



APHRODITE

Clothing

Company

Business Proposal

Business Summary

- Aphrodite is a clothing company owned and operated by Mira Bakshi
- It will be in the attic of 109 Elsinore St.
- The intention is to design and manufacture clothes that are fun and fashionable for young women
- The clothes will be sold in retail outlets

Market for product

Young women



Business Strategy

- My clothes will be made to stand out from the rest by being fun and attention-grabbing
- To save time and money the products will only be manufactured after the order is received
- To save money fabric can be upcycled from used items such as clothing that has been outgrown or curtains to make new clothes

Start-up Capital

- A start-up capital will be required for purchasing the following items: thread, zippers, buttons, fabric, sewing machines, mannequins, needles, trimmings, etc.
- Start-up capital will be from earnings doing low pay jobs and a loan



Pricing

- The price of each item will depend on the amount of time and fabric that is required to manufacture it.
- For example, a dress would be more than a shirt but that might change if the shirt has more details.



Marketing

- Marketing will be done by contacting retailers and displaying samples to them
- I will also market my brand to consumers online



Investing of money

- The earnings will be used to expand the business by hiring seamstresses and increasing product range



Business Risks

- A pandemic when no one goes shopping
- Competition from other designers
- Price of raw materials can increase
- An alien invasion



Product Samples

- Most samples were made during the summer





ANTIO!