

BUSINESS PROPOSAL FOR CLOTHING BUSINESS WITH A BUDGET OF ₦1,000,000 WITHOUT A PHYSICAL SHOP OR ONLINE STORE

Business Name: *Your Business Name*

Business Type: Clothing Sales & Resale (Ready-to-Wear & Custom Orders)

Business Model: No physical store or e-commerce site. Marketing and sales will be done through WhatsApp, Instagram, Facebook Marketplace, and pop-up promotions.

1. EXECUTIVE SUMMARY

(Your Business Name) is a clothing brand that focuses on trendy, affordable, and locally sourced fashion for young adults aged 18–55. The brand operates fully online via social media platforms and direct messaging apps without the cost of maintaining a physical shop or online store.

This proposal outlines the use of a ₦1,000,000 startup budget to purchase inventory, promote products online, and build a strong customer network via content marketing and influencer partnerships.

2. OBJECTIVE

- Build a recognizable fashion brand with minimal overhead.
- Reach at least 5,000 potential customers in 3 months.
- Make sales of ₦2,000,000+ in the first 6 months.
- Operate fully via social media and messaging platforms.

3. BUSINESS STRATEGY

Sales Channels:

- **WhatsApp Business**
- **Instagram Shop and Reels**
- **Facebook Marketplace**
- **Twitter/X Threads and Posts**
- **Referrals and Word-of-Mouth**
- **Offline Catalog Sales via QR code flyers**

Products:

- Unisex T-shirts
- Joggers and Hoodies
- Ankara-inspired outfits
- Custom Prints (On Demand)

4. BUDGET ALLOCATION (₦1,000,000)

Category	Amount (₦)
Inventory (Ready-to-wear & fabric)	450,000
Tailoring (Custom pieces)	150,000
Branding (logo, label tags, bags)	50,000
Photography & Product Styling	50,000
Social Media Ads (IG & FB)	100,000
Influencer Micro-Marketing	50,000
Phone and internet data/tools	30,000
Logistics (delivery to customers)	70,000
Business registration & Misc.	50,000
Total	₦1,000,000

5. REVENUE PROJECTION

Estimation (First 6 Months):

- Average cost price per clothing unit: ₦4,000
- Average selling price: ₦8,000
- Estimated units sold monthly: 60
- Monthly revenue: $₦8,000 \times 60 = ₦480,000$
- 6-Month revenue: ₦2,880,000
- Cost of goods sold (COGS): $₦4,000 \times 60 \times 6 = ₦1,440,000$
- Gross Profit: $₦2,880,000 - ₦1,440,000 = ₦1,440,000$

Net Estimated Profit in 6 months: ₦1,000,000+
(After deducting ad spend, logistics, and miscellaneous)

6. FLOW DIAGRAM (TEXT FORMAT)

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START
|
|--> Supplier Sourcing (Ready-made / Fabric)

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|  
|--> Tailoring (Custom Designs)  
|  
|--> Branding & Packaging  
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|--> Product Photography  
|  
|--> Upload to Instagram, WhatsApp, Facebook  
|  
|--> Run Ads & Contact Influencers  
|  
|--> Orders from Customers (via DM/WhatsApp)  
|  
|--> Confirm Orders & Receive Payment  
|  
|--> Package & Deliver  
|  
|--> Customer Feedback & Referral  
|  
END (Repeat & Scale Monthly)
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7. GROWTH PLAN

- **Month 1-2:** Establish online presence, run awareness campaigns, start selling.
- **Month 3-4:** Increase ad budget, introduce new styles based on demand.
- **Month 5-6:** Launch seasonal campaigns, start local pop-up collaborations.
- **Month 7+:** Consider launching a micro-store on Jumia/Konga or a basic Shopify store.

8. CONCLUSION

With the increasing shift towards online purchasing and personalized fashion, (*Your Business Name* aims) to offer stylish, affordable clothing while minimizing operational costs. By smart use of social platforms and peer influence, the brand will achieve quick customer acquisition and profitability within 6 months.