

## **ZUZU KID'S CLOTHING**

### **1. Business Description**

Zuzu Kid's Store (ZKS) will be a privately held kid's clothing store based in Maembe Town. The proposed store will have a display center and an online selling facility. The business will provide a one-stop kid's clothing service and will offer a wide assortment of kids-oriented products and clothing that are popular in the large urban areas but not currently available locally. Zuzu Chibonge, the owner, will create a cost-effective operation that will quickly bring new alternative clothing and products to the customer.

#### **1.1 Mission**

Our mission is to be effective and innovative one-stop-shop for kid's clothing offering the very best for our customers in terms of quality, style and comfort.

#### **1.2 Vision**

Our vision is to become the preferred supplier of kid's clothing in Maembe Town, be it fabrics and materials for ready garment production, or ready garments for customers presented in various distribution channels.

#### **1.3 Our values**

Our core values are: Effectiveness, Innovation and Transparency

#### **1.4 Keys to Success**

- (i) Accessible store where you always find something new that you want.
- (ii) Create a store image that our target customers sees as both attractive and trendy
- (iii) Establish an effective strategy for advertising to our target customers.
- (iv) Excellent vendor relationship that will facilitate quick shipment of orders.

### **2. Management and Ownership**

Zuzu Kid's Store will be privately owned by Mrs. Zuzu Chibonge Chibonge, an entrepreneur from Maembe Town. The business has start-up costs of Shillings 4, 872, 000/= as indicated in appendix I. This is a new business idea which she anticipates registering as a sole proprietor and operates in Maembe central business district (CBD). Zuzu has served as marketing and sales officer in two clothing retail stores in Maembe and Makanyaga Towns for over the past six years. This experience has drawn her interest and a proven ability to effectively run the Kid's clothing business. Despite the fact that she is still employed by ABC textiles in Maembe Town, she believes that the proposed business will enable her to achieve her dreams in terms of extra income, social status flexibility, self-control and independence. Within the first year of business operations, Zuzu will not hire employees in the business. She herself will be working full time as owner-manager, responsible for overseeing the business, sales, buying, as well as advertisement. In the second year, she anticipates to employ one lady who will be responsible for selling.

### **3. Customers**

Zuzu Kid's Store will be supplying high-quality kid's clothing products to the local residential communities in Maembe Town and the neighboring regions of Ikwiriri and Mapera. The business will also be supplying its products to the departmental stores in the town. Its customers will also be able to purchase the products via online platforms like instagram and Whatsup. Customers are also assured of getting these products at their doorstep, if they are located in Maembe Town.

### **4. The essence of establishing Kid's clothing Business**

Kid's clothing business is a niche where one can make immense profits and it is also something the promoter (Zuzu) as a parent of two children' is passionate about. Over the years of her career, Zuzu has been associated with selling high-end, luxury kid's clothing products and accessories; thus it is something she loves and will do best. There are no specific kid's clothing shops in Maembe Town, all the shops in town are mixing kid's clothing s and other categories of clothing like men's and women's clothing, Shoes, bed sheets. The establishment of kid's clothing business will give the promoter wide gape to fill the gap in term of size, style, brand and quality of kid's clothing. The proposed shop

will also have a space that will enable customers to make fitting of which other shops do not have.

**5. Store Location and facility**

The proposed kids store will be located at Maembe central business district (CBD). The promoter proposes a one-stop shop kid's clothing store instead of home based sales.

**6. Products**

The Kid's clothing shop will provide a wide assortment of kid's clothing products ranging from gowns, shirts, school uniforms, shoes, panties to nightwear accessories and much more.

**7. Competitive strategy**

Zuzu Kid's Store's biggest competitive advantages will be its location, which is almost ideal to start an intimate apparel business. The residential community located near the store has a huge parents and children population, necessary for the business to kick start the venture. Besides that, our competitive prices will also add value to our company since we will be offering high-quality products at relatively cheaper rates. The free shipping service within Moshi will be another competitive advantage as most of the kid's clothing companies charge a shipping fee. Finally, our exceptional customer service will also be there to convert our visitors into loyal customers. We also stay informed with all the latest market trends, online media and commercial opportunities so as to be active and have a finger on pulse.

**8. Marketing Strategies**

Zuzu Kid's Store will make use of the following strategies to advertise and sell its products.

- (i) Adoption of social and print media to advertise our products (i.e. Instagram and Facebook)
- (ii) Customers will be allowed to order and pay products online
- (iii) Discounts on pre-order and ordering
- (iv) Make bags with our logo and contacts to market the business
- (v) Provision of special discounts on customer referrals

(vi) The use of gift vouchers and attractive discounts to encourage sales

**9. Start-Up Costs**

The start-up cost for Zuzu Kid’s clothing is as indicated in appendix II.

**10. Assets and Liabilities projections**

The business is anticipating starting its operations with assets and liabilities as indicated in appendix II.

**Appendix I: Start-Up Costs for Zuzu Kid’s clothing**

|                          |                |
|--------------------------|----------------|
| <b>Start-up</b>          |                |
| <i>Requirements</i>      |                |
| <b>Start-up Expenses</b> | <b>(“000”)</b> |
| Business License         | 100            |
| Stationery etc.          | 100            |
| Store Floor Setup        | 5,000          |
| Insurance                | 1,000          |
| Rent                     | 2,000          |
| Total Start-up Expenses  | 9,100          |
| <b>Start-up Assets</b>   |                |
| Cash Required            | 40,000         |
| Start-up Inventory       | 30,000         |
| Other Current Assets     | 900            |
| Long-term Assets         | 5,000          |
| Total Assets             | 75,900         |
| Total Requirements       | 85,000         |

**Appendix II: Assets and Liabilities**

|                                 |  |                |
|---------------------------------|--|----------------|
| <b>Start-up Funding</b>         |  | <b>(“000”)</b> |
| Start-up Expenses to Fund       |  | 9,100          |
| Start-up Assets to Fund         |  | 75,900         |
| Total Funding Required          |  | 85,000         |
| <b>Assets</b>                   |  |                |
| Non-cash Assets from Start-up   |  | 35,900         |
| Cash Requirements from Start-up |  | 40,000         |
| Additional Cash Raised          |  | 0              |

|   |         |
|---|---------|
| Cash Balance on Starting Date             | 40,000  |
| Total Assets                              | 75,900  |
| <b>Liabilities and Capital</b>            |         |
| Liabilities                               |         |
| Current Borrowing                         | 0       |
| Long-term Liabilities                     | 50,000  |
| Other Current Liabilities (interest-free) | 0       |
| Total Liabilities                         | 75,000  |
| Capital                                   |         |
| Planned Investment                        |         |
| Other                                     | 0       |
| Additional Investment Requirement         | 0       |
| Total Planned Investment                  | 10,000  |
| Loss at Start-up (Start-up Expenses)      | (9,100) |
| Total Capital                             | 900     |
| Total Capital and Liabilities             | 75,900  |
| Total Funding                             | 85,000  |