

HIC SUM PROJECT - FASHION DESIGN

BUSINESS CONCEPT NOTE

Introduction:

Misericordia – HIC SUM project is into Fashion and Design. As clothing is one of the basic human needs and as such, attention should really be given to the aspect of fashion and design.

Problem/needs/solution:

There is need for the citizens of this country and the world at large to understand the value of our local fabrics and purchase products made of it. This need is not without problems where some tailors or sew mistresses do disappoint their clients and as result, most people prefer to buy already made clothes. Hic Sum fashion and design wish to breach this gap by producing top notch wears for both male and female and delivers on time to clients.

Proposed business model:

In order to achieve this, the following will be needed:

1. A capital of at least Naira to purchase the following
2. An electro-industrial sewing machine naira
3. Manual butterfly sewing machines (3 naira
4. An electro-industrial weaving machine naira
5. Physical outlet (per year naira
6. Generator naira
7. Professional tailors (3
8. Ankara fabrics and other sewing materials

Pricing:

Our pricing system will base on direct costing in order to keep prices affordable for our target customers.

Target market:

The target client for our brand is both male and female who can afford luxury (affordable luxury).

Market Competitors/other risk factors:

Undoubtedly, there is a whole lot of competition in the fashion line which may affect the productivity and sales. Moreover, other foreseen risk factors are the seasonal problems and the country's economy. These and other unforeseen circumstances can impede the productivity and sales.

Unique value proposition:

In the nearest future, we will try to go international, make deliveries at customer's door step, to all to avoid disappointments and keep prices at affordable rates.

Team /skills /experiences:

For a start, we intend to work with at least 3 to 5 experienced personnel, one of which will serve as the manager.

Summary:

All things being equal, it is necessary to understand the risk factors involved in the business as the profit will be generated at the time the business gets at its feet.

Note please --- we did not fix the amount to pay to the tailors because they will be paid according to what they produce. And we did not also fix amount for Ankara fabrics and other sewing materials because we hope getting few we can start with.