

KAYUS CLOTHING

Business Plan

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Executive Summary

Kayus clothing is a unique fashion brand located in the heart Kaduna State, Nigeria, specializing in mens clothing. The brand aims to fuse good and quality fabrics and designs with modern fashion trends, offering stylish and high-quality apparel for men. Our target market includes middle to upper-class men who appreciate the blend of uniqueness and modernity in their wardrobe choices. The business is projected to achieve profitability within the first two years, with plans to expand to other major areas in the city and online markets across Africa.

Company Description

Kayus clothing was established in 2024 with the mission to celebrate quality outfits through fashion. The brand's vision is to become a leading name in the Nigerian fashion industry, recognized for its creativity, quality, and cultural authenticity. Our product line includes ready-to-wear outfits, bespoke designs, and accessories. Each piece is crafted with attention to detail, using high-quality fabrics sourced locally to support the Nigerian textile industry.

Objectives:

- a. To establish a strong brand presence in Kaduna within the first year.
- b. To achieve a sales revenue of NGN 10 million in the first year.
- c. To expand and launch an e-commerce platform by the second year.

Products and Services:

Ready-to-Wear Collection: A diverse range of casual, formal, and semi-formal outfits for men.

Custom-Made Designs: Personalized fashion pieces tailored to clients' specific needs.

Accessories: Men shoes, belts, quality fabrics and other fashion accessories that complement the clothing line.

Target Market:

Urban professionals aged 25-45.

Fashion-conscious men seeking quality and uniqueness.

Middle to upper-class income earners.

Competition Analysis

Direct Competitors:

Ben classic fashion: Known for luxury men fashion, targets high-net-worth individuals. However, their high pricing creates an opportunity for Elegance by Design to appeal to a broader audience.

Sahara Fashion: A prominent name in bespoke tailoring, especially in the casual and formal wear segments. Kayus clothing differentiates itself by offering a wider range of ready-to-wear and custom-made options at competitive prices.

Indirect Competitors: Imported Fashion Brands: These include international brands available in malls around Kaduna metropolis. Although these brands are popular, Kayus clothing offers a cultural connection that resonates more deeply with Nigerian consumers.

Competitive Advantage:

Cultural Authenticity: Our designs are deeply rooted in African heritage, creating a unique brand identity.

Affordability: We offer high-quality fashion at prices accessible to a broader demographic.

Local Sourcing: By using locally sourced materials, we not only reduce costs but also support the Nigerian economy.

Marketing Plan

Branding:

Brand Identity: Establish a strong brand identity through consistent use of logos, colors, and brand messaging that reflects African elegance.

Social Media Presence: Leverage platforms like Instagram, Facebook, and Twitter to showcase new collections, engage with followers, and build a loyal customer base.

Promotions: Launch Event: Host a grand opening fashion show in Kaduna to introduce the brand, featuring influencers and fashion bloggers.

Seasonal Discounts: Offer discounts during major festive periods like Christmas, Easter, and Eid-el-fitr and eid-el-kabir to drive sales.

Distribution Channels:

Physical Store: Operate a flagship store in a prime location in the heart of Kaduna.

E-Commerce: Develop an online store within the first year to cater to customers nationwide and expand reach to other African countries.

Partnerships: Collaborate with fashion retailers and boutiques to stock our products.

Advertising:

Online Marketing: Invest in targeted online ads on Google and social media platforms.

Print Media: Place ads in fashion magazines and local newspapers.

Word of Mouth: Encourage satisfied customers to refer others through a referral program.

Organizational Plan

Management Team: CEO/Creative Director: Responsible for the overall strategic direction, brand image, and design processes.

Operations Manager: Manages day-to-day operations, including production, inventory, supply chain and quality control.

Marketing Manager: Develops and implements marketing strategies, oversees advertising campaigns, and manages customer relations.

Sales Manager: Handles sales activities, both in-store and online, ensuring targets are met.

Staffing:

Designers: A team of skilled designers responsible for creating new collections.

Tailors: Skilled professionals who bring designs to life.

Sales Associates: Customer-facing staff in the flagship store.

Customer Service Representatives: Handle online orders and customer inquiries.

Legal Structure:

The business is registered with the Small and Medium Enterprise Development Agency (SMEDAN) in Nigeria, ensuring legal protection and compliance with all Nigerian business laws. Kayus clothing is a member of the Association of Fashion Designers in Kaduna.

Financial Plan

Start-Up Costs:

Store Rent (1 year): NGN 1,500,000

Interior Design and Renovation: NGN 1,000,000

Inventory (First Batch): NGN 3,000,000

Salaries (First 6 Months): NGN 2,400,000

Marketing and Promotion: NGN 1,000,000

Miscellaneous Expenses: NGN 500,000

Total Start-Up Capital Required: NGN 9,400,000

Revenue Projections:

Year 1: NGN 15,000,000

Year 2: NGN 22,500,000

Year 3: NGN 30,000,000

Profit Margins:

Year 1: 20%

Year 2: 25%

Year 3: 30%

Break-Even Analysis:

The break-even point is expected to be reached within the first two years, assuming steady growth in customer base and sales volume.

Funding Requirements:

Kayus clothing seeks NGN 10,000,000 in funding, which will cover the start-up costs and provide a buffer for operational expenses during the initial phase. The funding will be sourced through government and NGO SMEs and youth support programs. Also, we intend to explore options such as business loans from governmental and financial institutions.

Use of Funds:

Store Setup and Inventory: 65%

Marketing and Promotion: 20%

Operational Expenses: 10%

Contingency: 5%

Financial Goals:

1. Achieve monthly sales of NGN 1,500,000 within the first six months.
2. Expand to a second location within Kaduna North LGA by the third year.
3. Establish an online platform contributing 30% to total sales by the second year.