

Date: 01/09/2022

FABRIC AFFAIRS

EXECUTIVE SUMMARY

Everybody irrespective of gender nurture the desire to look good and the sense to belong to a socio-economic environment. Colour and glamour come into mind at the mention of the word “Fashion”. Fashion plays a vital role in an individual’s life because it is considered a means of self-expression. The apparel that people wear help them to identify with a group, whether it is lifestyle, profession, faith, or attitude. Thus, we have not just come as a company to alter the taste of customers but to offer varieties in bespoke experience in apparel, cut and sew wears. This is what we represent at **Fabric Affairs**.

Fabric Affairs is a sole proprietorship that sells vegan fabrics and provide cut &sew service and all customers need to do is send in their body size measurement. It offers to fill the fashion niche in the market serving African fabrics to potential customers in Canterbury who appreciates veganism and want a size to fit wears and not the regular ready to wear as the case maybe in Canterbury.

Fabric Affairs ideal customers for penetration into the fashion market are Nigerians in Canterbury who love the African prints. Given the importance Nigerian people place on events and the fashion industry generates 50 billion British Pounds a year globally, there’s a market not only for the traditional ready to wear clothes but also size to fit clothes using vegan fabrics. Its purpose is to serve all, however, the Nigerian community in Canterbury is first contact of entry into the Canterbury fashion market.

Given that the fabrics are vegan and will be produced in China, they are priced as premium vegan wears with discounts for referral. Fabric Affairs will promote its product and service through fliers, word of mouth, partnership with Vlisco company and digital advertising. Fabric Affairs will be built up substantial premium brand identity, that reflect the premium products and services we offer. This will be achieved through premium design of online presence and sales of exceptional apparel that customers can identify with in terms of quality and discerning to which customers aspire to own. All of this built up relationship of trust in excellent service to our customers leading to their continued patronage.

There are several competitors in the fashion industry, including major national brands with online and storefronts as well as individual product manufacturers that only sell online. Fabric Affairs plans are to set itself apart through its high-quality products and services, package deals and well-defined customer engagement strategy. At inception, all our fabrics will be sold via our e-commerce website at a competitive price with our competitors making our brand a better choice for most consumers. We provide information about each of our fabric and cut &sew service for consumers to be enlightened while making purchase. Fabric Affairs recognize the importance of marketing and to ensure we acquire the target customers quickly and effectively, we aim to promote our retail business with an ambitious, targeted marketing campaign to our brand exposure.

Fabric Affairs is positioned for rapid growth and gains a substantial opportunity to raise entry barriers for possible competition. Digital methods and conventional strategies will be implemented to reach the target customers. Social media platforms will be fully utilized search

engine optimization will be leveraged. Creativity and innovation will lead Fabric Affairs to be a success story for the industry alongside realizing the financial profit to be made its entrepreneurial success. We have the motivations, enthusiasm, and determination to succeed. We are confident in our abilities projected within this business plan for achieving the launch and continued success of Fabric Affairs.

Fabric Affairs company will be run by Hauwa Olatunbosun, founder that has an extensive experience in the fashion industry and formal training as a fashion designer. Her main interests are in fashion designing and pattern making and particularly the love for arts and craft. This has led her to engage in fashion shows and art and craft fair trade. We envision Fabric Affairs to be the #1 cut &sew, apparel manufacturing brand to sell quality apparels in the UK. Fabric Affairs will be successful through good business practices, fast delivery, quality products and a comprehensive marketing plan.

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Business Model Canvass

Key Partners -Vlisco Fabrics -Hollandis Fabrics	Key Activities - Networking - Marketing - Flyers - Sales	Value Propositions Fashion Industry - Vegan African fabrics for lovers of art, fashion, and culture. - Providing cut and sew services to customers of different size and shape. - Distance won't be a barrier as customer's measurement can be sent online	Customer Relationships - Loyalty scheme. - Delivering clients imaginations through fabrics.	Customer segments -The Nigerian community is the major target audience. - Both Male and Female - Social Butterfly - 20years and above
	Key Resources -Showroom -Social media presence	Channels -E-commerce -Home delivery -Office space		
Cost Structure -Office space cost -Marketing cost -Embroidery machines		Revenue Streams -Product and service delivery -Sale of vegan fabrics - Sewing service charges		

BUSINESS PROPOSITION

INTRODUCTION

The fashion industry is a powerhouse that has cut across different part of the world. Fashion implies creating an appealing apparel with accessory designs. The inception of fashion can be traced to Egypt and the Roman empire, where clothes were used as status and class differentiation between the rich and poor. The 20th century experienced a different fashion style, which has since been developing to what we have today. Modern technology has enabled access to the fashion industry, and many have gained fashion inspirations through this medium. Charles Frederick is the first fashion designer in 1826. Charles lived in Paris and had a fashion house where he was giving advice to customers about which cloth looks flattering and fit on their body.

African fabrics used to be identified with cultural activities across the world. There are various unique styles, techniques, dyeing methods that hold different cultural significance to different part of Africa. Many African print are becoming most sought -after fabrics in the world as it depicts art, colour, and glamour. **Fabric Affairs** is birthed out of a passion for the fashion industry and considering that a friend had to travel back to Nigeria because she couldn't get a fashion designer to sew size to fit attire for her wedding, a uniform attire popularly known as Aso-ebi for her friends, her hubby and family.

However, there are many people opting for cruelty-free lifestyle and environmental consciousness which motivated Fabric Affairs to create new blends of vegan-based fibres to provide luxury textile. Fabric Affairs want to emerge from e-commerce fashion industry, as the years go by the e-commerce is poised for greatness. We will offer exceptional customer service and offer competitive rates. We will create awareness through social media daily and run ads. We take pride in not charging a minimum to minimize waste and costs. We offer timely turnaround times. We make it a point of duty to make each client a priority regardless of how small or large the project or job is. Fabric Affairs value communication and customer service.

MISSION

Fabric Affairs mission is to be each client's dream and a one-stop shop for vegan-based fabrics by introducing unique vegan African fabrics into Canterbury fashion market and tailoring service. The tailoring service is a way of creating the imaginations of potential customers in clothing as we have different shape and size of human beings. Findings has shown that majority of tailors in Canterbury provide alterations service to customers leaving Fabric Affairs with minimum competition in the market aside new entrants. Our target market will be focused on Nigerians who can identify with the fabric and gradually gaining recognition and acceptance with every individual irrespective of different cultural beliefs, religion, or ethnic group in the United Kingdom. Fabric Affairs is looking to start up an e-commerce fashion house for vegan fabrics and it will take pride in having integrity, excellent customer service and quality products while maintaining transparent communication with clients.

VISION

Our vision is to be a long-lasting and dependable business that provides consistent luxury fabric products and services to clients in Canterbury and progressively nationwide. Fabric Affairs will rank in the vegan-based textile industry by utilizing top-of-the-line software and equipment to keep up with the industry trends.

AIMS AND OBJECTIVES

Fabric Affairs will have the following goals and objectives:

Short-Term Goals (less than one year)

- To create a legacy of trust, well-designed, apparel, cut & sew brand.
- To cut and sew size to fit wears and ensure customer's satisfaction.
- To grow the brand and sales as a premium brand.
- To be recognized in Canterbury and progressively Kent.
- Awareness creation and subsequently give rise to sales through search engine optimization, content creation, user-friendly site etc
- Generate a significant income of 35 pounds the first year of business operation and more subsequently.
- To attend fashion events and tradeshows, networking with people in the industry.
- Target more customer and increase sales through sales incentives e.g Referral fee.
- Develop a feedback customer support experience.
- Retain at least 50% of first-time buyers.
- Re-invest a quota of the net income to ensure expansion of the business.

Long-Term Goals

- Attract more brands to enable a sustainable life span in the industry.
- Consistently making profits and ensuring rise in fabric sales.
- Business brand building within the years of commencement.
- Build a good reputation and connections in the fashion industry.
- Maintain steady growth that will sustain the business long-term.
- Through innovation, Fabric Affairs will maintain relevance in the fashion industry.
- Partnering with top influencers and brand ambassadors.

CORE VALUES

Fabric Affairs will establish a culture with a set of core values that help define how the business will operate and pursue the business mission. Fabric Affairs as a company will apply these values daily and serve as the foundation for interaction with customers. The company will embrace these core values as essentials in achieving the goal of redefining fashion experience.

- Integrity
- Respect
- Love

- Customer service.

KEYS TO SUCCESS

A vital factor that will ensure growth for Fabric Affairs is by being customer centric. This can be achieved by listening and paying attention to details to deliver exquisite service. Fabric Affairs will continue to make efforts on increasing and improving its customer base.

This would easily be achieved through ascertaining the following:

- **Uniqueness:** The business understands the importance of differentiation. There are many fashion stores in Canterbury, and it is imperative for Fabric Affairs to sell it unique fabrics to its target audience who are Nigerians and gradually penetrating the fashion markets in the UK.
- **Build a brand identity:** Fabric Affairs will strive at creating a brand identity through positioning itself in the hearts of art and culture lovers. Its consistency in its showcases of vegan fabrics and delivering a cut and sew service.
- **Business transition:** Integrating trends and staying relevant through innovative ideas and creative styles and designs.
- **Budget Adherence:** The most critical success factor faced by the company is proper management of its budget and successful completion of the company's initial funding.
- **Social Media presence:** Fabric Affairs considers it imperative to engage its potential and aspiring customers through social mediums. This will create more recognition for the brand.

PRODUCTS AND SERVICES

Fabric Affairs is a cut and sew vegan-based fashion brand made up of skilled seamstress and pattern makers who produce great quality products to provide quality textile and fashion to clients. Every individual has different body type, size and shape and at Fabric Affairs we understand the frustration that comes with not getting a size to fit clothes reason for the added service of cut and sew. The company's range of fabrics is made up of cottons, linens, cotton linen mix. All the various fabrics available will be vegan based. At inception, orders will be managed online, a link or QR code will be generated for measurement this is to break distance barrier.

Potential clients can inquire via email, call or social media and a questionnaire will be sent to the client to answer all necessary questions to get accurate measurements as well as provide clients with quote/invoice. Fabric Affairs is focused on the e-commerce fashion industry to service many customers with exquisite fashion styles and designs and of course to make profits. which is why we will go all the way to make available a wide range of products and services in the UK. Fabric Affairs will be providing top quality apparel in addition, there will be variety of designs.

Fabric Affairs understands consumer needs and will optimize the fashion industry to deliver bespoke fabrics to customers. Customer's interest will be of utmost priority. As a company we will be proud to be a part of people's memorable occasions, events, and festive periods. The company will respond to customers interest throughout and continually appeal to changing demographics and latest market in an intensely competitive industry. Fabric Affairs will stimulate demand through smart, efficient investment company platforms and assets and a well- managed supply chain.

FEATURES OF VEGAN FABRICS

The word "vegan fashion" is known as the processing of fabrics without the use of animals as materials in creating fabrics. The world today has embraced a healthy and green style of living. Vegan as a choice of fashion simply means customers are aware and play an active role in making the world a better place. The textiles will be uniquely made and designed to trend with the highest quality to meet the needs of customers. The company will employ professional designers whose point of duty will be to ensure customers get best quality of designs. The company will ensure that each fabric is uniquely made and designed to suit the taste of customers.

- **Sustainability:** One of the attributes of vegan fabrics is its sustainability. Vegan fabrics made from plants are renewable resource and are biodegradable.
- **Eco-friendly:** Vegan fabrics are considered eco-friendly when petroleum is not involved in the fabric process or making.

INTRODUCTION OF ADIRE WEARS AND TRAINING INSTITUTES

As the company expands, Fabric Affairs company will introduce ADIRE wears to its collection and a training institute for anyone who has interest in the fashion industry. From data collated, it has been observed with much popularity in the market people will be willing to make the company their sole brand. In this understanding, the company will introduce the training institute for vibrant and enthusiastic persons that want to learn and know more about fashion.

DEVELOPMENT ACTIVITIES

As the business grows, our retail and online store will earn positive reputation, and this will open the company to several opportunities. We believe our ability to be creative and innovative to deliver exquisite wears to our customers and growth will only be limited by our imagination. The company will ensure to employ professionals who understand the concept of branding. Fabric Affairs will efficiently develop the growth of our brand adding more beautiful fabric designs and adding more services like delivery service to the business. A business page with a social handle has been created on social media for easy accessibility to potential customers to view varieties of vegan fabrics and the company is prepared to highlight all the vital benefits of fabrics in a sales literature. This information will provide a compelling point of view and a detailed explanation why customers should purchase our services.

UNDERSTANDING THE MARKET

In 2019, global vegan fashion market valued at USD 396.2 billion and an expected increase of the compound annual growth rate (CAGR) of 13% to 14% from 2021-2027. The rising popularity of Vegan clothing made from no animal source is the driven force for the market. Some renowned personalities like Pamela Anderson, Christy Turlington, Alicia Silverstone to mention a few are making vegan fashion clothes their choice, which is influencing the choice of many people. The social acceptance of vegan clothes is because of the growing perception among consumers that animals are like humans and thereby giving an increase in the demand for vegan wears.

The vegan apparel market is evolving with many producers venturing in the markets. Existing brands have started embracing veganism by abstaining from animal products. Famous brands like

Calvin Klein, Ralph Lauren are restraining from the use of fur. In 2018, Gucci officially announced going fur-free starting from its spring collection. This had a downsize effect on the fashion industry of developed countries like U.S, U.K, France. Apparel resources report shows a decline of 41% in women's fur fashion market.

THE SHOPPING BEHAVIOURS OF CONSUMERS IN UK

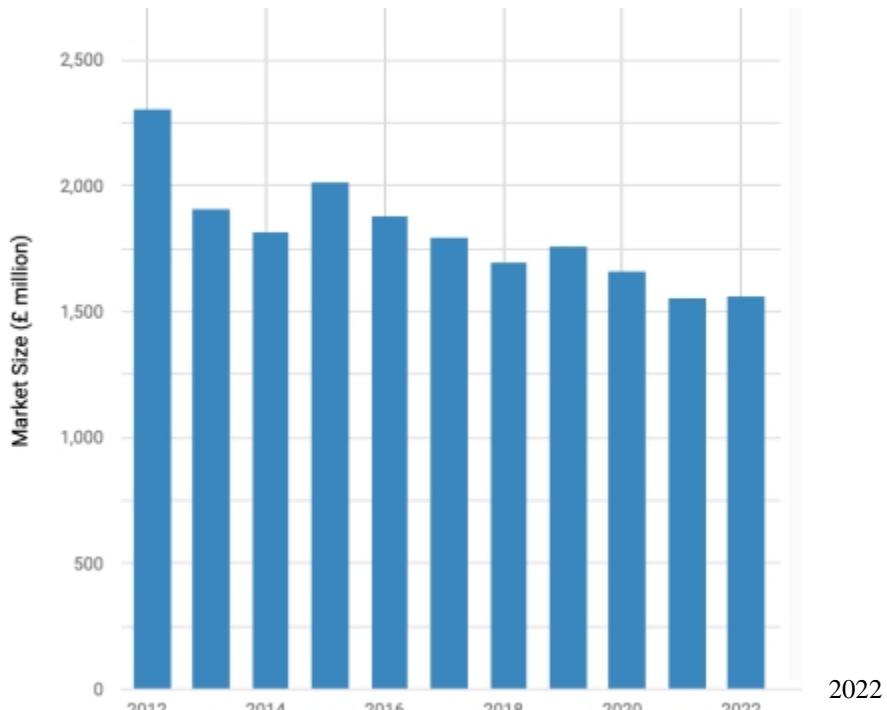
Consumers passion for fashion can be traced to the history of UK and the UK fashion has and still evolving and e-commerce being the latest transformation in the fashion industry. Apparel sales online in 2021 accounted to a third of online revenue in the UK. According to Statista, a survey conducted in 2021 shows that about 40% of fashion shoppers in UK browse different websites before purchasing online and above 25% of respondents said before purchasing in a physical store, they browse online for fashion items (D. Tighe, Feb 14, 2022)

The apparel industry in UK is extremely big and competitive giving consumers different online retailers to shop from. Revenue generated from e-commerce fashion market in the UK market has experienced a significant growth. From 2019, the generated revenue from apparel segment increased by 4.3 billion dollars

INDUSTRY ANALYSIS

TEXTILE WEAVING AND FINISHING IN THE UK MARKET SIZE 2012-2028

Table 2, Statista



- The market size measured by revenue of textile weaving and finishing industry is 1.6bn in 2022.
- The market size of the textile weaving & finishing industry is expected to increase by 0.8%
- The market size of the UK textile weaving & finishing industry has declined by 2.7% per year since 2017 and 2022.
- The market size of the UK textile weaving & finishing industry declined faster than the economy overall.
- The textile weaving & finishing industry in the UK is the 74th ranked manufacturing industry by market size and the 316th in the UK.
- The primary negative factors affecting this industry are high import duties and low barriers to entry.

- Manufacturers of clothes produce outerwear from a wide range of materials. Outerwear like ready-to-wear, made-to-measure, workwear, casual and formal clothing. Today, many manufacturers can import cheap materials from abroad. The British textiles remain highly sought after, especially for high-end manufacturers. The demand from clothing manufacturers is expected to continue to rise, following disruptions to the clothing retail industry (IBISWorld report pg 47,710) in the previous year due to the COVID-19 (coronavirus) pandemic. This is expected to create an opportunity for industry operators.

Overall CPIH and garment CPIH percentage change, 2021-22

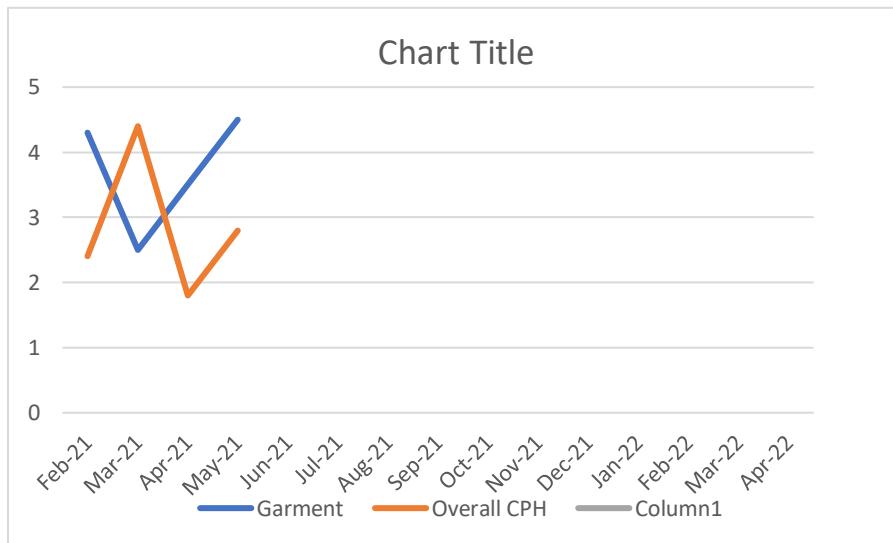


Table 3, Source: Mintel, April 2022

Garment CPI in March was 10.9% and came down in April 2022 with a percentage of 8.7 with an average of 0.3% in 2021. There has been a significant effect on the consumer behaviour in 2022 and will reduce the rise in demand for fashion wears. Fashion retailers like Next have increased their price by 8% increase on fashionable wears and Primark forced to increase its prices as against its announcement in April 2022. A major factor that has led to this is the supply-chain disruption that is faced globally.

According to Mintel report, fashion retailers are faced with high cost of transportation and with the price of freight remaining high in foreseeable future even after supplies normalise globally.

With this information, a lot is going on in the fashion industry. The COVID-19 had a huge impact on production base in key locations like China. Brexit labour shortage has also impacted the situation, and all of this will lead to subdue trading in the fashion market for the remaining of the year 2022.

E-COMMERCE IN THE UNITED KINGDOM – STATISTICS & FACTS

ALL E-COMMERCE SALES
693bn GBP
B2C SALES VIA WEBSITE
197.1bn GBP
B2B AND B2G WEBSITE SALES
159.3bn GBP

Table 4, UK Statista

In Europe, UK has the most advanced e-commerce market. According to National Statistics in 2019, UK's e-commerce revenue amounted to 693 billion GBP. The manufacturing and wholesale sectors were the two largest industry sectors that produce the most e-commerce sales same year.

Online retail market in UK

In Europe, UK takes the lead in the retail market with 8% for e-commerce sales in all industries. In 2019, the retail sales online sector was at 19.4% and it was expected to increase however COVID-19 happened, and this had an impact. A rise was recorded in 2020 by 46.1% on retail sales on internet and that was the fastest rate recorded from the past. For textile and clothing stores online retailing has a major influence as above one-third of retail sales come from online.

In 2022, online sales and purchases has gown immensely as more consumers choose to make their shopping online. A record of 86.5% household does most of their purchases and shopping online which has placed UK as topmost online purchase market.

Shopping habits

There are several analyses that has shown the drivers of online shopping behaviour of consumers. In 2021, a survey shows that the motivational drive of online shoppers are prices and choices. Another research on the payment pattern of online shoppers reveals that conventional methods like credit cards or debit cards hold high share and accommodating other online payment modes like PayPal, flutter wave or digital wallets like Amazon, Apple and google. Also, about one-third of UK consumers of beauty products and casual wears go for the Buy Now Pay Later options.

ONLINE RETAIL MONTHLY SALES VALUE IN THE UK

Online retail sales in UK rise to a value of 1.99 billion British pounds in September 2021 and steadily increased reaching a peak during winter season. Mobile commerce retail sales and e-commerce retail sales have steadily been on increase and are projected to increase to 105 billion British pounds by the year 2024. In 2019, e-commerce sales in UK summed up to 693 billion British pounds. In 2015, the UK has the largest e-commerce market in the world (Mintel reports 2022)

CUSTOMERS

According to UK Statista the population in UK is about 67.61 million. The Fashion industry is quite a busy industry with many manufactures of ready to wear clothing leading in the UK market like Primark, Next, New Look. Fabric Affairs aims Canterbury fashion market, particularly Nigerians in Canterbury. This is to enable a seamless penetration into the market. When it comes to cut and sew fashion industry there is a wide range of available customers. In essence, Fabric Affairs target market will be everyone who is a lover vegan clothes, class, and luxury. For easy penetration into the market, the Nigerian community will be used as a point of gaining awareness into the fashion market in Canterbury.

One thing is certain, we will ensure that quality fabrics and sewing services are delivered. In view of that, we are positioned to service as many customers that appreciate quality, luxury, and style. The primary study conducted gives more insights on the target markets expectations. Above average of our target audience are gainfully employed and are lovers of vegan wears.

Another characteristic of our target customers is shopping online. E-commerce is fast rising shopping alternative for customers in the UK. A Statista survey in 2021, shows that fashion shoppers finish their purchases in physical store after browsing online. Online shopping in the UK is an add on option for consumers rather than its replacing physical shopping. This is commonly true to the features of young consumers reportedly use hybrid model for fashion shopping. In a 2021 survey, above 25% of online shoppers were said to have bought a fashion item online after viewing it in a physical store.

Fashion stores sewing online.

London is best known to be home of known British designers and brands and this seems to have been transferred to the digital world. In 2021, Mark & Spencer ranks the most visited and apparel website in the UK. An online retail store called Boohoo group with its headquarter in Manchester was the third largest retailer for fashion shopping in Europe.

Now, let's look at the usage of social media platforms. Fabric Affairs aim to put social media into consideration as this platform can be used as first contact to potential customers.

%

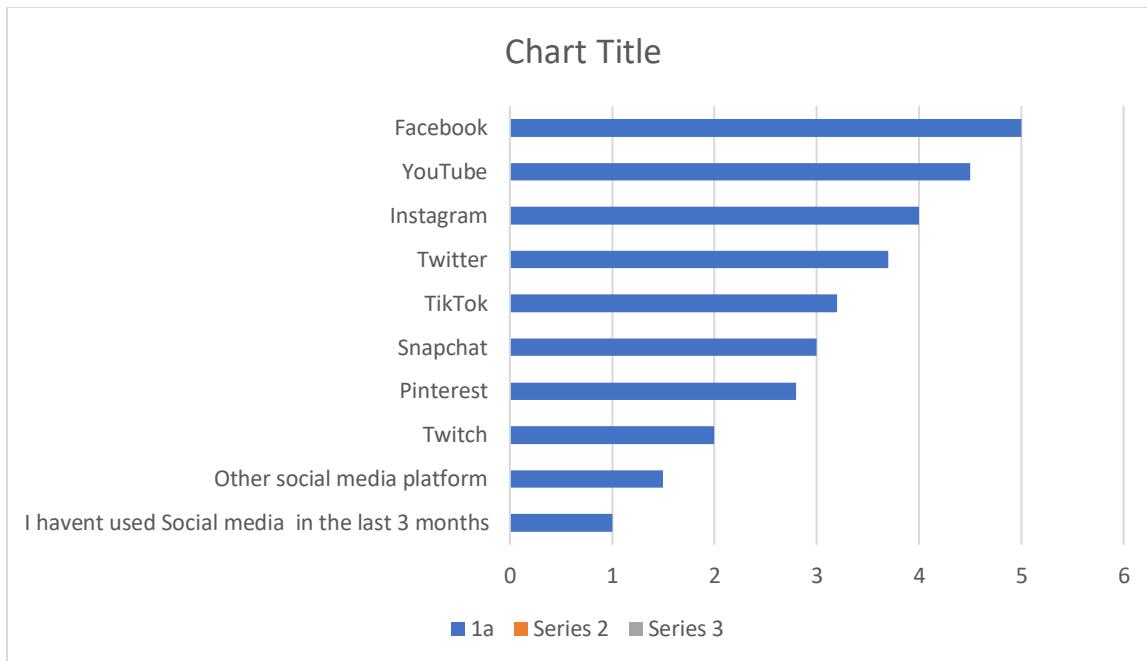


Table 5, Kantar profile/Mintel, March 2022

The above graph shows the use of social media platform on regular basis. The fashion technology and innovation report reveal that the use of gadgets like smartphones to purchase fashionable wears remains high among young men than the young women. The differentiation between young male and female of the age bracket of (20-35) shows that young male use smartphones for purchase of fashion wears than young female. Mintel technology reveals that during leisure activities men are more likely to engage themselves with the use of digital technology. Fabric Affairs aims to use digital technology to penetrate the fashion market.

ONLINE CLOTHING MARKET IN THE UK.

FORECASTED FASHION E-COMMERCE REVENUE GROWTH IN THE UK IN 2022 4.6%
NUMBER OF APPAREL E-COMMERCE USERS IN THE UK

43.3m

Table 6,

The online market is increasingly becoming prominent globally breaking the distance barrier between sellers and purchasers. These past years have witnessed consistent growth in e-commerce market especially the retail sales of clothing. Forecasts shows that the e-commerce revenue of retailers in the fashion industry will continue to increase parallel to the rising number of e-commerce users who shop online for fashion in the UK.

Target Market Strategy

When it comes to cut and sew, apparel and fashion industry, there is indeed a wide range of available customers. Hence, we can't restrict our target audience to only Nigerians as cut and sew wears appeal to many fashion customers. One thing is certain, we will ensure that we only provide quality vegan fabrics and cut and sew services. In view of that, we are positioned to service individuals/customers that appreciate quality, fashion style and design.

The market will be targeted in different ways. Our first strategy is awareness creation through direct contact with customers and giving them orientation about our fabrics, texture and the style that best suite a fabric. Other methods that will be used for target market strategy will be,

Networking: The networking will be based on leveraging the business personal and professional relationship that will be developed to reach more customers.

Customer referral: This is another strategy to increase our target audience as incentives will be given to customers who refer our business to other customers.

COMPETITORS

The fashion industry in Canterbury is extremely competitive. However, Fabric Affairs unique selling point is selling of vegan fabrics and sewing size to fit attires for respective customers. Our major competitors in Canterbury are:

- Altercators (Those that make clothes amendment)
- Indirect competition: our indirect competitors consist of all major brands that sell fabrics online via Amazon, eBay, Shopify and AliExpress

- Departmental stores: These are merchandise that sell both in store and online and do worldwide delivery of products.

Fabric Affairs consider them as competitors because they are well established and have spent a considerable amount of time in the industry. Still, Fabric Affairs is not deterred by the competitors as we are compelled to take advantage of our unique selling point. Engaging our customer service to deliver prompt advice and information about their enquiries, delivering perfect fit to different body size and shapes of customers and sales of vegan fabrics which will create a sustainable business and reliable brand for us in the fashion industry in Canterbury.

Competitive Advantage

Fabric Affairs has taken all these into proper consideration and has observed that the client's satisfaction and decision is matched with service needed. The company will ensure that clients are satisfied with premium products and services to enable future business and referrals.

Another competitive advantage competitors have is the advantage of the weather. The season of weather may cause many customers or influence the choice of clothes of customers. Fabric Affairs has this factored out as the company aims at going into strategic alliance with thick jacket manufacturers with an imprint of our style and what we stand for.

Fabric Affairs will provide a high level of customer service and support to customers. We are confident of our innovative approach to delivering quality service and products; thus, it will enhance the confidence of our customers to refer our products to others.

Our significant competitive advantage is the vast experience and solid reputation of the owner.

Key reasons we believe that make us unique include:

- The owner years of experience in the industry.
- Customers can be assured that they will always receive reliable, scalable, and stable services.
- Passion for the business and dedication to helping our clients achieve their goals is what drives the heart of our daily activities.
- Designed by one of the best design teams with years of experience.
 - Great design, attention to detail, style, and functionality.

- Highest quality fabrics.

SWOT ANALYSIS

STRENGTH <ul style="list-style-type: none"> • Innovation • Management team • Customers taking their own measurements 	WEAKNESS <ul style="list-style-type: none"> • Low inventory turnover can affect operations performance.
OPPORTUNITIES <ul style="list-style-type: none"> • Positive outlook for vegan fabrics market • Positive outlook for world e-commerce and retail market. 	THREATS <ul style="list-style-type: none"> • Profit margin can be affected through competition. • New Entrants

MARKET RESEARCH

A feasibility study was conducted for Fabric Affairs to penetrate the market and become the preferred choice of residents in Canterbury. A detailed information and data were collated as a guide to structure the business to attract customers and create awareness for a larger customer at the long run. Primary research methodology is used as an instrument for data collection. Questionnaire is generated to evaluate the acceptance of vegan Nigerian fabrics in Canterbury by the Nigerian community. Using primary research methodology is best suitable for this business plan as it gives an insight of the business acceptance by the Nigerian community in Canterbury and progressively respective customers in the UK. However, for a successful operation, Fabric Affairs marketing objectives includes:

- Create awareness for the business and brand name recognition.
- Grow and improve client base
- Enhance customer relationship

With a target group of the Nigerian community in Canterbury to penetrate the fashion market in the UK, the aim is to make timeless, high-quality apparel with a focus on vegan and contemporary. For the market research we attempt to direct the focus on the introduction of vegan fabrics into Canterbury and size to fit service.

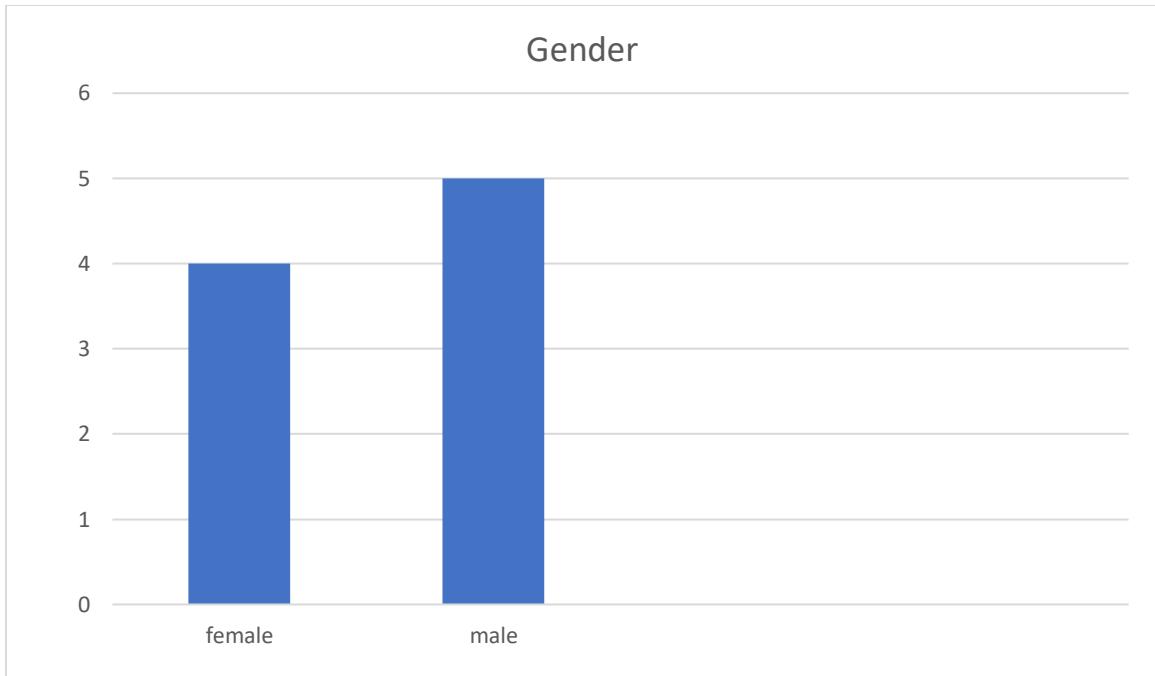
The Nigerian community is a focus group and a tool to penetrate the fashion industry in the UK. Our marketing strategy will communicate our brand values, enhance close working relationship with our customers, identify the fashion design and style of customers and effectively meet their fashion style needs.

A questionnaire will be generated for the feasibility study for a sample size of 80 to 100 persons through the community social media platform. A sample size of 80- 100 is our focus to determine the acceptance of this business innovation. Fabric Affairs will leverage on customers relationship, referral, and word of mouth of our distinct product and service.

DATA COLLECTION METHODS

The data collated is used to understand the value of this study as a tool to justify, evaluate and identify the procedures of penetrating into the online fashion industry. ESPSS is used as a tool to analyse the collated data. Questionnaire was generated for a group of 100 potential participants and 80 responses were delivered.

DATA ANALYSIS



Table

8

From the data collated, the female gender responded to the generated questionnaires than the male gender. With a total number of 100 questionnaires sent to participants, however 80 participants responded. Just as noted in the shopping habits, the female gender has more interest in the fashion industry.

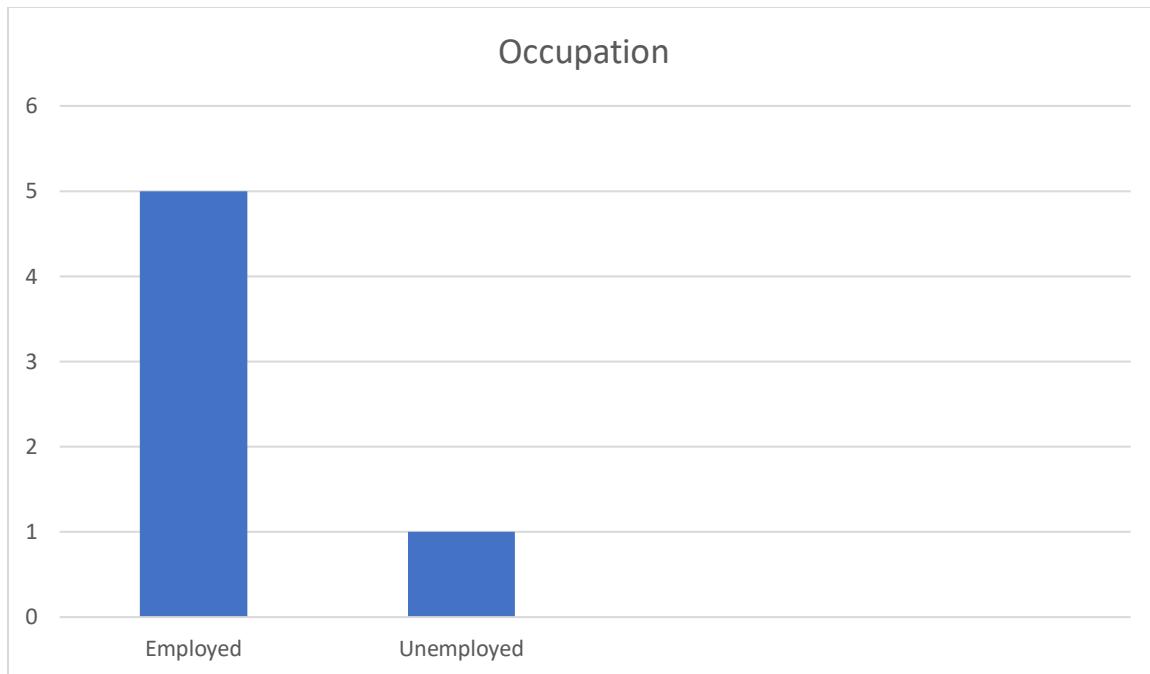


Table 9

The above graph illustrates that most of the participants are gainfully employed reducing the chances of no patronage. Many consumers get fashion conscious when there is a balance in their source of income. Making it important for our research study.

Report

Marital Status	Mean	N	Std. Deviation	Median
Single	2.2917	24	1.33447	2.0000
Engaged	2.2000	15	1.01419	2.0000
Married	3.3158	38	1.43518	3.0000
Divorced	3.0000	3	2.00000	3.0000
Total	2.7875	80	1.42929	3.0000

Table 10

The marital status and age of participants gives an insight on what trend of style and design will appeal to each customer.

RESEARCH ETHICS

A research study is being conducted at Canterbury Christ Church University (CCCU) by MBA International student, Hauwa Olatunbosun and Supervisor Mamunur Rashid at Canterbury Christ Church (CCCU). I, Hauwa Olatunbosun hereby declare my intentions to comply with the University's policy and regulations on research study before the commencement of data collation and any form of engagement with proposed participants.

At the inception of this business plan, the candidate accessed the choice of business, its target audience, and the market. The candidate assessed personality traits in association with their sense of style and design. This business plan is conducted as part of my core modules and before the commencement of this work, all Canterbury Christ Church University's policy and regulations regarding research ethics are duly adhered to and a research approval was obtained.

FINDINGS

In accordance with the findings from the primary research carried out for this business plan with the use of structured questionnaires and informal unstructured interviews. There is a void to fill in the African fashion style. The structured questionnaires were sent through the Nigerian community WhatsApp group via google form and the data was collated and the ESPSS was used as a tool for data analysis. The informal interviews were conducted with a sample group of 5 people who operate an online fashion business. When asked about the challenges and how to penetrate the e-commerce for this business plan, the sample group confirmed content creation on social media platforms will be an added advantage for growth and awareness purpose.

OPERATIONS

Fabric Affairs company is structured as a sole proprietorship. The management team is made up of the CEO, Marketing team, Human Resources team and the team will expand as the company continue to expand. The company will utilize a diverse human resource to accomplish its organizational aims and objectives. The CEO will oversee all aspect of the company's operations and charged with the responsibility of making critical decisions for the success of the company.

CEO Responsibilities

- Generating marketing ideas
- Establishing and maintaining B2B and B2C relationships
- Formation of strategic alliance
- Contracts negotiations
- Making and evaluating business decisions
- Ensuring financial accountability

SUPPLIERS

Fabric Affairs company's suppliers of fabrics will be brand producers of vegan fabrics. Some suppliers of vegan fabrics have been approached here in Canterbury and are willing to be suppliers of predominantly plain cotton material. An African manufacturer of vegan fabrics (Vlisco and Hollandis) are Fabric Affairs potential suppliers of Vegan fabrics and key partners of Fabric Affairs as the company grows. Equipment like the Sewing machines, Embroidery machine, Mannequin, Stoning Machine etc will be purchased to deliver our services to clients.

LOCATION

At inception, Fabric Affairs will run its operations online (E-commerce) market as this will help reduce the risk of running on loss at the first year of commencing business. By second year of operations, Fabric Affairs will let a store house and a show room in the heart of Canterbury. The strategic decision of getting a store in the heart of Canterbury is to enable client to find us easily accessible.

MARKETING

The marketing strategy for Fabric Affairs will focus on its target group of vegan fashion oriented men and women in the UK. The objective is to deliver a high quality apparel styles and designs that will make every client stand out in any function using vegan fabrics. We will attempt to direct the focus of all potential clients to the quality and value for their money while still being vegan conscious. We will offer cut and sew services to customers who purchase vegan fabrics from our store and deliver bespoke wears to clients.

This marketing strategy will enable us to communicate our brand values, create and maintain customer relationships, identify the choice of style and design for every customer effectively. Growth and differentiation will be the set out goal and objective for Fabric Affairs. Efforts will be geared towards creating customer friendly environment and Fabric Affairs will leverage on improving prompt delivery services to ensure the company's aims and objectives are met.

MARKETING STRATEGIES AND IMPLEMENTATION

OFFLINE	ONLINE
<ul style="list-style-type: none"> • Partnership & Networking • Event Marketing • Word of mouth Marketing 	<ul style="list-style-type: none"> • Social media presence & marketing • Content creation • Email marketing • Web development

Table 11

CHANNELS	ACTIONS	RESULTS
<ul style="list-style-type: none"> • Partnership & Networking • Website and social media account • Blog 	<ul style="list-style-type: none"> • Strategic alliance with suppliers of vegan fabrics. 	<ul style="list-style-type: none"> • Cost value of purchasing vegan fabrics will be minimal. • Reach more customers and increase the customer base.

<ul style="list-style-type: none"> • Flyers • Signage • Across contact point 	<ul style="list-style-type: none"> • Rise in building connection • Build and maintain a customer relation on all the company's social media platforms. • Create fashion content and trending styles and designs 	<ul style="list-style-type: none"> • Business visibility • Create a stronger brand • Access more customers online and offline • Website traffic • Increase sales and revenue • Word of mouth – indirect marketing.
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Table12

SALES STRATEGY

- **Efficient Service:** Fabric Affairs will offer fast delivery services. An online customer support service to attend to customers' orders.
- **Discounting:** Discounts will be offered on our fabrics and size to fit services to promote sales. Discounts such as, early bird discounts, loyal customer discounts, end of year sales etc
- **Incentives:** Incentives like referral, promotional sales will be imbibed to increase our product sales and service.
- **Customer relationship management:** Fabric Affairs will leverage CRM software to increase sales and the service rendered to customers.

PRICING STRATEGY

Fabric Affairs will be providing services of the highest quality and professional standard that will represent excellent value for their prices. The pricing system will be based on what is obtainable in the market. There will be flexibility in price charge as this is subject to change depending on the sewing service required. Fabric Affairs has crafted a fair return on investment to ensure longevity and long life span for the business.

ACTION PLAN

- **Revenue Planning:** We strategically begin the action plan from the revenue board, putting Fabric Affairs company's investment into play, combining efforts, commitment, and professionalism into business towards forecasting the revenue the company envisage.
- **Gap Mapping:** At the start of Fabric Affairs company, we have tried to identify our position in the fashion industry. Itemize where we want the company to be in all aspect like brand positioning, financial and non- financial positions.
- **Documentation:** Client's information on body size, style, date of delivery will be properly documented. Ensuring that all customers get unique services as each require.
- **Action to dominate:** Fabric Affairs aims to launch into the market, challenge the established competitors and catapult its recognition in the market while putting every effort into action to dominate the wider market.
- **Create a unique position in the market:** To a great and enviable extent data and information collated before the commencement of business will ensure that the services and fabrics are streamlines to the needs of customers, thereby offering us the unique advantage of positioning in the market.
- **Action to dominate the market:** Following the market survey, observations, planning and strategies Fabric Affairs will launch itself into the market with the objective of dominating and realizing the forecasted revenue stream.

FINANCIAL CONSIDERATIONS

Fabric Affairs start-up expenses

Capital expenditure	Cost
Business registration	\$ 62.25
Legal expenses	\$ 373.50
Publicity and advertisement	\$ 4,150.00
Hiring consultant	\$ 1,660.00

Insurance	\$ 2556.40
Software (Accounting, CRM, Payroll)	\$ 249.00
Physical store lease/ Fashion house	\$ 581.00
Facility remodelling	\$ 415.00
Fabrics, Racks, show room and packaging materials	\$ 8,300.00
Phone and Utilities	\$ 2,905.00
Operational cost (3month)	\$ 33,200.00
Sewing machines and other sewing equipment	\$ 12,450.00
Start-up Inventory	\$ 207,500
Furniture	\$ 3,000.00
Miscellaneous supplies	\$ 830.00
Total start-up expenses	\$ 278,231.75
Loan	\$ 500,000
Total Investment	\$ 500,000

The above table illustrate an insight of Fabric Affairs start-up financial plan. As the company aims to loan 500,000 British pounds and the loan can be accessed at instalment at the interval of six month. For any business to operate and function effectively, it is only right that Fabric Affairs get registered for brand building and reputation. Placing Fabric Affairs in the heart of the market will require some advertisement and publicity and an amount of 4,150 pounds has been set out for awareness creation.

General Assumptions

	Year 1	Year 2	Year 3	Year 4	Year 5
Tax Rate (VAT)	20.00%	20.00%	20.00%	20.00%	20.00%
Loan	£ 500,000.00				
Loan Repayment	£ 62,500.00	£ 62,500.00	£ 62,500.00	£ 62,500.00	£ 62,500.00
Interest Rate	5.00%	5.00%	5.00%	5.00%	5.00%
Annual Growth in Revenue	N/A	30%	30%	30%	30%
Annual Growth in Cost	N/A	10%	10%	10%	10%

This table shows an assumption Fabric Affairs financial

Breakeven Analysis

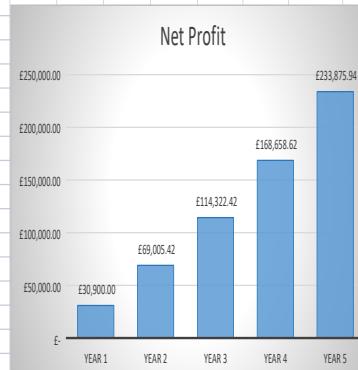
	Year 1	Year 2	Year 3	Year 4	Year 5
Fixed cost	£ 102,000.00	£ 108,600.00	£ 115,860.00	£ 123,846.00	£ 132,630.60
Variable Cost %	0%	0%	0%	0%	0%
Gross Margin %	100%	100%	100%	100%	100%
Break Even Income	£ 102,000.00	£ 108,600.00	£ 115,860.00	£ 123,846.00	£ 132,630.60
Revenue	£ 250,000.00	£ 300,000.00	£ 360,000.00	£ 432,000.00	£ 518,400.00

Breakeven Curve



Fabric Affairs is in business to make a statement in the fashion industry and for profit making. However, for this to happen the company has to ensure it is making profit.

Profit and Loss					
	Year 1 £	Year 2 £	Year 3 £	Year 4 £	Year 5 £
Total Sales	250,000.00	300,000.00	360,000.00	432,000.00	518,400.00
Total Cost of Sales	-	-	-	-	-
Gross Margin	250,000.00	300,000.00	360,000.00	432,000.00	518,400.00
Gross Margin %	100.00%	100.00%	100.00%	100.00%	100.00%
<i>Operating Expenses</i>					
Rent	36,000.00	36,000.00	36,000.00	36,000.00	36,000.00
Phone	3,600.00	3,960.00	4,356.00	4,791.60	5,270.76
Advertising	36,000.00	39,600.00	43,560.00	47,916.00	52,707.60
Logistics	12,000.00	13,200.00	14,520.00	15,972.00	17,569.20
Payroll	14,400.00	15,840.00	17,424.00	19,166.40	21,083.04
Total Operating Expenses	102,000.00	108,600.00	115,860.00	123,846.00	132,630.60
Operating Income	148,000.00	191,400.00	244,140.00	308,154.00	385,769.40
Operating Margin	59.20%	63.80%	67.82%	71.33%	74.42%
EBITDA	148,000.00	191,400.00	244,140.00	308,154.00	385,769.40
Depreciation	-	-	-	-	-
Amortization	62,500.00	62,500.00	62,500.00	62,500.00	62,500.00
Interest Expense	25,000.00	21,614.58	18,489.58	15,364.58	12,239.58
Tax Incurred (20% VAT)	29,600.00	38,280.00	48,828.00	61,630.80	77,153.88



The Profit & Loss Table

RISK ASSESSMENT

Every organisation is saddled with one challenge or the other. There are the foreseen and unforeseen business challenges or risk as the case maybe. Fabric Affairs has put into considerations some risks that may occur in the line of business operations.

Business Risk	Priority/risk	Recommendation

operations	<ul style="list-style-type: none"> Running a business can come with unforeseen challenges and foreseen challenges like taxes 	<ul style="list-style-type: none"> Get all legal document before commencement of business.
compliance		
finance		
reputation		

CONCLUSION

As busy as the fashion market appears to be there is still room for more fashion innovations and creativities. Fabric Affairs company aims to launch the Nigeria Fabric print in the UK with consideration for veganism. Many already find the fabrics attractive and this stems as a positive sight for Fabric Affairs.

Fabric Affairs will ensure to fill the void of easily accessing a cut and sew store for a size to fit wear for potential customers and as this had an influence on a close friend who had to travel back home because of this void gives a strong instinct that there is a market future for Fabric Affairs in the UK.

From conducted survey, Fabric Affairs was able to deduce the number of engaged and singles who are yet to be married as potential customers. Recently, the UK statistics shows a steady increase in the number of immigrants into the country and this as well serve as a goof foresight for Fabric Affairs company.

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APPENDICES

Key Partners -Vlisco Fabrics -Hollandis Fabrics	Key Activities - Networking - Marketing - Flyers - Sales	Value Propositions Fashion Industry - Vegan African fabrics for lovers of art, fashion, and culture. - Providing cut and sew services to customers of different size and shape. - Distance won't be a barrier as customer's measurement can be sent online	Customer Relationships - Loyalty scheme. - Delivering clients imaginations through fabrics.	Customer segments -The Nigerian community is the major target audience. - Both Male and Female - Social Butterfly - 20years and above
	Key Resources -Showroom -Social media presence	Channels -E-commerce -Home delivery -Office space		
Cost Structure -Office space cost -Marketing cost -Embroidery machines		Revenue Streams -Product and service delivery -Sale of vegan fabrics - Sewing service charges		

Table 1, Business Model Canvass

CLIENT'S MEASUREMENT BOOKS					
NAME: _____		TEL: _____		DATE: _____	
ADDRESS: _____					
CHARGE: _____		ADVANCE: _____		BALANCE: _____	
SKIRT	GOWN	BUBA	SOKOTO	AGABDA	COAT & JACKET
Length -----	Bust -----	Shoulder -----	Length -----		
Waist -----	Und. Bust -----	Length -----	Tight -----	Length -----	Length -----
Waist in Hip-----	Und. Bust -----	Neck -----	Hem Line -----		
Hip -----	Bust Point -----	Sleeve -----	Flap -----	Sleeve -----	Neck -----
½ Length -----	Waist -----		Kaftan -----		
BLOUSE	Shoulder -----		Length -----		½ length -----
Shoulder -----	Hip -----		Sleeve -----		
Bust -----	½ Length -----		Back -----		Back -----
Shoulder to -----	Sleeves -----		Bust -----		Chest -----
Und. Bust -----	Round Sleeves---		TROUSER		
Nipple to N -----	Neck -----		Length -----		Shoulder -----
Hip -----	Length -----		Hip -----		
½ Length -----	Arm Holo -----		Crotch -----		Arm Hole -----
Sleeves -----	FWL -----		Tight -----		
Round Sleeves---	BWL -----		Hem Line -----		Waist -----
Neck -----	Tommy -----		Flap -----		Sleeve -----
					R/Sleeve -----
WE APPRECIATE YOUR PATRONAGE					

Table 18, Client's measurement book