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BUF 4700 OL85: Contemporary Issues in the Fashion Industry

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ZSB Company (Abstract)

In the fashion industry, fast fashion has been very popular but little did you know how harmful it is to the environment. Fast fashion makes clothing shopping more affordable, but it comes at an environmental cost. The fashion industry generates 10 percent of the carbon emissions of all humanity, is the world's second-largest water supply user, and pollutes the oceans with microplastics. What's the point of buying from fast fashion companies if you are going to wear them once or throw them away after wearing them three times or just having them lay down somewhere in the closet. The ZSB stands for Zafar's Sustainable Boutique. It's an e-commerce based store and it's a trustworthy and eco-friendly company as well. The company designs comfortable, casual, trendy, and elegant products for both young genders made from biosynthesis fibers. Our products are made with love, environmentally, eco-friendly, and with care. Mostly for the customers who are interested in buying sustainable products and who believe in an eco-friendly environment. The materials are made of natural fibers such as cotton, organic hemp, and organic linen. Our goal is to save the environment from chemicals, carbon footprint, and pollution and make clothes in an eco-friendly way. Our company has provided safe working conditions for our workers and fair wages because they are important to us. They also have safety regulations, time-limited work hours, and are sent back home safely. ZSB's company goal is to make the fashion industry change its thoughts on fast fashion and make everything sustainable and eco-friendly to protect the environment.

SWOT Analysis

Strengths

- Discounts/ Promotions Advantages
- Biosynthesis Fibers Seasonal Items
- Good Customer Service
- Social Media/Website To Promote Our Business
- Online Shopping/ Phone Ordering
- Fair Trade

Weaknesses

- One Online Business
- Don't Have Many Locations/Places
- Competitive Prices

Opportunities

- New Products
- Seasonal Items Every Year
- Innovation
- Many Young Generations Are Interested In Climate Change
- The Business Could Expand

Threats

- Intense Competitive With Other Sustainable Companies
- The Prices Could Go Up And Down

- Fast Fashion Company Offer Affordable Clothes That Attracts Young Adults To Buy

SWOT Analysis Information (Expanded)

Strengths

The ZSB company has many strengths such as having discounts and promotions throughout holidays and seasonal changes for customers to take advantage of it. Another reason is having our clothes made out of biosynthesis fibers and new products every season. The customers will never be bored of seeing the same items every new season. The company will provide good customer service, so the customers can easily get help whenever they need it. For online shopping and in-person. The company will be working on uploading every new product that releases beforehand on the social media platforms and the website to alert the customers. ZSB is an e-commerce company where customers can easily shop online and through a phone call. Lastly, the company will work with the Fair Trade Certified organization to provide the workers with a fair wage and offer them the safest working conditions.

Weaknesses

The ZSB company has some weaknesses such as it is only an online business that needs to improve and expand its business to more locations. Another main reason is that the company is targeting younger women and men who might not want to spend a lot of money on sustainable clothing. The company needs customers who earn a good amount of salary and who are

interested in buying sustainable clothing. Lastly, the company should expand its business in many locations, so more consumers will get to know about the company.

Opportunities

The ZSB company has some opportunities such as having new products every season. The company is always thinking about new ideas to impress their customers and to improve their business. Innovation is a key to success and ZSB takes that in accounting and always thinking about new ideas. Also, another reason is that many young generations are interested in climate change and they are always researching it to see what's going on in the world. That's great for the company because the younger generation will get interested in keeping their environment safe by not shopping from fast fashion companies. "Younger Americans have grown up with more exposure to the effects of global warming than their parents and grandparents. For example, 70% of adults aged 18 to 34 say they worry about global warming compared to 56% of those aged 55 or older" (Climate Communication, 2019). They will try supporting more sustainable companies and even spend their money on sustainable clothing.

Threats

The ZSB company has some threats such as there are many sustainable companies out there that are always in competition with each other. It gets difficult to be the best in business while others are doing the same business as you and it's hard to get a lot of customers to support you. Another reason is that the prices could go up and down in the market because of the environmental conditions and climate change. Lastly, many fast fashion stores offer affordable clothes that

attract young adults to buy. Some young adults might not want to spend money on sustainable clothing because of how expensive it could be sometimes due to the materials. Also, it could be due to not earning a good amount of salary.

Cost & Customer Demographics

The eco-friendly products that are being sold in the ZSB company are inexpensive and trendy. The prices range from \$50 to \$200 maximum. The accessories, shoes, and bags will be around \$50 to \$150. The tops, pants, sweaters, and dresses will be around \$100 to \$200. The materials we are working with are made out of biosynthesis fibers. The customer demographics are targeted for both males and females from the age of 18-40 (Gen Z and Millennials). The customers are from the working class and earn a decent amount of salary of 80K or more. Our goal is to keep the environment clean and more importantly provide our customers with good sustainable garments who believe in keeping an eco-friendly environment. As shown in Figure 1, “Brand consulting firm BBMG said a group of 70 million shoppers branded “New Consumers”, making up 30 percent of the U.S. population, will help sustainable brands to enter the mainstream while forcing large brands to accelerate their adoption of environmental initiatives” (Environment + Energy Leader, 2011). There are 25 percent of people willing to pay more for sustainable alternatives. Our main target is customers who are interested in buying sustainable products.

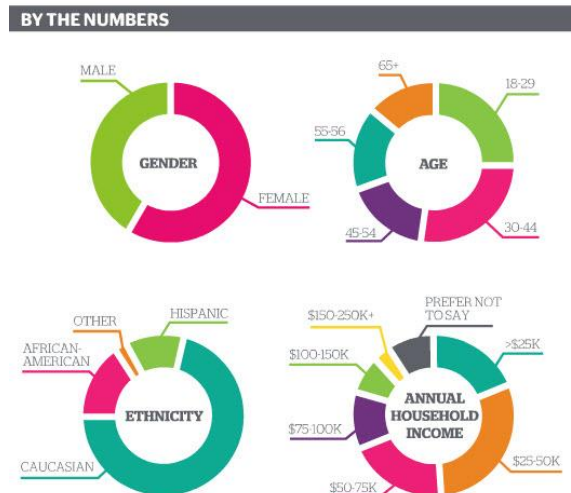


Figure 1:

URL: <https://www.environmentalleader.com/2011/03/forget-dark-green-shoppers-new-consumers-will-drive-sustainability-report-says/>

Scalability

If the ZSB e-commerce business goes viral, then the company could scale up by making the business online shopping go internationally and open some boutiques in different locations. The online store will have two options such as a new customer sign-up login and a guest login without signing in. The website will be provided with a chat that will be active 24 hours, and an agent will reply as soon as possible. The customers could easily have access to return their products at the store and could also have the chance to explore the store by examining their favorite products. The customer service will be there on time to help their customers with any problems. If the business goes viral, then there will be boutiques in every state. To make it easier

for customers who are in different states and could easily solve their problems at the store. Another idea would be having free parking lots for every boutique, so consumers can easily park and go shop without any tension. The third idea is that there will be an app on the website, where the customers can try on the clothes virtually.

Figure 2: ZSB company websites

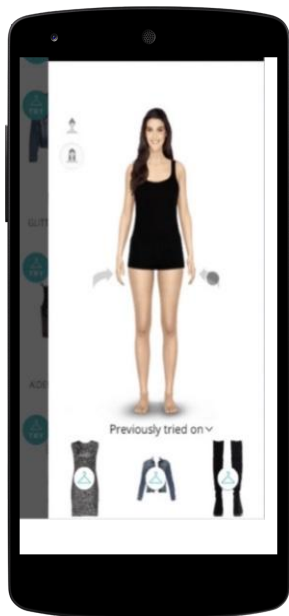


Figure 3: An app where you can try on the ZSB company products.



Figure 4: The ZSB Boutique interior design

Fair Trade

Many fast fashion companies do not care for their workers so they hire unskilled and uneducated employees to work long hours, earn really low wages, child labor, sexual harassment, air pollution, abusive discipline, and a lack of benefits for workers. They are working in unhealthy and unsafe conditions that could cause harmful consequences. “If brands absorbed the cost of paying living wages within their supply chains, it would cost them less than 1 percent of the price of a garment,” according to the report” (Sourcing Journal, 2017). The company ZSB will provide full attention to our workers and keep them working in a better and safer condition. The company will be able to sustain fair trade principles and still make a profit at the same time. “The rigorous Fair Trade USA standards cover areas such as monitored hours, equal rights for men and women, grievance policies, and paid leave” (Changemakers, 2020). The ZSB workers will be well trained and will earn a fair wage for doing their job right. For each sweatshop, there will be a supervisor who will keep an eye on the workers and provide them with a safe working place. The workers will be working with great machines and equipment to make the garments.

They will have safe working conditions and a healthy environment. KSB company workers will be treated as family members because they are the reason why the company is reaching success.

Garments & Accessories Sold At ZSB Company

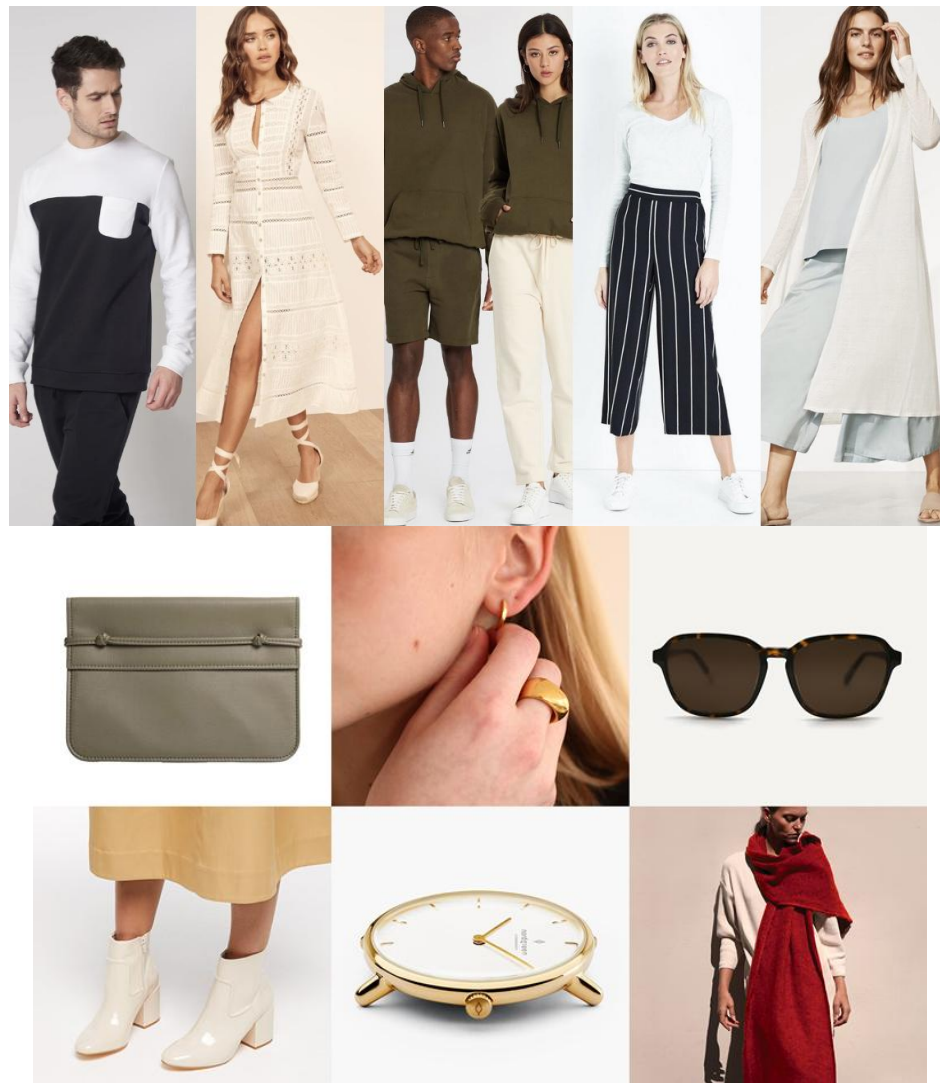


Figure 5 & 6: Garments & Accessories sold at ZSB Company

Source: <https://www.bareminerals.com/blog/sustainable-accessories-brands-winter-wardrobe.htm>

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Refresh your winter wardrobe with these eco friendly accessories. bareMinerals.

<https://www.bareminerals.com/blog/sustainable-accessories-brands-winter-wardrobe.html>