



# STREET WEAR

## Business Plan

A Concept-As-A-Service Offering

# Introducing Concept-As-A-Service

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TRD Studios brings you our newest and latest offering, Concept-As-A-Service. You can choose from our list of off the shelf business ideas and plans to start on your entrepreneurial journey. Customize our ready to go live business plans and make it your own perfect idea.

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# Understanding Business Plans

A business plan refers to a company's plan for generating revenue and making a profit. It outlines what products or services the company plans to offer and how it intends to market and manufacture them.

A business plan is a company's core strategy for profitably doing business

Models include information like products or services, the business plans to sell, target markets, and any anticipated expenses.

# Why do you need a Business Plan?

Business Plan is important because it provides a framework for creating and capturing value. A good business model can help companies differentiate themselves from their competitors and provide a clear understanding of how they create value for their customers.

It can also help companies identify potential challenges and opportunities that they may face in the market, enabling them to develop strategies for overcoming these challenges and taking advantage of opportunities.

Moreover, a well-defined business model can help companies secure funding, as it provides investors with a clear understanding of how the company intends to generate revenue and make a profit.

By having a solid business model in place, companies can also make more informed decisions about resource allocation and growth strategies, which can help them achieve long-term success.

# Opportunity Gap



The revenue generated by the apparel industry is projected to be \$96.47bn



The CAGR predicted for 2023-2027 is 3.34%



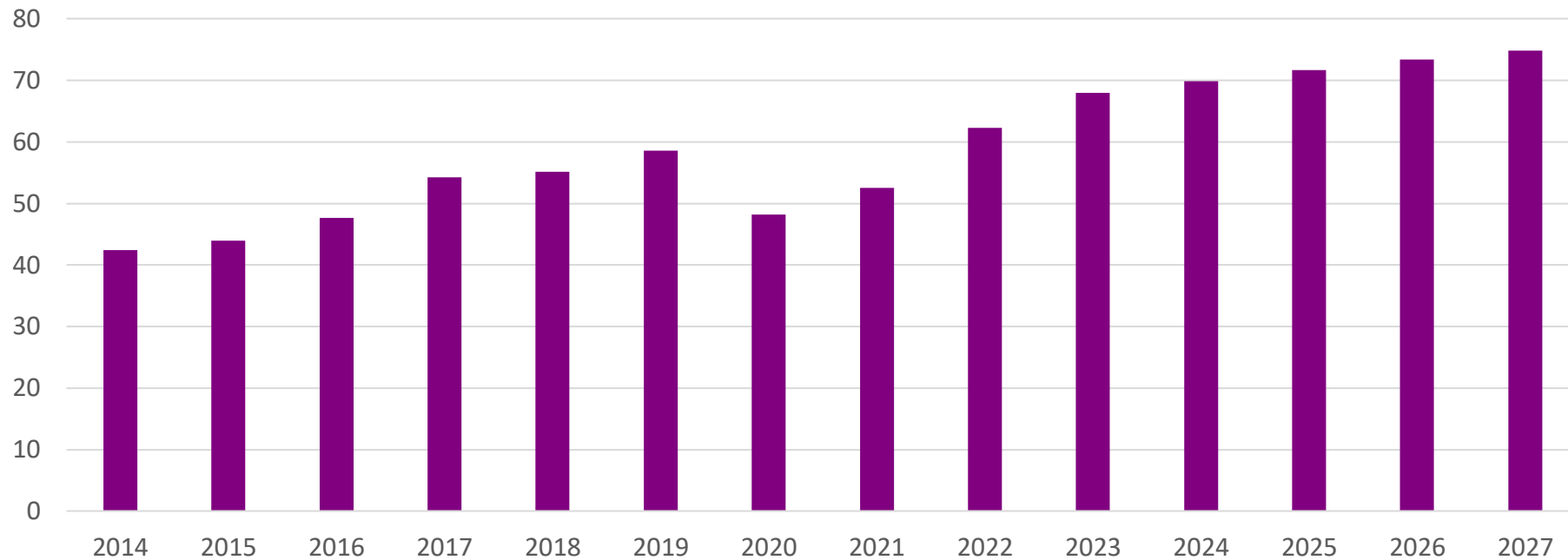
The number of online shoppers till 2021 was 1,856,723 which is expected to grow at CAGR 11.90% between 2022-2027



In 2021, the global e-commerce fashion industry reached an overall market value of 668 billion U.S. dollars. The online clothing and apparel industry is expected to reach a value of 1.2 trillion U.S. dollars by 2025.

# Market Trends

Average Revenue per Capita



■ Average Revenue per Capita (Million \$)



# **A Snapshot Of The Business Model**

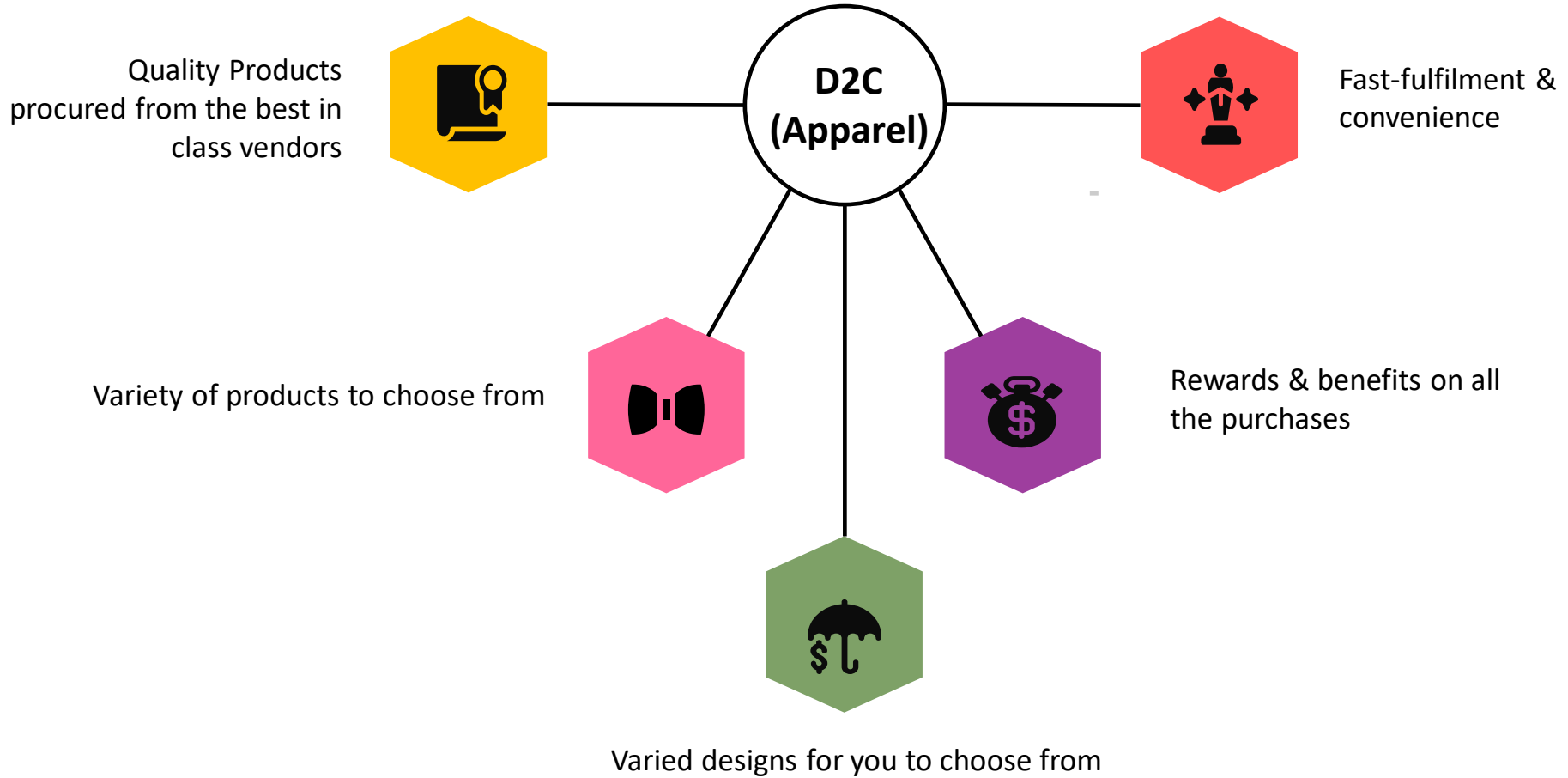
# The Solution

- Quality products at reasonable price
- Exclusive trendy designs for you to browse
- Convenience of fulfilling all your requirements at one place





# The Solution



# Business Model

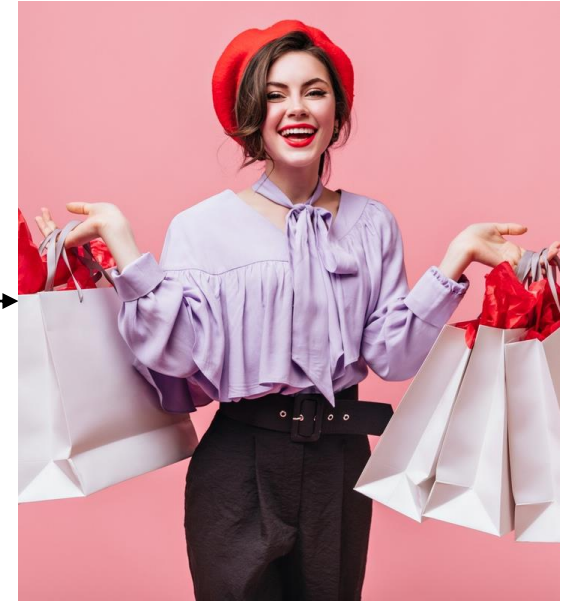


Manufactured Product



Ecommerce Platform

Delivery



Happy Customer

# Business Model Canvas

**Key partners**  
What are your key partners to get competitive advantage?

Fashion influencers, celebrities, social media influencers.

Quality clothing and material suppliers.

**Key activities**  
What are the key steps to move ahead to your customers?

1. Quality manufacturing.  
2. Finding the quality suppliers

**Key propositions**  
How will you make your customers' life happier?

Personalized and customized health plan to help achieve an individual's goals

Quality products at reasonable price

**Customer relationships**  
How often will you interact with your customers?

1. Marketing and promotions  
2. Through exclusive discounts and value for money, overall customer satisfaction.  
3. Good customer support.

**Channels**  
How are you going to reach your customers?

1. official website, mobile app.  
2. , social media, reviews, blogs, emails.

**Customer segments**  
Who are your customers? Describe your target audience in a couple of words.

1. Age group: pre-teens, millennials, generation X, baby boomers, new seniors.  
2. Income level: Middle class/upper middle class

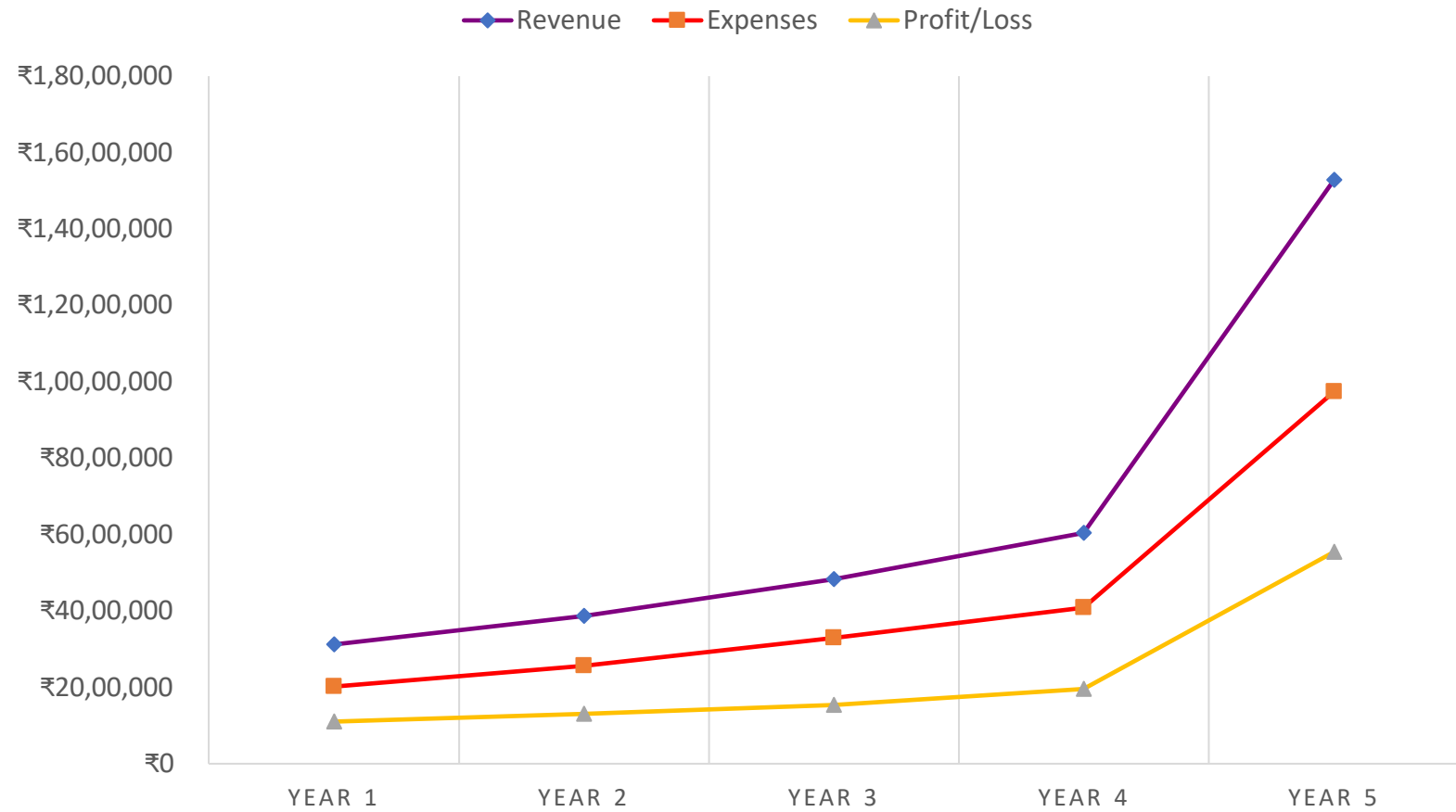
**Cost Structure**  
How much are you planning to spend on the product development and marketing for a certain period?

1. App development.  
2. Raw materials  
3. inventory holding costs

**Revenue Streams**  
How much are you planning to earn in a certain period?  
Compare your costs and revenues.

1. Sales  
2. Subscriptions  
3. Ad space.  
4 Collaborations

# Financial Projections



# Additional Documents for Business Plan

- **Market Research**- Delivering actionable insights through meticulous research and analysis to fuel business growth and maximize market potential.
- **Competitive Research**- Getting a deep understanding of competitors' strategies, tactics, and performance to take informed decision and stay ahead in the market.
- **Consumer Mapping**- Unlocking valuable consumer insights and mapping their preferences, needs, and behaviors to optimize marketing strategies, enhance customer experiences, and drive business success.
- **5 Year Financial Planning**- Harnessing the power of financial foresight to develop a robust and flexible 5-year plan, aligning financial resources, and optimizing performance for sustained growth and financial stability.
- **Team Structure**- Designing a cohesive team structure that leverages individual strengths, promotes diversity, and encourages innovation, to foster a high-performing team culture and drive organizational excellence.

# Additional Documents for Business Plan

- **Operations Plan-** Creating a strategic roadmap for operational success, encompassing key objectives, timelines, and performance metrics, to guide decision-making, streamline operations, and achieve operational excellence.
- **Licenses & Registrations-** Navigating the complex landscape of licenses and registrations with expert guidance and meticulous compliance, ensuring legal and regulatory adherence for business operations.
- **Go To Market Strategies-** Creating a winning go-to-market strategy that encompasses market analysis, target segmentation, positioning, pricing, and distribution, to successfully launch products or services and capture market share.
- **Miscellaneous (Website/App Development, Marketing & Advertising, etc.)-** Offering comprehensive and flexible miscellaneous services designed to address unique business requirements, optimize operations, enhance performance, and achieve desired outcomes.



**Thank You**