

Fashion Lace



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Executive Summary

No shoelace company has designed shoelaces that fit people's personal styles, until now. Fashion Lace is a shoelace company that will design and produce a variety of uniquely designed shoelaces. Our team of fashion designers will make sure that all designs will look fabulous on all of the popular shoes in the market. Our shoelaces will come in a variety of different sizes so that it can suit anyone's specific needs when tying shoelaces.

The target market that Fashion Lace will focus on selling to are people of ages 8 to 18 who own shoes that use shoelaces. Right now the competition only offers shoelaces as an event promotion and they do not offer any designs of their own. We have an advantage over them because we offer stylish shoelaces for around the cost that they sell their shoelaces for. Our marketing strategy will involve advertising our shoelaces on social media, handing out free samples, and having attention grabbing lights and posters at our kiosks.

Fashion Lace is a partnership company that produces custom designed shoelaces. The company is owned by Bryan Ragsdale, Alexander Anaya Martinez, and Cristian Trasandes. Alexander owns 40% of the company, Bryan owns 40% of the company, and Cristian owns 20% of the company. This company will be successful because Cristian will offer his artistic skills to develop the designs for the shoelaces. Bryan will offer his great knowledge on running a successful and innovative company. Alexander will offer his great advertising skills to make Fashion Lace a memorable and popular company.

Fashion Lace projects that it will make a \$47,007.89 profit in the first month. Our estimated yearly net income is around \$564,118.68. Fashion Lace plans to break even during the first month and from then on, Fashion Lace will continue to generate profit.

Fashion Lace will need an investment of \$522,356.50 to cover its start up cost. The source of this money will come from multiple investors. Since Fashion Lace will make around \$564,118.68 profit in the first year, it is expected that around a year, Fashion Lace will repay its investors.

Mission Statement

We strive to improve shoelaces and offer the finest quality shoelace to everybody with shoes on their feet. We seek to promote the enjoyment of their shoes by selling our stylish and unique shoelaces to as many people as possible so that they can show off their personality.

Products and Services

Products, Services, and Delivery

Fashion Lace will develop uniquely designed shoelaces that will look great on most of the shoes currently prevailing in the market. We will have a team of fashion designers that will design all of our shoelaces. We will have a warehouse that will contain our shoelace braiding machines that

will be able to mass produce our various designs at different lengths. Our shoelaces will consist of lengths of 15 inches to 45 inches with a 2 inch difference for each length we offer within that range. We will have ten designs upon opening our company. We will then ship the shoelaces to our kiosks scattered across most shopping malls in California and the shoe stores that have agreed to sell our shoelaces.

Technology Needs

Fashion Lace is going to need a lot of shoelace braiding machines that are able to mass produce our shoelaces. Fashion Lace is also going to need POS software and many cash registers for our multiple kiosks and a computer to keep track of the company's finances. We are also going to need a security system and a fire alarm in the warehouse that Fashion Lace owns.

Future Projections

Fashion Lace will continue to create new designs every week in order to stay relevant in the market. Fashion Lace will also try to make deals with popular shoe brands that involve supplying them with our shoelaces for their shoes. Starting next year, Fashion Lace will create a website where customers can create their own design of shoelaces and have it shipped to them. Fashion Lace will continue to expand across the states and within seven years we will go national.

Marketing Analysis Summary

Target Market

Our target market is mainly focused to people of ages 8 to 18 who own shoes that use shoelaces. They are going to want our shoelaces because all children and teens want to stand out at school and look cool. Our shoelaces are needed because most people in school have shoelaces that are so long that they drag on the floor or are so short that the shoelaces untie themselves after jogging for a while.

Advertising

We will advertise our product by handing out free samples of our shoelaces to people who have over 100,000 followers on Twitter, Facebook, and Instagram. We will ask them to make a post of what they think about our shoelaces. We chose to do this because most kids and teens today are always on their cell phones and on social media. By having our advertisement on social media, it ensures that most kids and teens will see our product. We will also have LED lights shining on our posters that are attached to our kiosks to get the attention of the people passing by.

Competition

There are eight other custom shoelace companies on the Internet. None of which advertise or have physical stores. They offer shoelaces as an event promotion and not as a practical and fashionable accessory for shoes. We will be better than them by offering a wider range of designs at a cheaper price because of our low shipping expenses. An advantage that we have

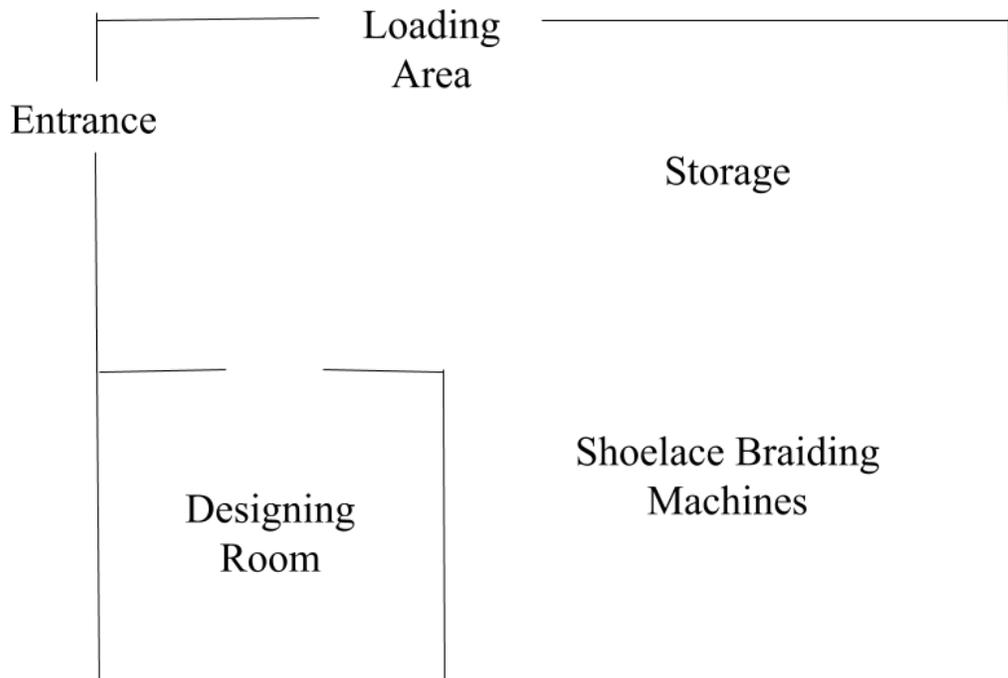
over our competition is that we will have physical locations where people can buy and try on our shoelaces.

Pricing

Our pricing strategy is to sell high quality shoelaces at a low price. It costs around a \$1.50 to make a pair of our shoelaces, and we will sell them for \$3. We came up with this pricing strategy because our competitors who offer high quality shoelaces sell for \$5 or more, and those that offer cheap shoelaces sell for around \$2. We also chose this pricing strategy because we want to make a 100% profit so that we can use that money to expand. This was made possible because of how cheap it is to make shoelaces and by doubling the price, it still makes the final price affordable and reasonable.

Location

Fashion Lace will have a warehouse in California that will contain all of our shoelace braiding machines and a room dedicated to shoelace designing. Our team of fashion designers will work in that room and brainstorm new designs for our shoelaces.



Management Summary

Bryan will be in charge of setting up kiosks, hiring staff, and managing the finances of the company. Alexander will be in charge of advertising and getting the name of the company out there. He will travel to shoe stores across the country and make agreements with those stores to sell our product. Cristian will be the lead fashion designer. He will create most of the designs for our shoelaces. Fashion Lace will also need two technicians who will operate and maintain the machines in our warehouse.

Title	Duties	Hours	Salary
Partner: Bryan	Set up kiosks at malls. Hire staff. Manage the finances of the company.	11am to 7pm	15% of the profit after the first year
Partner: Alexander	Advertises the product and gets the product into retail	10am to 6pm	15% of the profit after the first year
Partner: Cristian	Creates most of the designs for our shoelaces	10am to 5pm	15% of the profit after the first year
Fashion Designers(2)	Help Christian in the designing process and provide inspiration	Both work from 10am to 5pm	Each fashion designer gets paid \$37,500 per year
Technicians(2)	Operates and maintains the machines in the warehouse	9am to 3pm 3pm to 9pm	Each receives \$45,000 per year
Staff(50)	Greet people passing by. Operate the cash register. Keep watch on the kiosk.	11am to 7pm	Each worker receives \$13.00 per hour

Financial Plan

Fashion Lace is projected to make \$47,007.89 in net income for the first month. Fashion Lace will need a loan of \$522,356.50 to cover start up costs. It is expected that Fashion Lace will pay off its loan in around a year. The sales were found by estimating how many customers will buy our product every hour at each of our kiosks. The retail sales were found by estimating the amount of shoelaces a couple of shoe stores will buy from us so that they can sell our product in their store.

Fashion Lace	
Projected Income Statement	
Monthly	
Income	
Sales	\$260,400.00
Retail Sales	\$96,000.00
Total Income	\$356,400.00
Expenses	
Rent	\$50,000.00
Utilities	\$300.00
Salaries	\$174,950.00
Insurance	\$2,298.86
Software	\$90.00
Taxes	\$10,473.25
Inventory	\$71,280.00
Total Expenses	\$309,392.11
Projected Net Income	\$47,007.89

Start Up Costs	
Cash Register	\$12,869.50
Software(POS System)	\$1,000.00
Shoelace Braiding Machines(10)	\$25,500.00
Table	\$200.00

Fire Alarm and Sprinklers	\$1,500.00
Computer	\$2,060.00
Chairs (3)	\$327.00
LED lights	\$400.00
Posters	\$300.00
Warehouse	\$300,000.00
Inventory	\$178,200.00
Total Start Up Costs	\$522,356.50