

2021

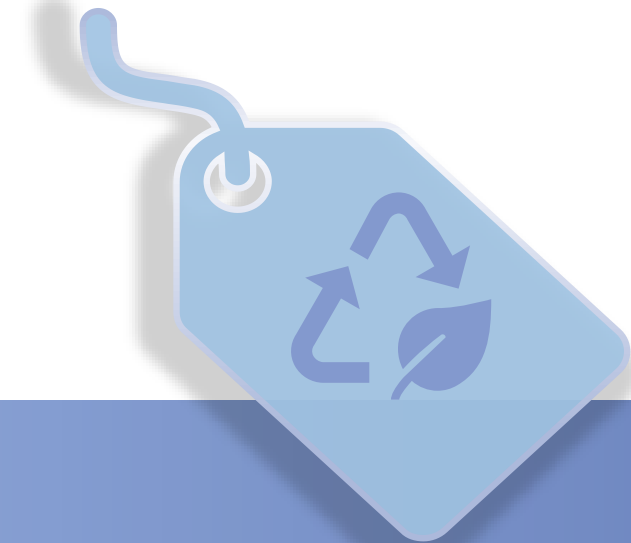
# BUSINESS PLAN

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**P2P**   
PRETA-PORTER

# Company description

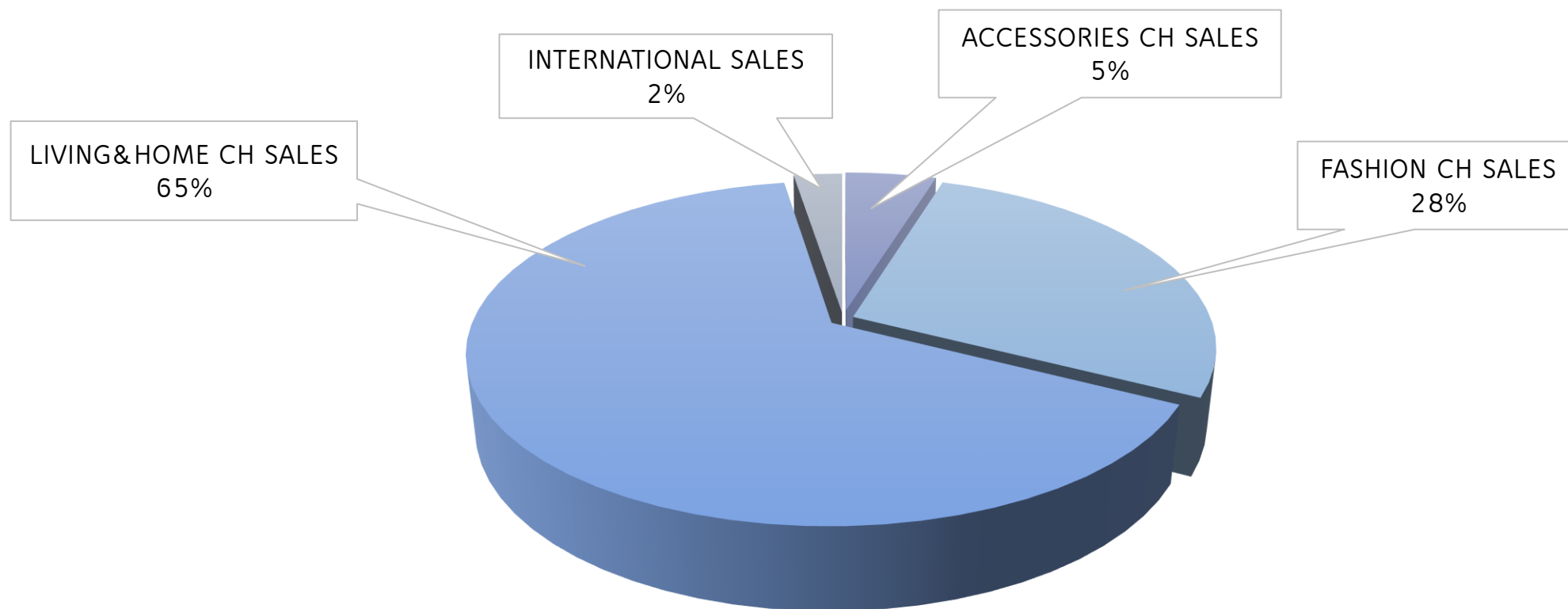
- Prêt-à-Porter is a Trading Company
- We are doing a Business to Business and Business to Customers, in collaboration with other companies
- Research and selection of suppliers of high quality products that meet the criteria of sustainability and social ethics throughout the whole production chain



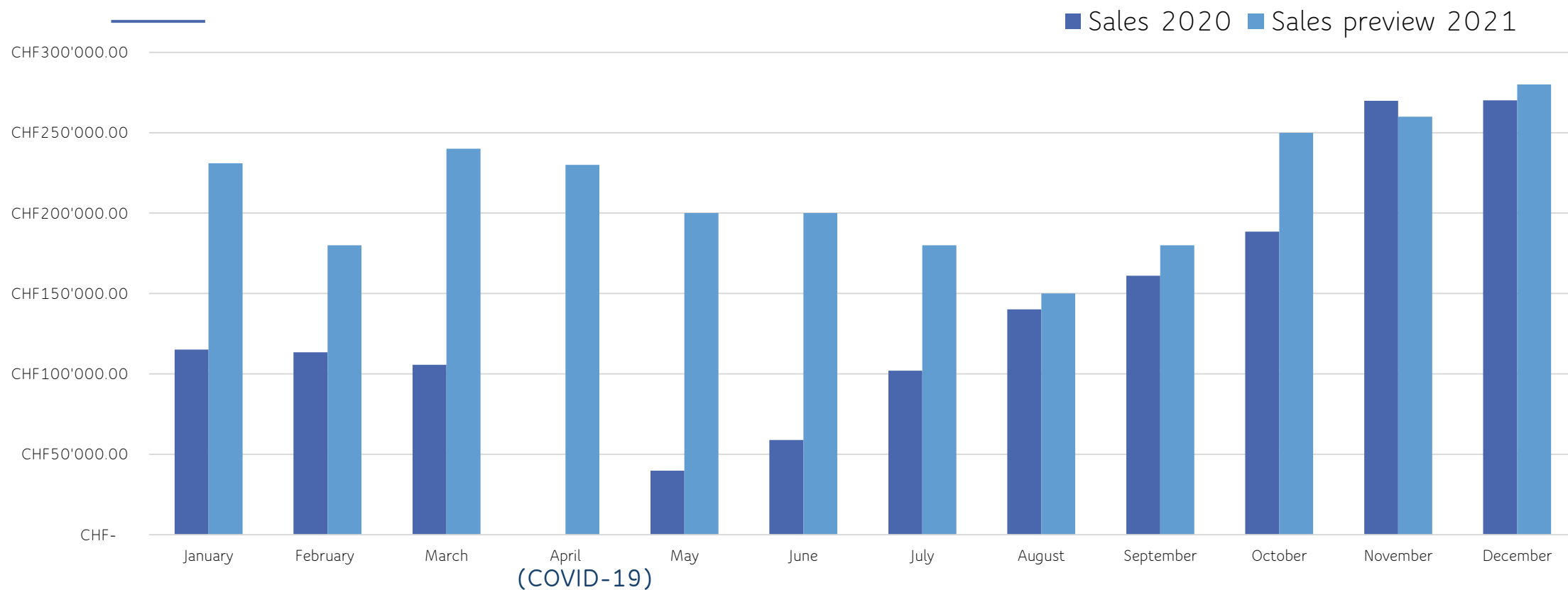
# Product description

- We have 3 product areas: Fashion, Accessories and Living & home
- Our products are of high quality and made of ecological, recyclable or sustainable materials
- We have some unique brands in our catalogue, such as cork-made accessories, jewels from unexploded aluminum bombs, alpaca-wool products with high ethical breeding philosophy
- We want to provide high quality products minimizing our ecological impact by using recycled or eco-friendly materials
- To maximize profits and maintain our sustainable vision, we search for producers in many different countries minimizing intermediate costs, thus maximizing both local producers' earnings and ours by creating a healthy and ethical collaboration

# Total sales 2020



# Sales increase (CH)



# Competition

## Strengths

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- Own retail shops
- Fast growing
- High number of brands

## Weaknesses

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- Higher maintenance costs
- Unclear common philosophy between brands or missing vision of the trading company

# Promotional plan

- Promote products of high quality and aesthetic elegance, taking into account criteria of sustainability and ecology
- The company aims at using mainly digital channels such as social networks (Facebook / LinkedIn), website and digital advertising (banners, Google AdWords), email, telemarketing
- We match the type of messages to the channels used, the purpose of advertising
- Our advertising campaigns include, in addition to product advertising, the promotion of brand awareness and company values

New catalog release through email:

**New Collection**  
**SUMMER 2020**

Prêt-à-Porter  
Summer collection is here!

Young generations voices  
need to be heard

**DISCOVER IT**

choose the best outfit  
get ready soon for a  
Magic Summer

**P&P** ✓  
PRÊT-À-PORTER

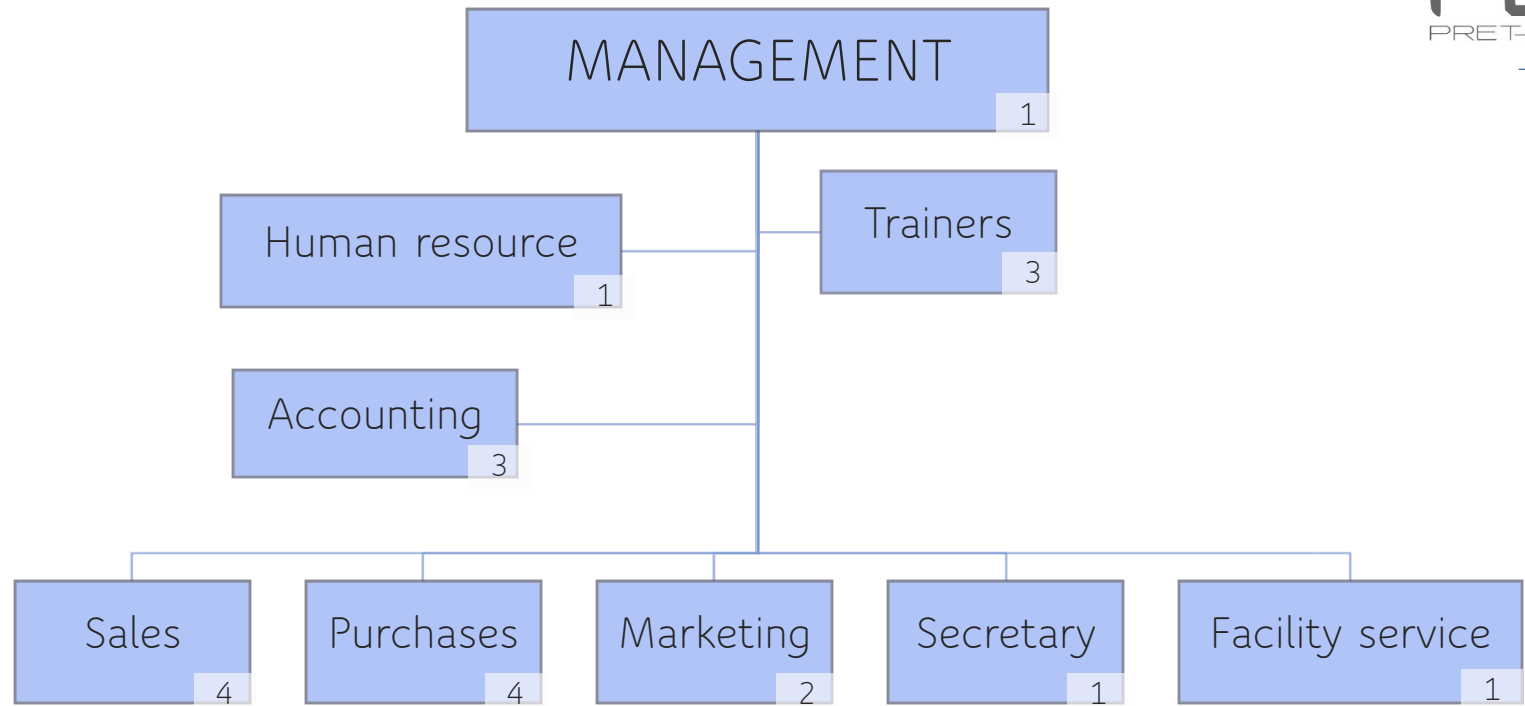
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# Employees



- The company has a stable structure of 20 employees
- We aim to improve our marketing and sales departments, (and in future to expand these departments)

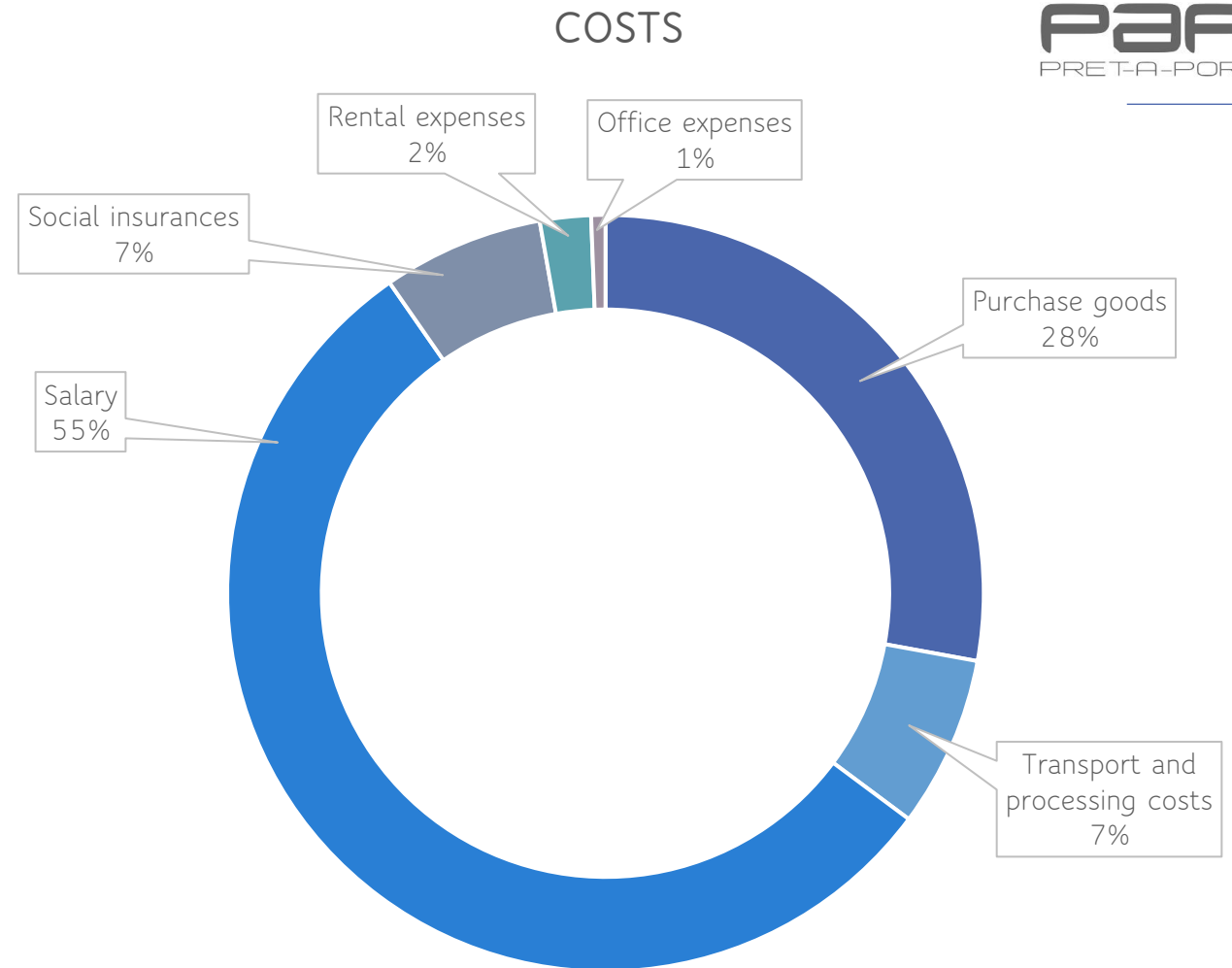


# Financial plan

The company is entirely self-funded, with no significant outside capital.

Costs of 2020 are divided into:

Salary:	CHF	910'000
Purchase goods:	CHF	460'000
Transport and processing costs:	CHF	120'700
Social insurances:	CHF	113'600
Rental expenses:	CHF	36'000
<u>Office expenses:</u>	<u>CHF</u>	<u>10'000</u>
Total costs of 2020	CHF	1'650'300



Break Even Point: CHF 1'743'000

2021



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