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*IMPORTANT: This business plan is meant to be read by those who have been sent a copy through the mail (postage and electronic) by [NAME OF SENDER]. All information contained in this plan is confidential and should not be disclosed by the reader to any person or party for any cause and without the prior written consent and approval of the owner of the plan.*

**EXECUTIVE SUMMARY**

[NAME OF COMPANY] has been a long-running retailer of ready-to-wear (RTW) clothing for all shapes and sizes in [SPECIFY AREA]. For years it has earned the trust of its loyal customers because of the affordability of its merchandise. This coming [YEAR], the company aims to bring their well-known affordable RTW clothing to the LGBTQ+ community of [AREA], with the new [NAME OF CLOTHING BUSINESS] clothing line. Primary targets for this new RTW venture are genderqueer people between the ages of 18 to 35, those in their early teens, and above 35 years old.

This business plan outlines the company's goal of establishing the new clothing line. Highlighted in this plan are figures showing the increasing demand for RTW clothing in the local LGBTQ+ market and the financial projections for the business, information intended for prospective investors in the company’s new business venture.

**ABOUT THE BUSINESS**

[NAME OF THE BUSINESS] will be a medium-scale retail store under the [NAME OF COMPANY] clothing brand. The store will be located in [SPECIFY LOCATION], which according to a market research conducted by [NAME OF MARKET RESEARCHER], is one of the places in the area where genderqueer people are most likely to gather, meet up, or simply pass by.

The company’s RTW clothing will be made from a wide range of fabrics such as cotton, silk, flannel, and etc. These fabrics have proven to be the most preferred by the target market. And aligning with the company’s top-selling point, all business merchandise will be sold at strategically competitive prices, which can be easily afforded by the local queer folks in the area.

**Vision**

To be a distinguished RTW brand for the queer community in the area.

**Mission**

The business aims to provide quality yet affordable RTW clothing for the genderqueer public.

Slogan: “To tell the world that it's okay to be who you are and wear your heart on your sleeve"

**Objectives**

1. To establish the new brand as the top-selling RTW clothing seller for the genderqueer in [SPECIFY AREA] within its first 3 years of operations
2. To maintain the financial health of the business within its first 5 years of operations
3. To expand into neighboring cities within [STATE] by opening at least two more retail stores four years after the initial business operations
4. To provide job opportunities to people in the area who identify as genderqueer (e.g. local professional models, regular company employees, campaign organizers, fashion designers, and etc.)
5. [ADD MORE OBJECTIVES AS APPLICABLE]

**SWOT Analysis**

|  |  |
| --- | --- |
| **STRENGTHS** | **WEAKNESSES** |
| 1. The company's well-known competitive retail prices
2. Designs are made specifically for the genderqueer taste
3. Well-researched and carefully planned out product categories for most, if not all, genders
4. Colorfastness (due to advanced manufacturing technology employed by the company) which makes for product longevity
5. The signature durability of the company’s RTW clothing
 | 1. Skyrocketing labor pay rates for executive and middle management positions
2. The weakened relationship between the company and original suppliers
3. Loss of a major supplier which primarily supplies a wide range of thread choices
4. Damages to some manufacturing equipment due to overuse
5. Lack of queer representation within the core company resulting in the reluctance of some company executives to support the core initiative of the new clothing campaign
 |
| **OPPORTUNITIES** | **THREATS** |
| 1. New partnerships with suppliers for other raw materials
2. Full support of the LGBTQ+ community in the area
3. Employment of well-known genderqueer professional artists in the area for fashion design, content creation, and online marketing through blog posts.
4. Potential creative partnerships with local small-scale clothing brands
5. Business interest of a number of investors who have personally identified themselves as genderqueer
 | 1. Competition with large-scale merchandisers such as [NAMES OF COMPETITOR COMPANIES], which are also planning to launch new clothing lines for the genderqueer market
2. Changing behavior of the genderqueer demographic
3. The increase of raw materials costs due to changes in the taxation laws
4. Economic fluctuations
5. Extreme religious groups ready to explicitly oppose and publicly shame the business and its core campaign for genderqueer support
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**Products**

As of this writing, the business is slated to design and release the following product categories:

1. [Product 1]: These are RTW clothes made in the feminine cut and style. The product choices are tailored to suit any body shape, size, and type of transgender women. This line is the answer to the growing demand of the transgender women demographics for everyday clothing that is not too flamboyant but will still have a signature "super fab" feel that is unique to them. Products include dresses, blouses, sleep and daily wear, feminine-cut jeans, pants, shorts, and underwear.
2. [Product 2]: This product category is meant for lesbians and genderqueer folk who mostly cross dress or wear male-inspired clothing. The most common complaint coming from this demographic is that, although they like menswear, the cut and style of most menswear products today just don't fit the body types of this demographic. Products include formal wear (suits, ties), button-down and polo shirts, sleep and daily wear, underwear, and other masculine-inspired clothing. A special Sando-binder is also planned to be released by the business if a market survey proves that there is an ongoing demand for affordable chest binders that are more comfortable than the average product currently sold in the market.
3. [ADD MORE PRODUCTS AND DESCRIBE ACCORDINGLY]

**Services**

Within its first year of operations, the business plans to launch a custom tailoring service for clients who want to have their clothes even more suited to their physique and fashion sense. Affordable alteration and tailoring services will be available for store clients who want to readily have their clothes altered. The competitive edge in the service lies in the prospect that the genderqueer people will have a safe space to express what they need and want for their clothing, as it has been a common struggle for them to feel comfortable in clothing shops catered mainly to the heteronormative population.

**MARKET ANALYSIS**

**Overview**

The market for genderqueer clothing consumers in the area is a mildly competitive market, considering the modest presence of small and medium scale businesses that cater to the specific demographic. Although big brands such as [SPECIFY MAJOR BRANDS] also sell product lines that may be potentially bought by people who identify as genderqueer, there is still no clear indication of success for brands effectively penetrating the target market. The market grows through the years in a slow but steady pace, seeing approximately 0.0 million USD in retail sales alone which makes up 0.0% of the genderqueer market share in the whole state of [SPECIFY STATE].

**Market Size and Growth**

The local clothing industry in the area earned an estimated 0.0 million USD in retail sales and 0.0 million USD in wholesale for the year [YEAR]. The last five years has since experienced a significant growth in sales rates, having increased from a mere 0.0% way back in [YEAR] to 0.0% in the last year. This is despite setbacks that continue to make the queer clothing retail business a risky venture despite the recent strides for acceptance and inclusivity by major civic groups and top-selling corporations. The queer clothing sector makes up 0.0% of the local clothing industry in the area.



Chart 1. Clothing Industry Market Share in [SPECIFY AREA]

|  |  |  |
| --- | --- | --- |
| **Sector** | **Sales (USD mil)** | **Industry Sales %** |
| Footwear | 0.00 | 0.0% |
| Hetero Clothing  |  |  |
| Footwear |  |  |
| Queer Clothing |  |  |

Table 1. Statistics from [SOURCE] **[SAMPLE TABLE ONLY]**

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Chart 2. Clothing Industry Sales Growth in [SPECIFIC AREA]

The table below indicates the sales growth for the clothing industry in [SPECIFY AREA].

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Indicator** | **2013** | **2014** | **2015** | **2016** | **2017** |
| Total Sales | 0.0 mil USD |  |  |  |  |
| Sales per Establishment |  |  |  |  |  |
| [ADD INDICATORS] |  |  |  |  |  |

**Market Trends and Demand**

The presence of queer-centered RTW clothing retailers in the area has seen significant improvement since the opening of the first local queer clothes shop in [YEAR]. Although the shop sells mostly masculine-inspired clothing, its opening became the onset for other small-scale queer clothing businesses to flourish in the area. Today, the queer market is mostly concerned with casual daily wear and well-fitting jeans and pants for specific body types. The production and release of cheaper tailored suits for androgynous and cross-dressing lesbians also contributed to the growing queer clothing business in the city. With the opening of this business more genderqueer needs will be met, especially those that have not been answered yet by the existing local clothing retailers serving this market.

**Market Potential in the Future**

Although big retailers generally attempt to tap into the queer market during June (being Pride Month), such seasonal campaigns usually fall flat. This is because actual queer folk who are out to buy good stuff to wear don't just plan to buy when there’s an occasion. The queer clothing retail business should be an all-year-round affair.

The business should also answer to the changing fashion needs and wants of the queer market. The business will conduct itself as if it were any usual retailer selling by season. There should be collections and style categories every season.

**Target Market**

The primary target market for the business is the genderqueer public residing in [SPECIFY AREA] whose ages fall between 18 to 35 years. This age group is found to be the most active in buying clothing. The need for a wide variety of clothing options is inherent in this age group, so the business is keen to supply their every demand.

Secondary targets for the business include teenagers between the ages of 13 to 17 years. The business is wary of launching a queer clothing campaign for minors as it may raise a red flag to those that are fundamentally against the core campaign of the business, but market research suggests that there is an untapped market among the youngsters in the area.

Although the business will be branded as an RTW retailer for the genderqueer, the business is also expected to draw the attention of the heterosexual market. In a recent survey conducted, it was discovered that 0.0% of cisgender males and 0.0% of cisgender females living in the area admit that they are into queer fashion and actually have fashion idols who are members of the LGBTQ+ community. As the business aims for inclusivity, it will try its best to maintain a balance between its core civic value and its business needs, which means that it will always be open to selling to cisgender-identifying people.

**Competition**

|  |  |  |
| --- | --- | --- |
| **Brand/Company** | **Products** | **Comparison** |
| [COMPANY NAME 1] | Clothing and footwear for cross-dressing women | 1. The company sells a wider range of product categories than [COMPANY NAME 1].
2. The company does not manufacture and distribute footwear.
 |
| [ADD MORE AS NEEDED] |  |  |

**Marketing Strategy**

1. The business will open on [SPECIFY DATE], a few days after the end of Pride Month. This is to signify the company's thrust of celebrating queer pride even after the actual month of celebration is over. The company does not want people to think that it is exploiting the celebration for business purposes.
2. The main product lines will be launched all across the traditional and modern forms of media. Social media accounts for the business will be established two months before the slated opening date, showing teasers of the upcoming products. Highlighted in the business opening marketing campaign will be the following factors: a) genderqueer-centered RTW clothing; b) affordable RTW products and clothing services; c) [ADD MORE AS NEEDED]. During Pride Month, the company will be actively participating to promote and market the new business brand.
3. Aligning with the core values of the queer clothing retail business, the business will give priority to members of the LGBTQ+ community who are also professionals in their respective fields during the employment phase of the business process. Calls for qualified job seekers will highlight the business' need for queer folk.
4. [ADD MORE AS NEEDED]

**Branding and Value Proposition**

The business will brand itself as the main retailer of RTW clothing for genderqueer people in [SPECIFY AREA]. Positioned in the middle between local gender-specific shops and major generic clothing brands, the business will be the go-to clothing shop for any member of the LGBTQ+ community who wishes to wear clothing that is appropriate to his/her gender identification and personal style. The business brand will campaign "LITERALLY FOR ALL SHAPES AND SIZES," as it will keep in mind the varying body types of the genderqueer folk. By promising and providing quality products within such a wide range of clothing categories at very affordable prices, customers will be able to appreciate the value of the brand and the products it sells.

**Pricing Strategy**

The business will employ the company's tried and tested pricing strategy which has greatly helped the company achieve longevity in the RTW retail industry. The company has been known to penetrate the market by maintaining stable and affordable prices throughout the years, showing consideration and empathy for its target consumers who are mostly middle- to low-classes in society. Discounts will also be provided by the business depending on the season.

**OPERATIONAL PLAN**

The business will start operations on [SPECIFY DATE]. Products will be sold in the retail store. Product line expansion and the introduction of the Queer Couture Alteration and Tailoring Service is scheduled within the first year of operations.

|  |  |  |  |
| --- | --- | --- | --- |
| **October 2017** | **November 2017** | **July 2018** | **October 2018** |
| Secure location |  | Soft opening | Introduce additional product lines |
| Design store | Build the store and develop the premises |  | Introduce services |
|  | Manufacture |  |  |

Table 3. Proposed schedule of operations

**Management and Organization**

The business will be a subsidiary of [NAME OF COMPANY] and will be managed and run by a separate group of managers and directors to be hired by the main human resource department of the company.

[INSERT ORGANIZATIONAL CHART]

**FINANCIAL PLAN**

FOR THIS SECTION, INSERT THE FOLLOWING INFORMATION TO BE PROVIDED BY AN ACCOUNTING PROFESSIONAL:

1. Startup Expenses
2. Revenue Forecast
3. Profit and Loss Projection
4. Pro Forma Cash Flows of 3 to 5 years operation
5. Projected Balance Sheet
6. Break-Even Analysis

**APPENDIX**

FOR THIS SECTION, INSERT ALL ADDITIONAL INFORMATION RELATED TO THIS PLAN, INCLUDING SOURCES OF THE DATA USED IN THE MARKETING PLAN SECTION, AMONG OTHERS.