**Sky Curated Business Plan**

**Hook:**

Sky curated is an online store brand that focuses on curating a timeliness wardrobe for women. Our pieces mixed well together creating a capsule wardrobe and can blend in your wardrobe of basics. Buying our clothes will enhance your wardrobe, keep it fresh and timeless.

**Problem we are trying to solve:**

Cohesiveness in wardrobe, timeless affordable pieces and why still looking like you fit the current times.

**How will Sky Curated be run?**

There will be a new drop/collection every 3 months with 6 to 12 different pieces to keep our customer having new pieces 4 times a year. Each quarter there will be new drop, Jan-March, April –June, July-September, and October-December

**Demographics Target Market**

Our Clothes target market is between ages 20-35 years old. We have soft Feminine pieces, and timeless pieces for that our clothes is for anyone who loves timeless pieces. As our pieces are mostly basics and few special pieces, it’s good for every day, work from home, work at the office, dates and birthdays. We don’t carry pieces for events.

**Marketing?**

We will do online marketing, through Facebook and Instagram marketing, we will also utilize email marketing once we start to grow our clients. We will venture into meeting Influencers and sending things to them to get our products review and advertise by them. We all will be encourage to bring influencers we know and trust to do but the detail of managing influencers will be someone job. We are also going to ask family members who have influence to join our influencer board, let’s get creative. We will also be doing Lifestyle pictures (meaning when we wear our clothes for school, dinner, dates we can take pic in it post it on our social and tag our business page on it. Rochelle will be our official model for our page alongside Mercy and Royal. Lifestyle shoot will be done by everyone because we will be showing people how we can wear the clothes in our daily lives. There will be different promotions throughout the year to accommodate our various holidays in our country, like Valentine’s Day promotion, black Friday, Christmas day, Labor Day, and so on.

**Team?**

There are 18 different roles to be played for this Business to be well run and I will list them and who will be playing this role.

1. Emmaline Sweetz Wilson- Founder and Co-Owner

Roles to play:

* CEO- In charge of overall operating making sure everything is working to achieve the company objectives.
* Content creator- deciding on how to shoot each collection/drop coming up with the concept of shoot and communicating with the stylist.
* Head of designs- putting together mood boards for each season to send to the manufactures and designers about what should be make, letting them do full designs and sent it back for revision which will be review by the team and then send it back to the manufacturers for samples and then review the samples each and every step before putting in for it to be made. You keep a close contact with manufacturer always.
* Stylist- Responsible to style the models and to be on every shoot with the models if not in-town Stylist assistant will be in charge of it
* Digital Marketing manager- Responsible for creating adds, and running AdSense, email marketing, Facebook marketing, google optimization, making survey, analyzing survey results and reviewing site.
* HR – Responsible to hire for gaps that need to cover, making sure everyone plays their roles well and responsible to pay everyone.
* Financial Controller- Every Expenses that goes on you are aware and responsible for it, at the end of each quarter, you are responsible for financial report.
1. Olive T. Francis- Co-founder and Co-Owner

Roles to play:

* Communication Officer- Everything that goes on in the organization isn’t run with you, take feedback from our social media and bring it into meeting on what should we improve in and what we should drop.
* Social Media influence manager-you communicate with them on a regular basics, create a budget for them, send pieces to them after they have be selected by the team, and you have the right to tell us who to drop that isn’t good for our business.
* Account Manager- manages the business account including the payment of Facebook and Instagram marketing after the marketing promo is done by marketing manager. You are also in charge of seeing how everyone part is playing well, if the collection is selling and what we need to do
* Production manager- Before the products is purchase due to your report made for the last quarter on things that was sold, you will determine how much should be produce.
* Tech manager- Learning more things that will make our jobs easy and technology that will make it easy.
* Customer Service Manager- respond to customer online when they want things or ask questions to all the business pages will be linked to you though we all have the responsibilities to check on it every time but it is your responsibility first.
1. Mercy Bondo- Co- Founder and Co-Owner

Roles to play

* Model-alongside Royal and Rochelle. You are in charge of them too, making sure you guys are ready for shooting.
* Market Researcher- alongside Emmaline on what is new and what should be produce. What’s is in hot on the market and how can we keep it in line with our business.
* Packager and head of delivery- After you have gotten the customer’s order from Olive, you are in charge to making sure you get the delivery man to deliver things on time. You are responsible for seeing how we can improve the packages.
* Stylist Assistant- helping to review the concept of shoot or the light in how the things should be style working close enough with the content creator and stylist.
* Design Assistant- You look over the design for each season that has been giving by Head of designs.
* PR Manager- Identify all communication opportunities in the plans for the business. Press, celebrities and influencer activation especially, brand events and meetings to engage stakeholders and development of PR communication materials to use during the season campaigns. As much as the marketing manager will be coming up with campaigns and advertisement it will be run by you. Taking note of other things we can offer customer down the line like membership to join our exclusive clubs for regular buyers and discount.

As for Photographing, editing, graphics, and video maker will all be outsource.

There is another part of sky curated that will be created but to have his own business page and social media pages called Sweet Lounge the reason it will be separated because the concept is a bit different, while Sky curated is much streamline and timeless pieces. Sweet Lounge- focus more on Lounge pieces, sweats, and knits for both Men and Women, this will be launch with their own business accounts and Instagram page too and will be launch 6 to 9 months after Sky Curated is Launch. It will be run by the same people which means more money.

As time goes by there will be 6 people in total hired to work with Sky curated and Sweet Lounge the sister brand. Those people will be taking 12 roles from us and we will be left with 2 roles each to play but in the beginning, each of us will have to play 6 roles each. This will happen after a year of running the business on our own we will hire 3 persons in 2024 July and 3 Persons in 2025 July.

**How much will be charge?**

For now our lowest price will be 15/20 dollars and highest price will be 50/60 dollars and over the years with our quality improvement the prices will keep on growing but no matter how long we run it our price will still remain affordable nothing above 150 dollars.

Profit

As for us the three Owners in the beginning we will have to get dividends quarterly, and after a year when we employ others then we will have to include salaries for everyone including us while still getting our dividends quarterly from both businesses.

**Time bound and Life Line**

* Starting- July 15 2023
* We can do this and we are going to make sure our present is felt in this time.
* Hopefully we can run this for at least 10 years.
* We are to collect the starting amount from each co-owner by the end of May. Which is 2000 each, this equating to the amount of 6000 dollar. However if I don’t get the money from any of the potential co-owners, I (Emmaline) as the founder and owner of this idea will start without them even on the budget of 2000 or 3000 dollars. Which means I will be doing it all alone but

I don’t mind as this is my dream and I worked hard at anything I put my mind to always.

There are about 20 pieces we want to create for the first collection for Sky Curated.

1. Silk dress- midi length in our 5 signature colors; brown, black, cream/beige, navy, and soft baby pink
2. 2. Silk skirt- midi length in the same 5 signature color
3. Baby Tee- in white, brown and black
4. Cargo trouser- in brown, black and beige
5. White summer Dress
6. Baby Blue Dress Long with Dress
7. Corset top with big bows- pink floral and dark flower
8. Short trouser set- Blue stripes and black set
9. Relax straight legs tailor trouser in signature colors; black, brown, navy, beige, and soft baby pink
10. Knitted oversize sweater in black and pink
11. Classic shirt(boxy fit)- White, Black, navy, brown and pink
12. Pink thin long sleeve t-shirt with outer stitches
13. Flare pants in black and brown
14. Silk shirt blouse with flare sleeves
15. Crinkle tie up oversize blouse in black and white
16. Pleaded long skirt in pink, white, black
17. Oversize blazer in beige, black and brown
18. Long sleeve scoop neck body suit in black and brown
19. Silk scrunchies with the signature 5 colors
20. Padded hair band

That collection will be running from July to December 2023.

The following year we will have 4 drops in accordance to each quarter with 5 new designs each quarter and the most popular designs from the last quarters will stay on the website and the one that isn’t bought will be discontinue.

**Business Budget**

Startup Cost

This is what I need for the first quarter (3 months) to start and run the business

|  |  |  |
| --- | --- | --- |
| **Items** | **Price** | **Description** |
| Beginning Inventory | It’s going to cost at least 1500 dollars | The amount of cash I need to get the clothes Manufacture on Alibaba |
| Advertisement | 70 per month for both | This will be facebook and Instagram  |
| Website | Not needed now | For the first we won’t have a website, we will use Instagram and facebook to avoid a lot of financial strain.  |
| Storage | 100 dollars | This will be the cabinet that I will buy or build to store stock |
| Delivery | At least 50 dollars | Here in Liberia we have Delivery services to deliver your products for you, for the first year we will using that LIBDelivery Service |
| Graphic Design (Brand, Logo) | 20 dollars | We use Tailor Brand for logo for our tags, brands, logo, business card, social handles. <https://www.tailorbrands.com/> |
| Shipping  | $ 10.00 usd monthly | We will be using DHL and <https://www.shipstation.com/> we will be using the start until our orders increases. <https://www.g2.com/products/shipstation/pricing> |
| Packaging | 250 dollars for starting | Packaging for delivery as it an online business |
| Salaries and wages | 150 usdollars for assistance every month. | For Emmaline and the assistant. We will run it for a year before adding other people and if I start it with the co-owners than we will run it together for some time. |
| Monthly subscription service | Not needed now | For hosting the web and other email marketing which won’t be needed in the first year seeing that I won’t be starting the website the first year. |
| Rent and Lease | Not needed now | For a few years it’s going to be run out of my house. |
| Equipment |  | Computer and camera. Currently will use personal computer and for taking pic. I might get a friend and have to pay them because we don’t have a camera currently. Well I might just borrow camera and do it ourselves. |

Note: If I have to start this alone that means I will be doing everything alone, I will get one person to assist me.