

Business Proposal for a Clothing Business with a Physical Shop and an Online Platform

A **comprehensive business proposal** for a clothing business with a **₦1,000,000** startup capital, including a **physical shop**, **social media presence**, **estimated earnings**, and a **flow diagram** of the project.

Business Name: *Your Business Name*

Business Model

(Your Business Name) aims to operate as a fashion retail business dealing in trendy male and female wears, casuals, African prints (Ankara), and accessories. It will have:

- A **physical shop** for walk-in customers
- A **strong social media presence** (Instagram, Facebook, WhatsApp Business)
- Doorstep delivery for online buyers

1. Business Objectives

- Offer quality, trendy, and affordable clothes.
- Provide convenience through social media marketing and online orders.
- Break even within the first 6 months.
- Expand to multiple outlets or e-commerce integration within 2 years.

2. Business Setup Plan & Cost Breakdown (₦1,000,000)

Item	Estimated Cost (₦)
Shop rent (6 months upfront)	250,000
Shop renovation, shelves, decor	100,000
Initial clothing stock (Ankara, jeans, etc.)	400,000
Branding (signboard, logo design)	30,000
Social media marketing (2 months ads)	50,000
Lighting, mirror, hangers, mannequins	50,000
Business registration & miscellaneous	30,000
Delivery logistics (bike dispatch deal or partnership)	40,000
Total	₦1,000,000

3. Revenue Projections (Monthly Estimate)

Item	Estimate
Average daily sales	₦20,000
Monthly sales (25 days)	₦500,000
Estimated Cost of goods sold (60%)	₦300,000
Gross Profit	₦200,000
Monthly Expenses (rent, ads, transport, etc.)	₦70,000
Net Profit per month	₦130,000

6-Month Projection:

₦130,000 × 6 = **₦780,000** profit within 6 months

4. Social Media Strategy

- **Instagram/Facebook Shop** with daily updates, reels, model shoots.
- WhatsApp Business Catalog for direct orders and broadcasts.
- Influencer partnerships (₦10k–₦20k per month)
- Giveaways and referral promos

5. Flow Diagram of the Clothing Business

flowchart TD

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A[Supplier & Inventory Purchase] --> B[Receive & Sort Stock]
B --> C[Display in Physical Shop]
C --> D[Walk-in Customer Sales]
B --> E[Upload to Social Media]
E --> F[Online Customer Orders]
F --> G[Payment via Transfer/Paystack]
G --> H[Delivery via Dispatch Rider]
D & H --> I[Sales Tracking & Daily Reconciliation]
I --> J[Restocking & Growth Planning]

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6. Growth & Expansion Plan

- Launch e-commerce website in Year 2
- Expand inventory to include shoes, bags, and unisex accessories
- Employ sales reps or influencers as brand ambassadors
- Explore B2B by supplying to boutiques

7. Conclusion

With ₦1,000,000 and proper planning, ***(Your Business Name)*** will combine physical sales with social media influence to reach wide audiences. This dual-channel approach reduces risks and maximizes profit potential.