

Mouta Fashions Business Plan

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Owner

Confidential

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I. Introduction

I am Mourtala Moumouni, I am originally from Benin Africa. I came to United states in 2000, began working with a fashion store in New York city. While working in the fashion store I started as a stocker, then moved up to salesman, I then was promoted to manager. After working several years I realized that I was practically running the store as my employer, was gone more than was at the store. I would order merchandise, set up displays, take inventory, did the accounting, banking etc. I made it a goal to someday open my own fashion store. In 2010 I met my goal and opened up Mouta Fashions.

At Mouta Fashions wide variety high quality clothing. Our variety ranges from traditional, chic, sexy, urban, classic, and sophisticated, all at reasonable prices

I am now ready to open a second store due to high clientele volume. With this new store it will open the doors to another area of town, thus bringing more customers. The store location will be located in a low commercial area but high tourist attraction. We will be the first fashion store in that area. Mouta Fashions will keep up with the latest trendy fashions, thus making customers return to our store.

Since 2010 my clientele has grown by 85%. With that being said I will need a capital of \$150,000 to cover the cost of opening new location and have new merchandise.

Mouta Fashions mission is to be able to have something for everyone. Our Vision is to someday our high quality, affordable clothing to be featured in an well known magazine. Our tagline will be “buy what you love, love what you buy”. Mouta Fashions was established in 2010, located at 11500 Huebner rd. San Antonio tx 78230.

At Mouta Fashions wide variety high quality clothing. Our variety ranges from traditional, chic, sexy, urban, classic and sophisticated, all at reasonable prices. Our goals is to becoming one of the best fashion store in this city and be able to help the community by dressing the way they want to, not to worry about they are physical body. Because we are trying our best to have everything for everyone .

For many reason why Mouta Fashions is so successful because we have a deep understanding and appreciation for marketing.

Mouta Fashion may already be one of the most recognized brands fashion in the city. We use most of the time media to do our advertise our new brands, you visit us www.moutafashion.com .

The reason why successful companies keep investing in ongoing marketing is on the other side of the spectrum, startups and micro-businesses view marketing as a matter of survival, not theory

if you don't invest in it your business will disappear. However an interesting thing often happens: company gets past a few dollars in revenue, it's tempting to let things slide. Some of these store stop marketing altogether.

II. Business Description

Business is growing and everyone's staying busy, they think, so why bother with the expense and hassle?

I will tell you why.

Marketing is food, not medicine

Inexperienced companies regard marketing as medicine to be taken when something is wrong. Not enough customers? Take some time off in marketing and call in morning. So you can see better what is going wrong with your business' i thinks that will be the best way to get back in your feet.

This is completely wrong-headed thinking, and it's one of the reason so many otherwise successful business wind up failing. They get use to feeling busy... until they realize it is too late to start what they should have been doing all along.

Marketing is food. It's the regular, sustained nourishment that gets your business where you want it- and keeps it there. You need it throughout the day, every day.

One of the leading experts on management theory, wrote this :Because the purpose of business is to create a customer, the business enterprise has two- and only two basic functions marketing and innovation. Marketing and innovation produce results; all the rest are costs.

My company currently has lots of work, happy customers, and a busy staffs, then i have successfully achieved a key milestone in the life of a business: viability and spirit confidence. This is not the end of my journey, though, but the beginning - and marketing will be my constant companion at every step i take from here on out.

Looking to reach Crowd Favorite? Send us a message using one of the forms below, and we will be in touch. We look forward to connecting with you.

Mouta Fashions will be a one stop shop, where you can find an outfit from head to toe, for all sizes. Our business hours is 8a.m. - 9p.m. Monday thru Friday, Saturday 10a.m.-10p.m., and Sunday Closed. Online ordering will be available. Come in and Walk out with smiling face

III. Management and Operations

Management Team Members

Family Moumouni owned business

Family members: Mourtala Moumouni

Rachel Moumouni

Sirina Moumouni

Dj Alilou Moumouni

Store manager: **MOURTALA MOUMOUNI**

Assistant store manager: **Oumar Fall**

They are in charge for all need in store and working on the shop floor, they are in constant with the customers and staff. They are responsible for ensuring their staff give great customer service as well as monitoring the financial performance of the store.

Business manager: **RACHEL LONGORIA**

She ensure the finance performance of the store in coming and out . She take all responsibility for every aspect of the day-to-day supervision, including sales, staff, stock and customers to achieve the best incoming business. So in Mouta Fashions we call her love what you do.

.Human resources manager: **ABDUL AZIZ**

We have four associations in human resources includ they are manager. Their help store hire the greats people in store and making sure the people we hire as a background cleane.

Training Corporation manager: **SIMONIA OUMAR**

We have five associations in training facility to help as for training new hire that keep our store with great customer service and happy customers. We do everything to satisfy our neighbor with great people

IV. Products and Services

Mouta Fashions will be a one stop shop, where you can find an outfit from head to toe, for all sizes. Here are variety we have men, women and kids with all sizes you need:

-Dresses:

Women Dresses:Skater dresses,Vintage dresses,Shift dresses,Evening dresses there are reasonable price for all dresses .

Prices: US\$0-US\$10(30); US\$10-US\$20(297);US\$30-US\$40(600);US\$40+(75

Colors: Black (552) ;Red (371); White (366); Blue (340); Dark blue (308); Yellow (298); Purple (284); Pink (268); Light Gray (254); Dark Gray(254) and more

Size: S (1128); M (1880); L (1942); XL(1920); XXL(1294); XxxxL(120); XxxxxL(60) One size (118)

Pattern:- Printed (919): Embroidery (98)

Abstract Print (89)

Geometric (60)

Tribal (56)

Tie (30)

Stripes (20)

High Slit (8) and more

Plain (470); Floral (380); Hollow Out (180); Animal Printed(140) +more

-Jeans

Colors: Black (360); Blue (180); White (240) Gray (150); Beige (120); Brown (65); Light gray (60); sky blue (20); Orange (20); Navy blue (250) + more and open jeans by the knee also have different colors.

Size: S (1112); M (1660); L(1890); XL (1800; XXL (1402); XXXL (230); XXXXL (84); XXXXXXL (28) +more, make your order here and we will satisfy you .

-Shoes: sandals,heels,wedges,boots and sneakers . We have different colors and sizes that will marched with your cloth at anytime you want for any season summer,springs and winter.

-Bags: Evening bags; Handbags; Sport bags +more .

Evening bags colors: Gold with different design (320) pieces.

Silver with different design (310) pieces.

Black with different design (240) pieces.

Blue with different design (140) pieces .

Brown with different design (108) pieces.

Green with different design (90) pieces.

Beige with different design (50) pieces.

White with different design (60) pieces.

Yellow with different design (40) pieces.

Purple with different design (50) pieces.

Pink with different design (60) pieces +more colors.

Handbags: We have (2936) pieces in purses with 15 different colors or more; any color will be here at one stop shop .

We have all design for the purses:-Coach Stanton ;Coach Swagger;Coach small;Coach Mercer ;Coach Chelsea; Coach Nolita; Coach Foldover; Coach Prairie all Coach purses prices are from \$50.00 to 490.00 and there are different sizes. Come with black,brown, gray ,light gray ,beige ,orange ,white ,red ,gold , silver and blue + more..

Fossil Kinley leather prices are from \$50.00 to \$320.00 made in USA.

Louis Vuitton handbags for women in leather prices from \$50.00 to \$520.00 made in USA .Come with black ,brown, blue ,gray, olive color ,beige ,white ,red ,and mix color + more ..

Louis Vuitton crossbody and Coach for men in leather price from \$80.00 to \$800.00 dollars US made in USA.Come with five(5) colors black ,brown, gray,white and red .

-Tops: tees,tanks,bodysuits,cryptops,sweaters and jackets . We have different sizes and colors for everyone come in and we will help you make the better choice.

-Bottoms: shorts,skirts,leggings and pants. We have all colors for summer ; springs and winter .

-Accessories: sunglasses,jewelry and body accessories floppy-hats, cowboy-hats , panama-hats, fedora-hats,

***Sunglasses design:-** prada sunglasses prices are from \$20.00 to 120.00

-Coach sunglasses prices are from \$30.00 to \$150.00

-Louis vuitton sunglasses prices are from \$20.00 to \$130.00 and plain sunglasses without design are from \$10.00 to \$ 50.00

*** Jewelry set prices:**are from \$50.00 to \$300.00 and single prices are from \$25.00 to \$ 100.00.

*** All hats** have prices from \$20.00 to \$99.99 and we have different colors and different sizes from small;medium;large and extra large.

Don't forget we have Christmas ,new year ,valentine day ,president's day , thanksgiving day sales so check us online for all sales.

V. Industry and Competition

- The great experiences translate to strong, lasting relationships. Customers and business are connected in many ways encountering each other in person. Through physical service interactions and exchange of data. That one of the reasons why Mouta Fashion is successful are the experience of marketing and customer relationship.
- Mouta Fashion envisions future experience, evaluates market opportunities and leverages technology expertise to prototype, develop, and deliver solutions available for our customers.
- Customer Experience : So, fulfilling our customers' needs seems pretty simple, right? All we have to do is give them what they pay for, and develop a basic, friendly relationship with. Unfortunately, we can't always deliver what they want due to poor inventory management or order management on our part. Additionally, we won't always have the time or resources to develop a relationship with all of our customers. But still, we obviously have to meet customer needs often enough to keep our store reputation intact.
- Here are some tips that help us to give customers what they want, and that help the store keep them coming back:
- We develop new products and services with the help of customer feedback about older products and services. We select a few customers every month, and call or email them to ask about how they feel about their purchase from us. We take time to read online reviews of our store on sites like Yelp. And we take all constructive criticism to heart and adjust our new products and services based on all the customer feedback we can get.
- We pay attention and listen. Sometimes a customer won't be able to verbalize exactly what they want from the store. However, they will be able to verbalize what kind of day they've had and what they want in general from us. If we are able to glean that a customer is going through a hard time financially, we may not want to try to sell them our most expensive product or service. So we stick with selling them what we know they will need and they will be more likely to be pleased with our store.
- So every day we improve our customer service, building a better customer relationship to retain more long-term customers and optimize our website to grow our profits.
- My competitors are two fashion stores: one named AVENUE FASHION and another is EPOCH FASHION. The reason why I don't really call Avenue Fashion as my competitor is because they are fashion in sizes and my store has unlimited sizes and Epoch Fashion is always about men's fashion; everything they sell is men's clothing; hats, shoes, and cowboy boots.
- But Mouta Fashion is one store for everybody. That's why I don't call those fashions as my competitor because my store has everything for everyone with great customer services and we always get feedback from our customers in order for us to keep them coming back with a smiling face.

- Base on Mouta Fashions wide variety high quality clothing. Our variety ranges from traditional, chic, sexy, urban, classic, and sophisticated, all at reasonable prices that give us more advantage on other competitors .

VI. Customers

- Good customer service relates to the service and our employees provide before , during and after a purchase. For example, it is how we interact with our customers. By improving our customer service skills can lead us to greater customer satisfaction and a more enjoyable experience for them.
- A business man Mr Mark said: No matter the size of your business good customer service, needs to be at the heart of your business model if you wish to be successful. That's why i use this advice to improve my business buying advising my staffs members and our employees. So in store it is important to provide good customer service; to all types of customers, including potential, new and existing customers.
- I never though it will take extra resources, time and money, good customer service leads to customer satisfaction which can generate positive word of mouth for my business, keep my customers happy and encourage them to purchase from my store again. Good customer service help my business grow and prosper.
- Why is customer service important to Mouta Fashions store?
- Because it help our business to increase customer loyalty; increase the amount of money each customer spends in my business; increase how often a customer buys from our store; generate positive and reputation.
- We also decrease barriers to buying for example we have an excellent reputation of customer service for refunds, we are more likely to entice a hesitant buyer to purchase from us.
- Base on our customer profile Mouta Fashions have more middle class customer and high class educator customer. Most our customers are college graduate and associate degree. I thinks that why we are more successful with our business because they always have good understand and they know what they needs most of the time, and we always ask them to give us a feedback about everything rights or wrongs.

VII. Marketing and Sales Strategy

- Strategic is an organization process of defining its strategy, or direction, and making decisions on allocation resources to pursue this strategy It consists of : Management's fundamental assumption about the future economic, technological, and competitive environments.
- So we setting goals to be achieved within a specified timeframe..Formulating, implementing, and monitoring the operational with tactical plan to achieve interim objectives.

Strategic marketing planning

- Those are process by the operational and managerial staff of Mouta Fashions goes through to create and implement effective marketing strategies. That takes several aspects of our business marketing and promotion into consideration.
- We have a strategic business objectives which are our goals deemed most important to the current and future health of my business. Our objectives are prioritized by my organization through the analysis of business.
- The management process the business strategic planning buying process undertaken by an organization to develop a plan to achievement of our overall long-term business goals.
- The opportunity for Marketing Strategy is to satisfy unfulfilled customer needs are identified , a strategic plan buy pursuing the opportunity for the target market then involves it.
- We uses the strategic marketing process to allocate our marketing mix resources to reach target markets.
- This process was divided into three phases: planning, implementation, and evaluation.
- Grow our business is a common goal, but it does not have the clarity to allow a Mouta Fashions and its business leaders to develop a plan designed to achieve measurable results. That's where our objectives come into play; those objectives are specific and measurable and indicate, specifically, what are expected to be done and when.
- Our common business goals are to run a profitable operation, which typically means increasing revenue while limiting expenses. Revenue objectives could consist of increasing annual sales by 10 percent or landing new accounts each month. Expense objectives could involve finding a new operating facility that decreases our rent by \$200 a month but why change the location when we have good business in this location or we only cutting monthly utility bills by 15 percent.
- Customer service goals are to develop a perception that fashions is easy to do business with or to improve our response time to customer complaints. Those objectives help us to meet these goals buy increasing our customer service staff from one to three workers by

the end of the year or implementing a policy where customers are guaranteed to receive a return phone call before the end of the business day.

- To us achieve this goal, our objective might be to develop and implement a training program that details new hire activities for the first 90 days on the job.
- We also implement one-on-one meetings with our employees in an effort to build rapport and find out what's on their mind.
- Another goal is to become more efficient in our business operation as a way to increase productivity. To improve efficiency, we challenge our salespeople to improve their closing ratio from 25 percent to 35 percent.

VIII. Financial Plan

- In general use a financial plan is a comprehensive evaluation of an investor's current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans.
- The financial planning process is a logical procedure: We determining our current financial situation, developing financial goals, creating and implementing a financial action plan, and reevaluation and revising the plan.
- Based on the monthly statements our past and current sales are \$1,150,000 and \$1,930,000 so that give us the best revenue than past three months .
- Mouta Fashions have 27 employees total: there

IX.Appendix

Competition Table			
Business	Location	Products-Services	Price Range
AVENUE FASHION	Different locations Many stores	Clothing and shoes Not many sizes Limited for costumer	Varies depending the brand and the style
EPOCH FASHION	Different locations Many stores	Focus on men fashion Everything for a men	Varies depending the brand and the style