

[J SQUARE FASHION HUB]

Bag Business Plan

Prepared by
[Obkoya Johnson]
[isholajohnson01@gmail.com]
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Executive Summary

Objectives:

1. To build and create the biggest Fashion Hub in the Country.
2. To improve the quality and features of faashion bags in the brand.

Unique Selling Point:

The brand is an art and high fashion quality built to providing high-quality fashion products at an affordable price through consistently improving its quality and features.

About Us

[J SQUARE FASHION HUB] is a fashion hub that specializes in Fashion Bags, Fashion Clothes and Shoes. The Brand continues to improve its services to ensure customers get access to advanced and improves Fashion Gadgets.

Services & Pricing

The Brand provides affordable products and expensive products, focusing on the quality and features, to users. Discounts and bonuses are given to random customer based on some qualities.

Target Market

The brand will focus its marketing efforts targeted toward low and middle-class and high-class customers with art-inclined fashionista.

SWOT Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Consistent improvement of product quality and features.	Lacks equipment and materials for some design product.	Availability and affordability of needed equipment and materials	Competitors with more advanced equipments and technologies
Offers affordable but quality products.		Private entities, organization, and fashiomista showing interest to sponsor the brand.	

Marketing Plan

The brand will utilize digital marketing and grassroots marketing to reach its target audience. Social media adverts with a message that addresses the needs of the target audience will be launched targeting the audience's groups to stimulate word-of-mouth marketing.

Promotion of the brand's programs, services, events, and achievements will also be intensified in the social media. SEO and content marketing will be applied to the curated content on the brand's social media pages to organically rank in search results.

Team

Obikoya Johnson

CEO J-SQUARE FASHION

Financial Plan

Start-Up Costs

DESCRIPTION	AMOUNT	PERCENTAGE OF TOTAL
Industrial Sowing Machine (Bags)		
Equipments and Accessories		
Digital Marketing		
Business Registration		
Other Expenses		
Start-Up Fund Available	\$0.00	0.00%

