



# Sassy Silver



## Fashion Start Up Business Plan

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Sassy Silver is a specialty retail start-up concept which features easy-to-wear clothing for female senior citizens. The concept will attract the growing class of female baby boomers that are still “booming with style.” All clothing sold will have adaptive features to facilitate dressing and undressing to correspond with difficulties women face as they age.

To ensure profitability extensive research was conducted to learn as much as possible about this consumer groups as well as their needs and wants. All sources of information were cited in the 35 page long project and a reference list was prepared in *American Psychological Association Publication Manual* style that included 36 sources. Planned sales per square foot of \$622 will result in an annual sales goal of \$727,740. To cover start-up expenses of \$84,455 and a three-month cushion for the store of \$49,937 per month, \$234,266 cash will be needed to start up. Start-up expenses include opening inventory, remodeling, furnishings, advertising, supplies and required deposits. A monthly budget of \$49,937 will cover costs of rent, utilities, salaries, advertising, loan payments and other supplies. Sassy Silver projects profits at the end of the first year of business of \$69,946.



	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Total
<b>BOM Inventory at Retail</b>	\$135,000	\$165,000	\$165,378	\$180,000	\$195,000	\$180,510	\$180,000	\$210,000	\$240,888	\$165,000	\$180,000	\$186,444	
<b>Planned Sales</b>	\$45,000	\$55,000	\$55,126	\$60,000	\$65,000	\$60,170	\$60,000	\$70,000	\$80,296	\$55,000	\$60,000	\$62,148	\$727,740
<b>Planned Markdowns</b>	\$4,500	\$5,500	\$5,513	\$6,000	\$6,500	\$6,017	\$6,000	\$7,000	\$8,030	\$5,500	\$6,000	\$6,215	\$72,775
<b>Projected EOM Inventory at Retail</b>	\$85,000	\$104,500	\$104,739	\$114,000	\$123,500	\$114,323	\$114,000	\$133,000	\$152,562	\$104,500	\$114,000	\$118,081	
<b>Planned EOM Inventory at Retail</b>	\$165,000	\$165,378	\$180,000	\$195,000	\$180,510	\$180,000	\$210,000	\$240,888	\$165,000	\$180,000	\$186,444	\$141,750	
<b>Planned Purchases</b>	\$80,000	\$60,878	\$75,261	\$81,000	\$57,010	\$65,677	\$96,000	\$107,888	\$12,438	\$75,500	\$72,444	\$23,669	\$807,765
<b>On Order</b>	\$76,000	\$57,834	\$71,498	\$76,950	\$54,160	\$62,393	\$91,200	\$102,494	\$11,816	\$71,725	\$68,822	\$22,486	\$767,378
<b>Open to Buy</b>	\$4,000	\$3,044	\$3,765	\$4,050	\$2,850	\$3,284	\$4,800	\$5,394	\$622	\$3,775	\$3,622	\$1,183	\$40,389

