

Dee.Luxe Designs

Dee.Luxe Designs LLC.

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314 Flatbush Avenue

Brooklyn, New York, 11217

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To Whom It May Concern,

I am requesting a loan of **\$40,000** in order to jump-start my clothing company. I have been banking with your financial institution for over 12 years, with an estimated FICO score of **720**. Graduating top of my class with honors from New York City College of Technology obtaining my degree in Business of Fashion with a concentration in E-Commerce. I have over 10 plus years of experience in the fashion industry. I previously worked for ZARA for 4 years as a sales associate and Forever 21 for 8 years as a global plus size brand ambassador before deciding to head up my very own business. Putting up **\$60,000** to start this business with personal and family funding, I am quite certain that with your bank's consideration and approval for this loan, I would make back more than triple the loan amount in profits. As of 2017 statistics show that the women's apparel industry has grown exponentially reaching \$117 billion in sales revenue. I plan to purchase recently closed American Apparel located in Brooklyn renaming it Dee.Luxe Designs and using the **\$40,000** loan as follows:

- ❖ \$28,000.00 — Clothing Apparel Manufacturing from a Certified Manufacturer (creating quality high-end women's apparel and unique packaging; each product costs \$2,000 to produce and package resulting in about 14 different clothing products to be made)
- ❖ \$2,500.00 — Business Marketing & Advertisements; PR packages (for influencers)
- ❖ \$6,500.00 — Investment for Brooklyn Storefront
- ❖ \$2,000.00 — Relaunch new Online Website
- ❖ \$1,000.00 — Business Trademark/Copyright Costs plus any legal fees

I will request the loan for a period of 10 years, with annual payments to be made the following year.

Sincerely,

Denique Spencer (CEO)

Business Description

- ❖ Location: 314 Flatbush Avenue Brooklyn, New York, 11217
- ❖ Competitive Advantages: + Unique geographic location
 - + Ability to manufacture goods at the lowest cost
 - + Highly skilled laborers
 - + Unique and premium quality apparel and packaging
 - + Clear/simple brand identity
 - + Inclusive sizing for all women
- + As a good corporate citizen creating a smaller carbon footprint on the environment than the average fast fashion brand by using only the most sustainable and ethical manufacturing practices
- ❖ Competitors: + Fashion 2 Figure
 - + H&M
 - + Forever21
 - + Fashion Nova
 - + ZARA
- ❖ Legal Structure: Limited Liability Company (LLC.) is a corporate structure in the United States whereby the owners are not personally liable for the company's debts or liabilities.
- ❖ Lease: Commercial Lease Agreement (5 year lease with 5-year tenant option)
- ❖ Online Store Plans: creating a digital store using “Square Space” online boutique will feature sections such as (About Dee.Luxe Designs, Contact Dee.Luxe, Social Links, Product Information with video and images, Customer Reviews)
- ❖ Equity Partners: One non-equity partner will be used to help run the business

Marketing Mix

- ❖ Product – dresses, tops, jeans, shoes

Place – Brooklyn, New York

Price – product prices ranges between \$20-\$70

Promotion – online and social media advertisements; grand opening event

- ❖ Target Market – Females, Ages 18-35

- ❖ Target Customer – Dee.Luxe Designs specifically aims its clothing apparel at fashion forward females such as university students and young business professionals (median ages: 22-30) looking for fresh unique apparel to strut in whether it is on campus or in the office.

- ❖ Marketing Budget: **\$2,500.00** — Business Marketing & Advertisements; PR packages (for influencers)

- ❖ Internal/External Marketing: Internal Marketing – Some revenue drivers Dee.Luxe Designs plans on implementing is by giving each employee a “DEE.LUXE Designs” logo t-shirt to wear while working in store, sending out email blasts with a first time buyer discount coupon code.

External Marketing – Dee.Luxe Designs will ship select clothing apparel to influencers to promote our products on social media platforms such as (YOUTUBE, Instagram, Facebook, Snapchat, and Twitter).

- ❖ Website Description – virtual interactive website displaying models advertising apparel

- ❖ SWOT Analysis: Strengths – fun and fresh apparel, quality manufacturing, competitive prices

Weakness – new brand identity, self-critical, perfectionism

Opportunities – store expansion in various states, opportunity for investors

Threats -- rising cost for materials, increased competition, tight labor supply

Marketing Mix

❖ Slogan -- *“DEE.LUXE your curves”*

❖ Mission Statement -- Finding trendy yet inexpensive luxury apparel is not so easy in today's fashion industry. At DEE.LUXE Designs, our mission is to create a luxury clothing line for the everyday girl with curves. We are an ethically conscious brand whose number one goal is to provide the latest fashion for our consumers of any size at a moderate price point. Established in 2020, DEE.LUXE Designs is already ahead of the curve. Using materials that are made up only from the best organic and eco-conscious textiles, compared to the alternative. At DEE.LUXE Designs, we take pride in being one of the very few fashion brands in the market whose main focus is to offer the very best affordable fashion to not only or straight sized consumers but also our plus sized consumers.

❖ Logo:



Five-Year Income Statement

	2020	2021	2022	2023	2024	2025
Revenue	\$100,000	\$200,000	\$300,000	\$400,000	\$500,000	\$600,000
<i>(Expenses)</i>						
Payroll	\$4,000	\$6,000	\$8,000	\$10,000	\$12,000	\$15,000
Cost of Goods	\$28,000	\$48,000	\$68,000	\$88,000	\$108,000	\$128,000
Rent	\$7,500	\$8,000	\$9,000	\$11,000	\$12,000	\$13,000
Utilities	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Insurance	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Note	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Marketing	\$2,500	\$3,500	\$2,100	\$3,000	\$2,500	\$2,500
Total Expenses	(\$50,000)	(\$73,500)	(\$95,100)	(\$120,000)	(\$142,500)	(\$166,500)
Net Profit	\$50,000	\$126,500	\$204,900	\$280,000	\$357,500	\$433,500
Net Profit %	50%	63.25%	68.3%	70%	71.5%	72.25%
 <i>Initial Investment: Savings (\$60,000) + Bank Loan (\$40,000) = \$100,000</i>						
ROI	50%	126.5%	204.9%	280%	357%	433%

Goals & Exit Strategy

Business Goals –

- ❖ DEE.LUXE Designs plans to expand its brand not only nationwide but internationally.
- ❖ DEE.LUXE Designs intends on becoming a household name that shoppers gravitate towards for years to come.
- ❖ In 5-10 years DEE.LUXE Designs would like to partner with luxury department stores such as Nordstrom, Neiman Marcus, and Bloomingdales showcasing select apparel pieces in each store.
- ❖ DEE.LUXE Designs plans to pre pay their business note before it reaches maturity.
- ❖ DEE.LUXE Designs intends to purchase the building where the storefront resides within 10 years.
- ❖ Owning 100 shares of outstanding stocks.

Exit Strategies –

- ❖ Merge with another business or be acquired
- ❖ Liquidation and close down
- ❖ Make it your cash cow – find someone you trust to run it for you, while you use the remaining cash to develop your next great idea. You retain ownership and enjoy the annuity.

Sample sketches of DEELUXE Designs merchandise

