



"Fashionofobia: Revolutionizing Rental Fashion"

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ABSTRACT:

Fashionofobia is a web-based platform offering a sustainable and affordable alternative to fast fashion. It employs a sharing economy model allowing users to rent designer clothing, footwear, accessories, and costumes at a fraction of the retail price. This approach promotes a circular economy by reducing waste and making high-end fashion accessible to a wider audience. Fashionofobia boasts a diverse selection regularly updated with the latest trends, ensuring users can find the perfect outfit for any occasion. The user-friendly rental process with flexible periods guarantees high-quality items through quality control checks. Collaborations with popular brands like Biba and Levi's further solidify Fashionofobia's commitment to offering sustainable fashion options. This platform revolutionizes the fashion industry by providing cost-effective access to high-end fashion and promoting environmental responsibility

Keywords: sustainable fashion, sharing economy, rental platform, designer clothing, affordable, circular economy, accessible

I. INTRODUCTION :

Fashionofobia is an online platform revolutionizing the fashion industry by offering an affordable and sustainable alternative to fast fashion. Through a sharing economy model, Fashionofobia allows customers to rent branded dresses, footwear, accessories, and theme party costumes from popular brands at a fraction of the original cost. This promotes a circular economy, reduces waste, and makes high-end fashion accessible to a wider audience. With a user-friendly process and flexible rental periods, Fashionofobia provides a diverse range of fashion options for various styles and occasions, regularly updating its inventory to offer the latest trends. The platform's commitment to quality ensures that all items undergo thorough quality checks before renting, providing customers with high-quality fashion items at affordable prices. By collaborating with well-known brands and offering a wide range of fashion options, Fashionofobia promotes sustainability in the fashion industry and aims to make high-end fashion more accessible and cost-effective for all.

II. NEED A SOLUTION :

THE PROBLEM/PAIN

While consumers are increasingly interested in sustainable fashion practices, access to high-quality, on-trend clothing rentals can be limited. Existing rental services may have a restricted selection, lack transparency on garment conditions, or offer inflexible rental periods. This creates a barrier for those who want to participate in the sharing economy for fashion but struggle to find a platform that meets their needs. In the case of Fashionofobia, the problem statement focuses on the limitations that hinder the wider adoption of sustainable fashion rentals. It doesn't delve into solutions like Fashionofobia itself but lays the groundwork for why such a platform would be valuable. For example: There is a growing demand for sustainable fashion options, but limited access to high-quality, on-trend clothing rentals that cater to diverse styles and needs. This lack of variety and transparency in garment conditions restricts consumer choice and hinders participation in the sharing economy for fashion.

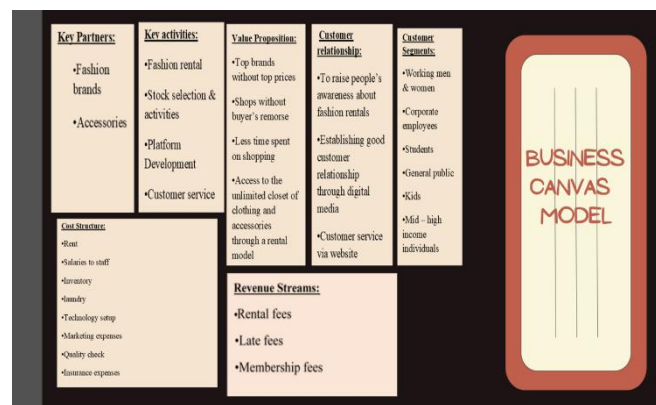
THE SOLUTION (PRODUCT/SERVICE)

Ditch fast fashion's environmental toll and financial strain! Fashionofobia offers a breath of fresh air – sustainable style at a fraction of the price. This online platform lets you rent designer apparel and accessories from popular brands, even theme party costumes! Renting extends garment lifespans and minimizes waste, promoting a circular economy. Their diverse selection caters to all styles and occasions, keeping you on-trend with regular inventory updates. The user-friendly platform offers flexible rental periods, so you only pay for what you need. Quality checks ensure top-notch items. By collaborating with established brands, Fashionofobia pushes for eco-friendly practices within the industry. Embrace the latest trends without the guilt – Fashionofobia empowers affordability and sustainability,

III. THE MARKET AND MARKET OPPORTUNITY

It is a growing market, The rental fashion industry is a growing market and is expected to reach \$2.08 billion by 2025. Fashionofobia operates in this market, offering rental clothing, footwear, and cosmetics to customers. The company caters to a specific niche market that values highend fashion but may not be able to afford to purchase such items. Target Audience Fashionofobia's target audience is primarily men, women aged 15-45, children aged 5-14 and senior citizens aged 50 and above who value sustainability and affordability in their fashion choices. The company targets the customers who are looking for high-quality fashion items without the commitment of a full purchase. Fashionofobia's target audience is fashionconscious individuals who want to stay up-to-date with the latest fashion trends. Competition Fashionofobia faces competition from other rental fashion companies such as Rent the Runway, Le Tote, and Gwynnie Bee. These companies offer similar services and target a similar audience. However, Fashionophobia differentiates itself by offering a wider range of options, including footwear and cosmetics, at a lower price point. 12 Industry Trends The fashion industry is becoming increasingly focused on sustainability and eco-friendliness. Many customers are looking for more sustainable options when it comes to their fashion choices, and rental fashion is a popular choice in this regard. Additionally, with the rise of social media, there is a growing demand for high-quality fashion items that can be shared on social media platforms.

IV BUSINESS MODEL :



The business model canvas describes how Fashionofobia, a clothing rental service, operates. They target a broad audience with affordable designer rentals, offered through a user-friendly website. Revenue comes from rental fees, with partnerships with various fashion brands to stock their inventory.

V. OPERATIONAL PLAN :

Fashionofobia's clothing sales and rental operating plan focuses on providing exceptional customer service and convenience. It includes a well-lit and organized physical location in Brigade Road, Bangalore. The company will manage inventory, establish rental policies, and offer online rental reservations. Technology will be used for a user-friendly website, inventory management, and secure online payments. Customer experience will be enhanced through accurate item descriptions, personalized recommendations, and excellent customer service. Marketing efforts will include social media, influencer collaborations, and referral programs. Financial management will involve pricing strategies and secure payment mechanisms. Operations will include hiring and training staff, quality control, and handling returns. Fashionofobia values knowledgeable and experienced staff to provide exceptional service and stay updated with fashion trends. The company aims to reduce delays and improve efficiency in delivery. Overall, Fashionofobia's plan aims to attract and retain customers by providing a seamless and enjoyable dress sales and rental experience.

VI PROJECTED FINANCIALS AND FUNDINGS :

Sources of Fund: Fashionophobia requires a minimum of 80 lakhs – 1 Crore of the capital to set up and run the business smoothly. As we have huge logistics requirement, brand collaboration and software development this amount is a minimum requirement. Owner's Fund 6 Promoters * 1,50,000 each = 9,00,000 Bank Loan 15,00,000 for 5 years with 6.5% Interest Rate Angel Investors 50,00,000 will be taken from Venture Capitalists and dividends will be paid according to the profits for the year ended. Debt Financing 16,00,000 will be raised through bonds or debentures and 5% interest will be paid per annum. Total = 90,00,000 (9,00,000 + 15,00,000 + 50,00,000 +16,00,000)

Projected Profit & Loss Statement for the FY 2023 - 2027

Particulars	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027
Income:					
Revenue from Operations	7,54,890	9,12,056	12,45,645	15,78,976	20,76,543
Other Income	37,896	45,657	60,786	79,657	91,768
Total Income	7,92,786	9,57,713	13,06,431	16,58,663	21,68,311
Expenses:					
Cost of Materials Consumed	2,35,908	1,99,589	80,685	78,869	70,900
Purchases of Stock-In-Trade	50,890	70,958	40,968	39,958	40,876
Work-in-progress	90,890	87,978	62,856	40,859	50,890
Employee Benefits Expense	70,067	68,907	50,869	48,986	59,897
Finance Costs	45,965	43,986	40,895	35,069	32,876
Depreciation and Amortization Expense	10,000	12,890	13,933	15,958	18,987
Other Expenses	35,098	30,000	59,049	47,896	50,900
Total Expenses	5,38,818	5,14,308	3,49,255	3,07,595	3,25,326
Profit Before Tax	2,53,968	4,43,405	9,57,176	13,51,068	18,42,985
Tax Expenses:	25,396.80	44,340.50	95,717.60	1,35,106.8	1,84,298.5
Net Profit	2,28,571.2	3,99,064.5	8,61,458.4	12,15,961.2	16,58,686.5

Projected Balance Sheet for the FY 2023-2027

Particulars	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027
Assets:					
Current Assets:					
Cash	16,07,971	18,01,210	18,03,715	21,01,069	23,09,550
Accounts Receivable	50,100	50,904	60,567	70,117	70,539
Prepaid Expenses	40,806	50,513	50,170	50,998	50,682
Inventory	70,805	90,601	90,825	1,00,531	1,11,342
Total Current Assets	17,69,682	19,93,228	20,05,277	23,22,715	25,42,113
Property & Equipment	4,45,000	4,42,350	4,40,145	3,38,602	3,37,521
Goodwill	13,000	13,500	14,609	14,800	15,000
Total Assets	22,27,682	24,49,078	24,60,031	26,76,117	28,94,634
Liabilities:					
Current Liabilities:					
Accounts Payable	30,902	40,800	40,912	50,265	50,671
Accrued Expenses	10,320	10,541	10,662	10,865	10,899
Total Current Liabilities	41,222	51,341	51,574	61,130	61,570
Long-term debt	5,00,000	5,00,000	3,00,000	3,00,000	3,00,000
Other long-term liabilities	50,526	50,872	50,565	60,051	50,909
Total Liabilities	5,91,748	6,02,213	4,02,139	4,21,181	4,12,479
Shareholder's Equity:					
Equity Capital	16,00,000	16,00,000	16,00,000	16,00,000	16,00,000
Retained Earnings	35,934	2,46,865	4,57,892	6,54,936	8,82,155
Shareholder's Equity	16,35,934	18,46,865	20,57,892	22,54,936	24,82,155
Total Liabilities & Shareholder's Equity	22,27,682	24,49,078	24,60,031	26,76,117	28,94,634

VII THE TEAM :

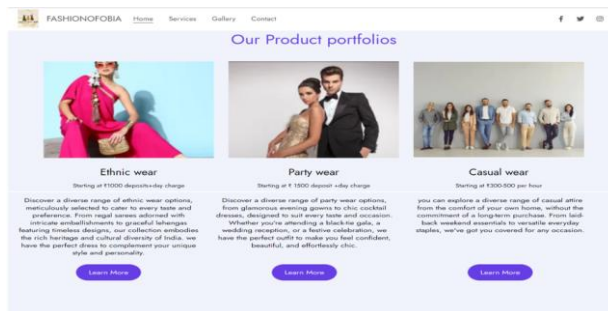
CEO: Oversees all operations and sets the company’s strategic direction. CFO: Oversees all financial aspects of the company and ensures availability of funds to operate the business smoothly. CMO: Develops and executes marketing campaigns to attract and retain customers. Customer Service Representative: Responds to customer inquiries and ensures a positive shopping and renting experience. COO: Manages the company’s inventory and ensures that costumes and other products are stock and available for rental or purchase. CTO: Maintains and updates the company’s website to ensure a smooth and userfriendly experience for customers. HR Manager: Ensures to recruit right person for the right job and oversees all the issues of human resources.

PURPOSE OF TEAM: Our team is dedicated to providing customers with a convenient and affordable way to shop for and rent our products online. VALUES AND GOALS: Customer satisfaction is our top priority. We strive to provide a wide selection of quality branded dresses, footwear, and cosmetics at competitive prices. We aim to make the costume shopping and renting experiences as easy and seamless as possible. We value creativity, diversity, and inclusivity in our products and services.

VIII. RISK FACTORS :

Fashionofobia's risk factors encompass a range of challenges. Market competition is intense, with new entrants and established players vying for market share. Managing inventory effectively is crucial to avoid stockouts or excess inventory, which can impact profitability. Quality control is paramount to ensure customer satisfaction and maintain the brand's reputation. Acquiring and retaining customers is challenging in a competitive landscape, requiring exceptional customer service and a constantly updated inventory. Adhering to regulatory requirements is necessary to avoid legal issues. Technological challenges include maintaining a user-friendly website and efficient inventory management system, with technical issues potentially disrupting operations. The fashion industry's reliance on trends poses a risk, as failure to anticipate or adapt to changes could lead to outdated inventory. Economic factors such as downturns or fluctuations in consumer spending can impact demand. Managing logistics effectively is essential to prevent delays and maintain customer satisfaction. Finally, maintaining a positive brand reputation is critical, as negative reviews or publicity can deter potential customers. Addressing these risk factors requires careful planning and proactive management to ensure Fashionofobia's success in the competitive fashion rental market.

IX PROTOTYPE



X CONCLUSION :

Fashionofobia is an innovative online platform offering affordable rentals of branded dresses, footwear, and cosmetics, leveraging the sharing economy model to provide high-quality fashion items at half the original price. With a vision to revolutionize the fashion industry, Fashionofobia aims to provide seamless and hassle-free rental services, offering a sustainable alternative to fast fashion. The company's operating plan focuses on exceptional customer service, convenience, and technological implementation. Financially, Fashionofobia plans to source funds from owner's equity, bank loans, angel investors, and debt financing.

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