

BUSINESS CASE STUDY

SAMIRA'S
CLOSET

Step into my closet



A comprehensive case study
of Samira's Closet covering
Business Planning

FOR BUSINESS STUDIES/BUSINESS MANAGEMENT STUDENTS

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BUSINESS CASE STUDY 2017

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of Samira's Closet

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3.3 The Business Planning Process

3.3.1 Sources of Planning Ideas



Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Loyal customers • Developing brand • Increasing sales • Online presence • Alliance with designers and ASOS fashion • Samira's own label • Good relationships with other designers 	<ul style="list-style-type: none"> • Risk of burn out • Limited time to focus on personal styling (Monday and Sunday only when the store is shut) • Small store 	<ul style="list-style-type: none"> • Grow the business • Expand to custom made dress making • Outsource manufacturing of Samira designs overseas 	<ul style="list-style-type: none"> • Insufficient passing traffic • Potential rent increases • Vacant property across the road and potential development of units will impact parking

3.3.2 Vision

- In the next 12 months Samira's Closet aims to extend the services provided to include more styling and custom made items
- In the next 3 years Samira's Closet aims to triple sales
- In the next 5 years Samira's Closet aims to have 90% store stock to be Samira's own designs.

“To run a small business you must commit your heart and soul.”

Business Plan

Prepared - July 2017

SAMIRA'S
CLOSET

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* Samira's Skirts
Photograph by Lauren Von Trapp

www.samirascloset.com.au
<https://www.facebook.com/SamirasClosetAU>
https://www.instagram.com/samiras_closet_au/
<https://au.pinterest.com/samira0077/>

Disclaimer The financial data included is for educational purposes and does not reflect the financial position of any specific business. Please note that at the time of publication Samira's Closet was fully funded by equity finance. For educational purposes, the financial data includes a small loan so that the impact of loan and interest repayments can be seen.

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\$100 and \$80 per hour thereafter and includes complimentary beverages, gift bag and 15% off in store purchases on the day.

- **Wardrobe Consultation**

This service is for the women with closets full of clothes but “nothing to wear”. A 2-hour consultation that will ‘edit’ your wardrobe for \$110 per hour.

Price

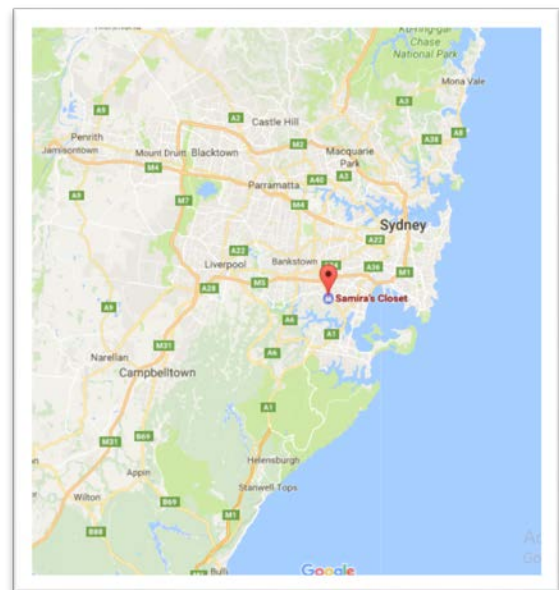
The company aims to offer quality goods and services at prices comparable to competitors. The target market of this business has high disposable incomes and are prepared to pay for the excellent standard of personalised customer service this business offers. Pricing reflects the value of the goods and services provided by Samira’s Closet as well as the seasonal nature of fashion trends.

Place

Samira’s Closet has an online store at www.samirascloset.com.au as well as being affiliated with other fashion sites such as www.asos.com.au.

The physical store of Samira’s Closet can be found at 22 The Strand Penhurst – a suburb located in Sydney’s Saint George area.

Samira’s Closet is one of at least 20 small businesses in The Strand. Other nearby businesses include a newsagent, café, two hair salons, beautician, a yoga studio, and a wood fired pizza place. The business owner, Samira, has worked hard to establish relationships with nearby business owners and sees a mutual benefit for complimentary businesses to refer their customers. This is particularly true for businesses who share similar target markets such as SG Hair, Essential Beauty Skin Care Clinic, and Jack’s Café.



*Location of Samira’s Closet
Courtesy of Google Maps*

Samira wanted to locate the business in the St George area to bring a boutique experience to suburban women. This particular store was selected for its size and low overheads. The size of No. 22 The Strand was perfect for the concept of Samira’s Closet – a store that is like “stepping into your dream (and perfectly organised) wardrobe^{ix}”. However, this location can be problematic because of the limited metered parking available and the quiet nature of the suburbs which means the store does not necessarily attract much passing traffic and walk-ins. A vision for expansion may mean that Samira’s Closet eventually outgrows this cosy store. Samira’s Closet’s business model and commitment to personalised old fashioned good customer service means that customers are loyal despite the tricky logistics of getting to the store.

Promotion

The business runs a range of promotions which include instore only offers, discounts and free shipping on orders over \$100.

As there is limited passing trade, maintaining communication with customers is vital. Advertising consists of maintaining social media pages such as Instagram and Facebook and fortnightly newsletters which offer customers new styles or sales promotions.

Work, Health and Safety

The following risk assessment has been developed to reduce the likelihood and seriousness of a workplace accident at Samira's Closet.

Risk Description	Likelihood	Consequence	Priority	Preventative Action	Action by
Fire – loss of property and/or life	2	5	High	<ul style="list-style-type: none"> Installation of fire alarms Establish evacuation plan Ensure insurance including fire, public liability and business insurance 	Landlord Samira Khoury
Injury due to manual handling of stock	3	3	High	<ul style="list-style-type: none"> Staff trained in correct procedures for moving and handling stock Have a trolley to move heavy boxes Shop floor to be kept clear Sorting tables be made available 	Samira Khoury
Slips, trips and falls	3	3	Medium	<ul style="list-style-type: none"> Floor to be kept clear and in good condition Any uneven floor must be repaired immediately 	Samira Khoury
Theft or assault	1	5	Low	<ul style="list-style-type: none"> Install CCTV cameras Establish good relationships with nearby businesses Personal safety to always remain priority and call for help when needed 	Samira Khoury

Likelihood	Consequence				
	1 Insignificant	2 Minor	3 Moderate	4 Major	5 Critical
5 Almost Certain	Medium	Medium	High	Extreme	Extreme
4 Likely	Low	Medium	High	High	Extreme
3 Possible	Low	Medium	High	High	High
2 Unlikely	Low	Low	Medium	Medium	High
1 Rare	Low	Low	Low	Low	Medium

Insurances

Samira's Closet has insurance policies for:

- Business insurance which includes insurance for public liability, fire, theft and business interruption
- Indemnity Insurance
- Workers Compensation

Business owner, Samira, may also personally have a life insurance and income protection policy.