

PowerStart your business today with...

The One Page Business Plan[®]

The One Page Business Plan methodology is the fastest, easiest way to write a plan. Using key words and short phrases plans can be created for a company, business unit, department, project or program... on a single page. This methodology focuses everyone in your company on what is important and critical for success!

California Knits FY2009 Business Plan



vision

California Knits is a creative, soul-filled enterprise that provides:

- vibrant, unique, comfortable clothing as art for women.
- custom design capabilities for individual clients.
- training and mentoring of the next generation of machine knit artists.

Within 3 years California Knits will be a \$5 million internationally recognized brand, serving the upscale fashion market for women who want to look and feel fabulous in knit clothing.

Vision

What are you building?



mission

Providing color, light, and energizing beauty in comfortable, natural fiber clothing.

Mission

Why does this business exist?



objectives

- Achieve 2009 revenue of \$1.5 million; profit before tax of \$175,000.
- Achieve profit margin of 50% by holding production labor to 18%.
- Increase active store count to 20, an increase of 30% over FY2008.
- Outsource 50% of production by 4th quarter.
- Add 10 designs; 9 ready-to-wear; 1 gallery collectible. New sales \$250,000.
- Attend at least 12 trade/trunk shows in 2009; book \$750,000 in orders.

Objectives

What will you measure?



strategies

- Attract attention with stunning gallery quality garments priced at \$2,000+.
- Design ready-to-wear products at affordable price points; \$75 - \$200.
- Outsource ready-to-wear; reserve personal time to create gallery garments.
- Develop professional team for production and operation of business.
- Cultivate relationships with upscale clients for referrals and shows.
- Explore avenues to entertainment industry for costume and personal clients.

Strategies

What will make this business successful over time?



action plans

- Develop budget and plans for capital needs for major expansion by 4/30.
- Complete 8 ready-to-wear designs for show in Aspen in May.
- Contact six fashion magazines; present portfolio for publication.
- Attend national trunk shows: New York, Santa Fe and Carmel; Q2 + Q3.
- Purchase and install 3 new computer aided knitted machines by 6/30.
- Complete redesign of display booths for 2010 fairs by Dec. 15.
- Complete installation of CRM system by 10/31. New GL by 12/31.

Action Plans

What is the work to be done?