

CLOTHING PALETTES: A STRATEGIC PLANNING FOR A NEWLY FORMED BUSINESS

BY

**KHADIJA MUMTAZ
KIRAN FAYYAZ**

**43826
43298**

A Project submitted to the Department of Management Sciences,
Bahria University Karachi Campus, in partial fulfillment of the
requirements
for BSAF Degree



BS (ACCOUNTING & FINANCE)

FALL, 2019

Bahria University Karachi Campus



BSAF Project 2nd Half-Semester Progress Report & Project Approval Statement

Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	20-Dec-2019	G-320	Chapter # 2.	<i>[Signature]</i> Khadija
2	23-Dec-2019	G-320	Financial Analysis.	<i>[Signature]</i> Khadija
3	27-Dec-2019	G-320	Risk Analysis	<i>[Signature]</i> Khadija

APPROVAL FOR EXAMINATION

Candidate's Name: Kiran Fayyaz
Candidate's Name: Khadija Mumtaz
Project Title:

Registration No.: 43298
Registration No: 43826

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at _____ that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: _____

Date: 28-Jan-2020

Supervisor's Name: _____

Muhammad Asif

HoD's Signature: _____

Date: 30/1/2020

Contents

Acknowledgement	3
Executive Summary	4
1. Introduction:.....	5
1.1 General Overview:	5
1.2 Ventures Globally Overview:.....	5
1.3 Why There Is a Need For a Rental Business In Pakistan:.....	6
1.4 General Description of a New Business:.....	6
1.5 Aims and Milestones:.....	6
1.6 Other Goals:	7
1.7 Our Uniqueness:	7
1.7.1 Cost:.....	7
1.7.2 Quality:	8
1.7.3 Convenience:	8
1.7.4 Our Services Offering:.....	8
2 Clothing Palettes-SWOT Analyses:.....	8
2.1 Strength:.....	9
2.2 Weakness:	9
2.3 Opportunities:	9
2.4 Threats:	9
3. Design and Implementation:	10
3.1 Target Market:.....	10
3.2 Market Size and Trends:	10
3.3 Competitors:.....	11
3.4 Pricing Strategy:.....	11
3.5 Promotions:	12
3.6 Product:	12
3.6 Place:	13
4. Operations and Support:	14
4.1 Target Quality:	14

4.2 Technological requirements:	14
4.3 Webpage:.....	14
5. Service Support:.....	15
5.1 Mode of Payment:	15
5.2 Suppliers:.....	15
5.3 Courier Service:.....	15
6. Testing and Development:	16
6.1 Organizational Structure:	16
6.2 Intellectual Copy Rights:.....	16
7. Projection of Financials:	16
7.1 Break Even Analysis:	17
7.2 PROFIT AND LOSS ANALYSIS:.....	18
7.3 CASH FLOW ANALYSIS:	19
7.4 Balance Sheet Analysis:-.....	20
8. Risk Analysis:	21
8.1 Credit Risk:	21
8.2 Market Risk:.....	21
8.3 Financial Risk:.....	22
9. Future Action Plans:	22
10. Conclusion:	23
References:.....	25

Acknowledgement

Working on final year project was beneficial as all of the learning and what we studied throughout the program BS Accounting and Finance have been precisely applied in this project. This report would not have been possible without the graceful blessings of Almighty ALLAH. More in this context, the devoted experiences that have been directed guided and monitored by **Professor Muhammad Asif** was essential and beneficial during and throughout the project. His role was crucial and magnificent in the completion of the project and we are very much thankful for his abundance support and utmost guidance in preceding the project in timely and an effective manner properly. We would like to be grateful on the submission of the project to the project coordinator as well who provide all resources and help as and when required by him which were key guidelines for the projects with true directions of the University's framework.

Executive Summary

Business startups are mainly formulated for the purpose to earn or generate revenues. The startups of business are one of the sources to implement the new plan or to bring a new idea in market that will fascinate the objective of maximizing the revenues. However, Planning is crucial for any business's operation and we have to build a good strategic planning and implement on it in future. For beginning a business and strategizing to entering into the market business plan should be designed in order to bring effective business cycle or to develop successful business model. In several countries such as UK and USA new business idea of rental clothing was implemented initially. Similarly, this idea has been opted as a business plan in this project. We have offered several types of designer wear dresses such as formal dress, bridal dress, groom wardrobe or party wear and as well as we are providing costumes for all educational institute are provided on rent. However, there are numerous types of risks related to our new business plan, so we designed such type of business plan to minimize such type of business risks.