

## **Business Description**

Fendy's clothing is a start-up fashion house with the aim to design create and deliver all types of fashionable clothes at affordable pricing to all types of people. We will have an operations station inside Accra where we operate and a fully functional e-commerce website where customers can place orders and other key services. While our initial goal is to establish ourselves within Accra and its immediate environments plans have been put in place to expand in the not too distant future. Fendy's clothing would be a house hold name, and a number one stop shop for clothing and apparel.

## **PRODUCTS AND SERVICES**

While the fashion industry in Ghana turns to focus more on the youth, which however has the numbers and are a more reliable buying source, we intend to put a keen eye on women and children, and also because of the recent steady decline in the fashion over the years, we intend to produce clothes that can represent Ghana and the whole of Africa on the international market. We will solely focus on our native fabrics and colours with aim of representing diversity in culture and also making clothes that would bridge the gap between contemporary and vintage styles with a key interest in colours.

## **MARKETING ANALYSIS**

Ghana's fashion and garment industry recorded growth rate of 15.1 percent in 2008, but has since dropped to 0.8 and 0.3 percent in 2014 and 2015 respectively. Subsequently, the sector recorded a negative figure of -1.4 percent in 2016. What this implies is that the sector has been declining steadily. ([goldstreetbusiness.com](http://goldstreetbusiness.com) 2020). Currently, the value of global fashion industry is estimated to be around US\$2.4 trillion, with an annual growth of 5.5 percent. Africa accounts for below 5 percent of this value, while Asia and the USA share 80 percent of the market ([goldstreetbusiness.com](http://goldstreetbusiness.com) 2020). Some of the major reasons for the decline in Ghanaian fashion are the over influence in western culture, most people prefer wearing imported second hand clothes mainly youth, while the older generation are huge on preserving Ghanaian culture and heritage.

## **MARKETING STRATEGY AND IMPLEMENTATION**

Fendy's clothing recognizes the significance of marketing, and so we intend to promote our business with an ambitiously intentional, targeted marketing campaign, this will include a grand opening event, aggressive social media campaigns and local media platforms. Key for us is to keep our marketing budget below 10% of our gross annual sales. Our main marketing tool for now would be social media since we are a start-up.

We will be employing aggressive social media as our main strategy to gaining numbers and driving traffic to our site, research has shown that the number of Ghanaians online by 2020 was 14.26 million ([statistica.com](http://statistica.com)), this is where our main focus is, we recon the fact that other entities have used this same strategies in the past and so the questions what makes our strategy stand out and why we think it would succeed are paramount to the success of this business, at the core of our business is to maintain a very close relationship with our customers by making them feel at home. Fendy's fashion would be like a family to all customers, where we maintain a very close bond with our customers. We strive to be the most customer-centric entity as possible.

Fendy's fashion is going to focus on a very friendly user interface as a major marketing strategy, this opens up the site to a variety of users because of its simplicity and yet functionally sound design.

Also we will focus on delivering a wide range of products, cutting across all age groups and social classes.

No ethic or social barriers or social classes what so ever because we must be the people's choice, when you think anything fashion you must think Fendy.

Al this is achieved through social media campaigns, targeted content creation to ensure top of the mind buying. Since we are a start-up below the line marketing would be our go to because of financial constraints.

## **MANAGEMENT**

Daniel Amoako Frimpong, Ahua Bredou Kouabran Aime, Gabriel Aviella Wononuah, Justice and Elizabeth Afriyie are co-owners and will co-manage the business. Daniel has worked at three years least in software development, building solutions for businesses he would be driving key technology and innovation activities, responsible for mainly the website and other major or minor technologies. Gabriel and Aime have worked in marketing before and are the main marketing strategists, Elizabeth is an artist and designer, we will employ contract staff to help in the creative processes and innovation with regards to production. Justice is our main head of finance in charge of making budgets for approval by the group also risk assessments and opportunities.

## **FINANCIAL PLAN**

Our start-up will mainly earn revenue from selling directly to customers. Fendy fashion's first year income statement elicits a profit margin of at least 50 percent, with a net income of about C\$5,000 cedi a month after taxes and other costs. We project our annual profits to reach at least C\$80,000 Ghanaian cedis by our third year. Also so we are looking at generating reasonable traffic to our website by our first year to enables us earn additional money by way of adverts, featured listings is another income stream we would look at in the near future.

## **PRE-LAUNCH MAJOR COSTS.**

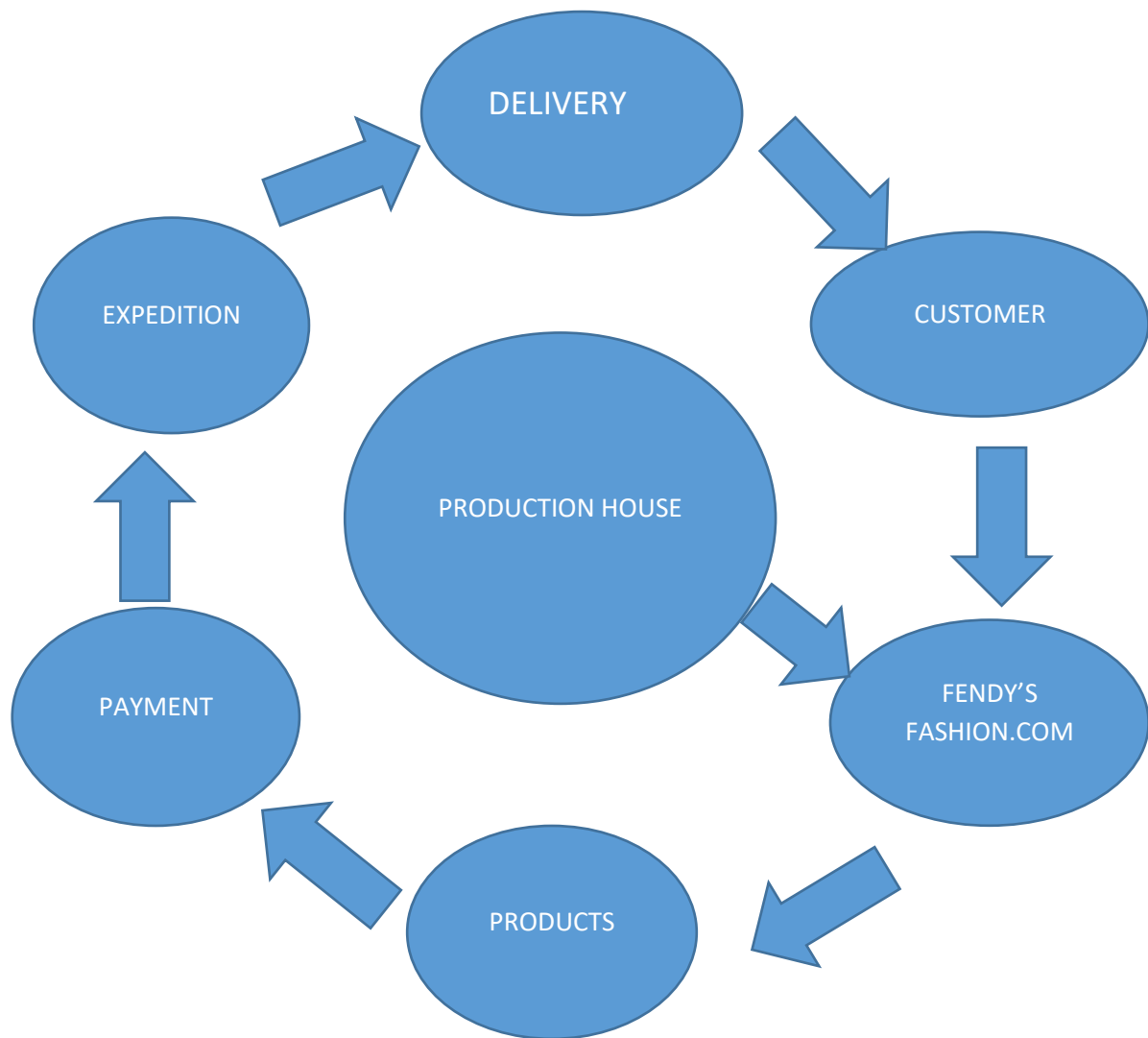
Fendy's fashion would need a seed amount of about C\$70,000 to launch successfully. We can personally raise up C\$20,000 from personal savings and investments.

Preliminary budget

Space to rent (work station)	C\$5000-C\$10000
Sewing machines and related	C\$10000
Fabrics(local and foreign)	C\$7000
Utilities	C\$10000
Marketing(above the line, below the line)	C\$10000
Permits and Licensing	C\$1000
Hosting of website	C\$1,500

## PROPOSED E-BUSINESS MODEL

Fendy's fashion would have an online business to customer store, where products are displayed on our website, you can add to catalogue, pay and then we deliver to you. We seek to employ aggressive social media as one of our strategies to grow quickly within the shortest possible time.



**The** company as we have already mentioned is going to leverage heavily on technology to deliver most cutting-edge designs contemporary and vintage designs to customers. Our major strength is the customer experience, that's where we will channel all our efforts. After a successful launch, we would look at subscriptions to our site as alternative revenue generation models aside from advertisements and actually selling our physical products as our main income

generation models. Subscriptions because we are looking at developing tools in the future that would enable our family of customers have a more personalized experience, periodic training on how to design and map out colour combinations for clothes. You can design and submit your designs to us with your measurements for implementation this is our major innovation on how make the customer feel at home at all times because they know we have them at heart.

## SWOT ANALYSIS FOR SOME KEY COMPETITORS

**THREADED TRIBE-** Threaded tribe is sustainably progressive fashion house, while design and production is done in Accra Ghana, they use materials from all around Africa to creating unisex clothes for all for both men and women, adults and children. Their philosophy is to create clothes for independent thinkers and lovers of freedom.

Threaded tribe SWOT	positive	negative
Internal	Strengths: Unisex clothes , diversity	Weakness. Too dependent on third party suppliers
external	Opportunities: Intentionally drawing the customers closer by improved lifestyles to enhance more buying. More room for direct content creation to enhance top of mind buying	Threats: Too many competitors Rampant changes in fashion trends.

**Hazza clothing-**They are an ethnically made, unisex sportswear brand fusing African pride with traditional production methods. Their wavy tailoring and neatly cut pieces made with repurposed fabrics has put them top of the list of contemporary fashion houses to look out for. Currently they operate from a remote location whiles using social media as heir major mode of marketing.

Hazza clothing	positive	negative
Internal	Strengths: Unisex clothes Diversity	Weaknesses: Over dependency on external suppliers No website or online store
External	Opportunities: E-commerce can be used to further develop a better marketing tool.	Threats: Too many competitors Existing established brands

## REFERENCES

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