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specific purpose, audience, and tone in mind. ... Perched halfway between the... Purpose. The best way to begin any piece of writing is to choose a topic and research it to decide how you might write... Audience. All writing ...

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~~& Artists~~

For creative types, writing a business plan can feel a little overwhelming. But business courses and access to market research and competitive analysis are available. Aspiring fashion executives based in New York, for example, can apply for one of the 25 spots in the FIT



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is an essential tool, not just for raising investment, but also for clarifying your goals and objectives, and communicating these to your wider team of employees, business partners and clients.

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The summary of your fashion company business plan should briefly explain what you will be selling, how you will sell it, identify your customer profile and prove your company will satisfy a need. Goals of the business. Finding a problem to solve is a great way of defining your business and defining goals will give your fashion

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"Some of our fashion courses are really business-orientated," says Liz Barnes, senior lecturer in fashion at Manchester University, "so demonstrating a commercial mind is key."

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Swanson, Kristen K., and Judith C. Everett. "Introduction." Writing for the Fashion Business. New York: Fairchild Books, 2008. xv–xviii. Bloomsbury Fashion Central.

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customer. Also, they need to have good management of relationships and partners within the supply chain of network to add value to the supply chain as a whole (Christopher & Towill, 2000).

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