



SartorFit Business Plan

The Future of Sustainable Fashion

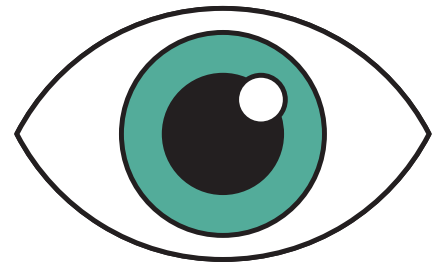


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Executive Summary



Mission: Our mission at Sartorfit is to lead the fashion industry into a new era of innovation and inclusivity. We aim to build a fashion ecosystem that centers around diversity, sustainability, and accessibility. Our goal is to become the heart of fashion, where designers, customers, and technology come together to create a more equitable and responsible industry. We also strive to apply our AI expertise to support other industries beyond fashion.

Vision: Our vision at SartorFit is to Push the boundary of fashion technology

The Product

1. Sartor: A global marketplace that showcases and promotes black-owned fashion. Customers can discover new styles from emerging black designers around the world and utilize Sartorfit's own body measurement AI to ensure a perfect fit for every purchase.
2. Fasile: A platform connecting designers from all over the world with customers who are looking for unique and innovative fashion. Fasile aims to secure a market share in regions such as East Asia, Japan, and China.
3. Byte: An e-commerce platform that provides a reliable and trusted platform for people in Africa to shop for a wide variety of products.
4. Sartorguide AI: An AI-powered tool that provides personalized outfit recommendations to customers based on their individual style preferences and body measurements. This tool is designed to make the shopping experience more efficient and enjoyable for customers while helping them discover new styles and designers.

Each product under Sartorfit is aimed at revolutionizing the fashion industry by leveraging technology and innovation to create a more accessible, diverse, and sustainable ecosystem for customers and designers alike.

The Overall Industry

The fashion industry is a multi-billion dollar global business that encompasses a wide range of products and services, including apparel, footwear, accessories, and beauty products. It is driven by constantly evolving consumer trends and preferences, with fashion companies constantly striving to create new and innovative designs to capture consumer interest. With the rise of e-commerce and the increasing adoption of technology, the industry is also undergoing a digital transformation, with companies leveraging data analytics, AI, and other technologies to better understand consumer behavior and improve their operations. However, the industry is also facing challenges related to sustainability and ethical practices, as consumers become increasingly concerned about the environmental and social impact of fashion production.

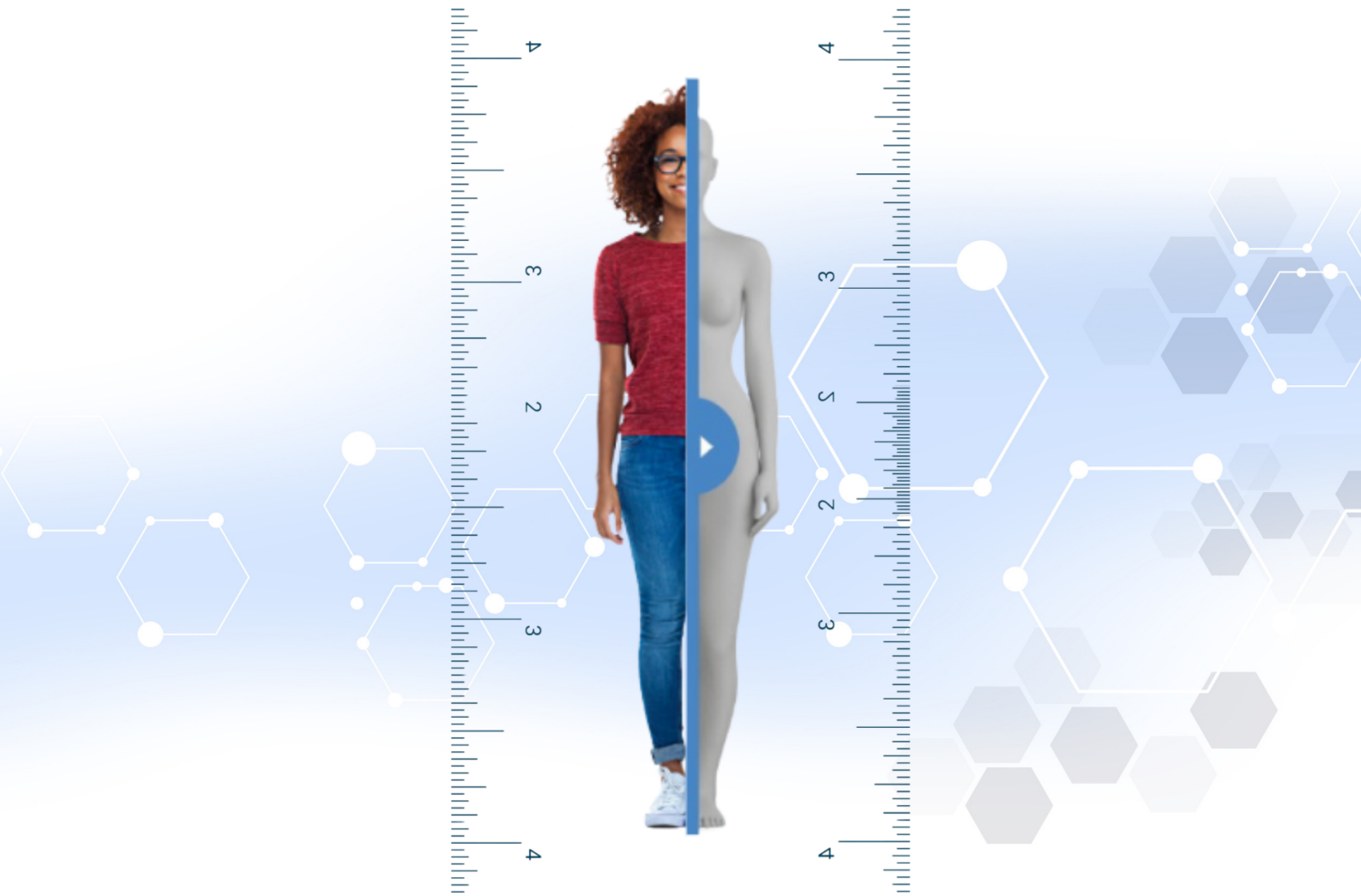
The Competitors

Sartorfit stands out from its competitors by not only promoting black-owned fashion and bridging the gap between the African and diaspora market but also by offering a unique full-body measurement feature that enables customers to get personalized fitting recommendations. Furthermore, we leverage cutting-edge AI technology to provide customers with unparalleled shopping experiences. While competitors like Farfetch, Lyst, and Zalando offer similar services, Sartorfit's emphasis on AI technology and full-body measurement sets us apart from the rest. Our commitment to innovation and customer satisfaction propels us to become the industry leader and revolutionize the fashion shopping experience.

Future Plans

In the next few years, Sartorfit plans to continue expanding its global presence, particularly in the African and diaspora markets. This includes building stronger partnerships with black-owned fashion brands and designers, as well as continuing to develop and improve its e-commerce platform, Byte, to better serve customers in these markets. Additionally, Sartorfit plans to further leverage its AI expertise to enhance the customer shopping experience, with a focus on providing even more personalized recommendations and styling advice. In the longer term, Sartorfit aims to become the leading fashion tech company in the world, driving innovation and shaping the future of the fashion industry. This includes exploring new technologies such as augmented reality and virtual reality to create more immersive shopping experiences, as well as partnering with other industries beyond fashion to apply its AI capabilities in new and innovative ways. Ultimately, Sartorfit envisions a future where fashion is more diverse, sustainable, and accessible, and is committed to leading the way towards this vision.

Business Description



SartorFit

At Sartorfit, we're not just revolutionizing the fashion industry with our cutting-edge AI technology - we're also leveraging our expertise to support other industries beyond fashion. Our portfolio includes Sartor, Byte, Fasile, and Sartorguide AI, all of which are part of the SartorFit family. We take pride in being the best in our field, offering the most advanced and efficient shopping experiences to customers, while empowering designers and promoting diversity in the fashion world. Sartor is a global marketplace that showcases and promotes black-owned fashion designers, Fasile connects designers worldwide, and Sartorguide AI provides personalized outfit recommendations to customers. Meanwhile, Byte provides a trusted e-commerce platform that bridges the gap between the African and diaspora markets, making us the preferred choice of shoppers and designers alike. Our AI technology allows us to offer unparalleled services to our customers while setting the standard for excellence in the fashion tech industry. And that's not all - we're also using our AI expertise to support other industries in innovative and exciting ways.



Our Products



SARTORFIT



SARTOR

The global marketplace that showcases and promotes black-owned fashion. Customers can discover new styles from emerging designers around the world and utilize Sartorfit's own body measurement AI to ensure a perfect fit for every purchase.

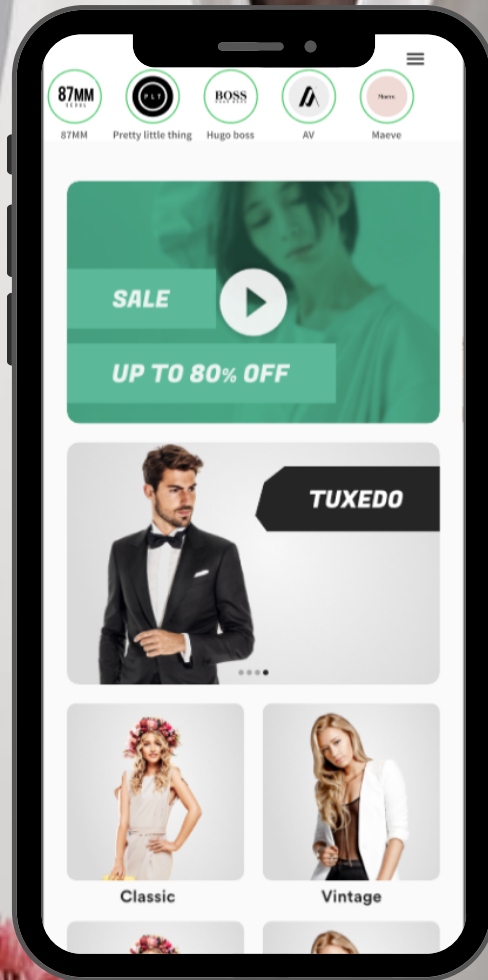
Sartor is not just a fashion brand, it's a movement that celebrates black culture and empowers black-owned businesses around the world. Our vision is to create a global marketplace where customers can discover new and unique styles from emerging designers who represent the diversity and vibrancy of black culture.

At Sartor, we understand that every individual has a unique body shape and size, which is why we utilize our cutting-edge body measurement AI technology to ensure a perfect fit for every purchase. This not only enhances the shopping experience but also encourages body positivity and self-love.

We are committed to sustainable and ethical practices in our production processes, using eco-friendly materials and supporting fair labor practices. Our mission is not only to promote black culture but also to contribute to the betterment of our planet and society.

Join the Sartor movement and be part of a community that celebrates diversity, creativity, and self-expression through fashion.

 WWW.SARTOR.IO



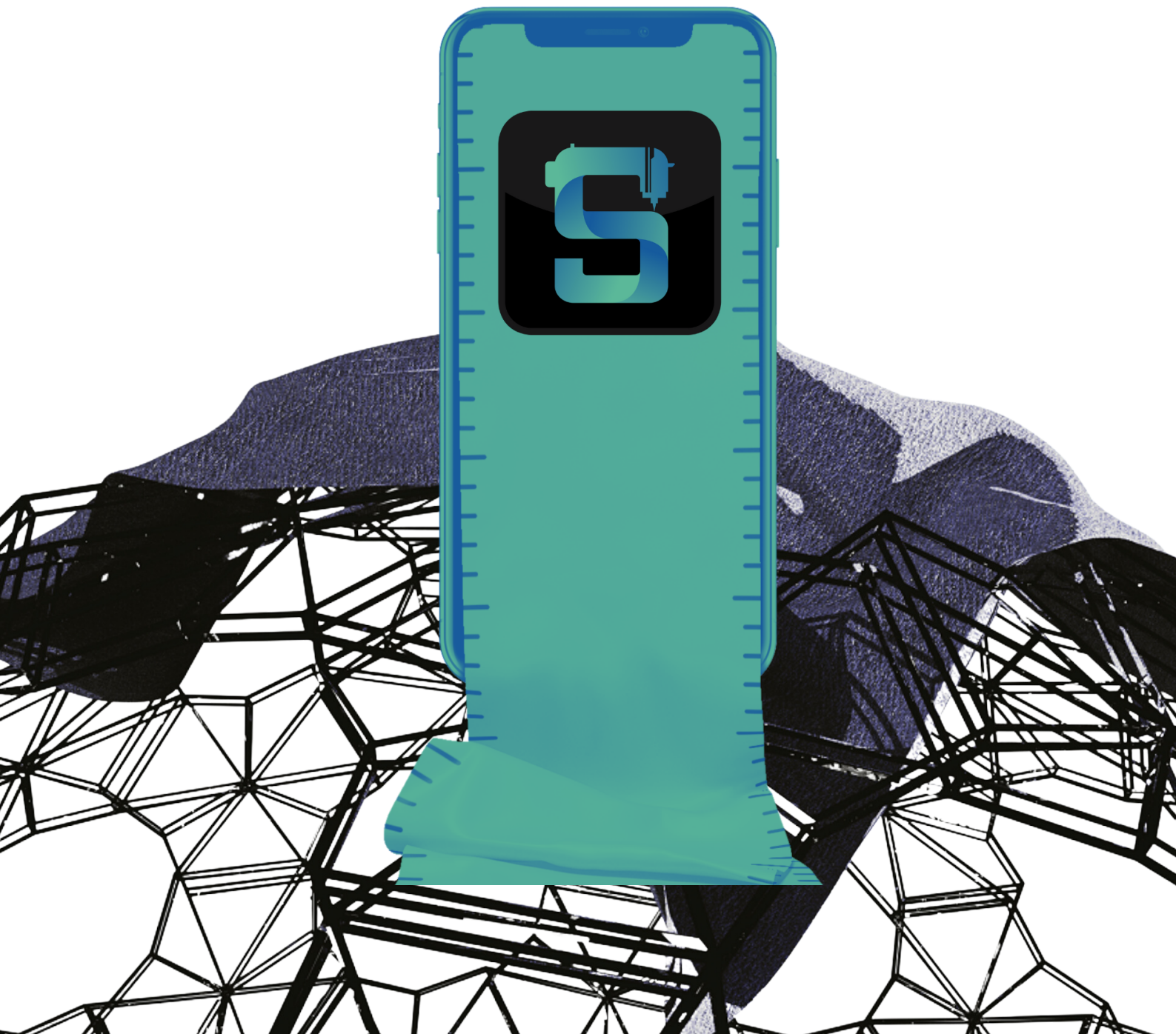
Fasile

At Fasile, we believe that the rise of economic power in the East presents a unique opportunity for our platform to become a leader in the fashion industry. While we are focused on promoting Asian-inspired fashion, our reach extends globally, and we are committed to promoting diversity and representation on our platform. Our goal is to introduce both Asian, Afro, Latin and Western fashion to the rapidly growing market in the East, reflecting the changing geopolitical landscape and economic growth in the region. By positioning Fasile as our flagship product in the East, we aim to tap into this growing market and establish ourselves as a leader in the fashion industry.

Fasile is more than just a fashion platform, it is a movement that celebrates culture, diversity, and creativity. Our team of experts carefully curates the latest trends and styles, ensuring that our customers have access to the most cutting-edge designs from around the world. We understand that fashion is not just about looking good, it is about expressing oneself and celebrating individuality. That's why we have made it our mission to provide a platform for designers and fashion enthusiasts to come together, connect, and create.

In addition to our commitment to diversity and creativity, Fasile is also dedicated to sustainability and ethical practices. We recognize that the fashion industry has a significant impact on the environment and communities, and we are taking steps to reduce our carbon footprint and support fair labor practices. We are working with our partners and suppliers to implement sustainable and ethical practices, ensuring that our customers can enjoy high-quality fashion without compromising their values.

At Fasile, we believe that fashion is more than just a commodity, it is a force for positive change. By promoting diversity, creativity, and sustainability, we are helping to shape the future of the fashion industry and make a positive impact on the world. Whether you are a designer, a fashion enthusiast, or simply looking for the latest styles, we invite you to join our movement and become a part of the Fasile family.



SartorGuide AI

Sartorguide AI: An AI-powered tool that provides personalized outfit recommendations to customers based on their individual style preferences and body measurements. This tool is designed to make the shopping experience more efficient and enjoyable for customers while helping them discover new styles and designers.

Sartorguide AI is a cutting-edge technology that we have developed to revolutionize the fashion industry. Our AI-powered fashion guide is designed to help customers discover their unique style, explore fashion trends, and receive personalized recommendations based on their body measurements, preferences, and past purchase history. With the power of machine learning, our AI system learns from every interaction, allowing us to provide customers with increasingly accurate and personalized recommendations over time.

Our vision for Sartorguide AI goes beyond just providing fashion recommendations. We see it as a tool for promoting body positivity, inclusivity, and sustainability in the fashion industry. By empowering customers to make informed decisions about their fashion choices, we hope to promote a culture of conscious consumerism that values quality, longevity, and ethical production practices.

In addition, Sartorguide AI is a powerful tool for our team of designers and stylists, providing them with valuable insights into customer preferences and trends. This allows us to create collections that are tailored to the needs and desires of our customers, ensuring that we are always at the forefront of fashion innovation.

Overall, Sartorguide AI is a game-changing technology that we are proud to offer to our customers. It represents the future of fashion, where technology and creativity merge to provide a truly personalized and sustainable shopping experience.



WWW.SARTORGUIDE.AI





Byte

Byte is a mobile application that connects consumers with brands, serving as a digital marketplace for African-inspired brands and lifestyle products. Our goal is to bridge the gap between the African continent and the global diaspora, creating a platform for trade and cultural exchange. By leveraging technology and e-commerce, we enable small businesses and independent designers to showcase their unique products to a wider audience while providing consumers with a convenient and secure way to shop for high-quality, a

Byte is a revolutionary mobile application that is set to transform the way consumers interact with African-inspired fashion and lifestyle products. Our mission is to create a digital marketplace that connects the African continent with the global diaspora, creating a platform for trade and cultural exchange. Our platform is built on the principles of inclusivity, diversity, and accessibility, enabling small businesses and independent designers to showcase their unique products to a wider audience while providing consumers with a convenient and secure way to shop for high-quality, authentic African goods.

At Byte, we believe that technology and e-commerce can be leveraged to empower small businesses and promote economic growth. We are committed to fostering connections and creating economic opportunities across borders, driving innovation and entrepreneurship in the African fashion industry. Our platform is more than just a marketplace; it's a community that celebrates and promotes the rich heritage and diversity of African culture. By showcasing the talents and creativity of African designers and artisans, we hope to inspire a new generation of fashion entrepreneurs and establish ourselves as a global leader in the fashion industry.

With cutting-edge features such as our proprietary body measurement AI, customers can now shop for African-inspired fashion with confidence, knowing that they will receive a perfect fit every time. We are constantly working to improve and optimize our platform, leveraging the latest advancements in technology to enhance the user experience and provide our customers with the best possible service. Whether you are looking for traditional African clothing or contemporary fashion with an African twist, Byte has something for everyone.

Join us on our mission to bridge the gap between the African continent and the global diaspora, creating a platform for trade and cultural exchange. Explore the rich heritage and diversity of African culture and support small businesses and independent designers by shopping on our platform. With Byte, the world is your oyster, and the possibilities are endless.

Industry Background

Two-thirds

of luxury shoppers say they engage in online research prior to an in-store purchase.

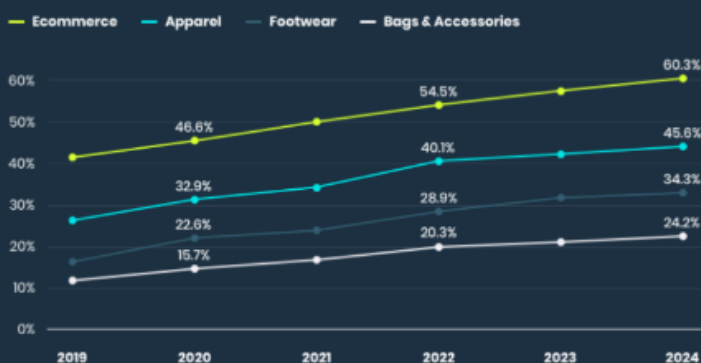


Fashion Industry

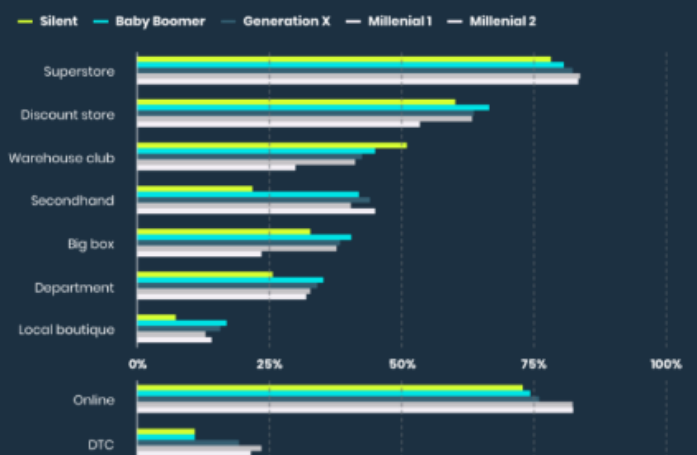
The fashion industry is a global, multi-billion-dollar industry that encompasses a wide range of products, including clothing, footwear, accessories, and jewelry. It is a highly competitive industry that is constantly evolving and adapting to changing trends and consumer preferences. With the rise of e-commerce and advancements in technology, the industry has seen a significant shift towards online shopping and digital marketing strategies. Additionally, there is a growing focus on sustainability and ethical practices in the industry, with many companies implementing eco-friendly production methods and fair labor practices.

Global Growth in Ecommerce Fashion: Penetration & Share

Penetration Rate in the Fashion Market in percent (worldwide)



Types of Stores Purchased From in the US (past three months)



60%

US top-ten retailers share of ecommerce (2020)

38%

Amazon's share of US ecommerce (2020)



SARTORFIT

Industry Background

E-Commerce Fashion Industry Statistics

In 2019, **U.S. online retail sales** amounted to **\$365.2 billion** and are projected to reach close to **\$600 billion** in **2024**.



Fashion technology Industry

According to a report by Statista, the global fashion technology market was valued at approximately \$87 billion in 2020 and is projected to reach a value of around \$185 billion by 2027, growing at a CAGR of approximately 11.8% between 2021 and 2027. The increasing adoption of technology in the fashion industry, the growing demand for personalized shopping experiences, and the rising trend of sustainability are some of the key factors driving the growth of the fashion technology market. Additionally, the COVID-19 pandemic has accelerated the adoption of digital solutions and online shopping, further boosting the demand for fashion technology products and services.





Get TO know Our Competitors



Competitor Analysis

Farfetch

Get to know our competitor FarFetch

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Strong brand recognition and reputation • Large selection of luxury fashion items from a variety of designers • Global reach with a presence in over 190 countries • Strong partnerships with luxury brands and retailers • Innovative use of technology, including their "Store of the Future" concept • 	<ul style="list-style-type: none"> • Heavy reliance on third-party vendors, which can lead to inconsistencies in product quality and availability • High prices that may not be accessible to all consumers • Limited focus on promoting diversity and inclusivity in fashion • Increasing competition from other e-commerce platforms 	<ul style="list-style-type: none"> • Expansion into new markets and regions, such as Asia and the Middle East • Increased investment in sustainability and ethical fashion practices • Partnerships with emerging designers and brands • Expansion of their technology offerings to enhance the customer experience 	<ul style="list-style-type: none"> • Competition from other e-commerce platforms, such as Amazon and Alibaba • Economic downturns or changes in consumer behavior that could impact luxury spending • Increasing concerns around sustainability and ethical fashion practices that could impact consumer perception • Geopolitical tensions and trade disputes that could impact global operations.

Competitor Analysis

Lyst

Get to know competitor Lyst

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Large network: Lyst has partnerships with over 12,000 fashion brands and retailers, giving it a vast network and a wide range of product offerings. • User-friendly platform: Lyst's platform is intuitive and easy to use, which helps to attract and retain customers. • Strong brand recognition: Lyst has built a strong brand through partnerships with high-profile fashion brands and influencers. • Customization options: Lyst's platform allows users to customize their shopping experience, which helps to increase engagement and customer satisfaction. 	<ul style="list-style-type: none"> • Limited market focus: Lyst's focus on high-end fashion may limit its appeal to a broader customer base. • Limited physical presence: Lyst does not have physical stores, which may limit its ability to connect with customers on a personal level. • Overreliance on partnerships: Lyst's business model is heavily reliant on partnerships, which can make it vulnerable to changes in the industry or the loss of key partnerships. • High competition: Lyst faces intense competition from other e-commerce platforms and fashion retailers. 	<ul style="list-style-type: none"> • Expansion into new markets: Lyst has the opportunity to expand its reach by entering new geographic markets or targeting new customer segments. • Introduction of new services: Lyst can introduce new services, such as personal styling or augmented reality, to enhance the customer experience and differentiate itself from competitors. • Sustainable fashion: Lyst can capitalize on the growing demand for sustainable fashion by promoting eco-friendly brands and products. • Mobile commerce: Lyst can focus on developing its mobile app to cater to the increasing number of customers who prefer to shop on their mobile devices. 	<ul style="list-style-type: none"> • Economic conditions: Changes in the global economy can impact consumer spending and affect Lyst's revenue. • Fashion industry trends: Lyst's business is subject to trends in the fashion industry, which can be unpredictable and change rapidly. • Shifts in consumer behavior: Changes in consumer behavior, such as a preference for in-store shopping or a focus on sustainability, can impact Lyst's business model.

Competitor Analysis

Zalando

Get to know our competitor Zalando

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Large customer base with over 42 million active customers in 2020. • Strong brand recognition and presence in Europe. • Wide variety of products and brands offered on their platform. • Strong logistics network with efficient shipping and returns process. • Continuously investing in technology to enhance customer experience. 	<ul style="list-style-type: none"> • High competition in the fashion e-commerce industry. • Dependence on third-party brands for products, which can limit control over inventory and pricing. • Limited presence outside of Europe. • Heavy reliance on discounting to drive sales. 	<ul style="list-style-type: none"> • Expanding into new markets, such as North America and Asia. • Increasing focus on sustainability and ethical fashion. • Developing their own private label brands to reduce dependence on third-party brands. • Investing in new technologies such as AI to enhance the customer experience. • Expanding into new product categories, such as beauty and home goods. 	<ul style="list-style-type: none"> • Intense competition from other large e-commerce platforms such as Amazon and Alibaba. • Economic downturns and changes in consumer behavior. • Increasing regulatory scrutiny over data privacy and advertising practices. • Disruptive technologies and new entrants in the market.

Competitor Analysis

Mtailor

Get to know our competitor Mtailor

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Unique value proposition of providing custom-tailored clothing using a mobile app and a phone camera. • Strong focus on technology and innovation to enhance the customer experience. • Direct-to-consumer model allows for control over pricing and inventory. • Strong social media presence and influencer partnerships. 	<ul style="list-style-type: none"> • Limited product offerings beyond men's shirts and suits. • Limited brand recognition and awareness outside of niche customer segments. • Dependence on technology for accurate measurements, which can limit accessibility for some customers. • Limited customization options beyond basic fabric and style choices. 	<ul style="list-style-type: none"> • Expanding product offerings to include women's clothing and accessories. • Developing partnerships with other fashion brands and retailers to offer customized products. • Developing their own line of clothing and accessories. • Expanding into new markets beyond the US. 	<ul style="list-style-type: none"> • Competition from other custom-tailoring platforms such as Indochino and Black Lapel. • Dependence on technology can lead to potential issues with accuracy and trust. • Economic downturns and changes in consumer behavior. • Disruptive technologies and new entrants in the market.



Get To know Our Products Analysis



Product Analysis

Sartor

Get to know our Product Sartor

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Offers custom-made clothing based on precise body measurements• Utilizes cutting-edge AI technology to enhance the customer experience• Focused on promoting black-owned fashion and bridging the gap between the African and diaspora market• High-quality materials used in production	<ul style="list-style-type: none">• Higher cost due to customization and high-quality materials• Limited brand recognition in the fashion industry• Potential for longer delivery times due to customization	<ul style="list-style-type: none">• Growing demand for sustainable and personalized fashion• Potential for expansion into new markets• Collaborations with established designers or brands	<ul style="list-style-type: none">• Intense competition from established fashion brands and emerging companies• Economic instability and changing consumer preferences• Potential negative impact on the industry due to environmental concerns

Product Analysis

Fasile

Get to know our Product fasile

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Focused on the growing Asian market, which has a rapidly rising economy and increasing purchasing power • Offers unique and innovative fashion items inspired by Asian culture • Has a strong online presence with a user-friendly platform and mobile app • Strong emphasis on sustainability and ethical fashion practices • Has the support of a dedicated team of fashion experts and designers 	<ul style="list-style-type: none"> • Limited brand recognition outside of Asia • Limited product offerings, as the focus is on Asian-inspired fashion • Faces stiff competition from established fashion retailers and online marketplaces • Limited physical store presence, which may deter some customers who prefer to shop in-person • May struggle with localization and adapting to different cultural tastes and preferences 	<ul style="list-style-type: none"> • Expansion into new Asian markets with growing economies and emerging fashion industries • Partnering with local designers and influencers to increase brand visibility and credibility • Expansion into new product categories beyond fashion, such as beauty or lifestyle • Leveraging technology to provide personalized shopping experiences and increase customer engagement • Diversification of offerings to appeal to a wider customer base beyond Asia 	<ul style="list-style-type: none"> • Economic uncertainty and potential downturns in the Asian market • Intense competition from both established fashion retailers and emerging startups • Changing consumer preferences and shifting fashion trends • Disruptions in global supply chains and logistics due to various factors such as geopolitical tensions, natural disasters, and pandemics • Regulatory changes and compliance requirements related to sustainability and ethical fashion practices.

Product Analysis

Byte

Get to know our Product Byte

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Trusted e-commerce platform for customers in Africa• Simple and secure payment processing• Convenient delivery options and reliable customer service• Opportunity for expansion into new markets	<ul style="list-style-type: none">• Limited brand recognition outside of Africa• Dependence on reliable internet access and technology infrastructure• Competition from established e-commerce platforms like Amazon and Alibaba	<ul style="list-style-type: none">• Growing demand for online shopping and secure payment processing• Expansion into new markets outside of Africa• Potential partnerships with local businesses or organizations to expand reach	<ul style="list-style-type: none">• Intense competition from established e-commerce platforms• Economic instability and changing consumer preferences• Potential negative impact on the industry due to environmental concerns

Product Analysis

Sartorguide AI

Get to know our Product Sartorguide AI

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Advanced AI technology can provide accurate and personalized recommendations for users in various industries, not just fashion.• Sartorguide AI's ability to collect and analyze large amounts of data can help businesses make more informed decisions about product development, marketing strategies, and customer preferences.• Sartorguide AI can help businesses save time and money by automating tasks such as data analysis, trend forecasting, and customer segmentation.	<ul style="list-style-type: none">• Limited brand recognition and customer awareness beyond the fashion industry.• Dependence on technology can create vulnerabilities to security and privacy breaches, which can damage the company's reputation and trust among customers.• High initial investment in technology development and maintenance.	<ul style="list-style-type: none">• Expansion into industries such as healthcare, finance, and hospitality, where personalized recommendations can benefit customers and businesses.• Potential partnerships with other technology companies to enhance the capabilities of Sartorguide AI and increase market reach.• Increasing demand for AI technology in various industries due to the growing importance of data-driven decision-making.	<ul style="list-style-type: none">• Intense competition from established players in the AI industry, such as Google and Microsoft, as well as emerging startups.• Regulatory and legal challenges related to data privacy and security.• Rapidly evolving technology and changing customer preferences can make it difficult to keep up with the latest trends and remain relevant in the market.

Competitive summary



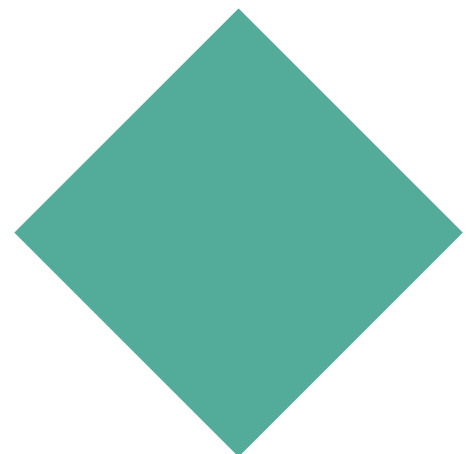
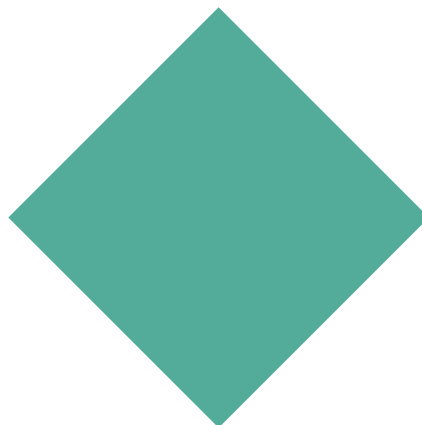
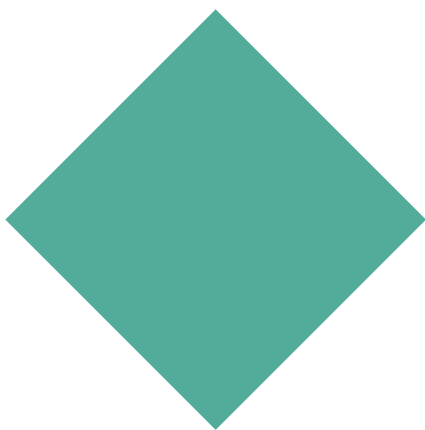
Sartorfit is a revolutionary fashion technology platform that sets itself apart from competitors by utilizing cutting-edge AI technology to provide customers with personalized shopping experiences. Our unique focus on promoting black-owned fashion and bridging the gap between the African and diaspora market further differentiates us from other companies in the industry.

While competitors like Farfetch, Lyst, and Zalando offer similar services, Sartorfit's emphasis on AI technology allows us to provide innovative solutions that other companies cannot match.

Additionally, our proprietary technology, Sartor, offers customers the ability to obtain precise full-body measurements from the comfort of their homes, setting us apart from the competition.

With Fasile, our subsidiary brand focused on Asian-inspired fashion, we aim to capture a share of the rapidly growing Asian market. Sartorguide, our virtual styling assistant, further enhances our position as a leader in the industry.

Overall, Sartorfit is committed to continuously pushing the boundaries of fashion technology and revolutionizing the way people shop for fashion. Our dedication to promoting diversity and inclusivity in the industry sets us apart and positions us for long-term success.



Market Analysis

Our customers

Sartorfit's target customer is fashion-forward and tech-savvy individuals who value personalized and innovative shopping experiences. They are interested in discovering new fashion trends, and they are willing to pay a premium for high-quality, unique garments that reflect their individuality. They are likely to be open-minded and culturally diverse, with an interest in global fashion and a desire to support black-owned businesses.

In terms of demographics, Sartorfit's customers are likely to be young professionals in their 20s and 30s, who have disposable income and a desire to invest in high-quality, sustainable fashion. They are likely to be tech-savvy and comfortable using online platforms to shop for fashion.

Sartorfit's customers may also have a strong social media presence, using platforms such as Instagram and TikTok to showcase their personal style and discover new fashion trends. They are likely to be engaged with the fashion community, attending events such as fashion shows and following fashion influencers and bloggers.

Overall, Sartorfit's customers are fashion-forward, tech-savvy individuals who are interested in innovative and personalized shopping experiences, with a focus on high-quality, unique fashion that reflects their individuality.

User Persona



Name: Keisha Williams

Age: 28

Occupation: Marketing Manager

Location: Atlanta, Georgia

Background: Keisha is a highly motivated and fashion-forward young woman who loves to shop for unique and stylish clothes. She is a busy professional who values convenience and flexibility in her shopping experience. As a black woman, Keisha is also passionate about supporting black-owned businesses and promoting diversity in the fashion industry.

Goals: Keisha is always on the lookout for new and innovative fashion trends that will make her stand out from the crowd. She wants to support black-owned fashion businesses and values sustainable and ethical fashion practices. Keisha also values a personalized shopping experience that caters to her unique style and preferences.

Challenges: Keisha has a busy schedule and limited time to shop in-person. She often struggles to find clothes that fit her body type and reflect her personal style. Keisha also finds it challenging to find black-owned fashion brands that offer a wide range of sizes and styles.

Values: Keisha values convenience, flexibility, sustainability, ethical fashion practices, diversity, and supporting black-owned businesses. She also values personalized shopping experiences that cater to her unique style and preferences.

Marketing Plan



Roadmap to the future

1. Exclusive Launch Party: Host an exclusive launch party for each platform and invite top influencers, bloggers, and fashion enthusiasts to attend. Provide them with an exclusive first look at the platform and encourage them to share their experiences on social media using a custom hashtag.
2. Referral Program: Create an invite-only referral program where existing members can invite their friends and family to join the platform. Offer rewards, such as discounts or early access to new collections, for every successful referral.
3. Virtual Styling Sessions: Partner with fashion stylists and offer virtual styling sessions to members. This will provide them with personalized recommendations and styling tips based on their body shape, style preferences, and occasion.
4. Influencer Marketing: Collaborate with micro and macro influencers to showcase Sartorfit's unique features and benefits. Ask them to create content, such as lookbooks, try-on hauls, or style guides, that highlight the platform's personalized shopping experience and AI technology.
5. Content Marketing: Create engaging and informative content, such as blog posts, videos, and infographics, that educates potential customers on the latest fashion trends, style tips, and how Sartorfit can help them achieve their fashion goals.
6. Social Media Advertising: Use social media platforms, such as Instagram and Facebook, to advertise Sartorfit's unique features, such as personalized shopping experiences and AI technology. Create eye-catching ads that showcase the platform's offerings and highlight its value proposition.
7. Partnership with Fashion Brands: Partner with fashion brands to offer exclusive discounts, early access to new collections, and other benefits to Sartorfit members. This will provide members with access to a wider range of products and help establish Sartorfit as a go-to destination for fashion enthusiasts.



Marketing Plan

The 4Ps of Marketing

<p>Product - the brand, its features, its packaging</p> <p>Sartorfit offers a unique online shopping experience for customers, with a focus on personalized body measurements and black-owned fashion. The product includes the Sartor platform, Fasile for Asian-inspired fashion, Byte for sustainable and eco-friendly options, and Sartorguide for AI-powered fashion recommendations</p>	<p>Price - discounts, bundles, credit terms</p> <p>Sartorfit's pricing strategy is aimed at providing affordable and competitive prices for its unique products, while also offering high-quality and sustainable options. The pricing strategy is based on market research, competitor analysis, and customer feedback</p>
<p>Promotion - print & broadcast ads, social media, email, search engine, video</p> <p>Sartorfit's promotion strategy includes social media marketing, influencer marketing, email marketing, and content marketing. The company also offers referral programs, discounts, and exclusive offers to its loyal customers. Sartorfit leverages the power of its unique products, customer reviews, and partnerships to promote its brand and products.</p>	<p>Place - physical stores, website, online marketplace</p> <p>Sartorfit's products are primarily sold online, with a focus on its website and mobile app. The company also partners with other online retailers and fashion marketplaces to expand its reach and provide a seamless shopping experience for customers.</p>

Future Plans

BIG PLANS

At Sartor Fit, we have big plans for the future. We will continue to innovate and optimize our technology to stay ahead of the competition and provide our customers with the best possible experience.

- One of our major goals is to expand our reach and make our platform available in new markets. We are particularly excited about the potential of the African market and plan to invest heavily in expanding our operations there.
- In addition to geographical expansion, we plan to introduce a Sartor Prime membership program that offers our customers exclusive access to events and special promotions. This will help us build a loyal customer base and increase customer retention.
- We also plan to connect independent fashion brands to our material chain distribution through our internal platform. By doing so, we will help these brands overcome the challenges they face in sourcing high-quality materials and streamline their production processes.
- Finally, we will continue to invest in smart machines and AI to optimize our production processes. Our ultimate vision is to provide a fully automated shopping experience, where customers can wake up, stand in front of their mirror, choose their outfit, and have one of our machines sew their outfit with precision and accuracy while they go about their day. This will not only reduce production time and costs but also offer our customers a truly personalized and efficient shopping experience.

Financial Planning



Financial Management

- **Location:** The new SartorFit location in St. Louis will be at the T-REX technology incubator in downtown St. Louis. This location will provide easy access to a community of like-minded entrepreneurs and tech experts, as well as convenient access to public transportation and other amenities.
- **Hiring:** To staff the new location, SartorFit will be hiring 100 employees across a range of positions including developers, sales, marketing, HR, and more. The company will use a combination of recruiting efforts including job postings, referrals from current employees, and partnerships with local universities and organizations.
- **Health considerations:** SartorFit is committed to providing a safe and healthy work environment for all employees. The company will follow all recommended guidelines and regulations related to COVID-19 and other health considerations. This includes implementing social distancing measures, providing personal protective equipment (PPE) as needed, and following cleaning and disinfection protocols.
- **Budget:** To hire 100 new employees, SartorFit will need to allocate funds for salaries, benefits, and other employee-related expenses. The exact budget will depend on factors such as the specific roles being filled and the experience level of the employees being hired.
- **Revenue projections:** With the addition of 100 new employees, SartorFit expects to increase revenue through expanded marketing efforts, improved product development, and increased sales. The company will continually monitor revenue and expenses to ensure that the budget remains on track and that the new location is financially sustainable.

Overall, opening a new location for SartorFit in the St. Louis area is an exciting opportunity to expand the company's reach and promote innovation in fashion technology. By prioritizing employee health and safety and following a thoughtful budget plan, SartorFit can successfully hire 100 new employees and continue to grow and thrive as a company.

Financial BreakDown

breakdown of potential costs for hiring 100 employees for Sartorfit in the St. Louis area, including the cost of benefits:

- **Salaries:** The average salary for a developer in the St. Louis area is \$85,000 per year, while sales and marketing positions range from \$50,000 to \$100,000 per year. Human resources positions have an average salary of \$70,000 per year. Assuming an even distribution of roles, the total salary cost would be around \$7.5 million per year.
- **Benefits:** It's important to factor in the cost of benefits, such as health insurance, 401(k) contributions, and paid time off. Assuming an average benefits package cost of 30% of the employee's salary, the total benefits cost would be around \$2.25 million per year.
- **Office Space:** Sartorfit plans to locate its office at TREX St. Louis, which is a technology innovation center that offers office space for startups. Rent for office space in the St. Louis area ranges from \$15 to \$30 per square foot, with an average size of 150 square feet per employee. Assuming an average rent cost of \$20 per square foot, the total annual office space cost would be around \$300,000.
- **Technology and Equipment:** As a technology company, Sartorfit will require a range of technology and equipment, including computers, software, and servers. Assuming an average technology and equipment cost of \$5,000 per employee, the total annual technology and equipment cost would be around \$500,000.
- **Recruiting and Hiring Costs:** There will be expenses associated with recruiting and hiring employees, including job postings, recruiting events, and background checks. Assuming an average recruiting and hiring cost of \$2,000 per employee, the total recruiting and hiring cost would be around \$200,000.
- **Health and Wellness:** Sartorfit is committed to promoting the health and wellness of its employees. As such, it plans to offer various health and wellness programs, such as gym memberships and yoga classes. Assuming an average health and wellness cost of \$500 per employee, the total annual health and wellness cost would be around \$50,000.
- **In summary,** the total cost of hiring 100 employees for Sartorfit in the St. Louis area would be approximately \$10.8 million per year, including salaries, benefits, office space, technology and equipment, recruiting and hiring costs, and health and wellness expenses.

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