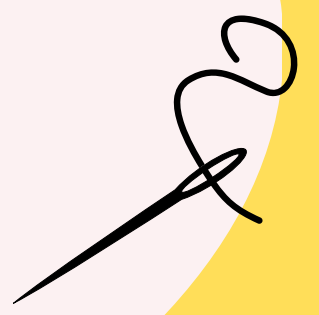


# OPERATING PLAN



## OBJECTIVE

I am opening a business from home focusing on Indian Punjabi suits.

This boutique will be more than just a place of business; it will serve as a symbol of my affection for and dedication to each stitch, enhancing the lives of those who appreciate the beauty of Indian customs and style. Our specialty is fine stitching and detailed work. Surprisingly, there is a lack of stores in our area with such fine Indian clothing. I provide the best and fastest service possible, ensuring every customer receives great quality and unique style.

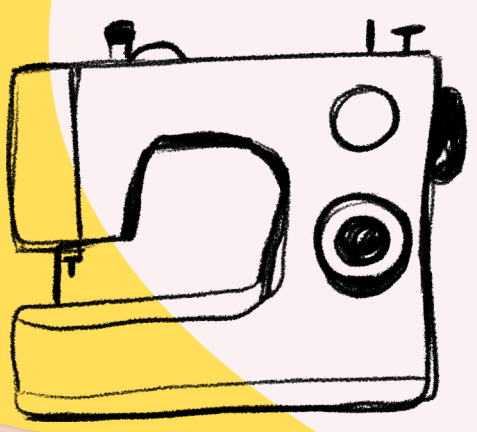


## GOALS



- Conduct thorough market research.
- Develop a robust business strategy.
- Establish a powerful online presence.
- Build local relationships for brand awareness.
- Prioritize exceptional customer service.
- Strategically manage company growth.
- Implement a backup plan.
- Offer incentives and competitive pricing.
- Clearly define duties and responsibilities as the sole owner.





# GOALS

- **Online Accessibility:** Make all boutique fashion available online for easy customer access.
- ★ • **Customization:** Offer clients the option to design their clothing for personalized experiences.
- ★ • **Collaborations:** Partner with other companies to explore new revenue streams.

- **Local Focus:** Build a strong reputation in the local area before expanding statewide or nationally.
- **Expansion:** Scale operations regionally and potentially nationally based on established success.





# TIMELINE



Months 1 and 2:

- Research the market from home.
- Develop a detailed business strategy.
- Create dedicated workspace.



Months 3 and 4:

- Boost online presence.
- Design Punjabi suits collection.
- Expand social media audience.



Months 5 and 6:

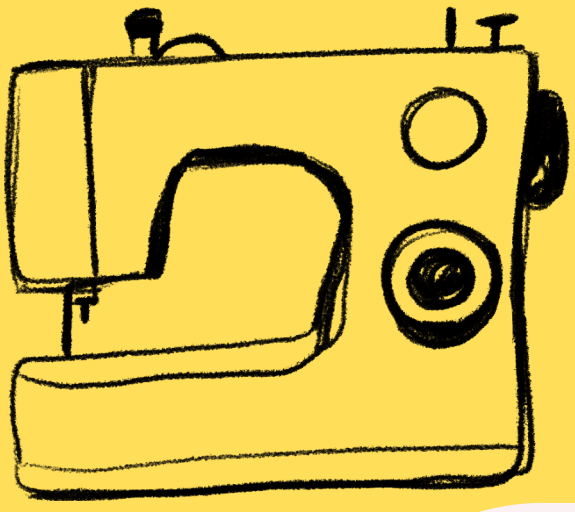
- Improve collection.
- Launch marketing campaigns.
- Explore partnerships for growth.

Months 7 and 8:

- Perfect collection.
  - Start marketing.
  - Seek partnerships.
- 

Months 9 and 12:

- Evaluate and adapt.
  - Pursue growth.
  - Maintain control.
- 



# EQUIPMENT

- Sewing machine and tools.
- Fabric cutting equipment.
- Workspace furniture.
- Computer or laptop and Smartphone or camera.
- Packaging materials
- Office supplies.
- Ironing board.
- Fabric and embroider.

