# ITC BOUTIQUE (It’s all about style)

* Executive Summary

ITC Boutique is a fashion store of an upscale clothing line targeted at males and women between the ages of 20 and 40. ITC Boutique not only develops the clothing line, but supports it with advertising and promotional campaigns. The company plans to strengthen its partnership with retailers by developing brand awareness. ITC Boutique intends to market its line as an alternative to existing clothing lines and differentiate itself by marketing strategies, exclusiveness, and high brand awareness standards.

The key mission of ITC Boutique’s line is classy, upscale, versatile, and affordable clothing. The company's promotional plan is diverse and includes a range of marketing communications. The primary responsibility is to the men and women who use its products.  As a customer oriented business, ITC recognizes that customer satisfaction is the key to success and strives to deliver the highest quality customer service and superior products.  ITC Boutique supports the success of its investors and will conduct its operations prudently to ensure adequate financing and resources necessary to achieve business objectives for future growth.

* Mission

ITC Boutique is a clothing business with principal offices located in Sandton.  The company sells trendy clothing, such as casual and formal wear comprising of designer shoes, jackets, pants and dresses. ITC Boutique extensively markets its product line and commits itself to programs that transform the lives of the less fortunate.

* Objectives

ITC management recognizes that the company must establish concrete goals that assist management in determining whether or not the company is achieving corporate objectives.  ITC Boutique’s chance of implementing those goals depends upon management's ability to track progress toward goals and to measure results in conjunction with those goals.  To ensure implementation of the company's goals, management has established the following corporate objectives:

1. Securing start-up funding and subsequent funding through a combination of investment and debt strategies.
2. Establishing marketing and sales initiatives to expand the company's clothing line and capture 10% of the branded urban apparel industry.

* Objectives

ITC Boutique recognizes the importance of marketing. ITC plans promote the retail business with an ambitious, targeted marketing campaign, which will include a grand opening event, local media coverage, print advertising and a direct-mail campaign. Our goal is to keep our marketing budget to no more than 5% of our gross annual sales.

* Management

Mr Nyiko Magamana and Ms Johanna Chauke are co-owners and will co-manage ITC Boutique. Nyiko has extensive knowledge in the retail industry, and has earned BA degree in finance from Tshwane University of Technology. Johanna’s experience lies in the fashion industry by working with designers and holds a BA degree in fashion design from University of Pretoria.

* Marketing Strategy

We both have strong marketing backgrounds and recognize the significance of effective marketing. We expect our strategy to draw consumers into ITC Boutique from the very beginning. An entrepreneur PR firm will be hired to help us develop and implement a strategic marketing plan and guide our publicity efforts in a cost-effective manner. Our marketing message, logo and slogans will revolve around the idea of the boutique as revolutionaries and trend setters.

* Mission

ITC Boutique ITC Boutique plans to generate sales via strategic marketing efforts. These concentrated efforts will be targeting new and versatile customers. ITC Boutique will accept cash and payment via major credit and debit cards. Cash layaway plans will also be permitted. Returns and exchanges must take place within 30 days of purchase and receipts are mandatory.

* Organizational Structure

ITC Boutique as a small business will have small staff and contribute to the employment structure to the community. Both co-owners will assume leadership roles within the company and will be responsible for daily operations, overseeing marketing efforts, buying merchandise and managing inventory and all other accountability factors.