

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)