New York City College of Technology
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MKT 2327

Online Business: DelaRose Corp
Degrees: Business and Fashion BS

Specialization in Global fashion
Experience: 4 years in the business
Location: 24 John Street, NY, NY 10038
Website: www.Delarose.com

- Company Vision: To empower modern women through innovative and youthful blazers
- The demand for the business: Orders are increasing to 500 orders per month
- Bank relationship for 15 years
- Customer: Women 20 to 55 years of age, College students, businesswoman, middle-class, CEO, Entrepreneurs
- Both Online and brick and mortar store

Cash at Hand 200k and the request loan amount is 200k
- Cost for sewing machines and other sewing equipment and tools   - Cost for purchasing a supply of fabrics, and packaging materials   - Product launching and product sourcing   - Product development- fabric sourcing, trim sourcing, pattern making, and cut and sew for samples that can range between $1,500 to $2,000 per sample   - Cost for modeling and photography   - Overhead costs   - Cost of designs   - Distribution cost   - Website creation fees   - Delivery fees   - Marketing   - Management

- Website description: Elegant- Black background with gold rose. 3d experience being able to "put on" the suit digitally to have an image of what it would look when worn. The logo will be a rose with a black or gold rose. The colors will change from time to time utilizing contrasting colors.
- Marketing: Email marketing, utilizing social media(Instagram and Facebook) to promote products. De La Rose will utilize social media to engage directly with the target audience
- Product- Range of double-sided blazers for office wear for women and outerwear. The fabric that the blazers will be made of will ensure that the makeup does not transfer to the garment. Pantsuits, skirt suits, trench coats, blazers, and jackets.

- Price-Range from $ 195-$295

How can I beat my competitors?

- By creating videos of different models from different cultural backgrounds showcasing the blazers. This will help customers feel identified with the models, so it shows that every person from any cultural background can wear it.
- Showing that the classics can be on-trend this time with a modern look.
- By creating this line I solve the issue for the women not having to worry about carrying their purse everywhere. By providing inseam pockets for the women to carry a few makeup products and not worry about retouch. Also, the blazers being 2 sided it gives the option of turning the blazer inside out and give another look to the outfit giving the women the option of going out with friends or to other events with a different look.

The data is from the demographics from zip-code 10038. I gathered the data to appeal to each race, how to target them and make sure to be culturally sensitive. Also, the data found shows the average and media showing that the location where the store will be customers will be able to afford the clothing items.

Demographics	Data	Percentage
Female	12,104	53.09%
Male	10,696	46.91%
Total	22,800	100.00%

Average household income: $138, 542.00
Median Household income: $ 86,058.00
84.73% **white-collar employees** and 15.27% **blue collar employees** in New York City.

Races	Percentage	Data
White	59.4%	9,253
Asian	38.%	6,037
Hispanic or Latino	20.1%	3,128
Black	8.5%	1,327

Two or more races	3.0%	464
Some other race	0.4%	58
American Indian	0.2%	25
Native Hawaii and other Pacific Islander	0.05%	5

Income Statement: The way I have distributed each category shows that I will be able to pay the note on the 4th year. Goals and exit strategy- After the 5-year lease I would like to purchase the building and have a line extension targeting men.

	2025	2026	2027	2028	2029
Revenue	400k	500k	600k	700k	800k
Rent	40k	50k	60k	70k	80k
COGS	80k	100k	125k	140k	150k
Payroll/expenses	80k	100k	120k	140k	160k
Marketing	40k	50k	60k	60k	60k
Insurance	25k	25k	25k	25k	25k

NOTE	40k	50k	60k	50k	0
Utilities	25k	25k	25k	25k	25k
Total	330k	400k	475k	510k	500k
Net	70k	100k	125k	190k	300k
Percentage	17.5%	20%	21%	27.14%	37.5%