Creating a Business Plan For a Sustainable Fashion Brand

Aniela Cavka, Mr. Jun Shen, and Kim Bowen

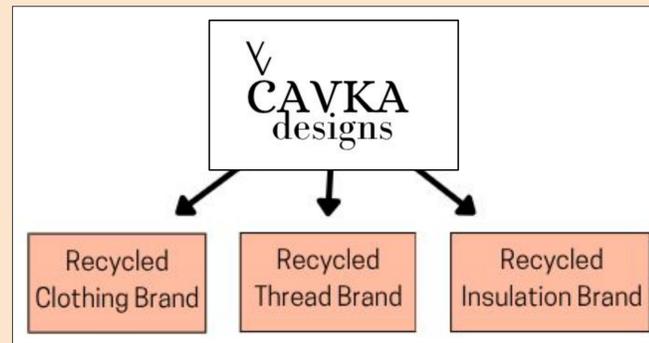**Laguna Beach Authentic Exploratory Research**

Introduction:

My project is to create a business plan for a viable and successful, sustainable fashion brand. I have always had an interest in fashion, and hope to pursue it in the future, but there are downsides to the fashion industry. One of the biggest ones being the environmental impact. With 92 million tons of waste from the fashion industry yearly, we are harming the environment. My goal is to reduce waste while creating a large scare fashion brand. The business plan I have create demonstrate just how we are able to execute this goal.

CAVKA designs
- Recycled Clothing Brand
- Recycled Thread Brand
- Recycled Insulation Brand

Market Research:

I first conducted a SWOT analysis, to collect data on competitors and in order to compare and contrast. A SWOT analysis is an analysis and break down of a companies, Strengths, Weaknesses, Opportunities, and Threats. By conducting a SWOT analysis I was able to clearly see what I should include in my company, based on their strengths and opportunities, and what I should steer away from, based on their weaknesses and threats. For another part of my market research, I conducted a survey, to get the public's opinion, and see how people would react to the clothing proportion of the company, and see if people would buy, based on looks, price and sustainability. I found everyone would buy based on looks, and aesthetic,

Market Driver:

An upcoming law, California Senate Bill SB 707, has been recently passed, making the perfect opportunity for my business. My business will help solve the problem of textile waste by capitalizing on the forthcoming Senate bill SB 707, which will create a market for and support clothing reuse and recycling programs. SB 707 requires clothing producers to pay the state for reuse, repair, and recycling programs statewide, or partner with already sustainable companies. This bill will allow my brand to partner with other successful brands, as well as already have buyers for my products.

Capital:

To start my business, I will attain money from bank loans, as well as pitching to investors. This money will be used for the following: Warehouse, two Ocean Industrial double shaft shredding machine purchased through Alibaba($40,000), Sewing equipment ($30,000 - $50,000), Insulation machines (100,000), HFI-1000 Cotton Fabric Waste Recycling Machine($4,000-$5,000), Machine operators($44,000), Seamstresses($50,000), Marketing team($55,000-$70,000), Pick up and delivery drivers($55,000-$60,000), 2025 Ford E-Transit-350 Cargo($51,000-$54,000) and more.

Location:

After Brainstorming the best location for our warehouses, I decide that they would be located in Los Angeles Fashion District. This decision was made, due to the large quantity of already skilled and experienced seamstress and workers. I found a Wearhouse after doing some research, looking for the most ideal facility for manufacturing purposes, keeping in mind location, size, accessibility, zoning, and cost. The facility is located 937-939 S Maple Ave Los Angeles, CA 90015, located in the heart of the fashion district, with natural lighting, freight elevator, drive in bay, heaving manufacturing zoning, and 8,500 sf, costing $100,980 a year, and $8,415 a month. Our warehouse will be where our offices are, as well as the manufacturing and recycling of thread, insulation, and clothing. To sell our clothes, we will start of with an online store until we expand to in-person. Lastly we will have electric vans that pick up old garments from thrift stores, such as goodwill, and collect from drop off sites.

Marketing:

A sales and marketing department will be assembled, which will receive a flat salary of $55,000 to $70,000 annually, with bonus at the end of the year, if the company does well of 10%. Our sales department will express an an advantage for both us and the other company to partner with us due to senate bill 707. Secondly the marketing department will focus on our clothing proportion, and will put advertisements on instagram, tiktok, malls, and have influencers share our brand. I decided to take an online approach for marketing, and have advertisement be almost solely online, because the target consumers are mainly women ranging from teenagers to 30 year olds. Due to these age groups having a high online presence, and the high popularity of social media, I decided social media marketing would be most effective.

Growth Strategies:

Next to keep my business expanding, I came up with strategys for my business to grow and scale. I started by looking at the "Opportunities" section of my SWOT analysis and took away ideas from there. My growth strategies for expanding in the future are the following: Having partnerships, in-person stores, selling internationally, collaborating with influencers and celebrities, and creating new product lines, like bags and accessories.

Discussion, Analysis, and Evaluation:

Cavka Designs is a sustainable, fashionable, and affordable company made to help the fashion industry become less wasteful and harmful, but instead sustainable. With research I created a business plan for Cavka Designs, showing the possible future. I have created this due to the dire need for more sustainable options, that people like, as well as being scalable.

SWOT	patagonia	Reformation
Strengths:	• high quality (offers repair kits+tutorial videos) • customer loyalty • strong focus on sustainability • strong supply chain management	• Focus on sustainability and ethical manufacturing • good range of style • Loyal customers due to its sustainability • strong online presence + user friendly website
Weaknesses:	• perceived as expensive • small product range • minimal marketing and advertising • wastes more water and dye due to chemical recycling	• higher prices compared to non-sustainable fashion brands • Limited store fronts so its dependant on online sales, so a shift in trends could impact sales • Poses risks when scaling business.
Opportunities:	• more branding opportunities and partnerships • Further developing online department • growing retail in urban centers	• Growing market demand for sustainable fashion + Expanding into international markets, • collaborate with influencers • creation of new product lines,
Threats:	• Growing competition • sustainability challenges • unstable economics • online retail dominance.	• intense competition • economic downturns • quick changing fashion trends + regulations changing, • disrupts in supply chain
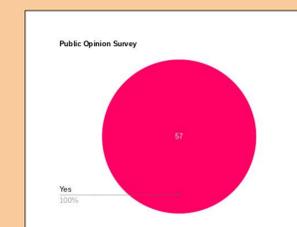
"Would you buy clothes like on the mood board for summer"
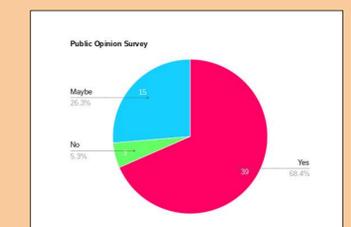
"Would you be willing to pay up to 30$ for any of the tops"
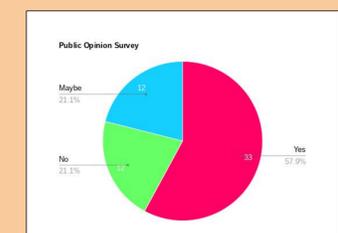
Would the fact that these clothes are sustainable make you more likely to purchase?

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