

Clothing Business Starter Guide

This guide is a companion PDF for the **Clothing Business Starter Course**. It will help you follow along with the course videos and take actionable steps to build your own clothing brand.

1. Choosing Your Niche

Identify what type of clothing you want to sell (casual wear, formal, ethnic, kids, etc.). Focus on a specific audience to build a strong brand identity.

2. Finding Reliable Suppliers

Look for wholesalers and manufacturers with proven track records. Always request samples before committing to bulk orders.

3. Setting Up Your Brand

Design a unique logo, pick brand colors, and create a simple but professional website. Your brand story should resonate with your target customers.

Starter Checklist:

- Define your clothing niche
- Find and verify suppliers
- Set up a small test batch
- Design brand logo & packaging
- Launch online presence (website/social media)
- Plan your first marketing campaign