**Class Activity**

**Name: Saman Khan**

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**Section: H**

**Executive Summary**

Sam's House is a locally owned and operated stylish boutique clothing store in Karachi, Pakistan.

Saman Khan, a recent university graduate with a love of fashion and all things contemporary and fashionable, launched the store. She has been developing plans and sketches in their dorm room for many years, and now she's ready to take the next step toward turning their dream into a reality. Saman has conducted research and identified a supplier warehouse that can procure high-quality materials and produce their designs at a competitive price.

In order to appeal to young professionals, college students, and middle- and high-school kids, Sam's House will have contemporary and stylish designs. For those young professionals who are fashion conscious with their kids, they will also carry a modest selection of children's items.

**Background and History**

Saman Khan is the owner and chief operator of Sam's House. She can devote her entire attention to running her business because to her youth and laser-like focus. She oversees all managerial and financial decisions while she is present at the business on each of the six days it is open. She has also hired an extra 4 to 6 part-time hourly workers to assist her. The young people in New Haven who are interested in fashion and are looking for cutting-edge and distinctive trends are the company's target market. She aims her message at the hip young people of Karachi, which includes middle and high school kids, college students, and recent graduates.

**Description of Products**

The following are the products to be offered by Sam's House:

* Young women’s clothing sizes 0 – 16
* Young men’s clothing sizes small – adult XXL
* Junior ladies clothing petite sizes small – XL
* Junior boys clothing youth small – youth XL
* Boys clothing sizes 2T – youth small
* Girls’ clothing sizes 2T – youth small
* Small selection of local handmade jewelry
* Purses
* Wallets
* Sunglasses
* Socks and Hosiery

**Competition**

Sam's House's direct and indirect rivals include Outfitters, Ethnic, Beechtree, Breakout, and any other apparel company. Sam's House will be able to outperform its rivals, however, by using high-quality materials at competitive prices and providing a number of technological advantages, such as a customer profile assessment stored in a database that notifies devoted customers as soon as one of their favorite items becomes available in their size. Sam's House is confident that by providing this caliber of customer service, they will be able to maintain and grow their clientele.

**Marketing Strategies**

The marketing and promotions strategy Sam’s House are as follows:

* **Social Media:**

Saman will run the social media company accounts as she has spent her undergraduate career honing her social media skills. She is skilled at writing enticing posts and will frequently post the goods. By publishing teases and full posts, she has amassed a following of more than 100,000 people on Instagram.

* **Brand Ambassadors:**

Sam's House will collaborate with local young people who have more than 1,000 followers on social media. Saman will give these young individuals some goods to wear as its brand ambassadors. They will then take pictures of themselves wearing these products and tag the Sam's House account so that all of their followers will see them. Just by taking a few pictures of themselves wearing their stuff, these young individuals can earn a meagre sum of money. The brand ambassadors will receive compensation, but they won't be employed by the business.

* **Location:**

Sam's House will be situated in a high-end, hip, and commercially active area of Karachi, Pakistan. Consumers of all ages frequent the region, which is noted for being a popular hangout and shopping location. They will be situated amongst the hottest restaurants and other well-known retail stores in a modest but noticeable storefront.

* **Pricing:**

Customers will feel like they are getting a good deal when buying from Sam’s House because the prices are reasonable and comparable to those of the competition.

**Contingency Plans**

While the strategic goals for Sam's House were carefully planned, they may not be met. It was decided to establish an acceptable zone for meeting sales and financial targets. A 10% decline from expected sales and projected returns on assets will be accepted for both the financial and sales goals. However, if projected sales goals and ROI fall short by more than 90%, specific measures will be taken. Among these actions are:

* **For Minimal Sales Levels:**

Sam's House will combat this issue by doubling store promotions in different cities. These promotions will be personally organized and carried out on weekends during peak shopping hours. Sam’s Wear will advertise in the weekly shopping circulars of the stores for one month if sales do not increase within one month of the in-store promotions.

* **For Inadequate Business Liquidity:**

Sam’s House will review their accounts receivable practices if the company experiences a cash flow problem to make sure that payment terms are fair and that payments are being made on schedule. Additionally, cash flow estimates will be examined to see if unanticipated cash outlays or expenses are endangering the enterprise's financial stability.

* **For Unacceptable Returns on Equity:**

Sam’s House will first assess and contrast the per-unit expenses of manufacturing and marketing with sales prices if returns on assets and owners' equity fall below acceptable levels. A price rise for goods sold in will be taken into consideration if the margins are too slim. However, since well-known designs alternatives already exist at lower costs, the revenue lost as a result of a price rise may render this choice inappropriate for clothes offered in typical stores. Therefore, Sam’s House will evaluate prospects for reducing production costs and investigate other marketing/distribution options.