

BUSINESS PLAN

Azulant Akora

Experience The VAULT



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Confidentiality Agreement

The undersigned reader of Azulant Akora PTY LTD's Business Plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of Azulant Akora PTY LTD.

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of the same by the reader may cause serious harm and or damage to Azulant Akora PTY LTD.

Upon request, this business plan document will be immediately returned to Azulant Akora PTY LTD.

This is a business plan. It does not imply an offer of any securities.

Signature

Printed Name





AZULANT AKORA

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2024

EXECUTIVE SUMMARY

THE COMPANY AND THE INDUSTRY

Azulant Akora PTY (AA) is a luxury apparel brand involved in designing and creating luxury apparel, launched by Azulant Mary Akora in December 2014. Originally registered as a sole trader in Perth, Australia, AA was registered as a company in 2022 when the brand started to seek seed funding. AA operates in the luxury apparel industry, specifically the Haute Couture segment. AA was founded and owned by Azulant Akora, who currently owns 100% of the business.

This Business Plan seeks a \$25,000 pre-seed investment to complement the current stock valued at \$20,000 plus operating capital of \$10,000 to bring the capital to \$55,000 as starting capital. AA aims to advance its fashion business from a part-time hassle to a full-time career and attract additional investment to help realize its ultimate goal of initially setting up a haute couture label based in Australia.

This initial pre-seed investment will be invested primarily towards the B2B Ready To Wear (RTW) range. The business will maintain its B2C haute couture range, albeit casual, while sourcing additional investment to scale it up. This is, therefore, a 3-year business plan projection.

BUSINESS OPPORTUNITY

Current opportunities exemplify the industry's attractiveness. There is a large and growing population of affluent people in Australia. For instance, about 137 billionaires and 2.1 million millionaires are in Australia. This represents a vast market just waiting to be tapped into, so we are setting up shop in Australia. Indeed, AA will be one of only five Australian Haute Couture firms and only the second to be based domestically in Australia. Another notable opportunity is that a rising class of millennials in Australia and globally are attracted to Haute Couture. While Haute Couture is not a 'rushed fashion' and may not initially fit in with the 'click and buy' millennials, it represents the kind of 'experiences' millennials have been known to favor. Millennials are looking for experiences as part of their purchasing activities - this explains their increasing preference for Haute Couture. Millennials (in Australia and abroad) represent a potent market for us.

OUR BUSINESS STRATEGY

Core business strategy

Our core business strategy involves the design and creation of original haute couture apparel.

As our launch pad into the Australian and global markets, we intend to set up our operations in Perth, Australia. In line with this, we want to implement a growth strategy by setting up boutiques in Sydney and Dubai later. In Perth, we will set up an atelier with all resources (e.g., equipment, labor, etc.) needed to produce high fashion apparel. We will source skilled personnel and train them to deliver world-class products.

Marketing strategy

Our pricing strategy is value maximization. Value maximization is the strategy of offering both less expensive items/services while at the same time offering value (e.g., in terms of quality). In other words, our prices will be lower than Micheal Cinco or Paolo Sebastian, but we will still offer haute couture standards of apparel. This is the best strategy for breaking into the market. Our marketing strategy will involve a combination of social media engagements, fashion week attendance, and subsequent seasonal sales (B2B) through international showrooms, e-commerce through our website, etc. Apart from these 'traditional' marketing activities, we will actively seek celebrity/influencer endorsements for our products. Examples of such influencers include fashion vloggers and celebrities through international showrooms, etc. We consider this a very effective strategy for ensuring fast recognition and growth.

PROJECTED FINANCIAL PERFORMANCE

Our sales forecasts are modest and realistic. We can confidently realize revenues of about AUD 75,000, AUD 112,500, and AUD 168,750 in the 1st, 2nd, and 3rd years after the start of operations, respectively. These revenues represent market shares of about 0.00006%, 0.09%, and 0.13% of our SOM (served obtainable market) of AU\$ 129 million, respectively. This is readily attainable - according to our estimated average unit price of AU\$500....., we only need about 50..... customers (without considering repeat sales and bespoke orders (B2C) to make AUD 25,000. If we believe that some customers may make repeat sales or buy multiple products, then the number is much greater than this.)of the 0.01% customers out of the possible 137 billionaires and 2.1 million millionaires customers potential customers represent only 0.01.%, which is attainable. We see ourselves attaining such targets quickly. We will strive to deliver cost-effective production and manufacturing supplies to maintain a positive cash flow and profitability.

TOP MANAGEMENT TEAM

Our management team previously consisted of Lesley Akora, the CEO, and Azulant Akora, the creative director.

CEO Lesley Akora has over 10 years of experience in management positions in Western Australia. She is also an Inaugural Member of the West Australian Women's Hall of Fame, a former business owner, and a Family Dispute Resolution Practitioner. She holds a Master's degree in Counseling and is an author. Lesley has an Associate Diploma in Business Administration.



Creative Director: Azulant has already garnered recognition for her work in Australia and abroad as an exceptional futuristic haute couture designer with natural creative skills. She is a multi-awarded fashion designer awarded a Valedictorian Award at 19. She won twice in the evening wear category at The Australian Wool Awards in 2013 and 2014, respectively. She made it to the prestigious Parish Haute Couture Fashion Week on schedule in 2018, where she debuted as the First African to have ever been admitted to show-case on schedule at The Paris FW. Azulant is an undergraduate in Law and Fashion/textile at Edith Cowan University. AA will later appoint other Human Resources, Public Relations, Sales and Marketing functions, more tailors/sewists, etc., to join our team as we grow. We will have a 5-member Board of Directors team.

THE 'ASK AND THE OFFER'

AA requires a sum of AUD 25,000 seed investment to meet our objectives, which include:

- Partially funding the setting up of an atelier in Perth.
- Western Australia.
- Producing items ready for sale and the fee for international showroom representation for wholesale (B2B) sales.

This will be reviewed every financial year.

COMPANY OVERVIEW

Azulant Akora (AA) is a highly regarded and well-established couture brand that has been operating in Perth, Western Australia, for the past 10 years. Known for its exceptional craftsmanship, bold and vibrant designs, and feminine aesthetics, AA has garnered numerous awards and accolades throughout its existence. The brand's commitment to creating exquisite and unique garments has earned it an invitation to the five official fashion weeks, where it has had the privilege of showcasing its collections at three prestigious events, including New York, Paris RTW, and Couture Fashion Week.

Mission Statement:

Our mission at Azulant Akora is to empower women through our meticulously crafted couture pieces imbued with innovative design, exquisite detailing, and a celebration of femininity. We strive to create garments that make women feel confident, elegant, and fearless, pushing the boundaries of fashion and artistry. To expand our brand that will make available a wide range of clothes for women, young adults and children; a clothing label that will rank favorably with international clothing labels like Ralph and Russo, as well as locally, with competitor Paolo Sebastian, etc.

Vision Statement:

Our vision is to become a global leader in the couture industry, renowned for our unparalleled craftsmanship, innovative designs, and unwavering dedication to creativity. We aim to inspire creativity and confidence in women worldwide, transforming the way they perceive and engage with fashion. We also want to establish Azulant Akora PTY LTD as a guest Haute Couture brand based in Australia and to meet local demands by affluent Australians as well as external demands.

Goals and Objectives:

- Increase international presence by expanding distribution channels and collaborating with renowned fashion retailers in critical global markets.
- Continuously innovate and experiment with new materials, techniques, and designs to push the boundaries of couture fashion.
- Enhance brand awareness and reach through strategic digital marketing campaigns and

- collaborations with influential social media influencers and fashion bloggers.
- Strengthen customer loyalty and engagement by offering personalized services, including made-to-measure options and exclusive events for top clients.
 - Foster sustainable practices throughout the production process, promoting environmental consciousness and ethical sourcing in the couture industry.

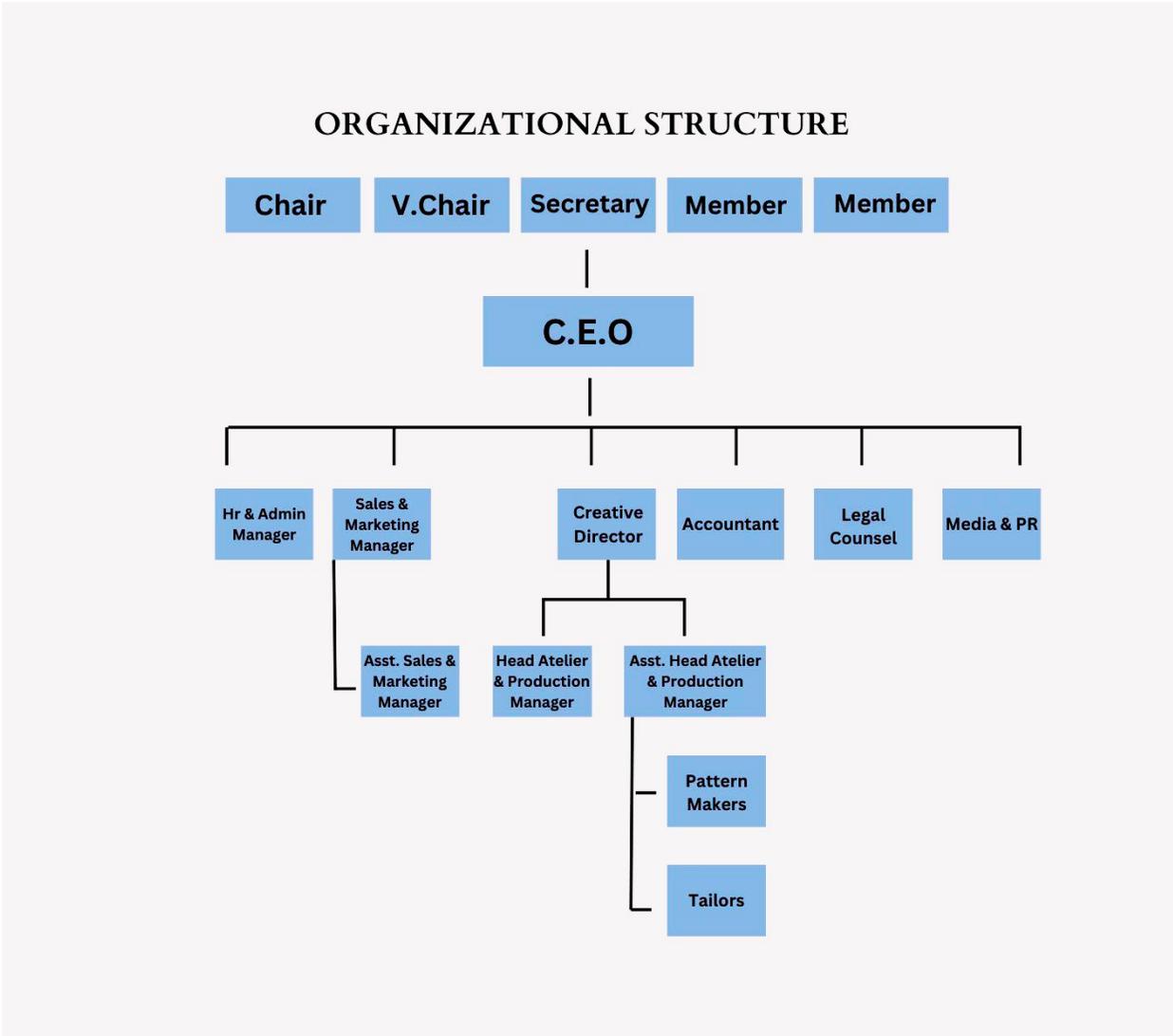
PRODUCT OVERVIEW

At Azulant Akora (AA), our Haute Couture brand offers a range of meticulously crafted products and services that are known for their efficiency and unparalleled attention to detail. Each garment we create showcases the highest level of craftsmanship, ensuring that every stitch, seam, and embellishment is executed flawlessly.

Our product line features a diverse range of couture garments, including evening gowns, bridal dresses, cocktail dresses, and tailored suits. Each piece is custom-made to the client's exact measurements and preferences, ensuring a perfect fit and a unique design that reflects their style and personality. Our team of highly skilled artisans and designers is dedicated to bringing our client's visions to life. From the initial consultation to the final fitting, we work closely with each client to understand their preferences, incorporating their desired elements into the design while providing expert guidance and suggestions to enhance the overall aesthetic.

To ensure the utmost efficiency, we employ advanced techniques and technologies throughout the design and production process. Our designers use cutting-edge software for pattern making, allowing for precise measurements and optimal material utilization. Our atelier is equipped with state-of-the-art machinery, enabling us to execute intricate designs, delicate handwork, and exquisite embellishments with utmost precision.

At AA, we prioritize customer satisfaction and strive to surpass our clients' expectations in every aspect. Our commitment to efficiency and the utmost attention to detail enables us to create couture pieces that not only embody exceptional craftsmanship but also instill confidence and joy in our clients.



The organogram above represents our organizational structure when we are thoroughly structured. Currently, the CEO serves as the board and oversees all activities. Some other positions have yet to be filled, while others are contracted.



INDUSTRY ANALYSIS

Current opportunities exemplify the industry's attractiveness. There is a large and growing population of affluent people in Australia. For instance, about 137 billionaires and 2.1 millionaires are in Australia. This represents a vast market just waiting to be tapped into, so we are setting up shop in Australia. Indeed, AA will be one of only five Australian Haute Couture firms and only the second to be based domestically in Australia. Another notable opportunity is that a rising class of millennials in Australia and globally are attracted to Haute Couture. While Haute Couture is not a 'rushed fashion' and may not initially fit in with the 'click and buy' millennials, it represents the kind of 'experiences' that millennials have been known to favor. Millennials are looking for experiences as part of their purchasing activities - this explains their increasing preference for Haute Couture. Millennials (in Australia and abroad)

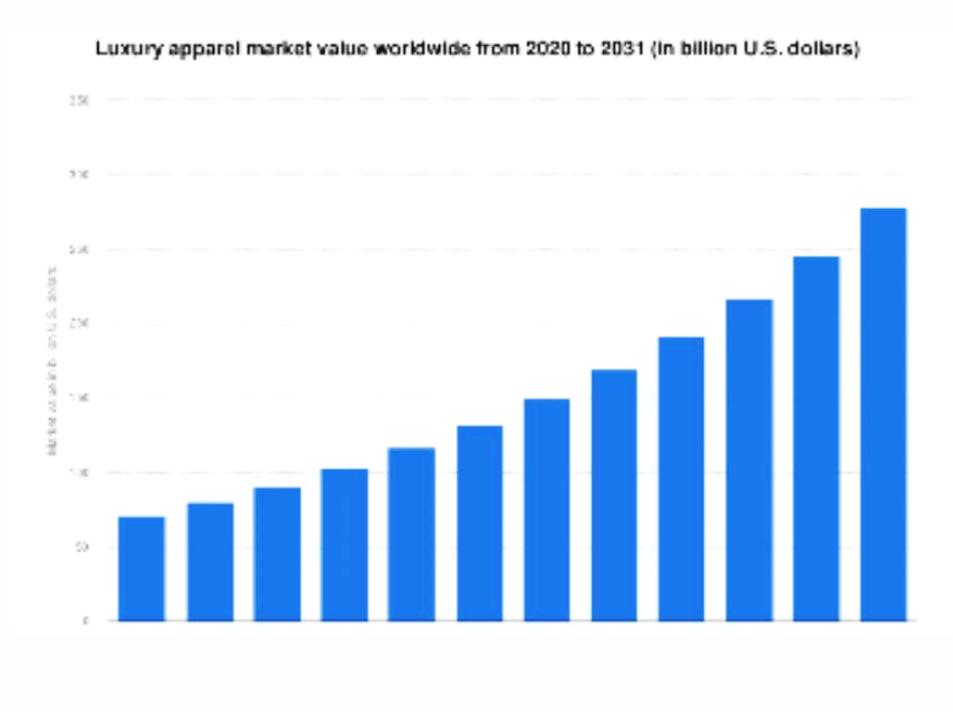
represent a potent market for us.

As consumers in Australia become more affluent, there is a rising demand for unique, customized, and high-quality fashion products. Haute couture brands cater to this trend by offering exquisite craftsmanship, attention to detail, and personalized designs. The fashion industry has an increasing focus on sustainability and ethical practices. Haute couture brands that incorporate sustainable materials use eco-friendly production processes, and uphold fair labor practices are gaining popularity among environmentally-conscious consumers.

Australia is known for its vibrant social scene and special events like red-carpet galas and weddings. Haute couture brands benefit from the demand for elegant and glamorous gowns and suits for these occasions.

Customers seek haute couture brands for their one-of-a-kind designs and limited editions. They desire garments that reflect their style, showcase their personality, and present a flawless construction and fit with attention to every detail. Clients value personalized attention from designers and stylists who guide them in creating their desired look and ensure a seamless experience throughout the design and production process. Haute couture brands fulfill these needs by offering custom-made garments tailored to the customer's measurements and preferences.

In 2024, the revenue in the Luxury Apparel market worldwide amounts to US\$85.36bn. The market is projected to experience an annual growth rate of 3.03% (CAGR 2024-2028). Considering the population figures, the per-person revenue generated in 2024 is US\$11.02. These figures give us an insight into the average revenue generated per individual worldwide in the Luxury Apparel market.



CUSTOMER ANALYSIS

AU\$129b	AU\$1.3b	AU\$129m
Total Addressable Market (TAM)	Serviceable Available Market (SAM)	Serviceable Obtainable Market (SOM)

The Luxury Apparel market worldwide amounts to AU\$129b, representing our total addressable market. However, the Australian haute couture market is not dominant worldwide. The market is just about 1% of the worldwide luxury apparel market. This 1% now represents our serviceable available market. With robust marketing strategies and the activities we have put in place to market our products, we can extend our customer base to at least 10% of this SAM. This 10% is our serviceable obtainable market. Our customer segmentation is available below:

Base of Segmentation	Area of Consideration	Remarks
Geographic segmentation	Australia and international	We can reach everyone worldwide through social media and the internet.
Demographic segmentation	Age bracket of the target customer	20 – 60 years
	Target customer’s annual income? (approximate)	High Net Worth Individuals (HNWIS) worth not less than \$1 million. Wealth earned or inherited.
	Customer awareness	Target customer informed; through rigorous PR campaigns and media as well as celebrity endorsement and fashion weeks.
	Social class of the target customer	Upper Middle Class and above
Psychographic segmentation	Target customer’s lifestyle or personality characteristics	Target customer can be described as: <ul style="list-style-type: none"> • Educated, informed, exposed to tech

		<ul style="list-style-type: none"> • Willing to try new things; Outgoing • Values 'Experiences' • Classy; can spend more for perceived higher quality offering
Behavioral segmentation	Occasions: when customers are likely to use our products	<p>Usage depends on occasions. For instance:</p> <ul style="list-style-type: none"> • Individuals or Personal occasions (e.g. weddings), Corporate wear, Seasons, Holidays • Corporate, Government > e.g. airline staff, and national sports teams (e.g. Polo Ralph Lauren dressed the American Olympic Team).
	Benefits sought: value in the service	<ul style="list-style-type: none"> • Quality • High level of customized/personalized products & services
	Status of the target customer	<ul style="list-style-type: none"> • First time users • Regular Users • Potential users
	Loyalty Status	The level of loyalty of customers is also important. Very loyal customers will always be back.

S.W.O.T ANALYSIS

Strengths

- Early mover advantages - Early entry into Australian couture luxury market as one of approximately five haute couture brands from the continent.
- Recognised creations – Tried, tested and approved by international standards of luxury apparel production.
- Skilled, experienced team - In both business and the luxury apparel market.
- Recognised brand - Multi award winning brand judged by industry peers

Weakness

- Relatively lower capitalisation
- Newness to market - Relatively new to market
- Low initial geographical coverage

Opportunities

- Scale and growth – Can use business model and gained experience to expand to other regions globally e.g. Middle East
- Mergers, Partnerships – the right partnerships can bring in added capital, experience and opportunities

Threats

- Increased competition – Other players can copy what we do and undercut us via lower pricing
- Regulations, macro-economic, and global geopolitical events - The industry prone to local, regional, and global forces e.g. taxation policies, currency exchange rates, fuel policies, policies of regional blocks e.g. EU, NAFTA, ASEAN, etc

COMPETITOR ANALYSIS

Competitor	Product	Strength	Weakness
Toni Maticevski Sydney, Australia	<ul style="list-style-type: none"> • Dresses and Gowns • Ready-to-Wear 	<ul style="list-style-type: none"> • An established brand • High-end clientele 	While they have a strong presence in the Australian market, they may lack the international

	<ul style="list-style-type: none"> • Accessories 	<ul style="list-style-type: none"> • In 2016 Maticovski was awarded The Australian Fashion Laureate Award • Well designed 'minimalist' website • Good use of social media following • Larger variety of apparels on online store • Has an online store 	<p>exposure that Azulant Akora has gained through participation in major fashion weeks globally.</p>
<p>J'Aton Couture Melbourne, Australia</p>	<p>bridal gowns</p>	<ul style="list-style-type: none"> • J'Aton Couture, located in Melbourne, Australia, is a couture brand known for its luxurious designs. • They have a strong following in the Australian market. 	<ul style="list-style-type: none"> • Narrow product line/narrow revenue streams • Firm synonymous with founder; no evidence of continuity after founder's life • Don't have the same level of recognition at major fashion weeks internationally compared to Azulant Akora, an endorsement of her work by an accrediting



			body.
Paolo Sebastian Adelaide, Australia	<ul style="list-style-type: none"> • Couture Gowns • Ready-to-Wear • Accessories • Homeware 	<ul style="list-style-type: none"> • An established brand • High-end clientele • Well designed website • Very good use of social media following e.g. 148K followers on FB page 	<ul style="list-style-type: none"> • Narrow product line/narrow revenue streams. • Firm synonymous with founder; no evidence of continuity after founder's life • Limited number of stockists

MARKETING PLAN

Our sales and marketing plans are designed to ensure the steady growth of the organization. The focal point of these plans is the fulfillment of our corporate mission statement. These marketing plans are as stated below:

PLAN	ACTIVITIES	OBJECTIVES	EVALUATION
Market Analysis	<p>Identify the target market for Azulant Akora's haute couture fashion brands, including demographics, psychographics, and purchasing behavior.</p> <p>Analyze the competitive landscape to understand key competitors, their strengths, weaknesses, and market positioning.</p> <p>Conduct market research to identify emerging trends and customer preferences in the haute couture industry.</p>	Enhance Product Offerings	Monitor sales growth of new collections or product lines.
Brand Positioning	<p>Define Azulant Akora's unique selling proposition (USP) and establish a strong brand identity.</p> <p>Position the brand as a luxury and exclusive provider of haute couture fashion, targeting affluent individuals who appreciate traditional craftsmanship and elegant designs.</p> <p>Emphasize the brand's commitment to quality, attention to detail, and exquisite materials.</p>	Strengthen the Brand's Reputation	Monitor media mentions, brand sentiment analysis, and industry recognition.
Pricing Strategy	<p>Conduct a pricing analysis to determine competitive and profitable pricing strategies.</p> <p>Position the prices of the haute couture fashion brands as premium, reflecting the exclusivity and</p>	Enhance Customer Experience	Monitor customer satisfaction ratings, customer reviews, and referral rates

	<p>craftsmanship associated with the products.</p> <p>Offer occasional promotions or collaborations to attract new customers and create buzz.</p>		
Distribution Channels	<p>Develop a multi-channel distribution strategy to reach the target market effectively. Channels may include:</p> <p>Company-owned boutiques: Open flagship stores in key fashion capitals to provide an immersive haute couture shopping experience.</p> <p>Online store: Develop a user-friendly and visually appealing e-commerce platform to cater to customers globally.</p> <p>Select luxury retailers: Partner with reputable high-end boutiques and luxury department stores to expand the brand's reach.</p> <p>Ensure consistent brand presentation and provide support materials to retailers to maintain brand integrity.</p>	<p>Expand Distribution Channels</p>	<p>Track the number of new retail partnerships established.</p>
Marketing Communication	<p>Develop a comprehensive integrated marketing communication plan to build brand awareness and drive sales.</p> <p>Develop a strong visual identity, including logo, typography, and brand guidelines, to maintain a consistent brand image across all communication channels.</p> <p>Utilize various marketing channels, including print advertisements, digital marketing (e.g., social media, influencer partnerships, email marketing), public relations, and events to reach the target market.</p>	<p>Strengthen Online Presence</p> <p>Increase Brand Awareness</p>	<p>Track website conversion rate, bounce rate, and organic search rankings.</p>

	<p>Collaborate with influencers, fashion bloggers, and celebrities to showcase the brand's products and increase brand visibility.</p> <p>Participate in key fashion events, runway shows, and industry exhibitions to showcase the brand's collections and establish industry connections.</p> <p>Leverage customer testimonials and positive reviews to build brand credibility and trust.</p>		
Customer Relationship Management	<p>Implement a customer relationship management (CRM) system to capture and analyze customer data, including demographics, purchasing behavior, and preferences.</p> <p>Segment the customer base to personalize marketing communications and promotions.</p> <p>Launch a loyalty program to reward repeat customers and encourage brand advocacy.</p> <p>Use personalized email marketing campaigns to engage customers, inform about new collections, and exclusive offers.</p>	Build Customer Relationships	Measure customer retention rate, repeat purchases, and average order value.
Public Relations	<p>Develop a targeted PR strategy to generate media coverage, build brand reputation, and increase brand awareness.</p> <p>Collaborate with fashion bloggers, stylists, and influencers to increase brand visibility and secure product placements in editorial shoots.</p> <p>Issue press releases to announce new product launches, collaborations, and noteworthy brand achievements.</p>	Strengthen Influencer Partnerships	Track the reach and engagement generated by influencer collaborations.

	Conduct media outreach to secure interviews, features, and coverage in respected fashion publications and online platforms.		
Sustainability Initiatives	<p>Emphasize the brand's commitment to sustainability in marketing communications.</p> <p>Implement sustainable practices throughout the supply chain, including using eco-friendly materials, reducing waste, and supporting ethical production processes.</p> <p>Communicate the brand's sustainability efforts through social media, website, and collaborations with eco-conscious organizations.</p> <p>Participate in industry-wide sustainability initiatives and events to showcase the brand's commitment to environmental responsibility.</p>	<p>Focus on Sustainable Practices</p>	<p>Measure greenhouse gas emissions reduction, waste reduction, and customer engagement with sustainable messaging.</p>
Sales Forecasting and Budgeting	<p>Conduct regular sales forecasting based on market trends, historical data, and upcoming product launches.</p> <p>Allocate appropriate budget for marketing activities, considering the anticipated return on investment (ROI) and the desired marketing objectives</p>	<p>Expand Wholesale Partnerships</p> <p>Expand International Market</p> <p>Improve Supply Chain Efficiency</p>	<p>Monitor sales and market share in targeted international markets.</p> <p>Track on-time delivery, supplier performance, and inventory turnover.</p>

OPERATIONS PLAN

Azulant Akora is a business that operates both online and offline, offering high-quality haute fashion designs. This is an outline of our strategies and procedures for effectively operating the business and achieving our goals. Azulant Akora operates as a sole proprietorship in the interim, with plans in place to upgrade to a full-blown company with its board of directors. The owner is responsible for all aspects of the business.

Online Operations Website: A user-friendly and visually appealing website will be developed to showcase the products. The website will be optimized for search engines and incorporate secure payment options.

Product Catalog: A detailed product catalog will be created, including high-quality product images, accurate descriptions, and pricing information. Regular updates will be made to showcase new arrivals and seasonal collections.

Inventory Management: Similar to a physical store, an efficient inventory management system will be utilized to track product availability, manage orders, and ensure timely shipping.

Customer Support: A dedicated customer support team will be in place to promptly address customer queries, handle returns/exchanges, and provide support for shoppers.

Sales and Marketing

Pricing Strategy - A competitive pricing strategy will be employed, considering factors like production costs, market trends, and target customer preferences.

Promotional Activities - Various marketing channels will be utilized, such as social media platforms, search engine advertising, influencer collaborations, and email marketing campaigns, to generate awareness and attract customers.

Customer Loyalty Programs - Loyalty programs will be introduced to encourage repeat purchases, offering incentives like discounts, exclusive previews, and personalized recommendations.

Partnerships and Collaborations - Strategic partnerships with complementary businesses, influencers, and bloggers will be sought to expand the brand's reach and attract a wider customer base.

Supply Chain Management

Material Sourcing - Azulant Akora will source raw materials from reliable suppliers, ensuring the highest quality standards while also promoting sustainability and ethical practices.

Production Process - A streamlined production process will be developed to ensure efficient manufacturing and timely delivery of products.

Quality Control - Rigorous quality control measures will be implemented throughout the production process to maintain consistency and meet customer expectations.

Shipping and Logistics - Partnerships with reputable shipping providers will be established to ensure efficient and timely delivery of products to customers both domestically and internationally.

Financial Considerations

Budgeting - A detailed financial plan will be created to allocate funds for various activities, including marketing, operations, inventory management, and expansion plans.

Sales Forecasting - Sales data and market research will be utilized to estimate future demand and develop accurate sales forecasts.

Financial Management - Regular monitoring of financial transactions, reconciliation of accounts, and bookkeeping will be carried out to ensure financial stability and compliance with legal requirements.

RISK MANAGEMENT STRATEGIES

CATEGORY OF RISK	TYPE OF RISK	EFFECT	MITIGATION STRATEGIES
Information– based risks	Consumer ignorance	Lack of sales due to consumer ignorance	Sustained marketing and promotional activity. Reduce quality aversion by highlighting customer testimonials; feedback.
	Producer Ignorance	Failure to deliver on quality promises	Recruit talented staff only
	Buyer Power		Pursue growth strategy e.g. seek

			new markets Product diversification
Industry-Based risks	Supplier Power	Costs increases due to supplier power e.g. monopoly	Continuously seek alternate suppliers Establish supply/purchase agreements with suppliers
	Competitive Rivalry	Profit margins eroded due to heightened rivalry	Compete on the basis of service quality Build brand name and reputation
	Adverse regulatory environment	Profit margins eroded due to changes in regulatory environment	Pursue growth strategy; diverse markets
Resource-based Risk	VRIN resources	Failure to acquire and build rare resources	
	Loss of physical resources (inventory)	Financial losses due to: Property loss e.g. fire, natural disasters Theft	Take up relevant insurance cover. Institute robust security systems.

OUR MILESTONES





YEAR	AWARD
2013	Australian Wool Fashion Awards awarded 3rd place Evening Wear category.
	Australian Financial Review - Interviewed following Australian Wool Fashion Awards 2013.
2014	Australian Wool Fashion Awards awarded 1st place Evening Wear category.
	Celebration of African Australians - Arts and Entertainment Award.
2015-16	LA Fashion Week - Design Warz international top ten.
	WA Farmers Federation Gala Dinner - solo showcase.
	Vancouver Fashion Week - invited and showcased.
2017-18	New York Fashion Week showcased
	Paris Haute Couture Fashion Week - invited and showcased.
2019-20	Paris RTW Fashion Week - showcased.
2021-22	Accra Fashion Week (Virtual Participant) showcased.

OPERATIONS PLAN

BASIS FOR FINANCIAL PROJECTIONS

1. We will secure a loan of AU\$25,000, payable in 5 years at a 10% interest rate.
2. Our sales will be a minimum of three times our inventory every year.
3. We will secure a car loan for AU\$15,000 in our second year, payable in 3 years at a 10% interest rate.
4. We will buy an industrial sewing machine and an overlocker also in the second year. Both will cost AU\$3,180.
5. Our rent for the atelier/boutique is AU\$900 monthly.
6. We will retain 20% of our earnings all through the budget period.
7. Depreciation of equipment, furniture and fittings is at 10% every year.
8. Staff Salaries are put at AU\$27,300 in year one, and it grows by 50% subsequently.
9. Overhead costs like marketing, and miscellaneous expenses will grow by 50% yearly.
10. All calculations are done in Australian Dollars.

TABLE SHOWING 5 YEARS OPERATING COST PROJECTION

OPERATING COSTS					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Payroll					
Salaries	27,300.00	40,950	61,425	92,138	138,206
Total	27,300.00	40,950.00	61,425.00	92,137.50	138,206.25
Costs					
Equipment	500.00	3,230.00	50.00	50.00	50.00
Rent	10,800.00	10,800.00	10,800.00	10,800.00	10,800.00
Furniture and fixtures	600.00	60.00	60.00	60.00	60.00
Inventory	25,000.00	37,500.00	56,250	84,375	126,563
Total	36,900.00	51,590.00	67,160.00	95,285.00	137,472.50
Total	64,200.00	92,540.00	128,585.00	187,422.50	275,678.75
Overhead					
Insurance	635.47	635.47	635.47	635.47	635.47

Marketing & Advertising	2,600.00	3,900.00	5,850.00	8,775.00	13,162.50
Utility payments	500.00	500.00	500.00	500.00	500.00
License (ACID)	310.00	310.00	310.00	310.00	310.00
Loan repayment	5,500.00	6,050.00	12,155.00	13,371.00	14,708.00
Legal and professional fees	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00
Miscellaneous	2,000.00	3,000.00	4,500.00	6,750.00	10,125.00
Total	13,045.47	15,895.47	25,450.47	31,841.47	40,940.97
Grand Total	77,245.47	108,435.47	154,035.47	219,263.97	316,619.72

TABLE SHOWING REVENUE PROJECTION

REVENUE PROJECTIONS					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Sales	75,000	112,500	168,750	253,125	379,688
TOTAL	75,000	112,500	168,750	253,125	379,688

TABLE SHOWING YEAR TWO MONTHLY CASH FLOW PROJECTION

12 MONTHS ANALYSIS OF YEAR TWO													TOTAL
	JAN	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT.	OCT.	NOV.	DEC.	
Receipts													
Sales	9,375	9,375	9,375	9,375	9,375	9,375	9,375	9,375	9,375	9,375	9,375	9,375	112,500
Total	9,375	9,375	9,375	9,375	9,375	9,375	9,375	9,375	9,375	9,375	9,375	9,375	112,500
Fixed costs													0
Salaries	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	40,950
Total	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	40,950
Equipment	269	269	269	269	269	269	269	269	269	269	269	269	3,230
Rent	900	900	900	900	900	900	900	900	900	900	900	900	900
Furniture and fixtures	5	5	5	5	5	5	5	5	5	5	5	5	60
Inventory	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000
Total	2,774	2,774	2,774	2,774	2,774	2,774	2,774	2,774	2,774	2,774	2,774	2,774	33,290



Total	6,187	6,187	6,187	6,187	6,187	6,187	6,187	6,187	6,187	6,187	6,187	6,187	74,240
Overhead													
Insurance	53	53	53	53	53	53	53	53	53	53	53	53	635
Marketing & Advertising	325	325	325	325	325	325	325	325	325	325	325	325	3,900
Utility payments	42	42	42	42	42	42	42	42	42	42	42	42	500
License (ACID)	26	26	26	26	26	26	26	26	26	26	26	26	310
Loan repayment	504	504	504	504	504	504	504	504	504	504	504	504	6,050
Legal and professional fees	125	125	125	125	125	125	125	125	125	125	125	125	1,500
Miscellaneous	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Total	1,325	1,325	1,325	1,325	1,325	1,325	1,325	1,325	1,325	1,325	1,325	1,325	15,895
Total Expenses	7,511	7,511	7,511	7,511	7,511	7,511	7,511	7,511	7,511	7,511	7,511	7,511	90,135
Surplus	1,864	1,864	1,864	1,864	1,864	1,864	1,864	1,864	1,864	1,864	1,864	1,864	22,365

TABLE SHOWING 5 YEARS PROFIT AND LOSS PROJECTION

FIVE YEAR CASH FLOW ANALYSIS					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Receipts					
Opening bank bal.	10,000.00	32,754.53	51,819.06	66,533.59	100,394.62
Loan	25,000	15,000			
Sales	75,000	112,500	168,750	253,125	379,688
Income for the year	100,000.00	127,500.00	168,750.00	253,125.00	379,687.50
Total	110,000.00	160,254.53	220,569.06	319,658.59	480,082.12
Current costs					
Salaries	27,300.00	40,950	61,425	92,138	138,206
Inventory	25,000.00	37,500.00	56,250	84,375	126,563
Total Current cost	52,300.00	78,450.00	117,675.00	176,512.50	264,768.75
Fixed costs					
Equipment	500.00	3,230.00	50.00	50.00	50.00
Rent	10,800.00	10,800.00	10,800.00	10,800.00	10,800.00
Furniture and fixtures	600.00	60.00	60.00	60.00	60.00
Total	11,900.00	14,090.00	10,910.00	10,910.00	110.00

Total Cost	64,200.00	92,540.00	128,585.00	187,422.50	264,878.75
Overhead					
Insurance	635.47	635.47	635.47	635.47	635.47
Marketing & Advertising	2,600.00	3,900.00	5,850.00	8,775.00	13,162.50
Utility payments	500.00	500.00	500.00	500.00	500.00
License (ACID)	310.00	310.00	310.00	310.00	310.00
Loan repayment	5,500.00	6,050.00	12,155.00	13,371.00	14,708.00
Legal and professional fees	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00
Miscellaneous	2,000.00	3,000.00	4,500.00	6,750.00	10,125.00
Total	13,045.47	15,895.47	25,450.47	31,841.47	40,940.97
Total Expenses	77,245.47	108,435.47	154,035.47	219,263.97	305,819.72
Closing bank bal.	32,754.53	51,819.06	66,533.59	100,394.62	174,262.40
Net Profit	32,754.53	51,819.06	66,533.59	100,394.62	174,262.40

TABLE SHOWING 5 YEARS BALANCE SHEET PROJECTION

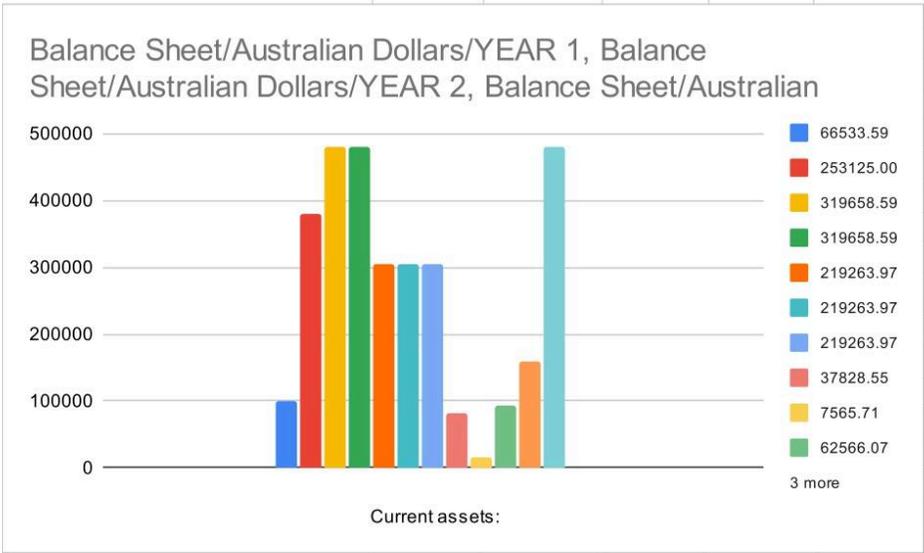
Balance Sheet					
Australian Dollars					
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Assets					
Current assets:					
Cash	10000.00	32754.53	51819.06	66533.59	100394.62
Accounts Receivable	100000.00	127500.00	168750.00	253125.00	379687.50
Inventory					
Total current assets	110000.00	160254.53	220569.06	319658.59	480082.12
Property & Equipment					
Goodwill					
Total Assets	110000.00	160254.53	220569.06	319658.59	480082.12
Liabilities					
Current liabilities:					
Accounts Payable					
Accrued expenses	77245.47	108435.47	154035.47	219263.97	305819.72

Unearned revenue					
Total current liabilities	77245.47	108435.47	154035.47	219263.97	305819.72
Long-term debt					
Other long-term liabilities					
Total Liabilities	77245.47	108435.47	154035.47	219263.97	305819.72
Shareholder's Equity					
Equity Capital	32754.53	25615.44	19837.62	37828.55	81433.49
Retained Earnings	6550.91	5123.09	3967.52	7565.71	16286.70
Accrued Earnings		26203.62	46695.97	62566.07	92828.91
Shareholder's Equity	26203.62	46695.97	62566.07	92828.91	157975.70
Total Liabilities & Shareholder's Equity	110000.00	160254.53	220569.06	319658.59	480082.12
<i>Check</i>	<i>0.000</i>	<i>0.000</i>	<i>0.000</i>	<i>0.000</i>	<i>0.000</i>

Note:

- This balance sheet is automated to calculate figures straight from the profit and loss account to avoid repetition and unnecessary errors.
- Account receivable is a sum total of all income for the year as captured in the profit and loss account.
- The total assets is a sum total of all assets as captured in the profit and loss account.
- The accrued expenses is a sum total of all expenses captured in the profit and loss account.
- The equity capital shows the balance for the year.
- 20% of the equity capital is retained as shown in the retained earnings.
- The shareholder's equity is the new balance available after all deductions. This balance is accrued yearly as shown in the accrued earnings section.

BALANCE SHEET CHART FLOW SHOWING UPWARD TREND



Break-even Analysis

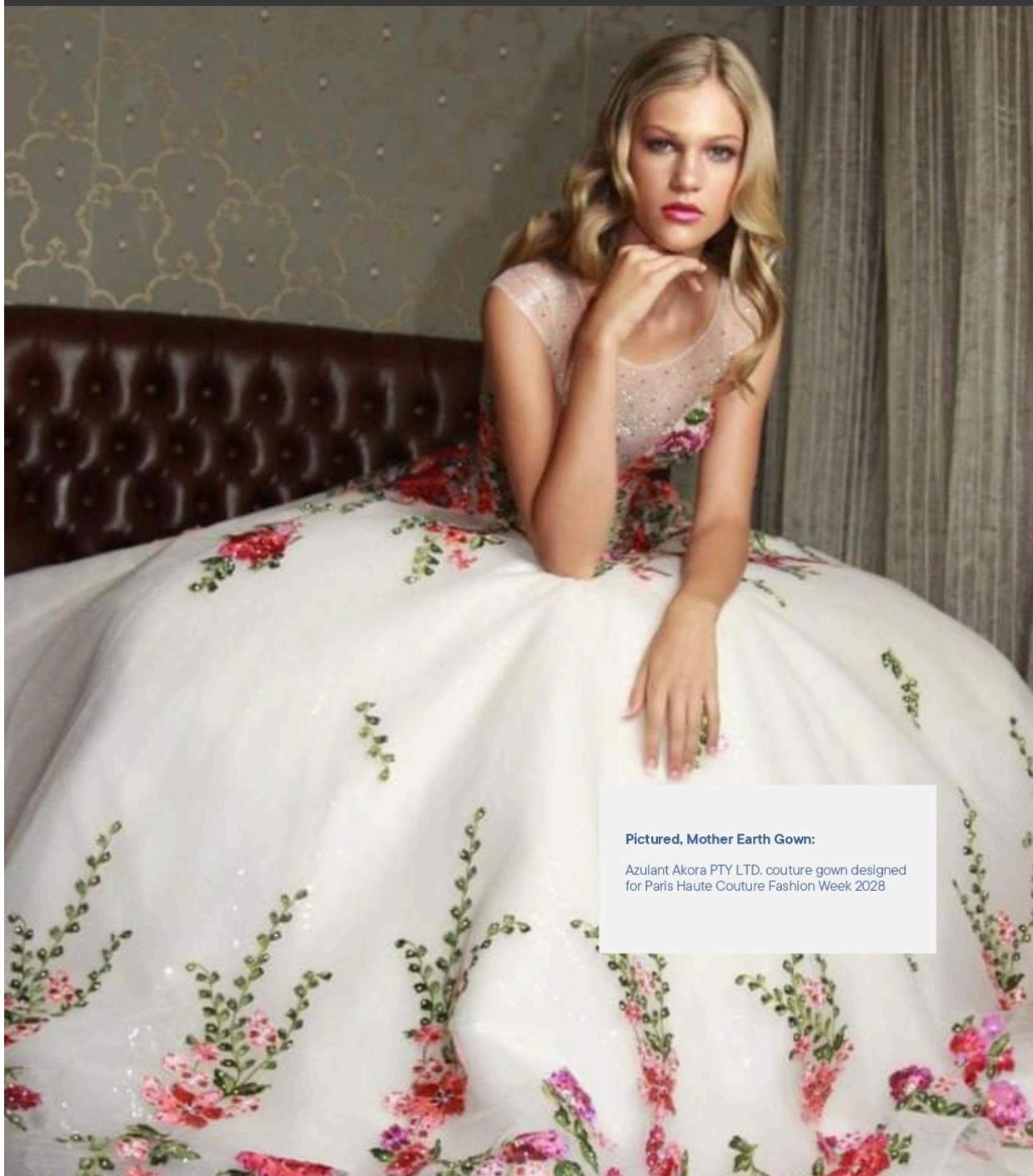
Most businesses have their break-even by the second year; interestingly, for Azulant Akora (AA), considering only the most minor worth of service, we will also break even by the second year of operation. This calculation finds fixed costs, variable costs per unit, and the anticipated average revenue per unit. As we grow, the margin of safety increases, ensuring a more resilient and profitable business model. These financial projections are based on reasonable assumptions and industry benchmarks. Even in the face of dynamic market conditions and operational factors, this business is bound to make a profit. The outlined projections provide a roadmap for sustainable growth, focusing on achieving profitability and positive cash flow.





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Pictured, Mother Earth Gown:

Azulant Akora PTY LTD. couture gown designed
for Paris Haute Couture Fashion Week 2028