

**FREE VERSION OF GROWTHINK'S
ULTIMATE CLOTHING LINE BUSINESS PLAN
TEMPLATE**

[Company Logo]
(if applicable)

[Company Name]
BUSINESS PLAN
[Current Month], [Year]

[Name]
[Title]
[Company Name]
[Address 1]
[Address 2]
[City, State Zip]
Tel: []
Fax: []
Email: []
Website: []

CONFIDENTIAL

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PLEASE READ THIS FIRST:

NOTE: this is the Free version of Growthink's Ultimate Clothing Line Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.

The real version of Growthink's Ultimate Clothing Line Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growthink's Ultimate Clothing Line Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

To upgrade to the full, paid version of Growthink's Ultimate Clothing Line Business Plan Template, please go to <https://businessplantemplate.growthink.com/clothing-line/>

I. Executive Summary

Key Questions to Answer:

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

Sample from Growthink's Ultimate Clothing Line Business Plan Template:

[Company Name] is a Bohemian-inspired clothing brand emphasizing chic, urban designs that highlight the wearer's playful and artistic side. Our clothing line will be sold in select specialty boutiques on the East Coast and then expand into wholesale to reach a greater number of stores and, eventually, department stores. It will also aim to sell via ecommerce on third party sites and will explore the incorporation of an ecommerce platform on its own site later in the year.

Products and Services

[Company Name] will offer a women's clothing line that is exquisite and sophisticated, as well as practical and wearable. [Company Name] breathes provides chic and effortless style. [Company Name] offers a full range collection where each piece is special individually. [Company Name] creates inimitable pieces that can be worn for years; combined with basics or trends

II. Company Overview

Company Profile

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

Company Vision/Mission Statement

- *What goals is your company trying to achieve?*

Past Accomplishments

- *What successes has your company already achieved?*

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III. Industry Analysis

Market/Industry Overview

- *In what market(s) do you compete?*

Market/Industry Trends

- *What are the key market trend(s) and how does that effect you?*

Relevant Market Size

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

Sample from Growthink's Ultimate Clothing Line Business Plan Template:

The following industry size facts and statistics bode well for [Company Name].

Over the next five years, the Fashion Designers industry is poised for further growth. Industry revenue will benefit from rising per capita disposable income and increased consumer confidence; it will also be aided by downstream apparel-manufacturing industries. As consumers demand trendier yet reasonably priced items, department stores will continue collaborating with designers to create product lines with mass appeal. Additionally, as the fast-fashion retail model continues to flourish, retailers will require more designer services in order to quickly replicate looks from New York Fashion Week and other highly visible international fashion shows. These factors will propel industry growth at a projected annual average of 6.7%.

IV. Customer Analysis

Customer Needs

- *What are the key needs of your target customers?*

Target Customer Profile

- *Who are your target customers? Give a detailed demographic profile.*

Sample from Growthink's Ultimate Clothing Line Business Plan Template:

The Company will primarily target the following three customer segments:

1. **Wealthy Women:** The line will attract wealthy women looking to dress fashionably.
2. **Independent Fashion Women:** These women seek fashion, but look for independent labels and brands
3. **Professional Women:** Professional women will seek out high fashions for their career wardrobes.

V. Competitive Analysis

Direct Competitors

- *Who are your direct competitors? What are their strengths and weaknesses?*

Indirect Competitors

- *Who are your indirect competitors? What are their strengths and weaknesses?*

Competitive Advantage

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

Sample from Growthink's Ultimate Clothing Line Business Plan Template:

The following independent clothing lines offer unique clothing for women with disposable incomes thus providing either direct or indirect competition for [Company Name]:

Chelsea Flower

Chelsea Flower debuted in 2007 with a soft yet edgy style that the brand is now known for. Strong shapes combined with unexpected details add up to an eclectic mix of sexy and cool. The line provides wearers an effortlessly cool urban chic look that many young women love. After only three years, the label has already found its way into the best stores world-wide and into the closets of major style-setters.

Though the brand matches [Company Name]'s price points, the two are stylistically different and appeals to different consumers.

VI. Marketing Plan

Branding

- *What is your desired brand positioning?*

Promotions Plan

- *How do you plan to promote your company's products and/or services?*

Sample from Growthink's Ultimate Clothing Line Business Plan Template:

The Marketing Plan describes the type of brand [Company Name] seeks to create and the Company's planned promotions and pricing strategies.

The [Company Name] Brand

The [Company Name] brand will focus on the Company's unique value proposition:

- Offering high-quality, unique fashionable clothing
- Rotating clothing to always offer clothing for the proper season geared towards gift-giving
- Providing excellent customer service

Promotions Strategy

[Company Name] expects its target market to be women in the U.S. aged 25-44 with disposable income. The Company's promotions strategy to reach these individuals includes:

Public Relations

We will contact all local and area newspapers and television stations and send them a press release describing the opening and unique value proposition of [Company Name].

Advertising

[Company Name] will initially advertise in newspapers and sponsor fashion and charity events in order to gain awareness.

VII. Operations Plan

Key Operational Processes

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

Business Milestones

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

Sample from Growthink's Ultimate Clothing Line Business Plan Template:

In order to execute on [Company Name]'s business model, the Company needs to perform several functions. [Company name] anticipates using the services of X employees, divided into the following roles:

Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing suppliers and managing supplier relations

Design Functions

- Pattern marking, grading and scanning

VIII. Management Team

The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.

Management Team Members

- *Who are the key members of your management team?*

Management Team Gaps

- *Who do you still need to hire?*

Sample from Growthink’s Ultimate Clothing Line Business Plan Template:

[Company Name] was founded by [Founder’s Name]. She started creating and making dresses at the age of 12. Growing up in Amsterdam and the South of France, she devoted herself solely to fashion design. She has also collaborated with major brands such as Ralph Lauren. From her world travels, she fell in love with the chic Bohemian style. All designs are world-inspired and European-influenced with a Bohemian twist.

[Founder] has personal relationships with salespeople at a variety of high-end department stores and boutiques.

IX. Financial Plan

Revenue Model

- *In what ways do you generate revenues?*

Financial Highlights

- *What are your topline 5-year financial projections?*

Go to <https://businessplantemplate.growthink.com/clothing-line/> for the paid template that automatically generates your 5-year financial projections

Funding Requirements/Use of Funds

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

Sample from Growthink's Ultimate Clothing Line Business Plan Template:

[Company Name]'s revenues will come from the sale of clothing to customers and wholesalers.

The major costs for the company will be cost of goods sold (supplier costs), salaries of the staff, and rent for a production location. In the initial years, the company's marketing spend will be high, as it establishes itself in the market.

Capital Requirements and Use of Funds

[Company Name] is seeking a total funding of \$330,000 to launch. The capital will be used for funding capital expenditures, hiring initial employees, marketing expenses and working capital.

Specifically, these funds will be used as follows:

- **Design/build:** approximately \$165,000
- **Working capital:** approximately \$165,000 to pay for marketing, salaries, and lease costs until [Company Name] is cash-flow positive

Key Assumptions & Forecasts

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues					
Hotel	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
Total Revenues	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
Expenses & Costs					
Cost of goods sold	\$455,429	\$623,047	\$681,832	\$718,855	\$738,128
Lease	\$0	\$0	\$0	\$0	\$0
Marketing	\$149,006	\$141,602	\$170,458	\$189,172	\$205,036
Salaries	\$721,095	\$797,115	\$1,014,687	\$1,119,408	\$1,164,185
Initial expenditure	\$50,000	\$0	\$0	\$0	\$0
Total Expenses & Costs	\$1,375,530	\$1,561,763	\$1,866,977	\$2,027,436	\$2,107,349
EBITDA	\$604,595	\$1,270,268	\$1,542,183	\$1,756,011	\$1,993,364
Depreciation	\$372,760	\$372,760	\$372,760	\$372,760	\$372,760
EBIT	\$231,835	\$897,508	\$1,169,423	\$1,383,251	\$1,620,604
Interest	\$164,782	\$144,184	\$123,586	\$102,988	\$82,391
PRETAX INCOME	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Income Tax Expense	\$23,469	\$263,663	\$366,043	\$448,092	\$538,375
NET INCOME	\$43,585	\$489,661	\$679,794	\$832,171	\$999,839
Net Profit Margin (%)	2.2%	17.3%	19.9%	22.0%	24.4%

X. Appendix

Sample from Growthink's Ultimate Clothing Line Business Plan Template:

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

Attention Entrepreneurs: Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

"Finish Your Business Plan Today With Growththink's Fully Customizable Clothing Line Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**
BusinessWeek **SmartMoney** **FOX** **Deal** Los Angeles Times **Inc.**

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