**Wardrobe Wizard**

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***Target Markets***

The target market for Wardrobe Wizard in Pioneer Mall, will be young people. People in middle school, high school, college, and young professionals will be the target market for the store. The store will include clothing for young children, so young professionals with kids will be able to purchase there too. The boutique will be situated in a retail shopping complex Pioneer Mall, together with other boutique stores, hip eateries, and coffee shops. The shopping complex serves as a hub for all customers and is a well-liked hangout for young people.

***SWOT ANALSIS***

**Strengths**

High barriers

High Experienced owner operator

Limited competition

Very high gross margins

Ability to sell products online

Highly visible website

Limited start up risk

**Weaknesses**

Competitors can offer similar products quickly

Limited startup costs

High transportation costs

Limited flexibility in pricing

**Opportunities**

Continued expansion for online sales

Ability to develop additional stores

Acquisition of additional funds of capital

Affiliate relations with related vendors

Development of proprietary products

Development of wholesale distribution relationships

Sale of the business for a significant P/E

**Threads**

Changes in regulations can impact the business

Products are already sold by major competitors

Insurance costs are continually increasing

Increases in price inputs can cause upward pricing

***Competitive Advantage***

*Trendy Threads*

Globally, Trendy Threads is renowned for offering the newest styles at competitive prices. Trendy Threads, which was established in 2003 in Stockholm, continues to rule the global markets for inexpensive clothes. Trendy Threads has more than 1500 stores worldwide as of November [2019](C:/Users/dell/Music/tel:2019). It operates in 74 countries. Because Trendy Threads suppliers can obtain the fabric at competitive prices, they can sell their clothing for less money than other retailers. While Trendy Threads reigns supreme in terms of cost and style, they frequently face problems with poor fabric and sewing quality. Trendy Threads can update their inventory bimonthly and provide the advanced technical component of an app and website for marketing thanks to their capabilities in technology, manpower, and international sourcing.

*Fashion Forward*

Fashion Forward caters to young adults, women, and children. The shop was established in 2000 by Amohelang Mothibe and Thakalekoala Popela and has been a mainstay for young Basotho teenagers ever since. They provide a big range of jeans, sweaters, tees, and shorts in their casual clothes line. Fashion Forward is designed to appeal to today's all-Basotho, youthful image. Another well-known company, Hollister, is a subsidiary that sells fashions similar to those offered by Forward Fashion at more affordable prices. Fashion Forward maintains a strong presence across the country and provides a professionally designed website, email list, app, and social media accounts that enable them to stay current with the hip young population.

**ABOUT US PAGE**

***History***

Wardrobe Wizard Store is a retailer of both men and women and children's apparel and accessories, with its corporate office in Southern Africa, Maseru Lesotho. Only top-notch, fashionable, and in-season merchandise is sold in this chain of stores; there are no seconds or defective things. Most goods are sold at a fixed price, usually less than what rival retailers would charge for comparable goods. Wardrobe Wizard stocks overproduced, canceled, odd-lot, and liquidated merchandise to get this edge. The business also benefits from savings for making bulk purchases of goods. Retail locations for Wardrobe Wizard are usually found in areas with lower incomes.

The business was established in 1999. Apparel, as a South Carolina corporation by Amohelang, M, Thakalekoala, P eventually became incorporated in Delaware in May 2000 after renaming the business as Wardrobe Wizard. The business launched its initial public offering of common stock in May of that year. In Lesotho, Southern Africa, Wardrobe Wizard has its corporate headquarters and distribution facility spread across 82 acres. The business added 8,[000](C:/Users/dell/Music/tel:000) square feet to the corporate offices in 2010. Two years later, it increased the size of the distribution center by around 1,[000](C:/Users/dell/Music/tel:000) square feet to 5,[000](C:/Users/dell/Music/tel:000) square feet. Both additions improved the company's ability to accommodate future development.

***Aims and Objective***

**Fill the store**

Filling the store with high-end clothing should be one of the primary goals of a high-end clothing store. Not only will the clothing in your store have a higher price tag than traditional retail clothing stores, it should also be made with higher quality standards and by notable fashion designers. Find high-end clothing manufacturers to sell in your store. According to Laura Tiffany of "Entrepreneur," retail apparel companies should have $[250](C:/Users/dell/Music/tel:250),[000](C:/Users/dell/Music/tel:000) in start-up fees to help with these purchases.

**Advertise to the target market**

In order to weed out the riff-raff, high-end clothing stores should have advertising goals that include advertising to their store's target clientele. Place ads in upscale neighborhood publications or the newspaper's fashion section to give consumers a sense of the clothing you sell. Name a few of the high-end designers that your store carries so that customers will know what to expect. Include a representation of this in the advertisement if your shop serves both men and women.  
  
Men between the ages of 18 and 40 are the most likely to want to enter your store, despite the fact that women of all ages like shopping. Avoid using subpar advertising strategies, such as handing out flyers that were poorly printed or having a mascot perform on a corner

**Work on your brand**

Marketing encompasses more than just traditional advertising. Your store's reputation and visibility can be greatly influenced by celebrities shopping in your stores, online influencers promoting your brand on social media platforms, or mentions on entertainment shows like Entertainment Tonight. Acquiring these forms of exposure is not a simple task. Utilize your professional connections within the industry and media to your advantage. Consider distributing promotional items at popular events such as award ceremonies and charity gatherings. The more frequently you are seen, the more your business will become the go-to destination.

**Organizational** **Structure**

Chief executive officer

* Creating, communicating, and implementing the organization’s vision, mission, and overall direction – i.e., leading the development and implementation of the overall organization’s strategy.
* Responsible for fixing prices and signing business deals.
* Responsible for providing direction for the business.

Store manager

* Responsible for managing the daily activities in the store.
* Ensure that the store facility is in tip top shape and conducive enough to welcome customers.
* Maintains office supplies by checking stocks; placing and expediting orders; evaluating new products.
* Ensures operation of equipment by completing preventive maintenance requirements, calling for repairs

Sales and marketing manager

* Manage external research and coordinate all the internal sources of information to retain the organizations’ best customers and attract new ones
* Identifies, prioritizes, and reaches out to new partners, and business opportunities et al
* Responsible for supervising implementation, advocate for the customer’s needs, and communicate with clients.

Accountant cashier

* Responsible for financial forecasting and risks analysis.
* Performs cash management, general ledger accounting, and financial reporting
* Responsible for developing and managing financial systems and policies.

Cleaners

* Responsible for always cleaning the store facility.
* Ensures that toiletries and supplies don’t run out of stock.
* Cleans both the interior and exterior of the store facility.
* Handles any other duty as assigned by the manager.

**Services page**

**Payment gateway**

Instant EFT

Credit and cheque card

Mpesa

Ecocash

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| --- | --- | --- |
| **Products** | **Prices (M)** | **details** |
| Wool Jersey | 350 | 50/50 Weight ultra-blend |
| T shirt | 150 | **100% cotton** |
| Denim jackets | 650 | 100% cotton |
| Denim pants | 400 | 100% cotton |
| Full dresses | 250 | silk |
| Training shoes | 750 | Nike, adidas, puma |
| sweatshirts | 500 | 10% cotton |
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**Blog page**

Gallery of products

**Delivery reviews from clients**

“I just got my first order and I have one word, WoW! Love, love, love these clothes!”

“Thank you for offering me these beautiful unique denim jackets. They are flattering and gorgeous”

“I love your jerseys. Please keep making longer length and please consider longer dresses.”

“I absolutely adore the trendy styles this store offers. The clothes fit so well, and they look amazing on curvy figure. I really appreciate the option and the quality of the goods is so great that I will buy products in the future. Thank you so much for making me feel beautiful!”

**Contact page.**

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Contact form:

Social media section: FACEBOOK Wardrobe Wizard

TWITTER Wardrobe Wizard

INSTAGRAM Wardrobe wizard