

## **Executive Summary**

Write a short overview of your fashion brand, your mission, and your unique value proposition.

## **Brand Vision & Mission**

Vision: What do you want your brand to become in 5 years? Mission: How will your brand serve your customers today?

## **Market Research**

Target Market: Who are your customers (age, gender, location, lifestyle)? Competitors: Who else sells similar products? Trends: What are the current fashion trends you will tap into?

## **Product & Design**

Describe your product line: styles, fabrics, sizing, and designs. Explain how your brand stands out (quality, pricing, uniqueness).

## **Marketing & Sales Strategy**

Marketing Channels: Instagram, TikTok, Influencers, Paid Ads. Sales Channels: Online store (Shopify/Whop), Pop-ups, Marketplaces. Launch Plan: How will you introduce your brand to the market?

## **Operations Plan**

Suppliers: Who will provide your fabrics and production? Logistics: How will you handle shipping, returns, and customer service?

## **Financial Plan**

Startup Costs: Fabrics, samples, website, marketing. Pricing: Cost of production vs. selling price. Break-even Analysis: How many pieces must you sell to cover costs? Cash Flow: Track monthly income and expenses.

## **Action Plan & Timeline**

List the next steps (e.g., finalize supplier, design samples, launch Instagram, launch store)