

Module

Creating, Financing and Marketing a Clothing Label

Answers, Feedback, and Advice Section

Activity 1

Research and Practical

Activity 2

Research and Practical

Activity 3

Advice and Feedback

A business plan is the blueprint for your fashion label, which acts as the road map for your success. Your business plan contains vital information that tells future investors your goals, marketing information, target market, and financial information. The plan contains a summary, organisational structure, and detailed specifics on your label.

Activity 4

Answers

There are several ways that you can finance your start up beginning with a start-up loan, which is available to residents in the United Kingdom who fit within certain eligibility guidelines. Designers can also apply for a standard bank loan, seek crowdfunding sources or apply for grants.

Activity 5

Answers

1. Organisational 2. Compensation 3. Designers 4. Fashion 5. Businesses 6. Personally
7. Accounting 8. Grants 9. Government 10. Entrepreneurs