VSOURCE
With Chris Walker
Manufacturing Consultant

Fashion Start -up Planning Decisions

Will you be writing a business plan?

Will you use LivePlan?   **Will you use Microsoft Word?**

Will you be doing market research?

SWOT Analysis of Competition

Customer Survey

Quadrant Analysis

Will you be solving a problem of fashion or function?

Fashion

Will you hire a creative designer?

Will you hire a technical designer?

Will you hire a merchandiser?

Function

Will you get your function patented?

Will you hire a technical designer?

Will you hire a merchandiser?

Will you be selling retail or wholesale?

Retail(B2C)

Online Only - Bricks and Mortar - Both

Will you hire a sales person?

Wholesale(B2B)

Online Only - Brick and Morter - Both

Will you hire a sales person?