

Ashley Triblet
MKT 2327
Business Plan

Letter of Introduction

Dear, Chase Bank

“Ooh la la is a women’s national focus online fashion boutique with a Park Slope brick and mortar store, which was established by Ms. Ashley Mone with a \$60,000 down payment, without leverage. Ms. Mone majored in fashion with a 3.5 GPA from New York City Technology, in Brooklyn. She earned her fashion scholarships from Parson’s University in New York City. She also attended Pratt University for fashion. Our split-level store is open six days a week. Our valuable employees earn a weekly hourly salary at our store and part-time weekly hours online. We want to establish a consistent and reliable relationship with you.

Ooh la la believes that we can increase our network by obtaining a loan in the amount of \$150,000, because of our seven-year experience with the Chase Bank and our positive FICO score of 735. We are an innovative and value-driven company with five years of management experience working with fashion. Ooh la la would like to put more money into the online market so we can attract a larger target market on a national scale. In spite of Covid-19, and global disruptions Ooh la la are have been able to beat our competitive advantage by maintaining \$60,000 cash on hand. We can currently be found on Facebook and Instagram All of our accomplishments have brought Ooh la la, and opened up opportunities for us to expand without limits.

Sincerely

Ashley Mone

Ashley Mone
Management

Business Description

Although Ooh la la is a well established online network, we can also be found at our much desirable brick-and-mortar store located at 57 Montague Street, in a diverse neighborhood in Brooklyn. Over the past five years, we have owned this centrally-located store, which is four blocks from the Barclays Arena and in the proximity of Grand Army Plaza. Our split level store and our 1000 square foot office is also convenient to public transportation and most city buses. We feel that our property attracts the demographics of our target market.

Ooh la la have been diligent and therefore able to grow the brand and expand our profits without partners. We have also been able to compete with other e-commerce competitive brands such as Pretty Little Thing, and Shein, etc. Pretty Little Thing is an online store with nationally focus sales. It's e-commerce net sales in Sweden. Pretty Little Thing ranked thirteen in the fashion market in the United Kingdom. Shein is operated by ZeeTop Business Company which is international focuses also in France and Italy. In the fashion market in the United States Shein only ranked eleventh.

Let me briefly explain the milestones we have reached in the digital market outlook. Within two years, Ooh la la was able to collaborate with the most extensive key figures in society, economy, and technology to reach our target consumers. Our shopping software provides that simple or easy type of E-commerce platform used by each shopper, whether they are computer savvy or not. Our online sales are accelerating at an unexpected positive rate. Ooh la la foresees an explosion of creative fashion styles and the need to reach global sales within the coming future.

Marketing Mix

Ooh La La offers the most to our consumers whether it's locally or nationally. Facebook, Tik Tok, Instagram, and Twitter are the best platforms for us because of the age of our target market. Instagram beings attract about 200 thousand users on that platform and Facebook users about 300 thousand a month. The communication with the millennials on Twitter and Tik Tok seems to be great for the millennial population. The website is created with bright color to keep the buyers excited and interested in

Our online up-to-date styles are for the working women or millennials, which are looking to dress to impress. The products consist of stylish women's jumpsuits, women's dresses, pantsuits, and jackets. Price points for Ooh la la's merchandise range from about thirty-five to sixty-five dollars for a purchase. Seasonal promotions and holiday day discounts are also offered to boost consumer sales. Due to Covid-19, we manage to utilize our online sales to drive more traffic.

Our local store is located in the Park Slope community in Brooklyn which has a population of about 105,000 people. Park Slope was once known as South Brooklyn and is bounded by Prospect Park. Park and brownstone apartment buildings. Park Slope is also known for its organic food markets and charming cafes. There plenty of friendly shops that contribute to the small-town vibe. Average females make up about 53% of the neighborhood demographic. The population consists of a wide range of ages averaging from 25 to 40. The median household annual income is about \$56,000 and 90% are homeowners. This neighborhood was gentrified in the 1960s and now attracts the night light or younger shoppers.

First Year Income Statement

Our marketing budget is \$5,000 a year. The productivity did increase in 2021, because the COGS in 2021 was \$25,000.00 more in cash. Productivity increased

	2019	2020	2021	2022	2023
Revenue	\$60,000	\$60,000	\$65,500	\$65,000	\$66,000
Expenses					
COGS	20,000	23,000	25,000	26,000	27,000
Payroll	7,500	7,300	7,300	7,500	7,500
Taxes	5,000	5,000	5,000	5,000	5,000
Utilities	1,200	1,200	1,200	1,200	1,200
Digital Marketing	2,000	2,000	2,000	2,000	2,000
Other Marketing	3,000	3,000	3,000	3,000	3,000
Insurance	2,300	3,000	3,000	3,000	3,000
Supplies	3,000	4,000	4,000	4,000	4,000
Total exp.	2019	2020	2021	2022	2023
	44,000	48,500	50,500	51,700	52,700
Net Profit					
	16,000.	11,500	15,000	13,300	13,300
Net profit. %.					
X 100	26.66%.	19.16%.	22.90%.	20.46%	20.15%

As a new and upcoming business, we used the first year to create a solid brand, with a focus to gain and over-come weakness in marketing the merchandise. Although our challenge was working through a pandemic, we are committed to maintaining online sales and allowing our staff to work from home.

Goals and Exit Strategy

Our goal is to own all the shares of our business within the next two years. In addition to purchasing our merchandise at a wholesale value at a 50% discounted rate. Then this merchandise will have a minimum of 50% profit margin while providing affordable prices to our consumers. Ooh, la is expecting to significantly change the company's production and managing market by including new trends of Paris-based forecasters. Ooh, la la' objective is to involve team members and ensure ongoing discussions with staff. Our chief marketing officer will also analyze and monitor the trends of our Paris base forecasters. The company's director will also report on the progress of our collaborations, communications, and interactions with stores. Our long-term intentions are to grow the brand and hire more staff to increase profit at an unexpected rate. It is the intention of Ooh la to continue to operate out of our commercial historic green space and attract more target population in the area, Brooklyn, in addition to our online business.