The Boutique Business PLANNER

A BUSINESS PLAN TEMPLATE DESIGNED TO GUIDE ASPIRING BOUTIQUE OWNERS WHO ARE STRUGGLING AND UNSURE WHERE TO START...

WWW.RUNBOUTIQUE.COM

“PLEASE PRINT THIS DOCUMENT OUT AND COMPLETE AS YOU GO ALONG”

Owner:

Business Name:

Launch Date:

PART 1: BUSINESS STRATEGY

PICK A NICHE

What type of Boutique do you want to start e.g womens, kids, plus size, formal, mens, handbags, shoes, jewellery, etc? Be very specific when picking a niche. e.g instead of just targeting kids you could niche it to kids between 0-3 months etc.

WHO IS YOUR TARGET/IDEAL CUSTOMER?

If you were to close your eyes right now and visualise an ideal customer, who would that person be? Please take time to think about this properly. Then complete the next sections.

Gender:

Age Group:

What are their Interests e.g what magazines do they read, what tv shows do they watch, what big brands do they already shop from, what other things could they be interested in? :

What are their current pain points and how does your boutique plan to solve it:

Where are they Located?:

What's their Income Bracket? :

COMPETITORS

Who are your biggest competitors right now? Note about 3-5 of them.

USP (Unique Selling Proposition)

What would differentiate you from other boutiques? Why should they choose your boutique VS your competitors? What makes your boutique unique?

YOUR MISSION, VISION & GOAL

What is the mission and vision for your boutique? Where do you see your boutique in the next 3 years? What do you want to accomplish? You can include sales, financial and strategic goals..

6-12 Months:

1-2 years:

2-3 years:

PART 2: INVENTORY & VENDORS

HOW DO YOU PLAN TO SOURCE INVENTORY?

Are you buying wholesale, making your own products or dropshipping?

A bonus list of some wholesale clothing vendors can be found below;

Orange Shine

Wholesale Fashion Square

Mikaree Wholesale

Dropshipville.com

Salehoo

Alibaba.com

Lovely Wholesale

WorldWideBrands

KTOOUSA

Dear Lover

Girlmerry

GitiWholesale

If you need access to a vendor directory with 900+ more wholesale and dropshipping vendors, visit **www.sellpire.com .**

Once you've found a vendor(s), list them below.

PRICING YOUR PRODUCTS

How much do you plan on pricing your products? You may not have exact figures but just put estimates. It is recommended to charge at least twice the wholesale price. E.g if the wholesale price is $5, then charge at least $10+ so you can make a decent profit.

Product Name	Wholesale Price	Your Price

PART 3: BRANDING & MARKETING

BUSINESS NAME

YOUR DOMAIN NAME

Once you decide on a business name, it is recommended to secure a domain name as soon as possible e.g. www.yourbusinessname.com. You can register for a domain name for less that $10 per year at: **Namecheap**

WEB HOSTING

Once you have a domain name registered, you need to decide on a website platform. For beginners you can checkout **Shopify**

LOGO

What colours, images, fonts do you want to use on your LOGO. Make sure it directly correlates with your boutique message and target audience.

YOUR BRAND MESSAGE

People only care about how your products are going to help them. So your brand message should consist of three key things; **your niche, your target customer and the problem your brand solves for them.** Here are some examples;

A CLOTHING BRAND for NEW MOMS looking for COMFORTABLE STRESS FREE EVERYDAY WEAR

Now Create Your Own Brand Message

A **(Insert Niche)** brand for **(Insert Target Customer)** looking for/to **(Insert Problem Your Brand Solves for Them)**

PHOTOGRAPHY

Do you plan to use models, or model products yourself? Are you hiring photographers or doing it yourself?

PACKAGING

How do you plan on packaging your orders and products? What equipment do you need for packaging? Amazon is a great place to buy packaging for your products.

PLEASE NOTE: If you need more in-depth help with branding and building your website, our **Branding Mastery Course** is perfect for you.

PART 3: LEGAL REQUIREMENTS

Please check with your local county for any legal requirements or speak to a legal professional if unsure.

BUSINESS LICENSE

How do you plan to register your boutique to obtain a business licence? Sole trader, partnership or Ltd Company (LLC)? It is recommended to register as an LLC or LTD because it separates your asset from your business and comes with so many other tax benefits.

SELLER'S PERMITS

This is required when shopping with some wholesale vendors. You will also need this to sell any products and charge sales tax.

EIN NUMBER

If you plan to hire people, then an EIN number would be required.

TRADEMARKING YOUR NAME

This isn't compulsory when just getting started. However this is something to look into at some point.

PART 4: FINANCIAL & BUDGETING

You can use the table below to plan your boutique startup costs and start working on a budget.

ITEM	COST
Inventory	
Website	
LOGO Design	
Equipment	
Licences, Permits, Insurance	
Photography/Videography	
Packaging	
Stationery	
TOTAL STARTUP COSTS	

5. BOUTIQUE MARKETING PLAN

Marketing your boutique occurs in 3 key stages also best referred to as a marketing and sales funnel. This is very important in understanding your buyer's journey and how to convert them from strangers to paying customers.

Stage 1 - Awareness -

The first stage in your buyer's journey is known as **Awareness**. This is your first interaction with your buyer so making a good first impression is really important. Creating awareness can range from creating content on social media about your products, running an ad, youtube videos, pinterest, blogging, SEO, billboard, radio advertising etc

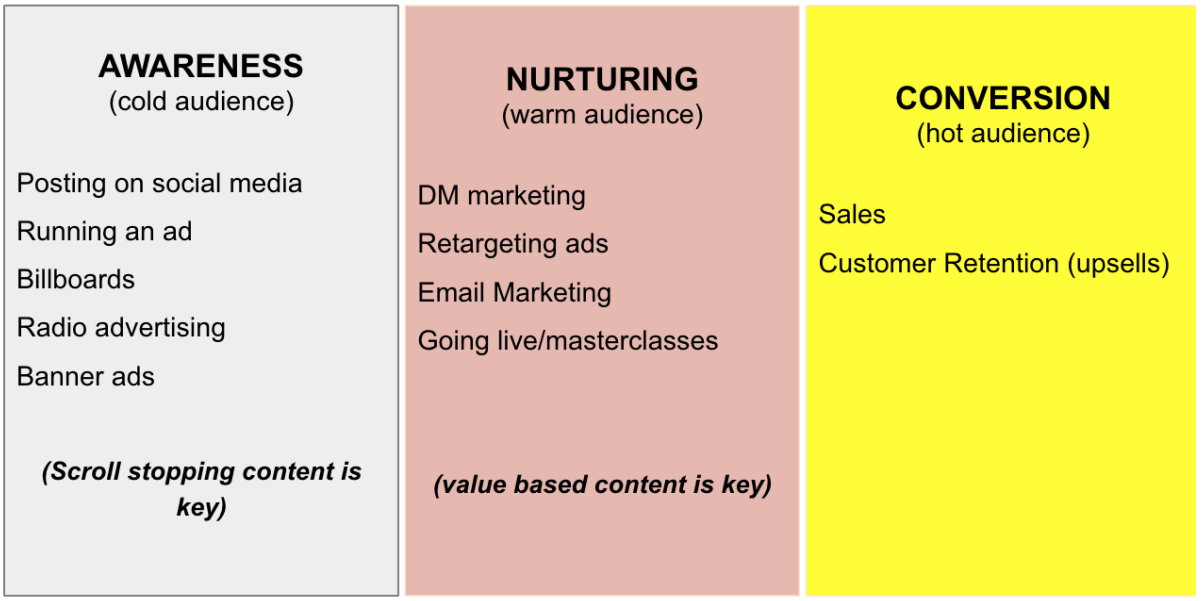
Stage 2 - Nurturing -

Once you've gotten their attention, the next step is **Nurturing** them. People would not buy from you the first time they come across your brand. So you need to nurture them so they can start to trust you well enough to buy from you. Research has shown that people will see your messages at least 7 times before they take some form of action. You can nurture people in the form of email marketing, running retargeting ads, going live, etc.

Stage 3 - Conversion

If you've done a great job at creating awareness and nurturing your leads, conversions would naturally follow without you even selling to them. Once people start to know, like and trust your brand they become excited to buy from you.

Here's a table below of things you can do at each stage in your marketing and sales funnel.



IMPORTANT: If you need more indepth help with marketing your boutique, below are some great marketing courses to help you attract customers, create awareness and convert strangers to paying customers.

- Instagram Marketing Course
- Email Marketing Course
- Content Marketing Course
- Influencer Marketing Course
- Facebook Ads Course
- Tiktok Marketing Course
- Pinterest Marketing Course

Now complete the table below with the activities you will be undertaking at each stage to market your business.

AWARENESS	NURTURING	CONVERSION

MONTHLY SALES GOAL PLANNER

You can use this section to prepare for your first year's boutique sales. Set a number you anticipate in sales for each month. Once you launch, you can then complete the " Actual" section as you go along then compare with your anticipated sales. This is a great way to keep you focused and motivated to meet those sales targets each month.

MONTH	ANTICIPATED SALES ($)	ACTUAL SALES ($)
JANUARY		
FEBRUARY		
MARCH		
APRIL		
MAY		
JUNE		
JULY		
AUGUST		
SEPTEMBER		
OCTOBER		
NOVEMBER		
DECEMBER		

WANT US TO BUILD YOUR BOUTIQUE BUSINESS FOR YOU IN 60 DAYS OR LESS?

Congratulations on taking the first steps towards launching your boutique, online store or clothing brand. I hope you've found this planner useful and it has helped with your boutique launch process. However, planning your boutique is just the beginning of your journey, and in order to achieve results fast, you need to be willing to put all this into action.

So if you would like our team to help you launch your boutique business in 60 days or less - stress free, plus access to 60 day one on one coaching and support, please click to book a **free strategy call here.**

Once again, thank you for downloading this planner and wishing you all the best in your boutique journey.

Best Regards,
Denise Ulasi
www.runboutique.com