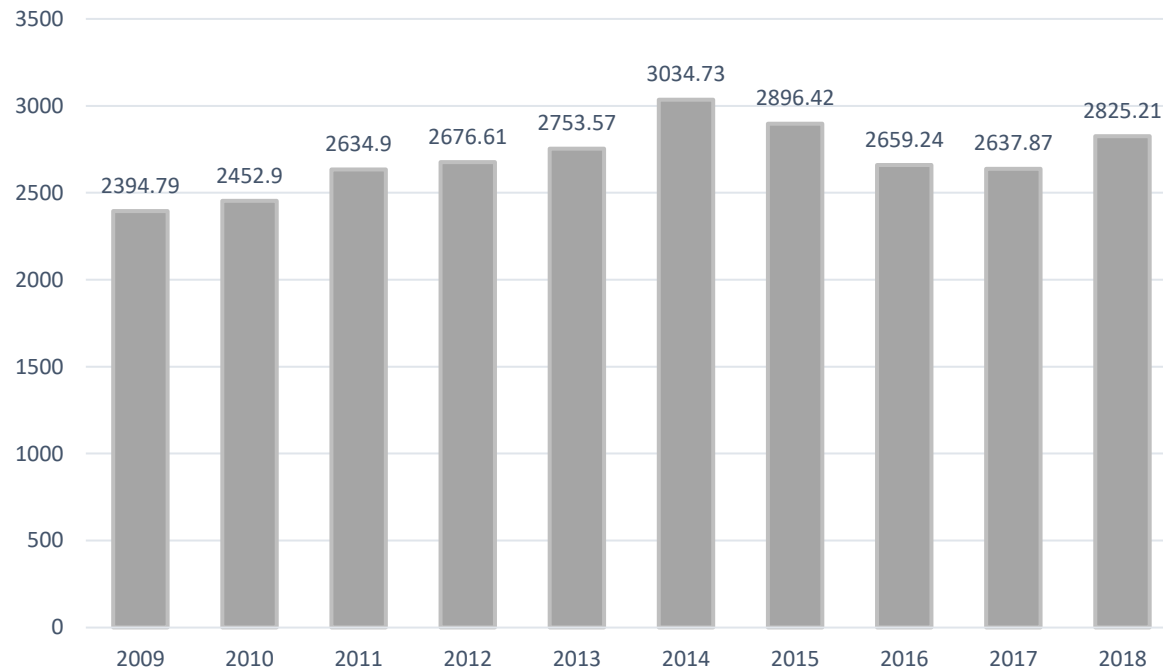
Total Revenue – 2019	£ 44 Billion
Number of Businesses	24,005
Annual Growth (2014-2019)	2.2%
Industry Employment	399,463

Apparel Market – United Kingdom

Annual Expenditure on Clothing in the UK - 2018	58.4 Million GBP
Number of Specialized Clothing stores in the UK – 2017	11,500
UK Apparel manufacturing production – 2017	2.7 Billion Euro

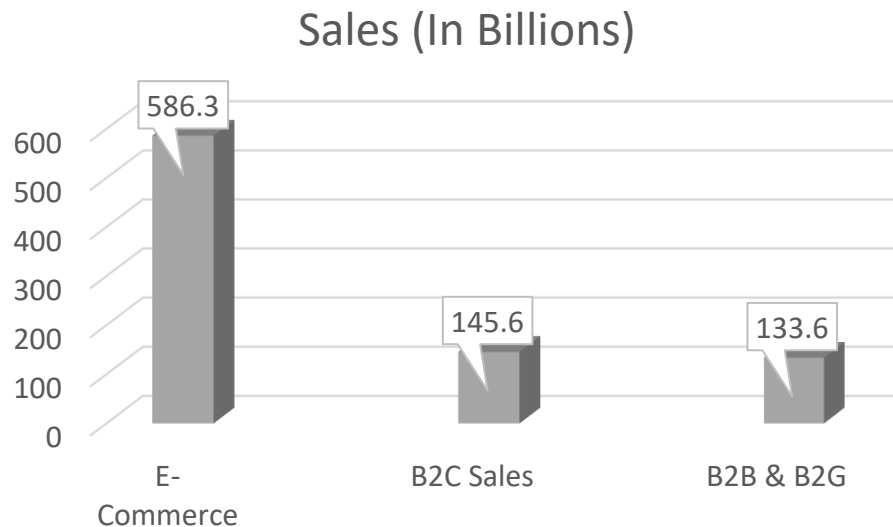
The Gross Domestic Product (GDP) in the United Kingdom was worth 2825.21 billion US dollars in 2018.

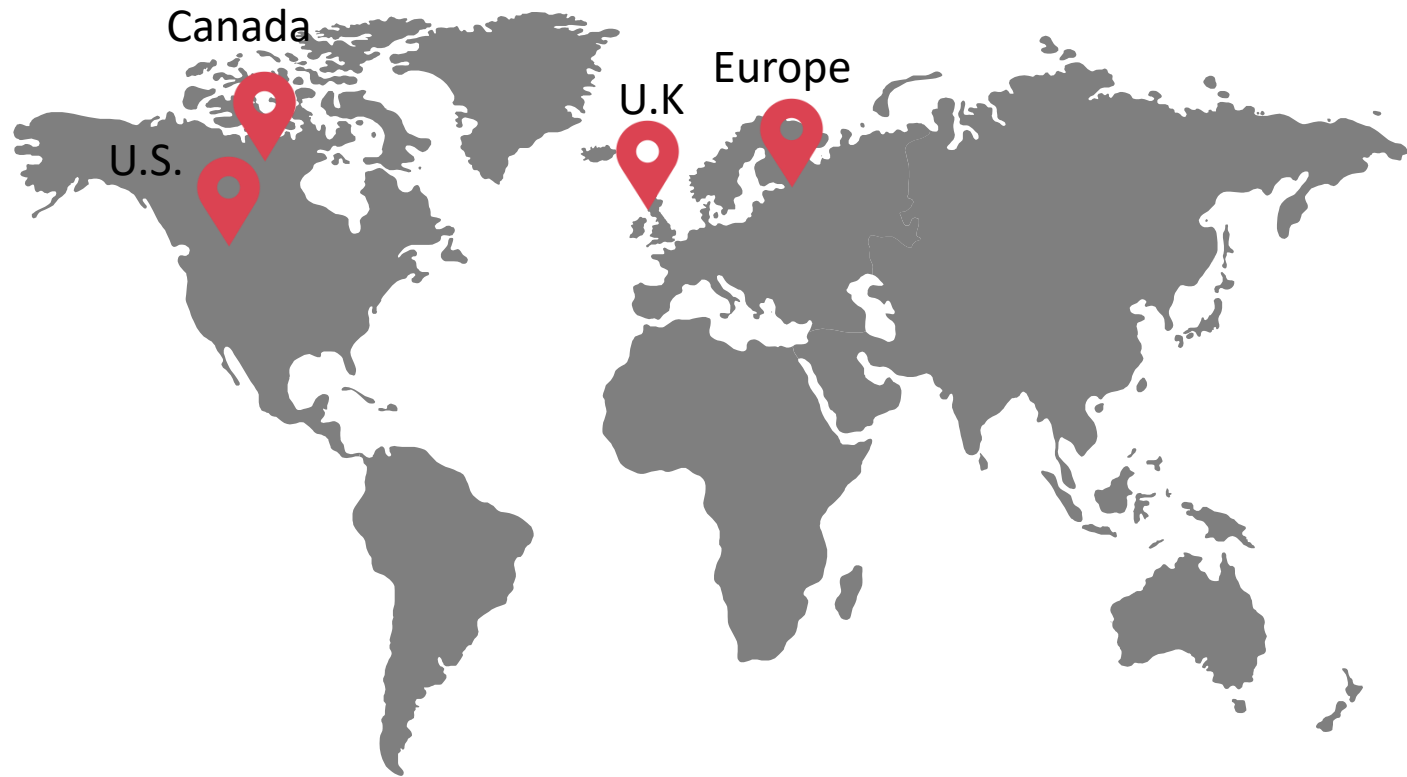
Economy Trends



The United Kingdom had the third-largest e-commerce market in the world in 2016. The most recent UK governmental figures placed the value of UK e-commerce sales at 586 billion British pounds in 2017.

E-commerce UK





Men

Women

Kids Boy

Kids Girl

Plus Size

Maternity

Pettie

Big & Tall

Target Market

Marketing Channels



Field Marketing

These individuals or organizations will be key to the success of Drape Fit. The business needs to invest in the marketing representation at the beginning to ensure we can deliver on the core financial and operational goals we have planned



Instagram

By sharing pictures and videos of the team and happy customers to engage our audience. A visual feed can reflect our brand's uniqueness and differentiate a business.



Facebook

By making the Facebook page of Drape Fit, people will get aware of our products. Timely updating the FB posts and through follow up queries, we can increase our market share.



Web marketing

SEO focuses on nothing else but expanding a company's visibility in the organic search results. It helps businesses rank more pages higher in SERPs (Search Engine Result Pages.)

Competition



 **WANTABLE**

DAILYLOOK

STITCH FIX

TRUNK CLUB

A NORDSTROM COMPANY



SWOT Analysis

STRENGTH

- Established business since 2018
- Running operations from an online website to deliver clothes and accessories
- We have highly trained & experienced fashion designers and production manager
- Providing a wide range of products to all age groups like men's, women's and kids
- Improving lifestyle of communities through delivering at their doorsteps

WEAKNESS

- Ensuring the quality of products will require us to establish an audit and quality control department
- Currently, we are lacking agility and speed in entering new markets
- Maintaining quality with suppliers and their price monopoly
- The high cost of brands and clothes stylist
- Lack of current coherent market & structured approach

OPPORTUNITY

- Operating business via online
- Increasing demand for stylish clothes, shoes, and other accessories
- We can leverage size to reduce costs & improve profitability
- Main competitors are not geared to build speed & efficiencies
- Expanding business to other regions of the United Kingdom and across Europe
- Onboarding new features on the website
- Offering promotions and discounts

THREAT

- The potential price war between the major market players leading to margin depletion
- New entrants offering different varieties of clothes in the apparel industry
- Macro-Economic headwinds can slow down the overall growth of the network
- Targeting a niche, with all its benefits, is also risk-prone

Financial Highlights

Balance Sheet



PARTICULARS	YEAR – 1	YEAR -3	YEAR -5
Shareholders' Funds	270,189	2,716,610	8,972,246
Non-Current Liabilities	300,000	300,000	300,000
Current Liabilities	110,190	139,676	165,187
Total Equity & Liabilities	680,379	3,156,285	9,437,433
Fixed Assets	97,700	56,134	32,329
Current Assets	582,679	3,100,151	9,405,103
Total Assets	680,379	3,156,285	9,437,433



Profit & Loss

PARTICULARS	YEAR – 1	YEAR -3	YEAR -5
Total Revenue	3,442,500	8,330,850	15,120,493
Gross Profit	1,600,650	3,522,123	6,596,561
Total Admin, Marketing & Selling	1,353,575	1,694,007	1,992,499
Net Profit Before Tax	247,075	1,828,116	4,604,061
Net Profit	195,189	1,444,212	3,637,208
Net Profit After Share (3 rd Party)	136,632	1,010,948	2,546,046



Cash Flow

PARTICULARS	YEAR – 1	YEAR -3	YEAR -5
Net cash flow from the operating activities	241,586	1,438,105	3,580,362
Net cash flow from investing activities	(129,000)	-	-
Net cash generated from financing activities	375,000	-	-
Net increase and decrease in cash (+ or -)	487,586	1,438,105	3,580,362
Opening balance of cash	-	1,418,610	5,395,544
Closing balance of cash	487,586	2,856,715	8,975,907



Conclusion

The five-year monetary examination of the task is likewise positive for the expanding benefits step by step; the undertaking is required to return benefits in five years of activities. With the correct field-tested strategy and promoting methodology, the task will be valuable for the financial specialist.