

Marketing Plan Sample

SCM clothes manufacture

I. Executive summary

Introduce your marketing plan with a brief text about your company and the main goals you want to attain.

SCM Clothing is a family start-up business that specializes in the fabrication of men's apparel. The company will penetrate the clothing sector with high quality clothes. SCM's clothes are particularly innovative with their shapes and colors. The company will establish its business in Dubai. With the establishment of one strategic alliance with a national retailer, SCM expect to easily exceed the sales and financial forecasts.

II. Business description

In this first part, do an in-depth description of your company and the product or services provided. The aim of this section is to carefully describe your business, its weaknesses and most importantly its strengths.

a) COMPANY

SCM clothing mission is to be one of the main actors of the clothing market. Through the co-creation of clothes both with designers and customers, SCM will meet the needs and wants of customers. SCM is a privately-held company and is headquartered in Dubai. Two of the five investors in the company have full operational responsibility. The co-founders have both entrepreneurial and industry experience.