

# BELO



## BUSINESS PROPOSAL

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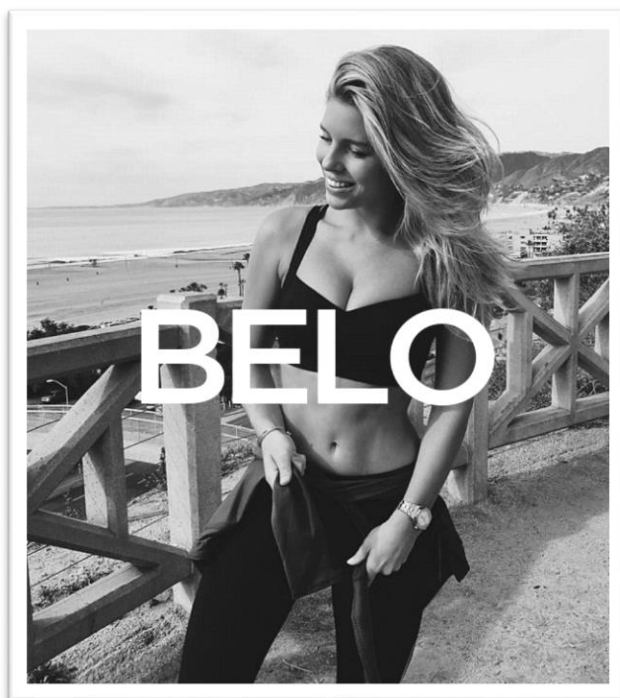
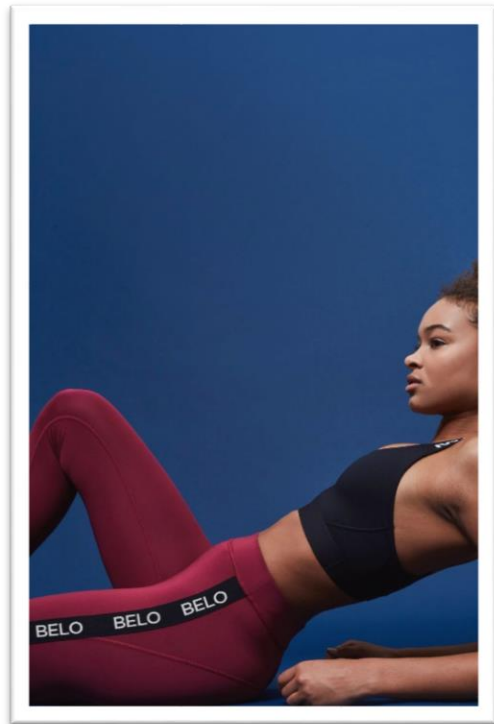
ADDRESS:

BELO CLOTHING,  
46 DOMINICK STREET,  
MULLINGAR,  
WESTMEATH,  
IRELAND

## EXECUTIVE SUMMARY

### WHAT WE SELL

Womens activewear & casual clothing. We aim to sell our own brand of womens activewear. Initially starting with a smaller product range. Including Leggings, Hoodie/Jacket, Sports Tops, and jumpers. High quality clothing with a good public image.



### OUR BRAND:

Belo, Portuguese for 'Beauty'. We aim to provide the premium quality activewear throughout the U.K and Ireland. With the right marketing technique and approach to advertising we feel we can build a strong, reputable public opinion on Belo Clothing. Many competitors are failing at the crucial stages. With unappealing words on their clothing, poor quality materials and poorly managed marketing campaigns, they are missing out on a lot of potential customers. (But they are still successful and making money due to the lack of competition in the sector!) Inspiration for the Logo derives from the extremely popular, high end brand, Balenciaga.

The simplicity yet stylish nature of the text as the logo has proven very effective in a lot of fashion brands.

# BALENCIAGA



## WHO WE SELL TO

We believe our primary market is females between the ages of 14-35. As healthy living is becoming more and more trendy these days we believe there is a huge gap in the females activewear market. Most Gym brands (e.g Gymshark) were originally male focused and have only released womens line's in the last 5/6 months. Our store is online and we believe it opens a broader customer range for us. With our main priority being marketing, we believe we will have a lot of business from Ireland and the U.K by focusing our advertising campaigns around 'Instagram famous' fitness figures and online fashion bloggers.

Figures: We are hoping to obtain Mintel Reports in order to get a definitive calculation of the size of the market and most likely consumers to buy our products.

## OPPURTUNITY

:

## PROBLEM

Girls don't like being seen in the same clothes as everyone around them, even in the gym. Poor quality of gym/activewear is frustrating so they do not mind paying the bit extra for quality and stylishness.

## SOLUTION

Belo will offer the finest quality apparel for activewear. Inspiration and guidance from Gymshark, Victoria Secret, Ivy Park & Peaches Sportswear will enable us to create products of similar/greater quality for our customers. Durable, high quality, stylish activewear.

## COMPETITION

### PEACHES

Only launched recently and founder is good friends with Ben Francis (Gymshark owner) & Reece Wabara (Owner of Manoeur de Voir, another clothing brand) .We believe a lot of people from this 'circle of friends' in UK believe this market has huge potential. Quality is below par, have not been doing the right advertising/marketing. (Targeting unknown models for photoshoots)



### GYMSHARK

Gymshark, leading and fastest growing gym apparel supplier in the U.K (Often sell out of female products as they cannot and have not been able to supply the demand).

**GYMSHARK** 

## IVY PARK

Ivy Park, Beyonce's brand. Doesn't have their own store. Purchase through Topshop outlets. We strive to match the quality of Ivy Park leggings as our research tells us they are of very high quality.

# IVY PARK



## VICTORIAS SECRET

Victoria Secret, mainly underwear but when they do release activewear it is always popular with the customers.

We don't believe competition will be a problem in the market we are going into. The demand is there and supply is lacking. Gymshark aren't a stylish brand however they are getting that image due to being one of the only suppliers. Quality of a lot of products is average. They excelled in their marketing side of things. Big name models and professional photoshoots.



## THE SWOT ANALYSIS OF

# BELO



1. Better marketing strategy than most competitors.
2. Focused team with experience in starting a company.
3. One of the only high quality activewear brands.
4. Women focused gym brand, competitors have always began in male clothing.
5. Limited Expenses - As it's an online store we will have a lot of funds available for marketing, production and order management.
6. A reasonable amount of input from female friends & their friends, honest opinions on where we can improve our product will be a big necessity for us.
7. Experienced with computers, photoshop and technology in general. (Website & store management)
8. Women want to look good whenever they can. Building our products around helping women look and feel good is key. Adding the premium image through marketing will only make it more desirable.



1. Online inventory can be limited.
2. No obvious price advantage.
3. Cannot judge quality online. (Will be introducing pop-up stores in future)
4. Time taken to receive product can throw consumers off.
5. Lack of variations of clothing style initially.
6. New to the market.
7. Team of 3 Males entering Womens Clothing market.



1. Online shopping users growing rapidly. (expected to grow 15% by 2021 - global data reports)
2. More international buyers.
3. Online payment systems are becoming much more efficient and safe.
4. Delivery services are much better today.
5. Seasonal fashion/trend influence.
6. 'Healthy Lifestyle' trends are leading more people into the gym and active lifestyles.
7. Possibly hire a team dedicated to studying new trends & opportunities.



1. Will be more expensive than your standard activewear. (Branding and marketing is key to avoid problems here)
2. Not targeting children or males.
3. Loyalty to traditional active wear.
4. Low market share.
5. Low barriers to entry.
6. 'Athleisure' trend is not yet global.

### SUMMARY

We have recognized the possible threats and our internal weaknesses, we will only fall victim to these if we let it happen. We aim to constantly re-use revenue generated to build a solid brand. Short term profits aren't our priority as we realize the potential of entering the long game. The demand is there and the supply is lacking. We are confident with the female presence surrounding us to help guide us on the right path regarding quality and value. We have been doing our research on big Instagram influencers and fitness bloggers on social media platforms and are confident of our advertising techniques we have planned. Brands like Gymshark, Hera, SikSilk, 11 degrees, Tayroc are all building their customer range through people on Instagram with huge social media influence and followings. Their techniques are proving successful as they are becoming household names all over Europe already in their short time in the industry.

## WHY US??

We are creating the 'Designer' style activewear. Most women buy the activewear with intention of casual wear. A big marketing budget will help us create the brand image we are going for. High Quality clothing worn by their favourite Instagram celebrities. We are purely aimed at that Women's market, which separates us from our competitors Gymshark.



## EXECUTION

Marketing & Sales: Waiting for mintel reports & meeting with manufacturers for pricing.

## OPERATIONS

### LOCATION AND FACILITIES

Currently working in an office (46 Dominick Street) , 2 large spare rooms for initial storage. Would be looking to expand into more storage space as we grow. As we are an Online store, storage and office space is all we require so far.

### ONLINE STORE

We will be building our store with the help of Crème Creative, a reputable marketing agency in Manchester. The store will work off Shopify payments, a very cost effective and simple payment gateway for any online store.

### DELIVERIES

We will be looking to hire local friends to help with processing and managing deliveries. U.K, Ireland and mainland Europe will be our initial shipping locations.

## COMPANY

### MANAGEMENT TEAM

Evan Meleady – Founder/Owner (43%)

Daniel Smyth – Founder/Owner (43%)

Dylan Gavin – Founder/Owner (14%)

Very interested in clothes & fashion. Online trading academy & Chaleur Watches are other successful and ongoing business ventures we have started. Very enthusiastic towards business opportunities and feel we are only getting better as time goes on.

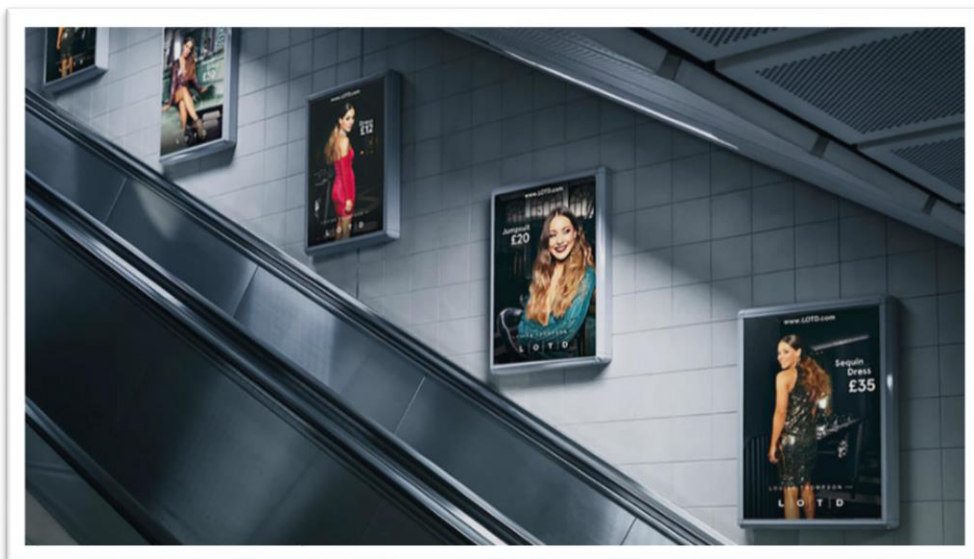
### BUDGET AND FUNDING

Currently we have 35,000 Euro in capital obtained from our Online Trading Academy. With this we aim to:

- Meet with potential manufacturers in Paris at the upcoming Texworld & apparel sourcing Expo. To be sure of Highest quality and reliability we feel this is an Important step as its starts us on the right track.
- Obtain Mintel reports to help us gain insights into the current market and its potential going forwards. Also, will enable us to calculate the best possible prices for our products compared to competitors.

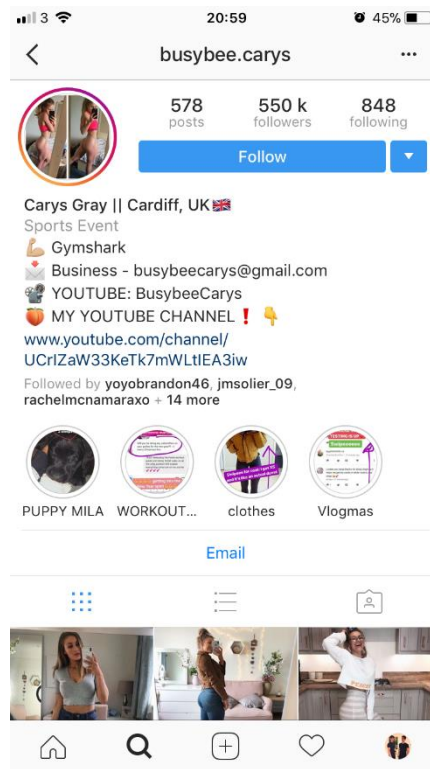
### CREME CREATIVE MARKETING AGENCY

We are working with Crème with our watch brand Chaleur and feel they are key in portraying the image we want. They organise professional photoshoots and models for your product. Photo editing, Email management and website design is also on offer. By going through these we can ensure that 'professional' look from the beginning and truly start off well.





## MODELS AND INFLUENCERS



Large part of our budget will be on getting the biggest names we can to endorse our products. As there is so many on Instagram these days, the prices are competitive and relatively cheap for the effect the Influencers have on sales and brand image. We also plan to give free products to lesser known Social media influencers / bloggers as we believe this sort of advertising is extremely undervalued. E.G There are Local bloggers with followings greater than 50,000 girls that watch their videos and listen to them every day, that's a lot of influence for little to no costs.

## PRODUCTS

We will hope to order a large quantity of products to ensure we can keep up with initial demand for the product. Running out of stock/new products is a big hurdle for start up clothing brands. As you are building your reputation you need to be able to keep the momentum going otherwise you'll be easily forgotten about and lose potential customers.

Cash Flow statements will be prepared at later date when we know more about our revenue and expenses.