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Be yourself - Be confident

Fashion

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Business Plan

Project name: Fishion Overweight Fashion

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I. Executive Summary

Fashion is a premium fashion label established with the aim of providing high-end fashion for plus-sized individuals. The fashion market for the plus-sized community is currently underrepresented compared to mainstream fashion, yet it is evident that they also have a desire for beautiful clothing to boost their confidence in this era when aesthetic standards are gaining more attention. Fashion's mission is to bring confidence and satisfaction to those with excess weight through their creative style of dressing. Fashion employs AI technology integrated into clothing measurements to provide the most suitable products for their customers. Fashion has a dedicated Facebook page for interested customers, along with Lark, an All-in-One business-oriented platform that brings together various essential tools and seamless connections. In the short term, Fashion's goals within three months include designing sample products alongside seasonal fashion Treasure boxes, clothing photography, website design, member cards, tags, and developing a marketing strategy on social media platforms, all featuring high-quality products to launch the "Enter The New World" campaign.

II. General Company Description

1. Mission

At Fashion, we are dedicated to becoming a trustworthy partner and a premium fashion source for plus-sized individuals. Our mission is to instill confidence and optimize fashion for everyone, regardless of body size. We are committed to delivering high-quality, diverse, and unique products. We believe that fashion should not be limited by body size and that everyone deserves confidence and personal style.

2. Company Goals and Objectives

2.1. Company Goals

Fashion has set the following objectives to guide the business and bring maximum benefit to customers and society:

- **Boosting Confidence and Personal Style for Plus-sized Individuals:** Fashion aims to help plus-sized customers feel more confident and discover their unique fashion style. We strive to empower them to be themselves in all life situations.
- **Expanding the Customer Base:** Fashion seeks to broaden its market and attract a larger customer base of plus-sized individuals. In addition to operating in the Vietnamese market, Fashion aims to expand internationally and cater to a wider range of customer segments, including fashion for children and women.

- **High-Quality Products and Services:** Fishion is committed to delivering high-quality products and services to ensure customer satisfaction.
- **Sustainability and Social Impact:** Fishion will initiate campaigns focused on the plus-sized community to help them better understand themselves, their bodies, and their personal fashion. This includes the upcoming "Enter The New World" campaign.

2.2. Company Objectives

- **Increase Annual Sales Volume:** Fishion will set annual sales growth targets to measure the company's development.
- **Expand Product Portfolio:** Currently, Fishion has introduced the Summertime collection, including clothing, tights, and jackets. Soon, Fishion plans to develop and expand the product portfolio to include shoes, sandals, hats, and accessories to cater to the diverse needs of customers.
- **Increase Market Share:** Fishion will enhance market research on competitors, fashion trends, and emerging big-size market. The company will develop marketing strategies to attract customers and create brand awareness. Additionally, Fishion will continuously evolve its products and provide the best services to its customers.

3. Current Fashion Industry Changes

The plus-size fashion industry is a rapidly growing sector with significant potential. Changes in this industry have already begun to manifest and are expected to continue in both the short and long term.

- **Short-Term Changes:** There is a growing focus on providing more choices and diverse styles for plus-sized individuals. Modern fashion is not just about concealing flaws but also about expressing style and personalization. Additionally, the increase in online shopping has provided customers with more options and convenience. Plus-size fashion stores need to leverage e-commerce networks to reach a broader audience.
- **Long-Term Changes:** Developments in smart fashion and the use of measurement technology have created opportunities for precise sizing and customized products. For example, Fishion has embraced technology and introduced a website integrated with AI that allows customers to customize sizes to fit their needs.

Preparing to leverage these changes:

- **Stay Updated on Fashion Trends:** Fishion will continuously update and monitor trends and changes in the plus-size fashion industry and strive to meet new customer needs promptly.
- **Invest in Research and Development:** Develop a diverse range of products and customized services to meet the varied needs of customers.

- **Build a community:** Establish relationships with customers through social media, direct interaction, and create an online community to promote interaction and meet their needs.

4. Company Advantages

Fashion's advantages include:

- **Utilization of Artificial Intelligence (AI) Technology:** Fashion has incorporated AI technology into the measurement of clothing sizes to produce products that best suit its customers.
- **Unique Quality and Services:** Fashion's unique quality and services are its strong points in competing with others.
- **Artificial Intelligence Technology:** Fashion has harnessed artificial intelligence (AI) technology to enhance the shopping experience and provide customized services for its customers. This technology can facilitate accurate measurements, fashion recommendations, and data analysis to improve products and services.
- **Campaign to Bring Plus-sized Individuals into a New World:** Fashion's commitment to bringing plus-sized individuals into a diverse and stylish fashion world is a significant advantage. This helps customers find confidence and their own style, creating opportunities in a growing market.
- **Unique Quality and Design:** Fashion's products stand out with high quality and unique designs. This can attract and retain loyal customers, while word-of-mouth can spread about customer satisfaction.
- **Industry Expertise and Knowledge:** Understanding the fashion industry, trends, and customer needs is a core advantage. Having a team with deep experience and knowledge in this field can help Fashion provide the best products and services to customers.

III. Products and Services

1. Fashion Products

1.1. Sales Method 1: Subscription Box

With this method, customers will feel more connected to Fashion by subscribing to a box set. Fashion will then provide products to customers on a regular basis, either every 2 months or every 1 month within a year.

Fashion's products are divided into 2 box sets: "Treasure Box" and "Exclusive Box."



1.1.1. The Treasurebox

- The "Treasure Box" is priced at 5,499,000 VND. Each box set will be delivered over a Period: 6 months with 3 times delivery.
- Treasurebox include:



Figure 1. Fashion Kaki



Figure 2. Fashion Blue Plannel

1.1.2. The Exclusivebox

- The " Exclusive Box " is priced at 9,899,000 VND. Each box set will be delivered over a period of 12 months, with deliveries occurring every 2 months.



Figure 3. Fashion T-shirt



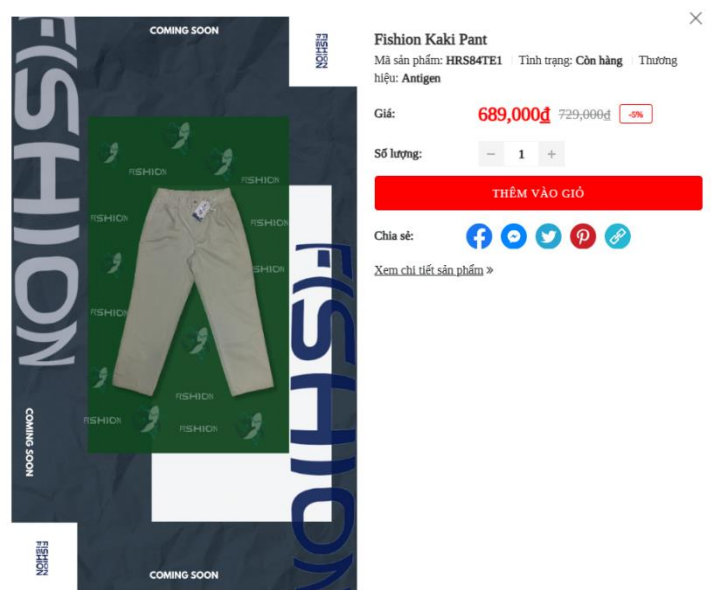
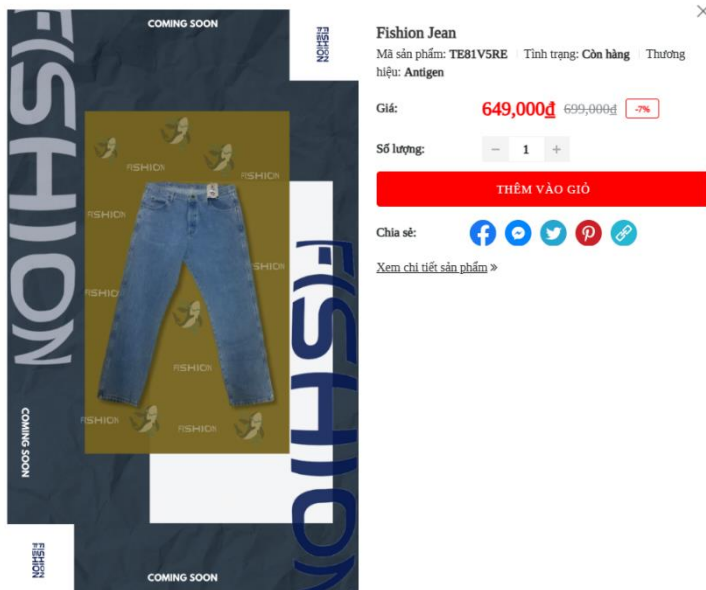
Figure 5. Fashion Plain White Shirt



Figure 4. Fashion Blue Jean

1.2. Retail sales

With this method, Fishion will also sell individual products on e-commerce platforms like Shopee and Lazada, as well as through Fishion's Facebook Fanpage,...



- This is some products selling on Haravan – solution for sales management.

2. Marketing Plans

2.1. Goal: Increase brand recognition

- Market analysis: The fashion market for fat men is very little interesting compared to fashion for fat women. We realize that men also require beautiful fashion. to help them be confident in the new era when aesthetic standards in life are gradually receiving more attention from people.
- Strategy: To increase Fishion's awareness, we will first create a fat fashion group on Facebook and attract an audience that is interested in this topic.

After that, Fishion will push a post about a collection to this group to create attraction, thereby helping customers in this niche market have a different view of fashion trends and make them more attractive. they are more curious.

- Evaluate and adjust: Surely the strategy will receive the customer file that Fishion has proposed and increase recognition. In case the strategy is not feasible, Fishion will bring another strategy to increase brand recognition. brand and improve customer experience.

2.2. Social media interactions

- Facebook group: “Bụng bự lên đồ” already has 208 members within 4 months of its establishment.

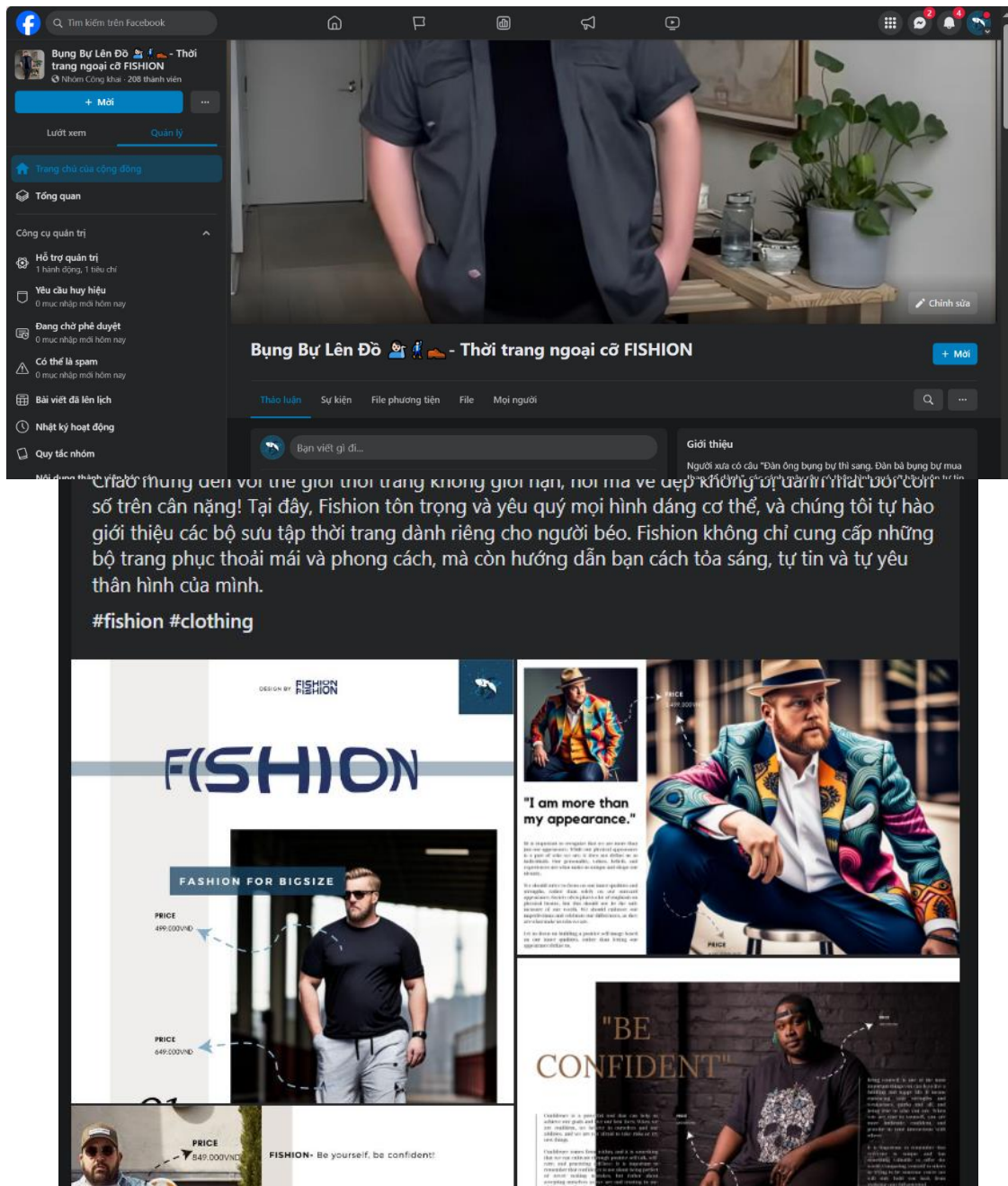


Figure 6. Fishion's Facebook Group

- Facebook fanpage: this fanpage not only a place to upload blog or information of product but also is the platform to contact with customers.

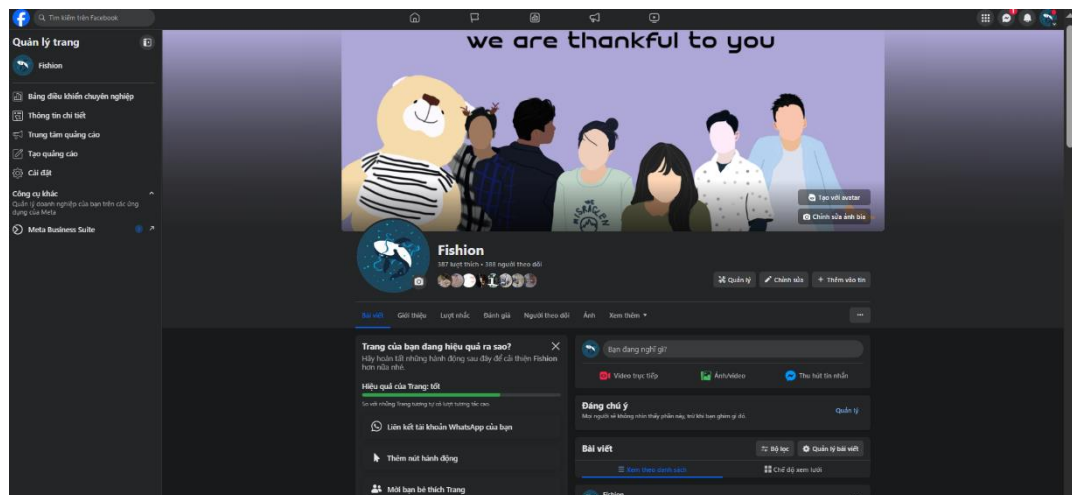
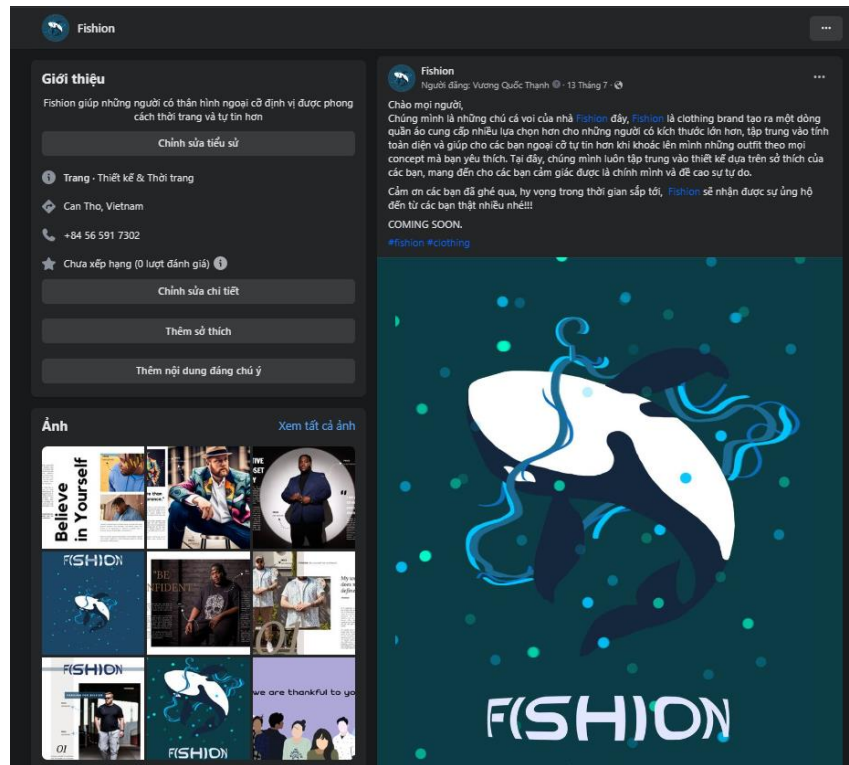


Figure 7. Fashion Fanpage

IV. Operational Plan

FASHION PRODUCTION PLAN



Figure 8. Fashion productions

V. Management and Organization

1. Presenting Lark Website



Lark is an All-in-One business connection platform, bringing together many necessary working tools and seamless connection. Support users can experience the interactive features that Lark provides, including messages (Messenger), documents (Docs, Sheets, Bitable), Drive, calendar, meetings business email, etc... There's no need to individually juggle dozens of different applications to get the job done. As such, some unique features include: checking other members' schedules while chatting, launching a video call from a calendar event, and editing documents together in one call. video call, ...

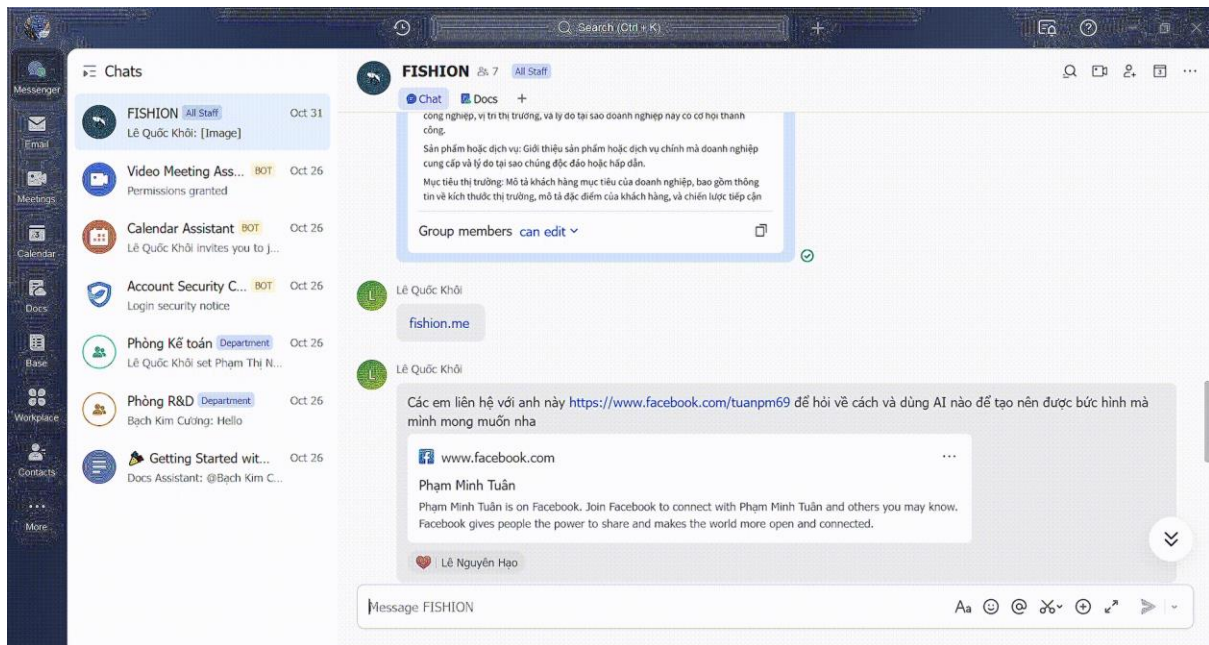


Figure 9. Lark organization management platform

2. Personnel

- CEO: Le Nguyen Hao - has the ultimate role and responsibility in leadership and direction for the company, representing the company in business transactions and communicating with shareholders. Besides, the CEO also has the task of building and promoting the company's development, creating an overall strategy and long-term strategic direction.
- CFO: Pham Thi Ngoc Han - financial manager for the company has the role of proposing main financial strategies and financial risk management, overseeing the company's main activities, including capital management, establishing and implementing budgets, and ensuring finances are aligned in an effective manner.
- CTO: Nguyen Quoc Huy - responsible for producing, implementing, and delivering the company's technology strategies, committed to undertaking the development and application of technology to provide leading products and services. The CTO is also responsible for ensuring that the company uses appropriate and advanced technology to improve efficiency and optimize business processes.
- CSMO: Vuong Quoc Thanh - responsible for defining and developing sales and marketing strategies, managing distribution channels, and ensuring customer access. CSMO's mission is to find and develop new markets, create and manage brand image, and ensure that sales and follow-up strategies are implemented effectively.

- COO: Bach Kim Cuong - responsible for business operations management, supply chain management, quality, and effective business performance, ensuring business processes and regulations are implemented correctly and efficiently. The COO's mission is to enhance performance, optimize costs, and ensure product and service quality.
- CCO: Nguyen Trung Hieu - responsible for building business strategies, managing customers, communicating with business partners, and building a sales team, ensuring that the company has a suitable business strategy suitable to increase sales and generate profits. The CCO's duties include building relationships with customers, partners, and stakeholders while managing sales activities and building the sales team.

VI. Startup Expenses and Capitalization

1. Estimate costs to implement the project and available capital

1.1. Necessary finance in the short-term

After listing the amount of money needed to carry out the project, the group set a short-term goal within three months of designing a sample product with boxes + clothing combo, taking photos of sample products, and coming up with ideas. and designing websites, membership cards, tags,... along with planning marketing strategies on social networking sites. With an initial estimated financial investment of one million VND, focus on a well-groomed product appearance with a youthful, simple design to bring the first images of the product closer to potential customers.

1.2. Financing required within two to five years

To maintain business operations as well as maintain long-term customers, the group wants to increase the number of products as well as create supply for future development projects. Based on existing demand after certain orders, the team estimates the investment amount over the next two to five years to be (?). That is the necessary finance based on the products that have been creating the main source of income for the group as well as creating a stepping stone for the business to apply advanced technologies, specifically AI, to business. done as soon as possible.

Project costs may change depending on time and the actual situation of the project. Therefore, the above plan is only an estimate. When each KPI milestone is achieved, the group will reevaluate and propose strategies as well as the need to use capital optimally and effectively.

VII. Financial Plan

1. Profit Forecast within 3 Years

Bảng chi phí hoạt động				
Loại chi phí		Năm 1	Năm 2	Năm 3
Chi phí cố định	Chi phí nhân sự	156,000,000	156,000,000	156,000,000
	Chi phí mặt bằng	5,000,000	5,000,000	5,000,000
	Chi phí vận hành	10,000,000	10,000,000	10,000,000
	Chi phí duy trì website	2,000,000	2,000,000	2,000,000
	Chi phí R&D	20,000,000	20,000,000	20,000,000
Chi phí biến đổi	Nguyên liệu & gia công	30,000,000	50,000,000	120,000,000
	Chi phí marketing	20,000,000	30,000,000	50,000,000
	Chi phí bán hàng	5,000,000	10,000,000	25,000,000
Tổng chi phí		248,000,000	283,000,000	388,000,000
Doanh thu		208,970,000	417,940,000	1,044,850,000
Lợi nhuận ròng		-39,030,000	134,940,000	656,850,000
Lợi nhuận ròng theo % doanh thu		-18.68	32.29	62.87

Table 1. Profit forecast within 3 years

Although these are expected numbers, not actual ones, they are not meaningless, for example, here Net profit as a % of revenue is 32.29 in year 2, what does this represent? It shows that for every 1 dong of revenue generated, the company retains 0.32 dong of profit. This is an index that reflects financial health as well as helps investors evaluate the performance of the business.

2. Break Even Point Analysis

Break- even points analysis (điểm hòa vốn)	
Tổng chi phí cố định	193,000,000
Chi phí biến đổi/1 sp	2,321,888
Giá bán/ 1 sp	500,000
Số lượng bán hòa vốn	106 sản phẩm

Table 2. Break-even points analysis

VIII. Refining the Plan

1. The capital-raising part

From Investor: Investors have different views. They are looking for sudden growth and they expect to share in the success:

1.1. Finance needed in the short-term

After listing the amount of money needed to carry out the project, the group set a short-term goal within three months of designing a sample product with boxes + clothing combo, taking photos of sample products, and coming up with ideas and design websites, membership cards, tags,... along with planning marketing strategies on social networking sites. With an initial estimated financial investment of **one million VND**, focus on a well-groomed product appearance with a youthful, simple design to bring the first images of the product closer to potential customers.

1.2. Financing required within two to five years

To maintain business operations as well as maintain long-term customers, the group wants to increase the number of products as well as create supply for future development projects. Based on existing demand after certain orders, the team estimates the investment amount over the next two to five years to be (?). That is the necessary finance based on the products that have been creating the main source of income for the group as well as creating a stepping stone for the business to apply advanced technologies, specifically AI to the business as soon as possible.

1.3. Utilize financial resources and control growth

- With the proposed investment amount within two to five years, once the product has been tested and has stable revenue across sales channels, the group aims to expand market access and promote product coverage. products through KOLs and KOCs have a voice with many different customer groups.
- In addition, the group will offer many product models along with diverse incentive packages to create more new choices. Along with that, create minigames to guess the next product or create seasonal campaigns on previously built fan pages and groups. From there, we come up with the latest concepts based on feedback and objective opinions about previous models.
- At the same time, in terms of breakthrough development, the group will invest in AI research to support customers buying online on the website by entering data so that AI can create models based on those data or criteria. Another criterion is for AI to recommend the most suitable products to buyers. When there is more finance, the group wants to further develop ChatBot technology to support information exchange with customers including updating delivery time, quantity of goods, discount information, or incentive programs, ...

1.4. Estimated return on investment

- Profit generation is determined by factors such as risk, time, market and industry, etc. For the above product, the team has localized risks that may be encountered such as inventory handling, difficulty finding new customers, overweight people changing their weight in many directions, ... The team also analyzed and solved those problems such as using pricing techniques such as LIFO (Last-In, First-Out) or FIFO (First-In, First-Out), offering promotions or batch discounts, and sorting and redistributing inventory to stores or areas with higher demand.
- For customers whose weight constantly changes, the group has appropriate packages for each different need. People who gain or lose weight may need different support from clothing. For example, someone losing weight may want compression or balance clothing to help shape their body. Conversely, people who gain weight may look for clothing with padding or support.
- The clothing market has many competitors, but when we focus on the customer group here, it is overweight people. They will have higher beauty needs and be willing to spend money on clothes that enhance their figure and give them confidence. Accordingly, the group will seek sympathy as well as create close relationships to introduce products with high spiritual value for their lives.
- After resolving the above issues, the group wants to propose short-term investments so that investors can observe the direction and breakthrough development in the future. It is predicted that the first year of the project will have a profit of 5%, so the estimated desired investment is 500 million VND for 10% of the group's shares. When the investor's profit agreement is reached, long-term investments will be considered if the project the group implements achieves the desired results.

1.5. Percentage of ownership that you will hand over to investors

Due to the young nature of the project and high risk, the profit will be divided by agreement with the investor based on the estimated investment profit as well as the group's charter capital. The ownership ratio is often agreed upon through investment agreements, so the group will consider converting the investment amount to issuing shares, investment funds, or other contracts.

1.6. Milestones or conditions you will accept

- Material quality: Acceptance conditions may be related to the quality of materials used to manufacture the product. For example, clothing must be made from high-quality fabric and not cause skin irritation.

- Size and sizing: When it comes to clothing for overweight people, size and sizing are very important, requiring that the product come in a range of different sizes to suit a wide range of people.
- Fashionability: If you want to produce fashionable clothes, there will be conditions in terms of style, color, and design to ensure that the product matches fashion trends. Comfort and suitability: Clothes for overweight people need to ensure comfort and suitability, ensuring the design will create comfort and suitability for the wearer.
- Price: Price terms can be very important, so the retail price must be guaranteed so that the product fits the buyer's budget.
- Certification and safety: Require that products comply with safety standards and have certifications in this regard, especially for products made from materials that have the potential to cause allergies or problems. health issue.
- Production method: Ensure that the product is produced according to the correct process and limits harm to the environment.

1.7. Financial reports are provided

On the group side, the total revenue, profits, business results, audit reports, etc. will be declared and statistics will be made for relevant parties and investors to easily monitor and evaluate the fluctuations of the group. project over time.

1.8. Investor participation in the board of directors or management

Based on the initial shareholder agreement, the investor will have a certain important position in deciding part of the project. From there, they can participate in project management in a way that benefits both parties to bring the project towards comprehensive development. The Board of Directors will ensure that the project is implemented effectively and according to schedule.