

BUSINESS PLAN

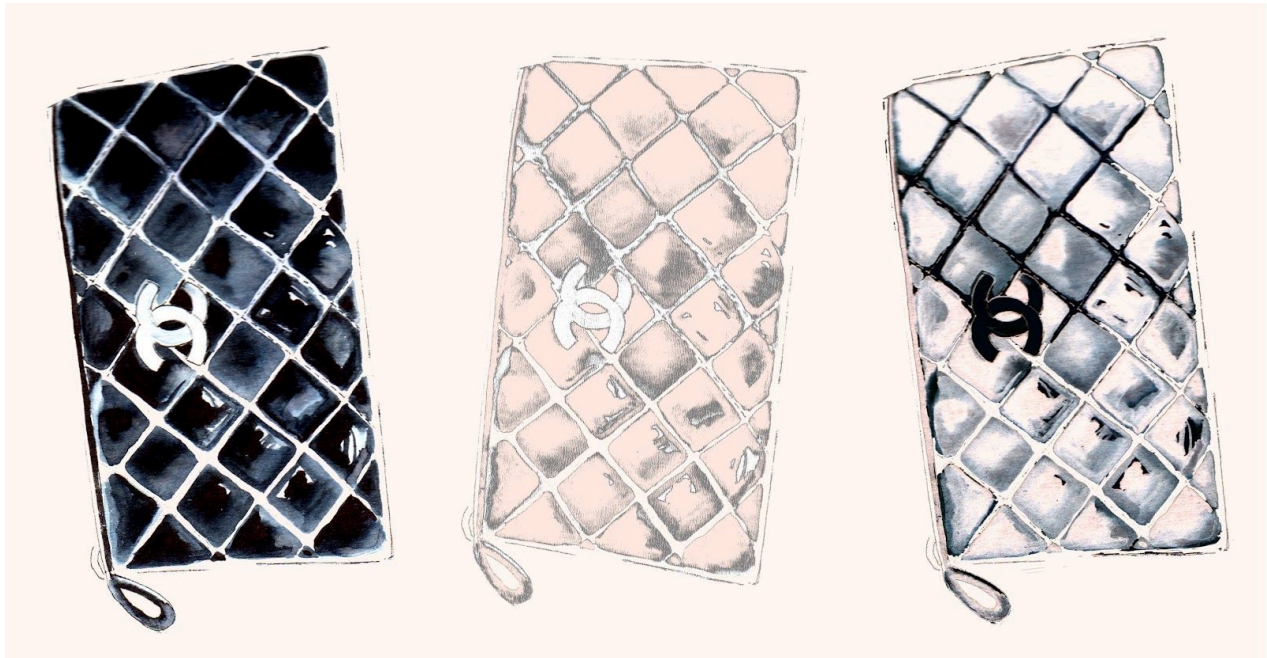
G&G

Luxury Rental Service

555 Fashion Ave
New York, NY 10018

TABLE OF CONTENTS

TABLE OF CONTENTS	2
LETTER OF INTRODUCTION	3
BUSINESS DESCRIPTION	4
MARKETING	5
INCOME STATEMENT	6
GOALS AND EXIT PLAN	7



LETTER OF INTRODUCTION

Anna Molina
G&G
555 Fashion Ave
New York, NY 10018

Allow me to introduce myself, I am Anna Molina and I would like to introduce to you our company, G&G. It is a rental service of luxury items to our clients.

A graduate at Fashion Institute of Technology, worked for Bergdorf Goodman as a Sales associate and Personal Shopper for 1 year with a good relationship with Chase bank. An estimated FICO score of 870 and a down payment amount of \$100,000. The available cash on hand is \$200,000 and the asked loan value is \$500,000.

At G&G, we offer luxury items, specifically handbags and jewelry, to men and women that are not willing to commit to purchasing a luxury item to be kept for a lifetime. Our rental price is durable compared to one time full payment of a high end fashion item.

We provide excellent service in-store and online to satisfy clients and attentive staff to assist when in need. We lend high quality products to customers' desired handbags and/or jewelry to be worn on special occasions that are not suitable for an everyday lifestyle.

For any inquiries, please feel free to contact us at 917-880-7212 or through gandg@gmail.com. You may also check out the website at gandg.com. Thank you for your interest.

Sincerely,
Anna Molina
Founder and CEO
G&G

BUSINESS DESCRIPTION

The G&G is a one of a kind rental service where we make highly sought and expensive products accessible to everyone. Here in G&G we believe that fashion should just not be exclusive to those who can pay these high prices, we want everyone to express themselves without having to fully commit to an expensive product.

We are mostly operated online, we noticed that there is far more reach through social media and in this way, we save money by not needing to rent or lease a big space other than our warehouse. Instead we pay a small amount for the website from Shopify. They also handle the payment and fees through their platform.

We are renting our space at 555 Fashion Ave, New York for \$25,000 a month.



Our main market competitors are “Luxury for Cheap” and “Miranda’s Hand Me Downs” but the competitive advantage G&G has over them is our extensive marketing plan, where we plan to mass market our company and be the number one known luxury rental service. We also have a better User Interface on our website much cleaner and user friendly than our competitors.

MARKETING

Our target market is people that are in their teens and up. We acknowledge the growing audience of fashion especially through the younger generation and we want to make sure that not only do we attract young people but also people that are in their late 30's and so on. Everyone wants to stay and feel young and that would be our main campaign advertising the feeling of youth through fashion, we are going to achieve this

by having multiple influencer collaborations ranging from Tik Tok influencers with a younger audience to older influencers that has an older audience, they would showcase the products that we offer and emphasize on it being accessible to all ages and affordable.

Our Marketing Budget is around \$2,000 to \$5,000 a month. We plan on being on Youtube, Instagram and Twitter Ads, we have acquired a spot on Vogue magazine, also we will rent multiple billboards across New York City and have digital ads running on the subway, taxis, buses.



INCOME STATEMENT

	2021	2022	2023	2024	2025
Revenue	\$ 300,000.00	\$ 320,000.00	\$ 380,000.00	\$ 420,000.00	\$ 450,000.00
Expenses					
payroll	\$ 40,000.00	\$ 42,000.00	\$ 45,000.00	\$ 43,000.00	\$ 50,000.00
COGS	\$ 50,000.00	\$ 80,000.00	\$ 100,000.00	\$ 105,000.00	\$ 90,000.00
Note	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00
Rent	\$ 25,000.00	\$ 26,000.00	\$ 27,000.00	\$ 33,000.00	\$ 28,000.00
Marketing	\$ 30,000.00	\$ 35,000.00	\$ 45,000.00	\$ 40,000.00	\$ 40,000.00
Supplies	\$ 12,000.00	\$ 13,000.00	\$ 11,000.00	\$ 12,000.00	\$ 14,000.00
Insurance	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00	\$ 18,000.00
Utilities	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00
total expenses	\$ 211,000.00	\$ 250,000.00	\$ 282,000.00	\$ 287,000.00	\$ 276,000.00
net profit	\$ 89,000.00	\$ 70,000.00	\$ 98,000.00	\$ 133,000.00	\$ 174,000.00

GOALS AND EXIT PLAN

With our expected success, we plan to continue to grow our brand internationally and plan to expand the business in four fashion capital cities in Paris,

London, Milan, and New York and open warehouses to furtherly attract customers in the cities mentioned.

Every year, we reach a goal we would like to celebrate by holding exclusive events to our investors and believers, also to potential investors that would want to be part of our brand.

The plan for G&G is to be the number 1 rental marketplace for affordable luxury and have everyone a chance at luxury. The team at G&G plans to continue on as one business with multiple warehouse locations all over the world. We in G&G believe that with our detailed business plan we can



achieve everything we mentioned and more. The team has forethought the possibility of becoming a brand of our own and making our own products, this is something to be discussed in the future but as for now we have planned to start a bag line. Products to use for the care of leather, suede, nubuck and more material goods, and a limited quantity merchandise with the brands logo. The future is bright here in G&G and we can't wait to be the future of fashion.