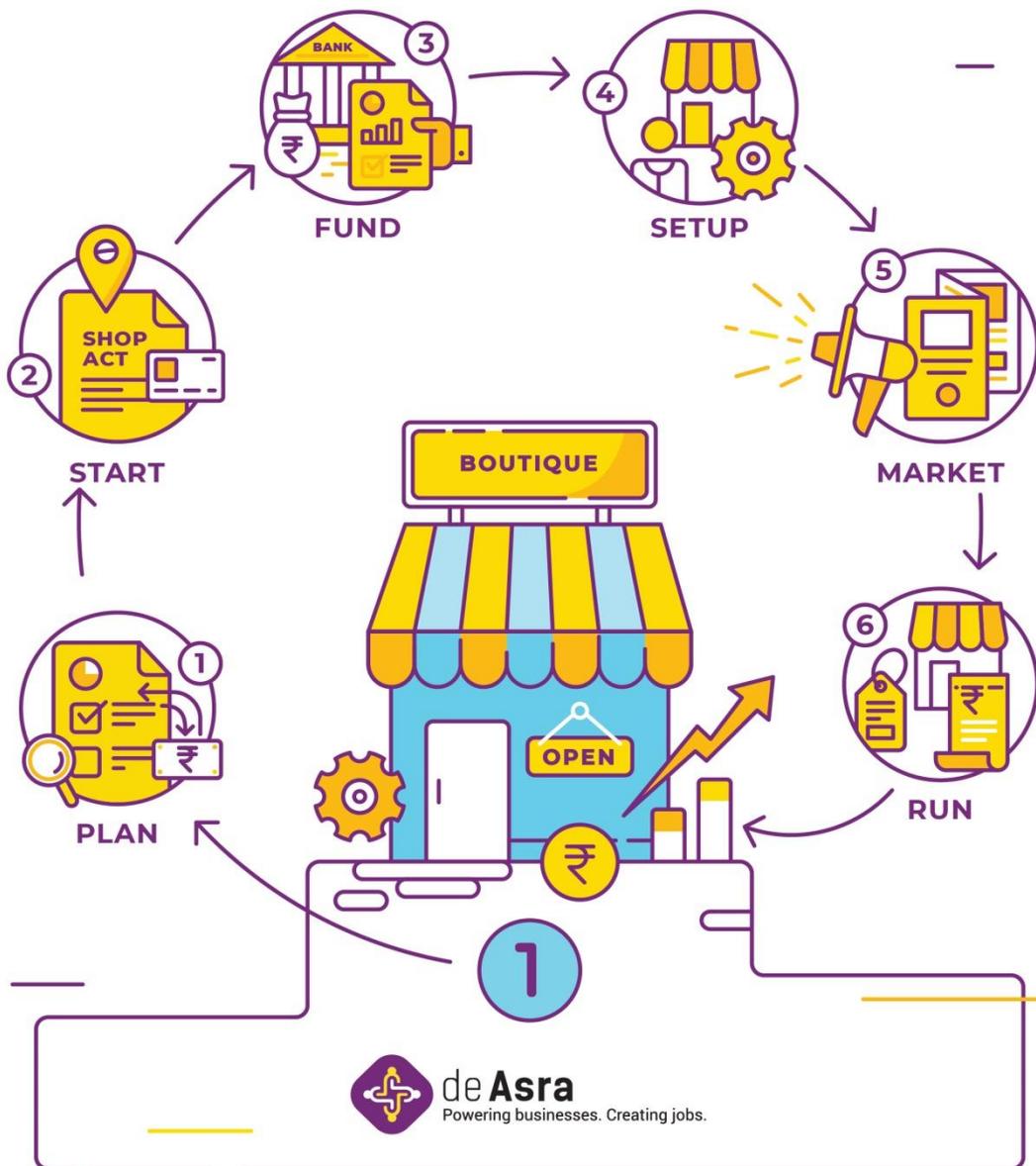


HOW TO START, MANAGE AND GROW YOUR FASHION BUSINESS?



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Checklist for starting and running a fashion business

YES NO

- | | | |
|---|--------------------------|--------------------------|
| 1. Are you updated about the latest trends in the fashion sector? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Have you conducted a thorough market research about your Fashion business and competitor analysis? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Have you segregated and mapped your product offering with your customer base? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Have you identified your suppliers/ wholesalers for your raw materials? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Have you done the costing and credit period analysis for the same? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Have you defined your marketing strategy? | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Have you analysed your product life cycle and inventory management based on the same? | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Have you planned the launch of your fashion business (new business or existing if expanding)? | <input type="checkbox"/> | <input type="checkbox"/> |

Essentials:

- Define your working capital
- Finalise on a product USP
- Define your Fashion brand mission and vision
- Study the operational costs, logistics management for your business
- Price your product based at par with the industry standards
- Ensure the quality of your designs, fabrics etc is as per industry standards
- Display your products as per visual appeal and relevance to sector
- Understand and manage the aesthetics of your display (store or elsewhere)
- Knowledge about accessories and beauty is an add on to the fashion business
- Display accessories in the store though that is not your core revenue which would result in impulse buying as applicable
- Take care of packaging and correct labelling of your brand on the product
- Utilise the waste fabrics to create home décor items, etc. out of it which can go complimentary to the business.
- Ensure you take timely customer feedback for product improvements
- Plan your offers and discounts based on your customer needs and festivals as relevant
- Maintain you books of accounts on a daily basis to track sales



de **Asra**

Powering businesses. Creating jobs.

About us

deAsra is committed to enabling people to start, manage & grow a small business successfully. To this end, we offer a platform wherein, setting up, managing & growing a small business is made simple & entrepreneur friendly through a broad array of support services. Each of our services is simplified, bench-marked, tech-enabled, expert-led, with custoer-friendly functionality, convenience & speed.



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Good Luck For Your Business.

