# Fashion Design Business Plan


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# Business Plan

[YEAR]

Prepared By

John Doe

*Crafting Fashion, Shaping Trends*


Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

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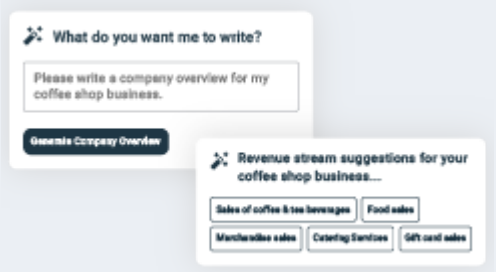
# Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

> Upmetrics has everything you need to create a comprehensive business plan.

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# 1.

# Executive Summary

Market opportunity

Services Offered

Marketing & Sales Strategies

Financial Highlights

REMEMBER

An executive summary is the first section of the business plan intended to provide an overview of the whole business plan.

To unlock help try Upmetrics!

Help tip | Fashion Design Business Plan

Start your executive summary by briefly introducing your business to your readers.

This section may include the name of your fashion design business, its location, when it was

To unlock help try Upmetrics!

*Start writing here..*

## Market opportunity

Help tip | Fashion Design Business Plan

Summarize your market research, including market size, growth potential, and marketing trends. Highlight the opportunities in the market and how your business will fit in to fill the gap.

To unlock help try Upmetrics!

*Start writing here..*

## Services Offered

Help tip | Fashion Design Business Plan

Highlight the fashion design services you offer your clients. The USPs and differentiators you offer are always a plus.

To unlock help try Upmetrics!

*Start writing here..*

## Marketing & Sales Strategies

Help tip | Fashion Design Business Plan

Outline your sales and marketing strategies—what marketing platforms you use, how you plan on acquiring customers, etc.

To unlock help try Upmetrics!

*Start writing here..*

## Financial Highlights

Help tip | Fashion Design Business Plan

Briefly summarize your financial projections for the initial years of business operations. Include any capital or investment requirements, associated startup costs, projected revenues, and profit forecasts.

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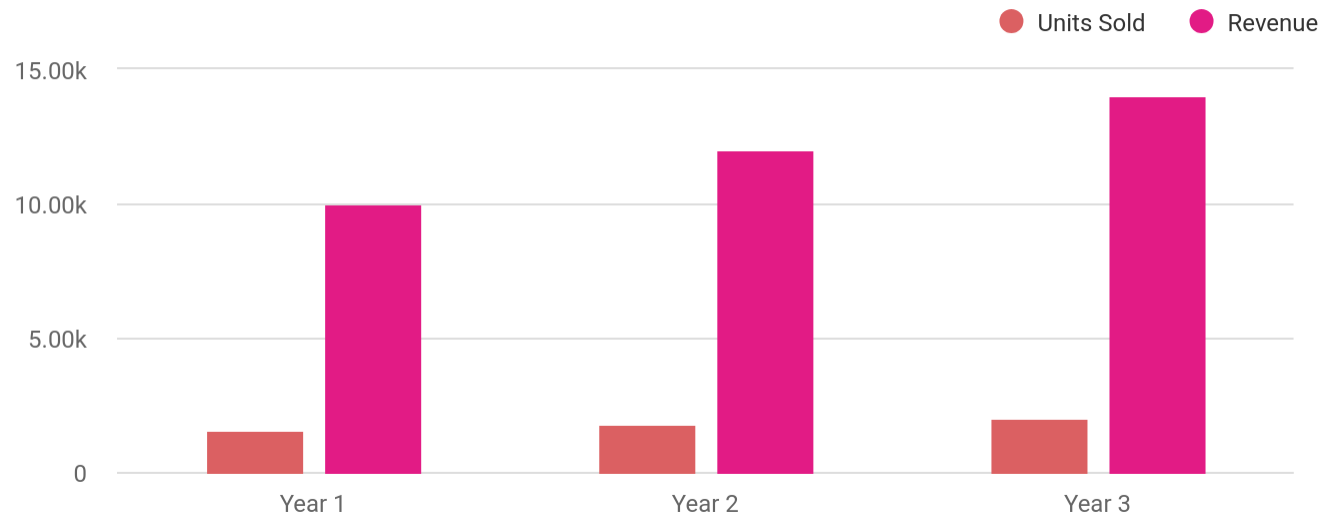
## Units Sold v/s Revenue




| Financial Year | Units Sold | Revenue |
|---|---|---|
| **Year 1** | 1,550 | $10,000 |
| **Year 2** | 1,800 | $12,000 |
| **Year 3** | 2,050 | $14,000 |

**Help tip** | **Fashion Design Business Plan**

Summarize your executive summary section with a clear CTA, for example, inviting angel investors to discuss the potential business investment.

To unlock help try Upmetrics!

*Write a call to action for your business plan.*

# 2.

# Company Overview

Ownership

Mission statement

Business history

Future goals

REMEMBER

Depending on what details of your business are essential, you'll need different elements in your business overview.

To unlock help try Upmetrics!

Help tip | Fashion Design Business Plan

Describe your business in this section by providing all the basic information:

Describe what kind of fashion design business you run and the name of it. You may specialize

To unlock help try Upmetrics!

*Start writing here..*

## Ownership

Help tip | Fashion Design Business Plan

List the names of your fashion design company's founders or owners. Describe what shares they own and their responsibilities for efficiently managing the business.

To unlock help try Upmetrics!

*Start writing here..*

## Mission statement

Help tip | Fashion Design Business Plan

Summarize your business' objective, core principles, and values in your mission statement. This statement needs to be memorable, clear, and brief.

To unlock help try Upmetrics!

> **At [Fashion House], we believe in [innovation/creativity/ sustainability]. Our mission is to merge timeless elegance with contemporary designs, offering a unique fashion experience that resonates with individuality, authenticity, and quality.**
>
> **Every stitch, every fabric, and every design is a testament to our commitment to excellence, ensuring our clients don nothing but the best.**

## Business history

Help tip | Fashion Design Business Plan

If you're an established fashion design business, briefly describe your business history, like—when it was founded, how it evolved over time, etc.

To unlock help try Upmetrics!

*Start writing here..*

# Future goals

Help tip | Fashion Design Business Plan

It’s crucial to convey your aspirations and vision. Mention your short-term and long-term goals; they can be specific targets for revenue, market share, or expanding your services.

To unlock help try Upmetrics!

*Start writing here..*

# 3.

# Market Analysis

Target Market

Market size and growth potential

Competitive analysis

Market trends

Regulatory environment

REMEMBER

Market analysis provides a clear understanding of the market in which your printing business will run along with the target market, competitors, and growth opportunities.

To unlock help try Upmetrics!

Help tip | Fashion Design Business Plan

To write the introduction section of your market analysis, start by clearly identifying your primary target market.

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*Start writing here..*

## Target Market

Help tip | Fashion Design Business Plan

Start this section by describing your target market. Define your ideal customer and explain what types of services they prefer. Creating a buyer persona will help you easily define your target market to your readers.

To unlock help try Upmetrics!

*Start writing here..*

## Market size and growth potential

Help tip | Fashion Design Business Plan

Describe your market size and growth potential and whether you will target a niche or a much broader market.

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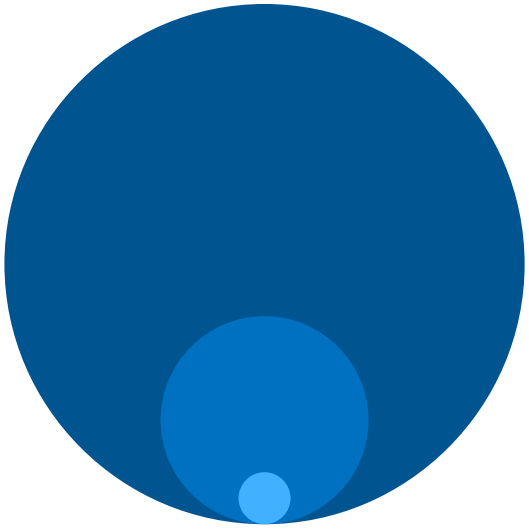
## Market Size



**Available Market**
Global audience seeking fashion products. **100M**

**Served Market**
Customers preferring haute couture and luxury fashion. **40M**

**Target Market**
Elite clientele seeking bespoke tailoring. **10M**

Help tip | Fashion Design Business Plan

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your fashion design business from them.

To unlock help try Upmetrics!

# Competitive analysis

## Chanel

Established in 1910 by the legendary Coco Chanel, Chanel is a global luxury brand synonymous with timeless elegance. Specializing in haute couture, ready-to-wear garments, luxury goods, and accessories, Chanel has cemented its legacy in the world of high fashion.

### Features

Extensive range of ready-to-wear collections

Exclusive haute couture line for elite clientele

Broad accessories range, including bags, shoes, and jewelry

Cosmetic and fragrance lines

### Strengths

Strong brand recognition globally

High-quality craftsmanship

Wide range of products catering to various customer needs

Well-established distribution channels, including flagship stores worldwide

### Weaknesses

High price point, making it inaccessible to a wider audience

Limited focus on sustainability compared to newer brands

### Gucci

Founded in 1921, Gucci is an Italian luxury brand known for its modern approach to fashion combined with its rich heritage. It offers a diverse array of products, from apparel to accessories, appealing to a broad demographic.

#### Features

Comprehensive range of men's and women's clothing

Luxury leather goods, notably handbags

Shoes, watches, and jewelry collections

Beauty and fragrance lines

#### Strengths

Strong global presence with stores in major cities

Diverse product line catering to varied tastes

Collaborations with pop culture icons, enhancing brand visibility among younger demographics

#### Weaknesses

Occasional controversies over cultural insensitivity in designs

High competition in the luxury segment, leading to a need for constant reinvention

### Stella McCartney

Launched in 2001, Stella McCartney stands out with its strong commitment to sustainability, ethical practices, and innovative designs. This brand offers luxury without the guilt, focusing on environmentally-friendly materials and processes.

#### Features

Women's ready-to-wear collections

Kidswear and menswear lines

Accessories, including bags and shoes made without leather

Lingerie and swimwear collections

#### Strengths

Pioneer in sustainable luxury fashion, appealing to eco-conscious consumers

Cruelty-free and leather-free products, a unique proposition in luxury fashion

Collaborations with renowned sports brands like Adidas

#### Weaknesses

Limited physical store presence compared to other luxury brands

Higher production costs due to sustainable sourcing and practices

## Market trends

**Help tip** | **Fashion Design Business Plan**

Analyze emerging trends in the industry, such as technology disruptions, changes in customer behavior or preferences, etc. Explain how your business will cope with all the trends.

To unlock help try Upmetrics!

*Start writing here..*

# Regulatory environment

Help tip | Fashion Design Business Plan

List regulations and licensing requirements that may affect your fashion design company, such as intellectual property rights, consumer product safety regulations, textile & labeling regulations, employment & labor laws, etc.

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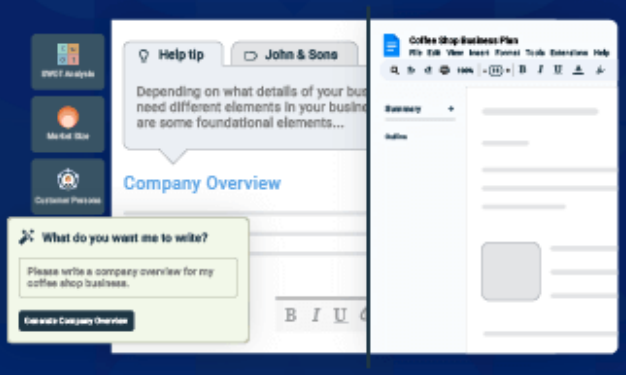
## Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.




Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

Start your planning today

# 4.

# Products and Services

Product range

Customization Options

Additional Services Offered

REMEMBER

The product and services section of a fashion design business plan should describe the specific services and products that will be offered to customers. To write this section should include the following:

To unlock help try Upmetrics!

Help tip | Fashion Design Business Plan

To craft the introduction for your "Products and Services" chapter, begin by positioning your business within its industry, emphasizing its unique strengths or value proposition.

To unlock help try Upmetrics!

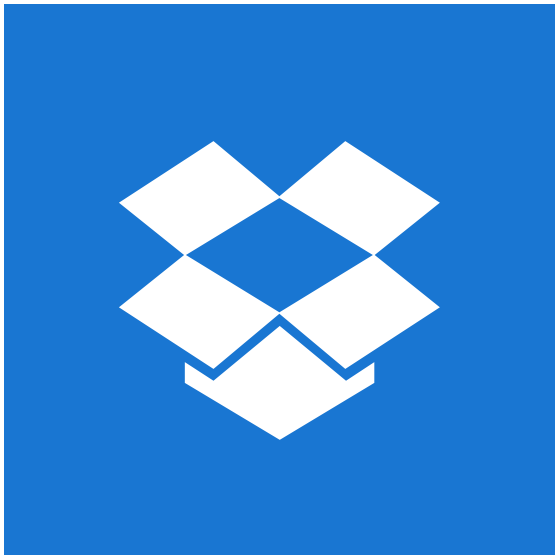
*Start writing here..*

Help tip

Describe the particular products you sell, such as your clothing lines, accessories, and any other items you sell. Give a thorough rundown of the various subcategories, fashion trends, and designs you offer.

To unlock help try Upmetrics!

## Product range



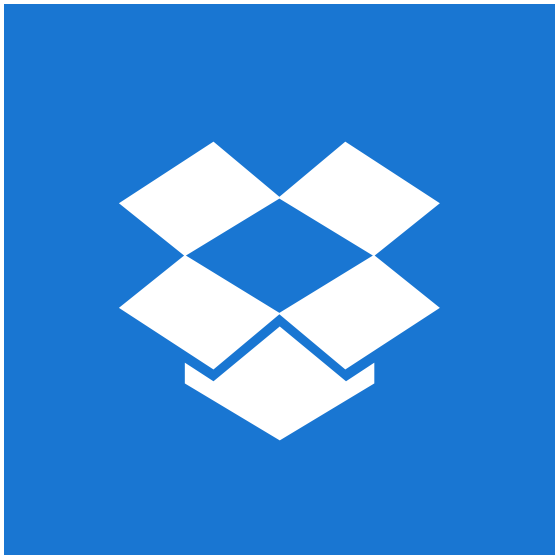
### Clothing Lines: Haute Couture Collection

Price: **Starts at [$5,000]**

An exclusive collection of unique, handcrafted designs tailored to fit the individual style and measurements of each client.

**Specifications**

- Materials: Silk, lace, and other premium fabrics
- Designs: Custom designs created by our expert designers
- Measurements: Tailored to the exact measurements of the client
- Timeframe: 4-6 weeks for completion



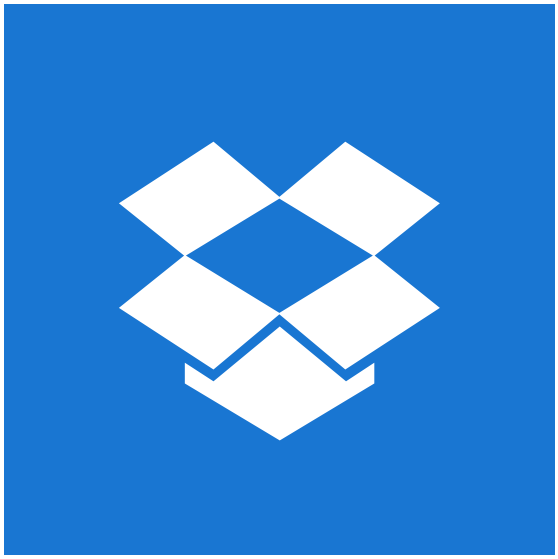
## Clothing Lines: Ready-to-Wear Collection

Price: **Ranges from [$200 - $2,000]**

A versatile collection of stylish and trendy clothing suitable for a range of occasions, available in standard sizes.

### Specifications

- Materials: Cotton, wool, and other high-quality fabrics
- Designs: A range of styles and patterns to choose from
- Sizes: Available in standard sizes XS to XL
- Availability: In-stock and ready to ship



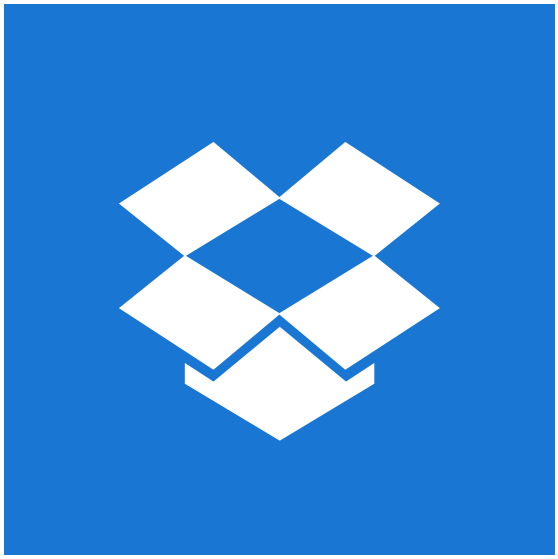
## Clothing Lines: Seasonal Collections

Price: **Varies per season**

Our Seasonal Collections are meticulously curated, drawing inspiration from global trends to ensure that our clientele is always at the forefront of fashion.

### Specifications

- Limited edition pieces, seasonal fabrics and color palettes, thematic designs.



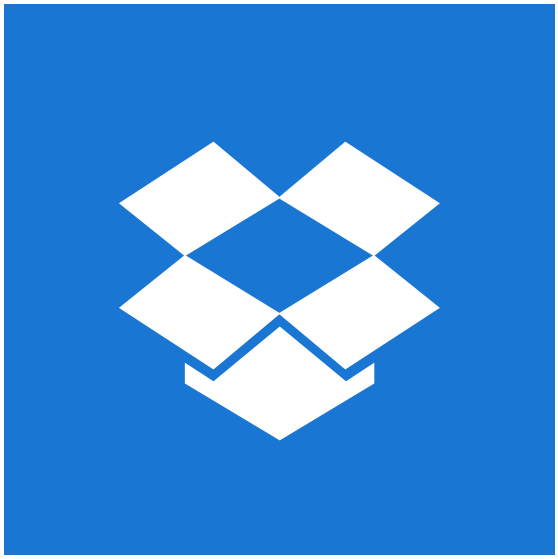
## Accessories: Handbags & Clutches

Price: **Ranges from [$XX to $XXX]**

Our range of handbags and clutches is crafted from premium materials and features intricate designs that perfectly complement any outfit.

### Specifications

- Various sizes and styles, choice of leather or fabric, customizable color options.



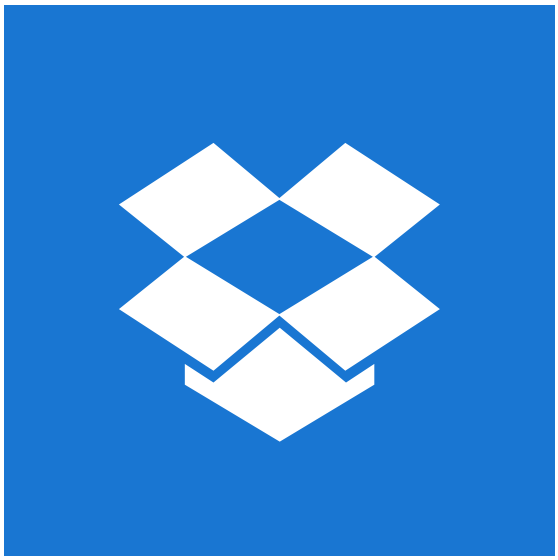
## Accessories: Footwear

Price: **Starting at [$XX]**

[Fashion House]'s footwear line encompasses a range from casual sneakers to elegant heels, ensuring a perfect match for any occasion.

### Specifications

Available in sizes 5 to 11, various styles and colors, premium quality materials.



## Accessories: Jewelry

Price: **Starting at [$XXX]**

Our jewelry line offers unique and exquisite pieces that add a touch of luxury and sophistication to any ensemble.

### Specifications

Handcrafted, customizable options, range of precious metals and stones.

# Customization Options

Help tip | Fashion Design Business Plan

Give specific details about any customization your fashion design company provides. Give examples of how clients can customize their clothing to suit their tastes by choosing particular colors, including individualized features, or giving exact dimensions.

To unlock help try Upmetrics!

*Start writing here..*

# Additional Services Offered

Help tip | Fashion Design Business Plan

Mention if your fashion design company offers any additional services. You may include services like consultation, styling services, collaborations, etc.

To unlock help try Upmetrics!

*Start writing here..*

# 5.

# Sales And Marketing Strategies

Unique Selling Proposition (USP)

Pricing Strategy

Marketing strategies

Sales strategies

Customer retention

REMEMBER

Writing the sales and marketing strategies section means a list of strategies you will use to attract and retain your clients.

To unlock help try Upmetrics!

Help Tip | Fashion Design Business Plan

To create an effective introduction for your "Sales and Marketing Strategies" chapter, start by setting the stage within your specific industry or market.

To unlock help try Upmetrics!

*Start writing here..*

## Unique Selling Proposition (USP)

Help tip | Fashion Design Business Plan

Define your business's USPs depending on the market you serve, the equipment you use, and the unique services you provide. Identifying USPs will help you plan your marketing strategies.

To unlock help try Upmetrics!

*Start writing here..*

## Pricing Strategy

Help tip | Fashion Design Business Plan

Describe your pricing strategy—how you plan to price your products & services and stay competitive in the local market. You can mention any discounts you plan on offering to attract new customers.

To unlock help try Upmetrics!

*Start writing here..*

Help tip

Discuss your marketing strategies to market your services. You may include some of these marketing strategies in your business plan—social media marketing, Google ads, brochures, content marketing, and print marketing.

To unlock help try Upmetrics!

# Marketing strategies

## Online

### Social Media

Utilizing platforms like Instagram, Facebook, and Pinterest, we aim to showcase our latest collections, engage with our audience, and drive traffic to our website.

### Content Marketing

Through engaging blog posts, articles, and newsletters, we educate our audience about fashion trends, offer styling tips, and provide insights into our design process.

### Google Ads

Targeted advertisements on Google ensure we capture the attention of those actively searching for fashion design services or products.

## Offline

### Brochures

Our elegantly designed brochures, distributed at [events, fashion shows, and partner outlets], give potential clients a tangible feel of our brand and collections.

### Print Marketing

Advertisements in leading fashion magazines and local dailies will ensure we reach a broad spectrum of potential clients.

Help tip | Fashion Design Business Plan

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include partnering with other businesses, collaborations, offering referral programs, etc.

To unlock help try Upmetrics!

## Sales strategies

### Partnering with Businesses

Collaborations with [local boutiques, event organizers, and online marketplaces] to showcase and sell our designs.

### Referral Programs

A win-win scheme where our existing clients can refer [Fashion House] to friends and family, earning them exclusive discounts or perks.

Help tip | Fashion Design Business Plan

Describe your customer retention strategies and how you plan to execute them. For instance, introducing loyalty programs, discounts & offers, personalized service, etc.

To unlock help try Upmetrics!

## Customer retention

### Loyalty Programs

Where repeat clients earn points with each purchase, which can be redeemed for discounts or special items.

### Exclusive Offers

Periodic offers exclusively for our existing client base, making them feel valued and special.

### Personalized Service

Offering customization and tailoring, ensuring each client feels that their outfit is exclusively crafted for them.

# 6.

# Operations Plan

Staffing & Training

Operational Process

Equipment & Software

REMEMBER

When writing the operations plan section, it's important to consider the various aspects of your business operations.

To unlock help try Upmetrics!

Help tip | Fashion Design Business Plan

To create an effective introduction for your "Operational Plan" chapter, start by emphasizing the pivotal role of efficient operations in the success of your business, underscoring how they directly impact the quality of services delivered.

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*Start writing here..*

## Staffing & Training

Help tip | Fashion Design Business Plan

Mention your cleaning business's staffing requirements, including the number of employees or designers needed. Include their qualifications, the training required, and the duties they will perform.

To unlock help try Upmetrics!

*Start writing here..*

## Operational Process

Help tip | Fashion Design Business Plan

Outline the processes and procedures you will use to run your fashion design business. Your operational processes may include design concept & research, material sourcing & sample development, pattern making & garment construction, inventory mana

To unlock help try Upmetrics!

*Start writing here..*

# Equipment & Software

Help tip | Fashion Design Business Plan

Include the list of equipment and software required for fashion design, such as sewing machines, cutting tools, measurement tools, CAD software, designing software, communication tool, etc.

To unlock help try Upmetrics!

*Start writing here..*

# 7.

# Management Team

Key managers

Organizational structure

Compensation plan

Board of advisors

REMEMBER

The management team section provides an overview of the individuals responsible for running your business plan.

To unlock help try Upmetrics!

Help tip | Fashion Design Business Plan

To craft an introduction for your "Management Team" chapter, begin by emphasizing the crucial role of leadership in the success of any business.

To unlock help try Upmetrics!

*Start writing here..*

## Key managers

Help tip | Fashion Design Business Plan

Introduce your management and key members of your team, and explain their roles and responsibilities.

To unlock help try Upmetrics!

*Start writing here..*

### John Doe

CEO and Founder - john.doe@example.com

John is the visionary behind [Fashion House]. With a Bachelor's degree in Fashion Design from [University Name], he has successfully turned his passion into a thriving business.

His journey in the fashion industry spans over 15 years, during which he has worked with prominent designers and brands, honing his skills and business acumen.

## Jane Doe

Design Manager - jane.doe@example.com

Jane is the creative force at [Fashion House]. She has a Master's degree in Fashion Innovation from [University Name], and her designs have been showcased on various prestigious platforms.

With over 12 years of experience in the fashion industry, she brings a fresh perspective to the brand, ensuring that every piece is a testament to our innovation and craftsmanship.

## Alice Brown

Operations Manager - alice.brown@example.com

With an MBA in Operations Management and a background in fashion operations, Alice ensures that [Fashion House] runs like a well-oiled machine.

Her meticulous planning and keen eye for detail have been instrumental in streamlining our operations and improving efficiency. She brings over 10 years of industry experience to the table.

## Robert Brown

Customer Services Manager - robert.brown@example.com

Robert's people skills are unmatched. With a Bachelor's degree in Communication and 8 years of experience in customer service, he ensures that our customers' needs are always met with a smile.

He has successfully created a customer service strategy that not only resolves grievances but also anticipates and meets customers' needs.

# Organizational structure

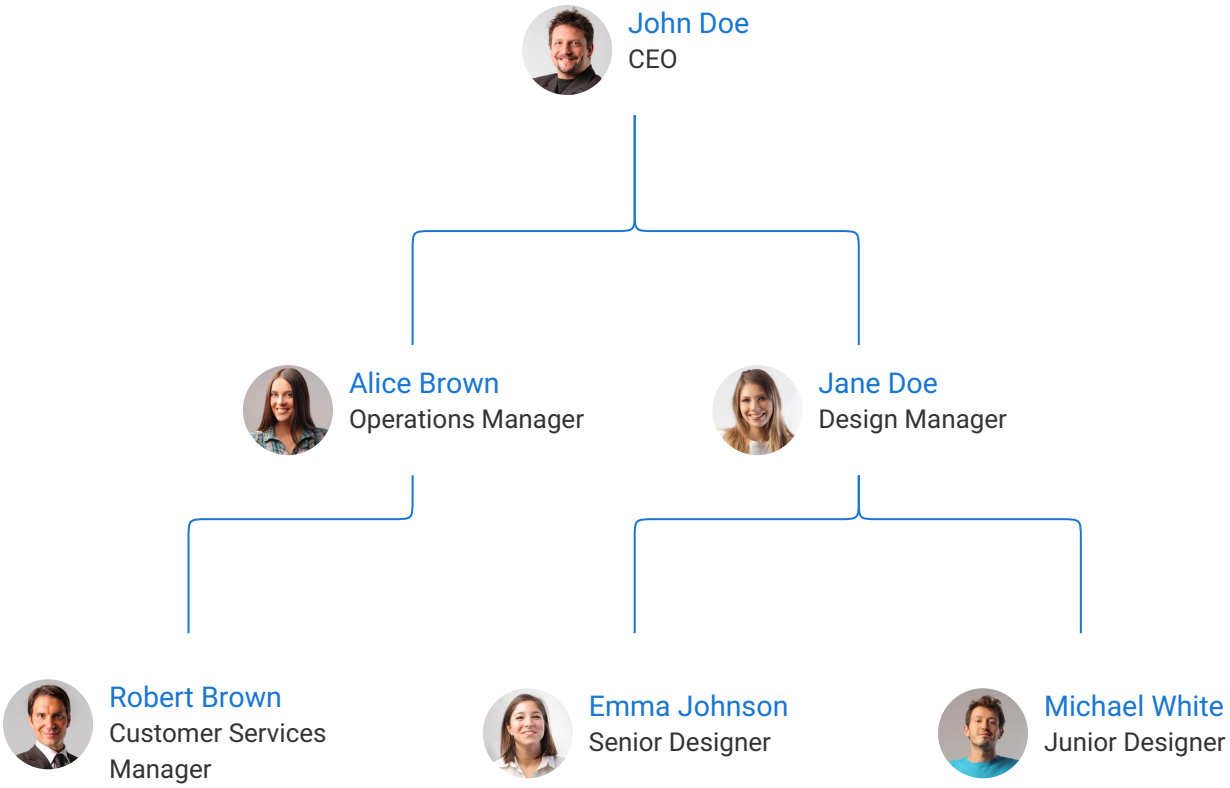
Help tip | Fashion Design Business Plan

Explain the organizational structure of your management team. Include the reporting line and decision-making hierarchy.

To unlock help try Upmetrics!

*Start writing here..*

## Organization chart




# Compensation plan

**Help tip** | **Fashion Design Business Plan**

Describe your compensation plan for the management and staff. Include their salaries, incentives, and other benefits.

To unlock help try Upmetrics!

*Start writing here..*

Help tip

Mentioning advisors or consultants in your business plans adds credibility to your business idea.

To unlock help try Upmetrics!

## Board of advisors

### [Mr. Daniel Smith]

Advisor

A renowned name in sustainable fashion, Mr. Smith's expertise aids our venture into eco-friendly designs, aligning with global sustainability trends.

### [Dr. Emily Green]

Advisor

With over [20 years] of experience in global fashion markets, Dr. Green offers invaluable insights into international expansion strategies and branding.

# 8.

# Financial Plan

Profit & loss statement

Cash flow statement

Balance sheet

Break-even Analysis

Financing needs

REMEMBER

When writing the financial plan section of a business plan, it’s important to provide a comprehensive overview of your financial projections for the first few years of your business, You may provide the following:

To unlock help try Upmetrics!

Help tip | Fashion Design Business Plan

To create an effective introduction for your "Financial Plan" chapter, begin by stressing the critical role of a well-structured financial plan in the success of your venture.

To unlock help try Upmetrics!

*Start writing here..*

Help tip | Fashion Design Business Plan

Describe details such as projected revenue, operational costs, and service costs in your projected profit and loss statement. Make sure to include your business’s expected net profit or loss.

To unlock help try Upmetrics!

## Profit & loss statement

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| **Revenue** | **$1,652,704** | **$2,560,764** | **$3,990,680** |
| Haute Couture Sales | $438,168 | $662,088 | $1,000,536 |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Unit Sales | 365 | 552 | 834 |
| Unit Price | $1,200 | $1,200 | $1,200 |
| Wedding Fashion Rentals | $618,532 | $1,048,920 | $1,778,780 |
| Unit Sales | 1,546 | 2,622 | 4,447 |
| Unit Price | $400 | $400 | $400 |
| Bespoke Tailoring Services | $596,004 | $849,756 | $1,211,364 |
| Unit Sales | 497 | 708 | 1,009 |
| Unit Price | $1,200 | $1,200 | $1,200 |
| | | | |
| **Cost Of Sales** | **$666,881.39** | **$970,916.50** | **$1,430,822.66** |
| General Costs | $666,881.39 | $970,916.50 | $1,430,822.66 |
| Haute Couture Material Costs | $614,381.39 | $916,841.50 | $1,375,125.38 |
| Haute Couture Material Costs | $283,840.59 | $404,688.70 | $576,989.38 |
| Labor Cost | $330,540.80 | $512,152.80 | $798,136 |
| Wedding Fashion Rental Maintenance | $52,500 | $54,075 | $55,697.28 |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Wedding Dress Cleaning Cost | $42,000 | $43,260 | $44,557.80 |
| Wedding Dress Repair Cost | $10,500 | $10,815 | $11,139.48 |
| Revenue Specific Costs | $0 | $0 | $0 |
| Personnel Costs (Direct Labor) | $0 | $0 | $0 |
| | | | |
| **Gross Margin** | **$985,822.61** | **$1,589,847.50** | **$2,559,857.34** |
| **Gross Margin (%)** | **59.65%** | **62.08%** | **64.15%** |
| | | | |
| **Operating Expense** | **$927,040.92** | **$983,539.32** | **$1,057,280.16** |
| Payroll Expense (Indirect Labor) | $785,760 | $812,696.40 | $840,619.08 |
| Design Team | $279,000 | $289,530 | $300,505.80 |
| Lead Designer | $72,000 | $76,320 | $80,899.20 |
| Assistant Designers | $207,000 | $213,210 | $219,606.60 |
| Sales and Marketing Team | $208,620 | $215,515.80 | $222,643.92 |
| Sales Manager | $63,720 | $66,268.80 | $68,919.60 |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Marketing Specialists | $144,900 | $149,247 | $153,724.32 |
| Production Team | $298,140 | $307,650.60 | $317,469.36 |
| Head Tailor | $56,640 | $58,905.60 | $61,261.80 |
| Seamstresses/Tailors | $241,500 | $248,745 | $256,207.56 |
| General Expense | $140,781.12 | $170,842.92 | $216,661.08 |
| Marketing Expenses | $45,600 | $47,448 | $49,375.44 |
| Online Advertising | $24,000 | $25,200 | $26,460 |
| Social Media Campaigns | $21,600 | $22,248 | $22,915.44 |
| Operational Expenses | $42,000 | $42,900 | $43,819.80 |
| Rent | $36,000 | $36,720 | $37,454.40 |
| Utilities | $6,000 | $6,180 | $6,365.40 |
| Miscellaneous Expenses | $53,181.12 | $80,494.92 | $123,465.84 |
| Office Supplies | $3,600 | $3,672 | $3,745.44 |
| Professional Services | $49,581.12 | $76,822.92 | $119,720.40 |
| Bad Debt | $0 | $0 | $0 |
| Amortization of Current Assets | $499.80 | $0 | $0 |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| **EBITDA** | **$58,781.69** | **$606,308.18** | **$1,502,577.18** |
| **Additional Expense** | **$8,338.93** | **$6,404.77** | **$4,351.31** |
| Long Term Depreciation | $3,192 | $3,192 | $3,192 |
| Gain or loss from Sale of Assets | $0 | $0 | $0 |
| EBIT | $55,589.69 | $603,116.18 | $1,499,385.18 |
| Interest Expense | $5,146.94 | $3,212.76 | $1,159.29 |
| EBT | $50,442.76 | $599,903.41 | $1,498,225.87 |
| Income Tax Expense / Benefit | $0 | $0 | $0 |
| **Total Expense** | **$1,602,261.24** | **$1,960,860.59** | **$2,492,454.13** |
| **Net Income** | **$50,442.76** | **$599,903.41** | **$1,498,225.87** |
| **Net Income (%)** | **3.05%** | **23.43%** | **37.54%** |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Retained Earning Opening | $0 | $30,442.76 | $620,346.17 |
| Owner's Distribution | $20,000 | $10,000 | $10,000 |
| **Retained Earning Closing** | **$30,442.76** | **$620,346.17** | **$2,108,572.04** |

Help tip | Fashion Design Business Plan

The cash flow for the first few years of your operation should be estimated and described in this section.

This may include billing invoices, payment receipts, loan payments, and any other cash flow statements.

To unlock help try Upmetrics!

## Cash flow statement

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| **Cash Received** | **$1,652,704** | **$2,560,764** | **$3,990,680** |
| **Cash Paid** | **$1,598,569.44** | **$1,957,668.59** | **$2,489,262.13** |
| COS & General Expenses | $807,662.51 | $1,141,759.42 | $1,647,483.74 |
| Salary & Wages | $785,760 | $812,696.40 | $840,619.08 |
| Interest | $5,146.94 | $3,212.76 | $1,159.29 |
| Sales Tax | $0 | $0 | $0 |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Income Tax | $0 | $0 | $0 |
| **Net Cash From Operations** | **$54,134.56** | **$603,095.41** | **$1,501,417.87** |
| | | | |
| Assets Sell | $0 | $0 | $0 |
| Assets Purchase | $20,500 | $0 | $0 |
| **Net Cash From Investments** | **($20,500)** | **$0** | **$0** |
| | | | |
| **Amount Received** | **$150,000** | **$0** | **$0** |
| Loan Received | $100,000 | $0 | $0 |
| Common Stock | $0 | $0 | $0 |
| Preferred Stock | $0 | $0 | $0 |
| Owner's Contribution | $50,000 | $0 | $0 |
| **Amount Paid** | **$51,359.35** | **$43,293.51** | **$45,347.12** |
| Loan Capital | $31,359.34 | $33,293.52 | $35,347.14 |
| Dividends & Distributions | $20,000 | $10,000 | $10,000 |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| **Net Cash From Financing** | **$98,640.65** | **($43,293.51)** | **($45,347.12)** |
| | | | |
| **Summary** | | | |
| Starting Cash | $0 | $132,275.21 | $692,077.11 |
| Cash In | $1,802,704 | $2,560,764 | $3,990,680 |
| Cash Out | $1,670,428.79 | $2,000,962.10 | $2,534,609.25 |
| Change in Cash | $132,275.21 | $559,801.90 | $1,456,070.75 |
| **Ending Cash** | **$132,275.21** | **$692,077.11** | **$2,148,147.86** |

**Help tip** | **Fashion Design Business Plan**

Create a projected balance sheet documenting your fashion design business's assets, liabilities, and equity.

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## Balance sheet

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| **Assets** | **$149,083.41** | **$705,693.31** | **$2,158,572.06** |
| **Current Assets** | **$132,275.41** | **$692,077.31** | **$2,148,148.06** |
| Cash | $132,275.21 | $692,077.11 | $2,148,147.86 |
| Accounts Receivable | $0 | $0 | $0 |
| Inventory | $0 | $0 | $0 |
| Other Current Assets | $0.20 | $0.20 | $0.20 |
| **Long Term Assets** | **$16,808** | **$13,616** | **$10,424** |
| Gross Long Term Assets | $20,000 | $20,000 | $20,000 |
| Accumulated Depreciation | ($3,192) | ($6,384) | ($9,576) |
| | | | |
| **Liabilities & Equity** | **$149,083.42** | **$705,693.31** | **$2,158,572.04** |
| **Liabilities** | **$68,640.66** | **$35,347.14** | **$0** |
| **Current Liabilities** | **$33,293.52** | **$35,347.14** | **$0** |
| Accounts Payable | $0 | $0 | $0 |
| Income Tax Payable | $0 | $0 | $0 |
| Sales Tax Payable | $0 | $0 | $0 |
| Short Term Debt | $33,293.52 | $35,347.14 | $0 |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| **Long Term Liabilities** | **$35,347.14** | **$0** | **$0** |
| Long Term Debt | $35,347.14 | $0 | $0 |
| **Equity** | **$80,442.76** | **$670,346.17** | **$2,158,572.04** |
| Paid-in Capital | $0 | $0 | $0 |
| Common Stock | $0 | $0 | $0 |
| Preferred Stock | $0 | $0 | $0 |
| Owner's Contribution | $50,000 | $50,000 | $50,000 |
| Retained Earnings | $30,442.76 | $620,346.17 | $2,108,572.04 |
| | | | |
| **Check** | **$0** | **$0** | **$0** |

**Help tip** | **Fashion Design Business Plan**

Determine and mention your business's break-even point—the point at which your business costs and revenue will be equal.

This exercise will help you understand how much revenue you need to generate to sustain or be profitable.

To unlock help try Upmetrics!

## Break-even Analysis

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Starting Revenue | $0 | $1,652,704 | $4,213,468 |
| Net Revenue | $1,652,704 | $2,560,764 | $3,990,680 |
| **Closing Revenue** | **$1,652,704** | **$4,213,468** | **$8,204,148** |
| | | | |
| Starting Expense | $0 | $1,602,261.24 | $3,563,121.83 |
| Net Expense | $1,602,261.24 | $1,960,860.59 | $2,492,454.13 |
| **Closing Expense** | **$1,602,261.24** | **$3,563,121.83** | **$6,055,575.96** |
| | | | |
| **Is Break Even?** | **Yes** | **Yes** | **Yes** |
| **Break Even Month** | **Oct '24** | **0** | **0** |
| **Days Required** | **13 Days** | **0** | **0** |
| **Break Even Revenue** | **$1,237,082.13** | **$0** | **$0** |
| Haute Couture Sales | $328,869.60 | $0 | $0 |
| Wedding Fashion Rentals | $457,821.33 | $0 | $0 |
| Bespoke Tailoring Services | $450,391.20 | $0 | $0 |
| **Break Even Units** | | | |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Haute Couture Sales | 274 | 0 | 0 |
| Wedding Fashion Rentals | 1,145 | 0 | 0 |
| Bespoke Tailoring Services | 375 | 0 | 0 |

## Financing needs

**Help tip** | **Fashion Design Business Plan**

Calculate costs associated with starting a fashion design business, and estimate your financing needs and how much capital you need to raise to operate your business.

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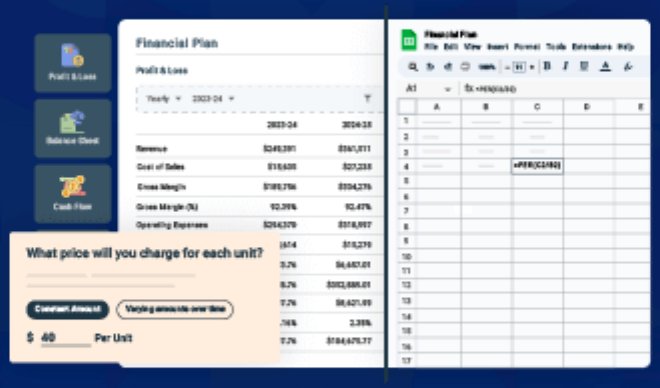
*Start writing here..*

# Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.




Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

Start your planning today

# 9.

# Appendix

REMEMBER

When writing the appendix section, you should include any additional information that supports the main content of your plan. This may include financial statements, market research data, legal do

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# Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

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Mariia Yevlash

★★★★★

Student, Sumy State University – Ukraine

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