

Who is my target audience?

What demographic (age, gender, income, style preferences) am I designing for? Understanding the customer persona is key to defining your product and brand strategy.

What is my unique value proposition (UVP)?

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What market gap am I addressing?

Is there a specific unmet need in the fashion industry, such as sustainability, inclusivity, or niche designs, that I can target?

What will my product line consist of?

Will I focus on a specific type of clothing (e.g., womenswear, streetwear, accessories)? How can I develop a cohesive collection that resonates with my brand identity?

What is my business model?

What pricing strategy will I adopt, and how will it align with my brand positioning (luxury, affordable, premium)? Can I achieve profitability while maintaining competitive pricing?

What are my sourcing and production strategies?

Where will I source my materials, and how will I ensure quality and sustainability? Will I manufacture locally or outsource production, and how will this affect costs?

How will I fund my business?

Do I need external investment (VC, loans), or will I bootstrap? What is my budget for production, marketing, and operations in the initial stages?

What are my long-term growth plans?

How will I scale my business in the future? Will I expand product lines, enter new markets, or launch international operations?