



# ***Sonargaon University(SU)***

**Department of Computer Science and Engineering  
B.Sc Engineering in Computer Science and Engineering**

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Course title: Economics

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| Submitted by                                    | Submitted to  |
|---|---|
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Business Plan Name:

## Arabi Fashion House

### Introduction:

Arabi fashion house based retail rental shop of bridal dresses and accessories. Founded and operated by Abdullah, it will meet the unmet market demand of formal wedding wear that is rented as opposed to purchased. Traditionally, participants in the bride's wedding party are required to buy their dresses for the wedding, yet they have no input as to what the dress looks like. They are told exactly what dress they need to purchase. More often than not the dresses are horrendous looking and after the occasion they remain in the closet collecting dust indefinitely. It is therefore very practical to provide people with the option of renting a dress in light of the fact that the dress will only be used once. This makes the event far more cost effective, yet just as fashionable. Men can rent tuxedos, women can also rent bridal dresses.

Background and History Hamim and Shohan have been involved with the garments industry for several years. They opened their first boutique in Bangladesh, Canada in 1981, and their second in Poland in 1988. Although praised for the quality of many of the items on their shop, they have attained a special fashion show in Thailand. After years of requests they have decided to pursue and buy share in Arabi Fashion house .

### The Services

Arabi fashion house rents dresses, shoes and head pieces. For the bride and others if they so choose, the dresses can be purchased. In addition to providing the wedding party with the ability to rent all the necessary clothing pieces and accessories, Arabi fashion house has established strategic partnerships with top-flight local wedding related service providers such as invitations, flowers, catering, and photographers. It does not do only these alliances provide a one stop shopping option for customers where all preparations can be accomplished at Arabi Fashion house, where it earns a commission on the referrals creating an additional revenue source.

The bridal dress, headpiece, and veil can be rented, or purchased, depending on the whim of the bride. Often the bride will want to keep these items as there is a strong emotional connection with the dress from their wedding.

### The Market and Competition

Arabi Fashion house will be targeting two distinct market segments, the bridal couple and the parents of the bridal couple. Couples as a market segment is growing at 15% a year with 214,321

potential customers, and the parents of the couple have a 12% growth rate with over 182,000 possible customers.

Arabi Fashion house faces competition from traditional bridal shops that sell the products. While these are competitors, Arabi Fashion house sees them as indirect competitors since Arabi Fashion house believes that the ability to rent the dresses is a huge value added service. Currently, there are no other bridal rental facilities in Europe. The concept is brand new. It has been tested to great success in England and Arabi Fashion house is the first to offer it in Europe.

## **Management**

Beyond the fact that Arabi Fashion house is a great idea, the company has a seasoned founder and manager at the helm to guide the company to profitability. Afrin has years of retail management experience. Her experience was at the Salvation Army where she was the manager of several stores. While manager, Rupok was responsible for growth up to 46% a year per store. Selim will leverage this outstanding industry experience to make Arabi Fashion house a success. It is an exciting concept that acknowledges the fact that most bridal party dresses are not the prettiest creations, are quite expensive, and almost never worn after the intended wedding. Arabi Fashion house will reach profitability by month 10 with healthy sales for year one and more than doubling by the end of year three.

## **Objectives**

The objectives for the first three years of operation include:

To create a service-based company whose primary goals is to exceed customer's expectations.

To increase the number of clients by 20% per year through superior service.

To develop a sustainable start-up business providing cost effective bridal dresses.

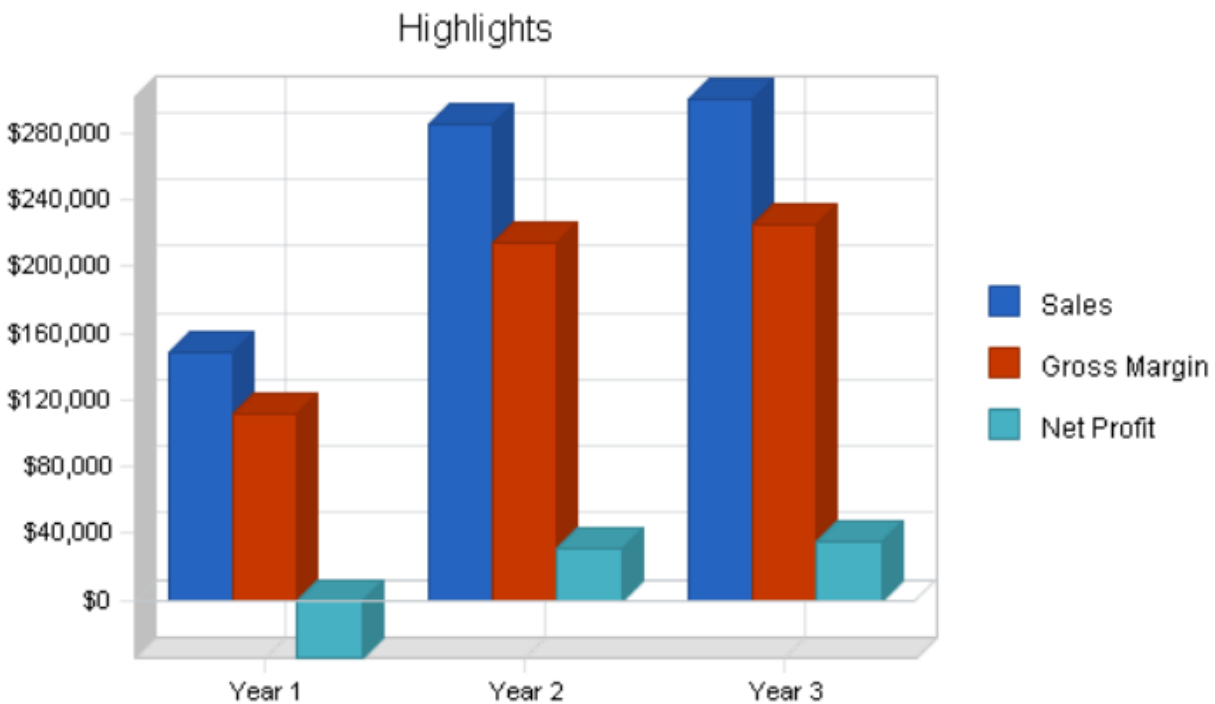
Some quality full cosmetics and gifts are stored a corner of the shop to pay attention by customers.

A strong, responsive website is paramount when it comes to bringing in more money for the clothing business.

Financing Needed :We need 185000 to start. The owner will give 78000, an investor will give it 60,000 and there will be an SBA loan of 150,000. The loan and the investor will be paid back by year 4

## Mission

Arabi Fashion house mission is to provide cost effective use of bridal dresses and accessories for weddings. Our services will exceed the expectations of our customers. It will be next level brand and open branches in every country. Arabi fashion will make a branches of boutiques and kids fashion in future.



## Start-up Summary

Arabi Fashion house will incur the following start-up costs:

Computer with a point of sale terminal.

Back office terminal including printer, CD-RW.

Microsoft Office, QuickBooks Pro, POS software.

Display racks and shelving.

Three couches.

Desk, chair and filing cabinets.

Materials to construct a plush series of changing rooms.

Full-length mirrors.

Website development.

Inventory of dresses, shoes, head pieces.

Occasionally sponsored or little advertisement for marketing.

Contractual dealership costing.

Products:

With nearly 100 episodes, the American Fashion Podcast discusses the fashion industry as a whole, taking on a variety of topics. This great podcast is well-loved by industry tastemakers and fashion publications, and includes interviews with manufacturing experts, heads of famous design houses, and even Netflix's own costume designer, Indian popular serial wedding costume, trending costume, king queen bride dress and costume. So on.





### Targets market segmentation strategy

Arabi Fashion house will also be targeting these groups through advertisements in the yellow pages. The yellow pages are a fantastic resource guide, although it is at times not all that refined in terms of searching for information. Arabi Fashion house will be targeting its chosen segments through an advertising campaign that involves advertisements in the local newspaper. Weddings in general are very social occasions and the social scene is captured in several different sections within the newspaper. People that are having a wedding typically page through the local newspaper, looking at the other wedding announcements

### Online Research

To round off this list of blog recommendations, check out the suggestions from Online Clothing

Study. They've compiled an exhaustive list of virtually every blog, website, and helpful written resource for the garment and textile industry, including everything from blogs on fabrics, sewing techniques, and design inspiration, to resources on vintage fashion.

The following table details important financial assumptions.

| General Assumptions     |        |        |        |
|-------------------------|--------|--------|--------|
| Plan Month              | 1      | 2      | 3      |
| Current Interest Rate   | 10.00% | 10.00% | 10.00% |
| Long-term Interest Rate | 10.00% | 10.00% | 10.00% |
| Tax Rate                | 30.00% | 30.00% | 30.00% |
| Other                   | 0      | 0      | 0      |

## Payment Method

We decided to only accept cash and also pay for our business expenses by cash and do not have any payment by credit. This method of payment has many advantages. For example, it is easy to calculate and manage the payment, it is immediate to pay by cash and Most of the businesses in the food industry have only cash transaction

## Address of the Corporate Office:

House No. 32SS7/26, Kelana Jaya, Selangor, Malaysia

### 1.3. Address of sale centre:

- a. House no. 1802, Block- A , Dhaka , Bangladesh
- b. House No. B-13-10 (12 th lift) , Canada , 5600
- c. IPC Shopping Mall 2 nd floor , S264 England 47800

### 1.4. For more information:

Contact : DJ Fashion House

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E-mail : [info@arabifashion.com.bd](mailto:info@arabifashion.com.bd)

Website : <http://www.arabifashion.com.bd>





There is no shortcut to stable or good level honorable position to success. Try not to take a path that is shortcut. Use brain and unique innovation ideas to grow your business.



There need a good communication or network to do business. Without communication we can not get the proper success in business. Not even sell share. A good position and good network with company, customers, employers, or with the management system everywhere we need a good communication.



To run a business there is no alternative but hard work.