

AE402 -- APPAREL BUSINESS PLAN

Instructor:	e-mail:
	Term:
Voice mail:	Total class hours: 18
Office hours:	Class meets:

Course description: This hands-on class will walk you through writing your own business plan and aim you to your \$4,500 business grant from Mercy Corps NW.

Each week, you will complete a section of your business plan. You will pull together any of the strategic marketing planning, research, costing, sourcing, branding, communications and other work you may have done. You will write the narrative of your business and back it up with detailed facts and figures. You will work from a spreadsheet template for your profit & loss and cash flow statements — the very thing lenders want to see.

You will think through your business thoroughly, research facts you are unsure of and examine your ideas critically. Come prepared with your laptops and all the relevant info you've collected. Roll up your sleeves and leave class with a viable plan that could get you financing and on the path to your dreams.

Competencies assessed:

- Demonstrate knowledge of business concepts in the process of apparel design.
- Understand the value of customer and market research in making design choices.
- Devise a business case for launching a new line of apparel
- Write design briefs that reflect proper positioning for chosen brand and marketplace
- Align business plan direction, products, services and performance in line with the needs of the marketplace.

Objectives

1. Demonstrate knowledge of business concepts.
2. Understand the value of customer and market research.
3. Have a completed business plan and presentation to get financial and guide business decisions.

Pre-requisites: Branding (AE401)

Class format: Class time is divided between demo and supervised workshop time. Each class ~1.3 hours lecture, 1.7 hours lab.

Required supplemental materials: Laptop or tablet for taking notes and in-class work.

Standards of conduct: Complete and on-time attendance is mandatory.

- No student can miss two or more classes and expect to pass this class.
- Attendance is at the beginning of each class period. If you are late, you will lose half the attendance points for the day. If you arrive late, it is your responsibility to make sure you have been counted present. If you arrive more than 15 minutes after the beginning of a part of the class period, you will be counted absent for that part of the period.
- If you are absent, you lose the attendance points for that day. If you know ahead of time that you will not be in class, make arrangement with the instructor the night *before* class (by 10 p.m. and by telephone).
- It is the student's responsibility to keep track of assignments and turn them in on time should the students miss the class or arrive late.

- Professionalism means: Turn off your cell phone. Attend the full class. Focus and follow-through during classroom work. Have respect and work well with classmates. Use the same behavior in the classroom as you would on the job in the apparel industry.
- Late work will result in a one letter grade deduction.

Labeling Policy: All student work must be turned in with the following information: Name, Course Name/Number, Instructor, Term/Date, Project/Assignment, Contact Info (phone or e-mail). Work may not be accepted for full credit without the required information. PFI cannot guarantee the return of student work that is not labeled with the required information.

Incomplete: A student who, due to medical or other exceptional causes, cannot complete the required class work must document his/her situation and submit a written request for an incomplete grade to be entered. The instructor, the academic advisor and director must approve the grade and assign a time line for the work to be completed. Incompletes must be requested and approved no later than the end of the quarter for which the incomplete is requested. To remove an incomplete, a student must complete the required course work before the next quarter commences. If a student does not comply within the time line or does not complete the work, an "F" grade, or the grade calculated by the instructor on the incomplete form, will be entered to replace the incomplete. To initiate a request for an incomplete grade, the student must fill out an incomplete form and submit it to his/her instructor. The instructor will obtain the required signatures and submit the completed form with final grades.

Lab Policies: Leave food and drink outside the classroom. Disciplinary action will be taken toward any student found using the equipment in an inappropriate manner. Disruptive, disrespectful, rude behavior is not tolerated.

Plagiarism: Presenting the writings, images or paraphrased ideas of another as one's own, is strictly prohibited. Properly documented excerpts from other's works, when they are limited to an appropriate amount of the total length of a student's paper, are permissible when used to support a researched argument.

Attendance Policy: Students who are absent from all scheduled classes over a 14-day period (2 weeks) are subject to automatic attendance suspension—from PFI, not just from this course. This means the student is administratively withdrawn from all courses and cannot attend classes or continue in the current quarter unless he/she successfully appeals for reinstatement. Students who anticipate violating the attendance policy should contact the academic advisor immediately to discuss options such as withdrawing from PFI or navigating the appeals process.

Picking up Work: Please pick up your work no later than the first Friday of the following quarter. If you cannot retrieve your work by this date please make arrangements with me. All work not picked up by this date will be recycled.

Students with Disabilities: It is PFI policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services. If you have a disability-related need for adjustments contact the academic advisor.

Evaluation:

Class attendance, preparation and discussion are expected. There will be no quizzes or midterm. We will have homework to be completed before the next class. There will be a final presentation of your business plan pitch which will include copies of your business plan along with a PowerPoint presentation.

Grades will be calculated by:

- Attendance - 15%
- Class Participation - 20%
- Homework - 15%
- Final Presentation - 50%

Grade Scale

Letter	Number	Rating
A	95-100	Excellent
A-	90-94	
B+	87-89	Good
B	83-86	
B-	80-82	
C+	77-79	Satisfactory
C	73-76	Fair
C-	70-72	
D+	67-69	Marginal
D	62-66	
F	<62	Failure

COURSE CALENDAR

This syllabus is subject to change at the instructor's discretion.

WEEK/DATE	LESSON	OBJECTIVES
1/	<ul style="list-style-type: none"> ● What is a Business Plan? ● Marketing Plan 	<ul style="list-style-type: none"> ● How we give our business plan direction ● Review 3 Main Categories <ul style="list-style-type: none"> ○ Operational Plan ○ Marketing Plan ○ Financials ● Marketing Plan <ul style="list-style-type: none"> ○ Products & Services ○ Market Need ○ Market Potential ○ Competitive Analysis & Strategy ○ Market Position ○ Pricing Strategy ○ Proportional Strategy & Plan ● ○ Market Goals & Projected SalesPlan
2/	<ul style="list-style-type: none"> ● Review Marketing Plan ● Organizational Plan 	<ul style="list-style-type: none"> ● Marketing Plan Review ● Organizational Plan <ul style="list-style-type: none"> ○ Legal Structure ○ Short & Long Term Goals ○ Management & Personal Structure ○ Owners Experience & Background ○ Location Description & Occupancy Terms ○ Permits & Licenses ○ Accounting & Record Keeping System
3/	<ul style="list-style-type: none"> ● Review Organizational Plan ● Financial Plan/Charts 	<ul style="list-style-type: none"> ● Review Organizational Plan <ul style="list-style-type: none"> ○ Financial Plan/Charts ○ Personal Cash Flow ○ COGS ○ Gross Profit ○ Overhead Expenses ○ P&L Projections ○ Start-up Costs ○ Sources of Capitalization
4/	<ul style="list-style-type: none"> ● Review Financial Plan/Charts ● SWOT Analysis 	<ul style="list-style-type: none"> ● Review Financial Plan/Charts ● SWOT Analysis <ul style="list-style-type: none"> ○ Internal Strengths & Weaknesses ○ External Opportunities & Threats
5/	Executive Summary	Executive Summary <ul style="list-style-type: none"> ● What does your business do? ● How & Why? Pitch Preview
6/	Pitch Night!	