

STRATEGIC GROWTH PLAN & FINANCIAL MODEL

Curated High-Value Apparel:
2026–2030 Roadmap

CONFIDENTIAL STRATEGY DOCUMENT | PREPARED FOR INVESTOR REVIEW



EXECUTIVE SUMMARY: THE ONE-PAGE STRATEGY

CAPITAL REQUIREMENT

\$625,000

Total committed capital for setup & runway.

PRE-PROFIT RUNWAY

26 MONTHS

Duration to breakeven (Feb 2028).

TARGET UNIT ECONOMICS

\$11,160

Target Average Order Value (AOV).

PROJECTED OUTCOME

\$2.6M

Year 5 Net Profit Target.

THESIS: Capitalizing on a high-margin niche of 25–45-year-old professionals to build a scalable, asset-light retail engine.

THE NICHE & CUSTOMER PROFILE

TARGET AVATAR



Post an
ID Card/Dossier / Soigiative



DEMOGRAPHICS:

Age: 25–45 | Occupation: Executive / Professional

PSYCHOGRAPHICS:

Values 'Investment Pieces' over Fast Fashion.

KEY CATEGORIES:

Dresses, Outerwear, Premium Denim.



STRATEGY: DATA-DRIVEN CURATION.

We justify premium sourcing by curating a 'Lasting Wardrobe' for the time-poor professional.

Our inventory mix is weighted heavily toward high-margin categories (Dresses/Outerwear) to ensure high ticket value.

UNIT ECONOMICS: THE \$11,160 TRANSACTION

ANATOMY OF A SALE

WAUP
(Weighted Avg
Unit Price):
\$9,300



x VOLUME:
12 Units
(Avg Basket Size)



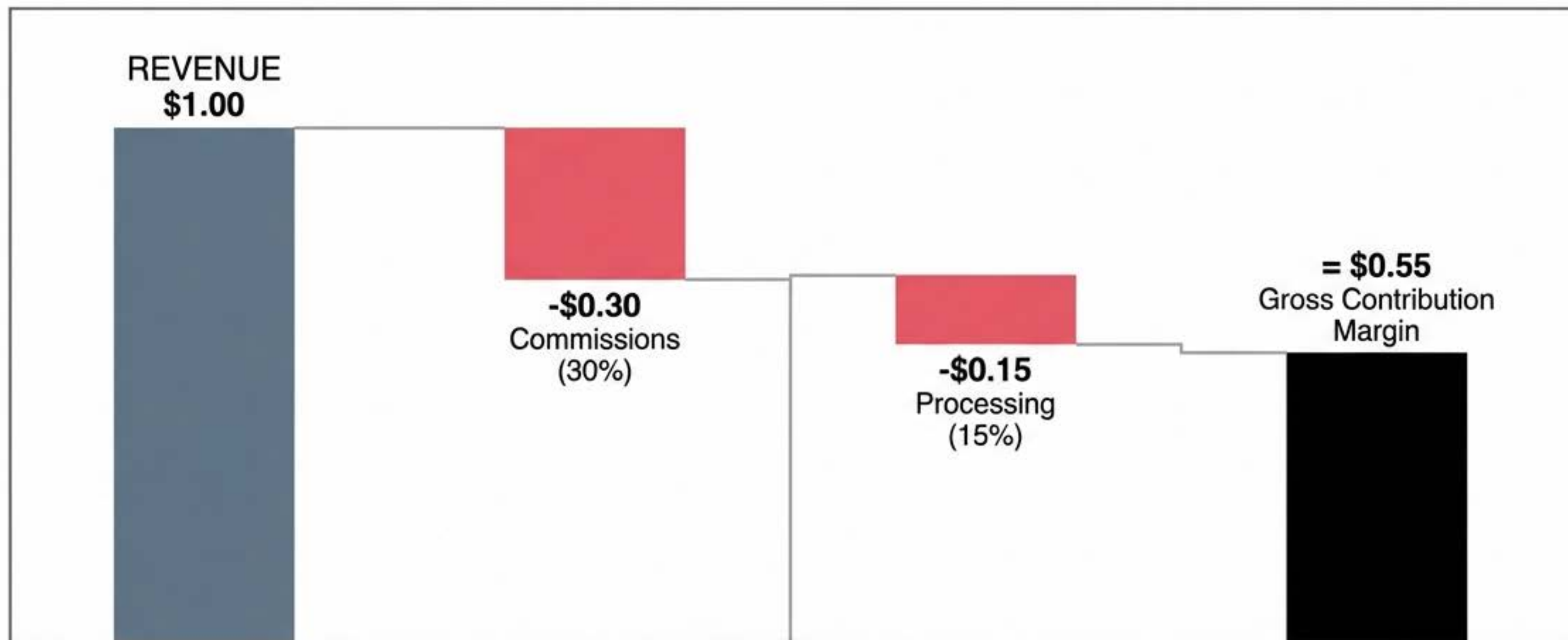
= AOV:
\$11,160

MARGIN LOGIC

Unlike competitors at
50% GM, our mix
targets 60%+ Gross
Margin.

This high WAUP is
engineered to absorb
the costs of high-touch
personalized styling
labor.

COST STRUCTURE & MARGIN ANALYSIS

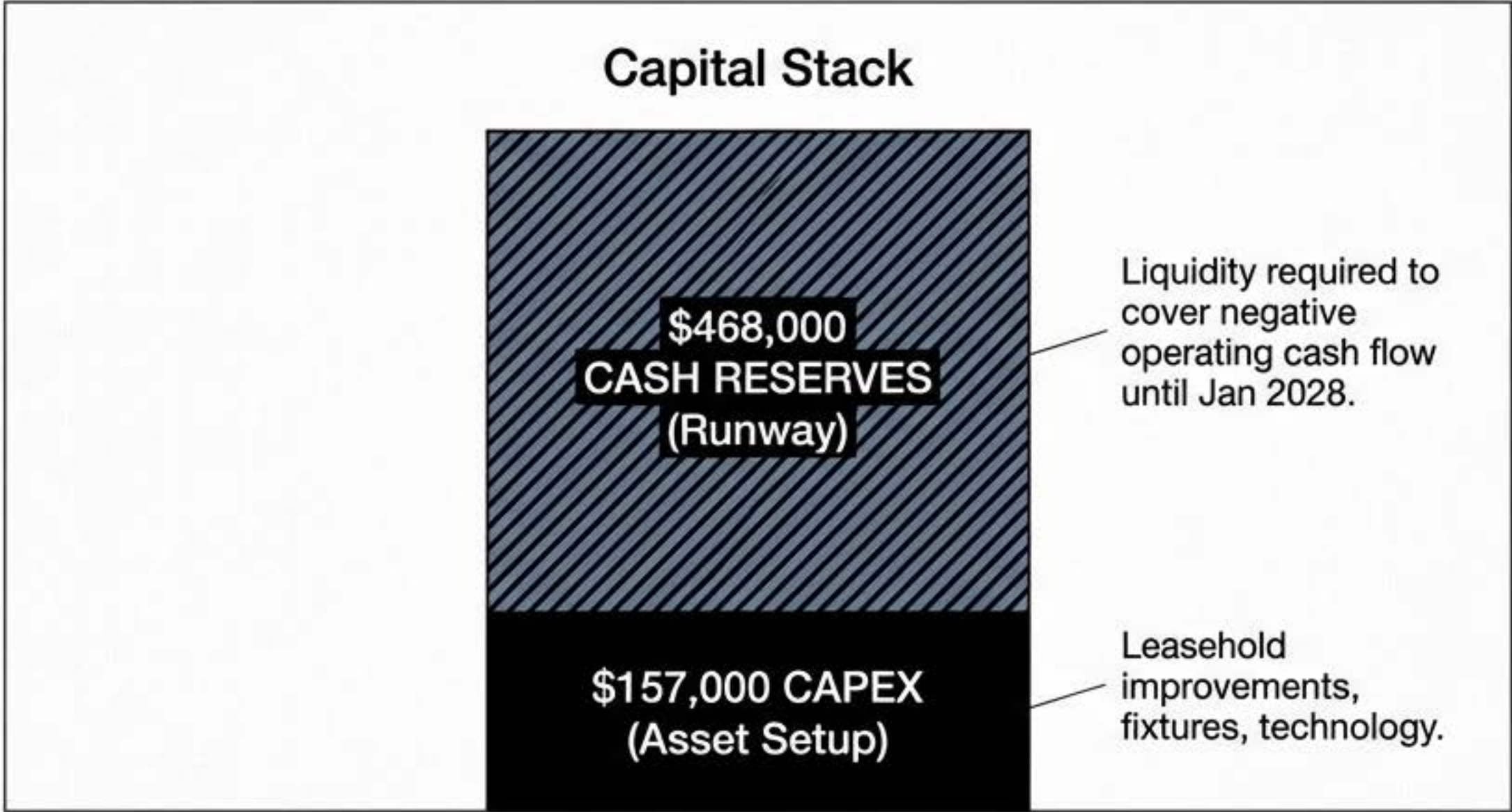


THE BURN FLOOR

Fixed Overhead: \$21,567 / month
(Rent/Utilities: \$8,650 + Initial Wages: \$12,917)

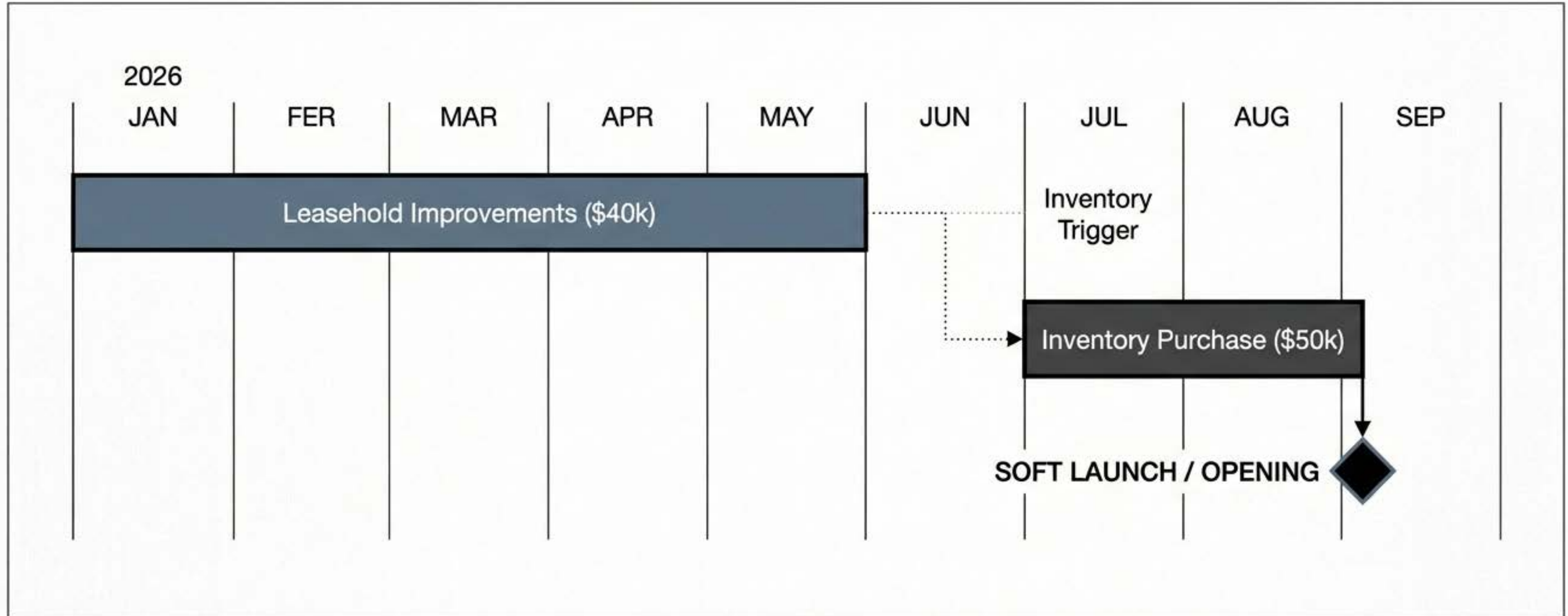
Pricing must strictly support a 55% contribution margin to cover the \$21k monthly fixed nut.

CAPITAL REQUIREMENT BREAKDOWN (\$625,000)



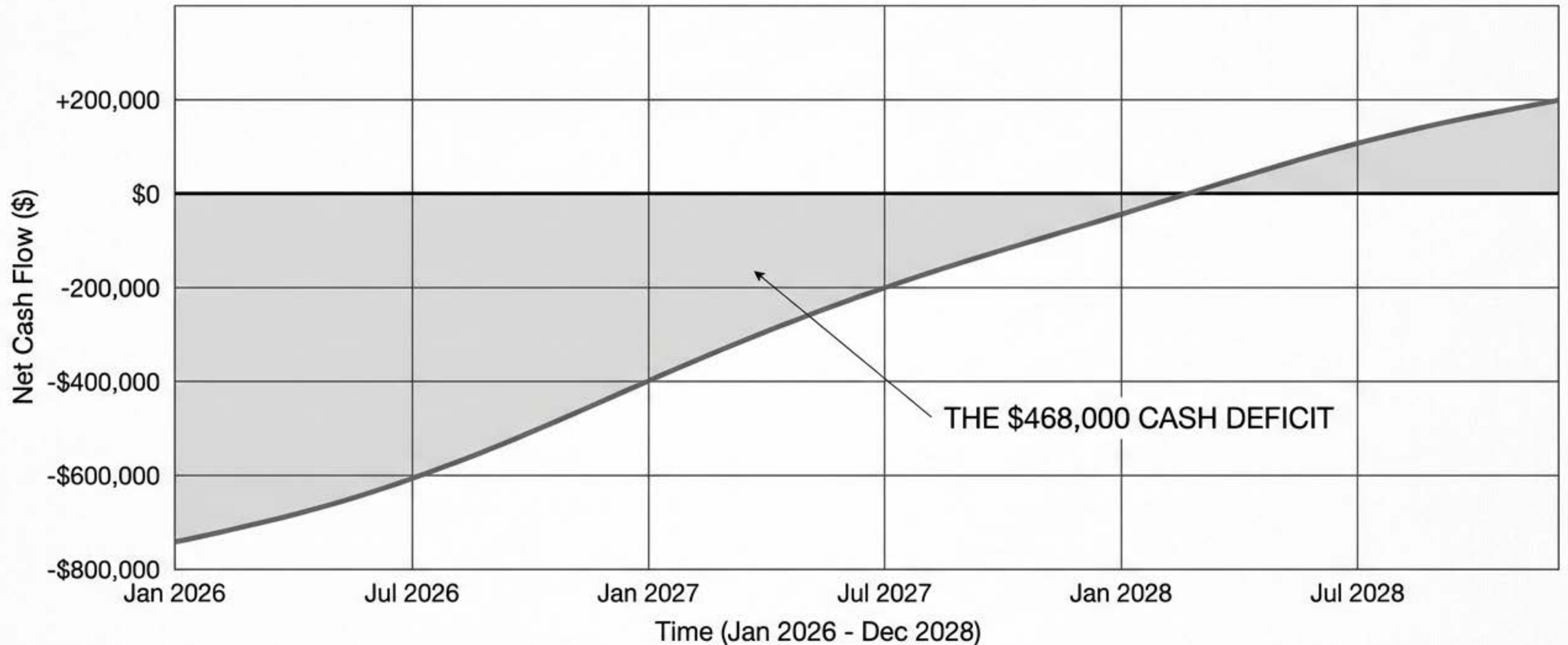
Founder capital prioritized for CAPEX to reduce dilution. Debt vs. Equity split to be determined.

2026 DEPLOYMENT & LAUNCH SCHEDULE



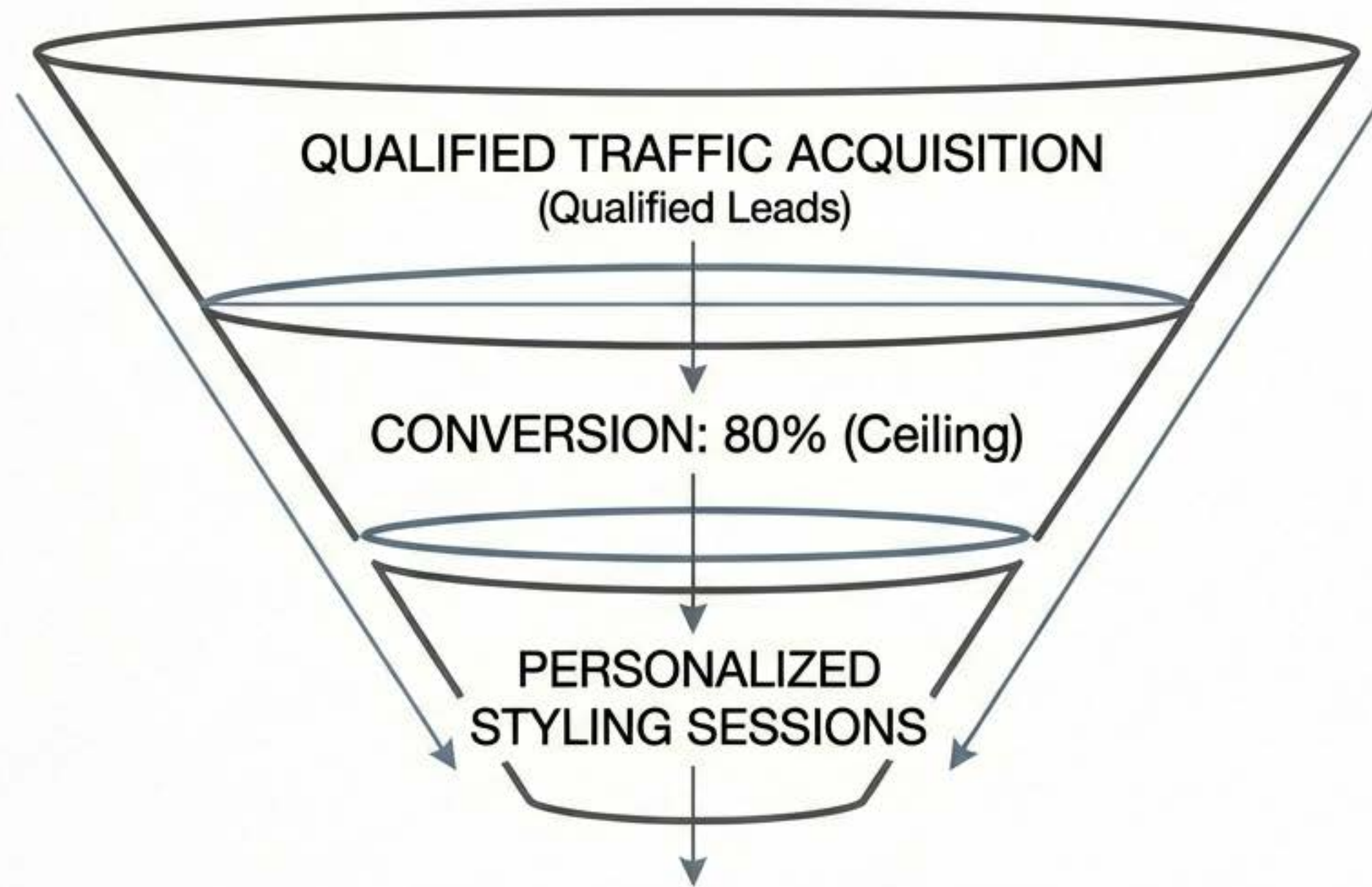
CRITICAL: Do not buy inventory until build-out nears completion to preserve cash.
Core opening stock (60% of budget) must reflect the \$9,300 WAUP on Day 1.

THE PATH TO BREAK-EVEN: 26-MONTH RUNWAY



The cumulative cash deficit of \$468,000 requires funding to sustain operations until the breakeven point is reached in February 2028.

TRAFFIC, CONVERSION & CAPACITY



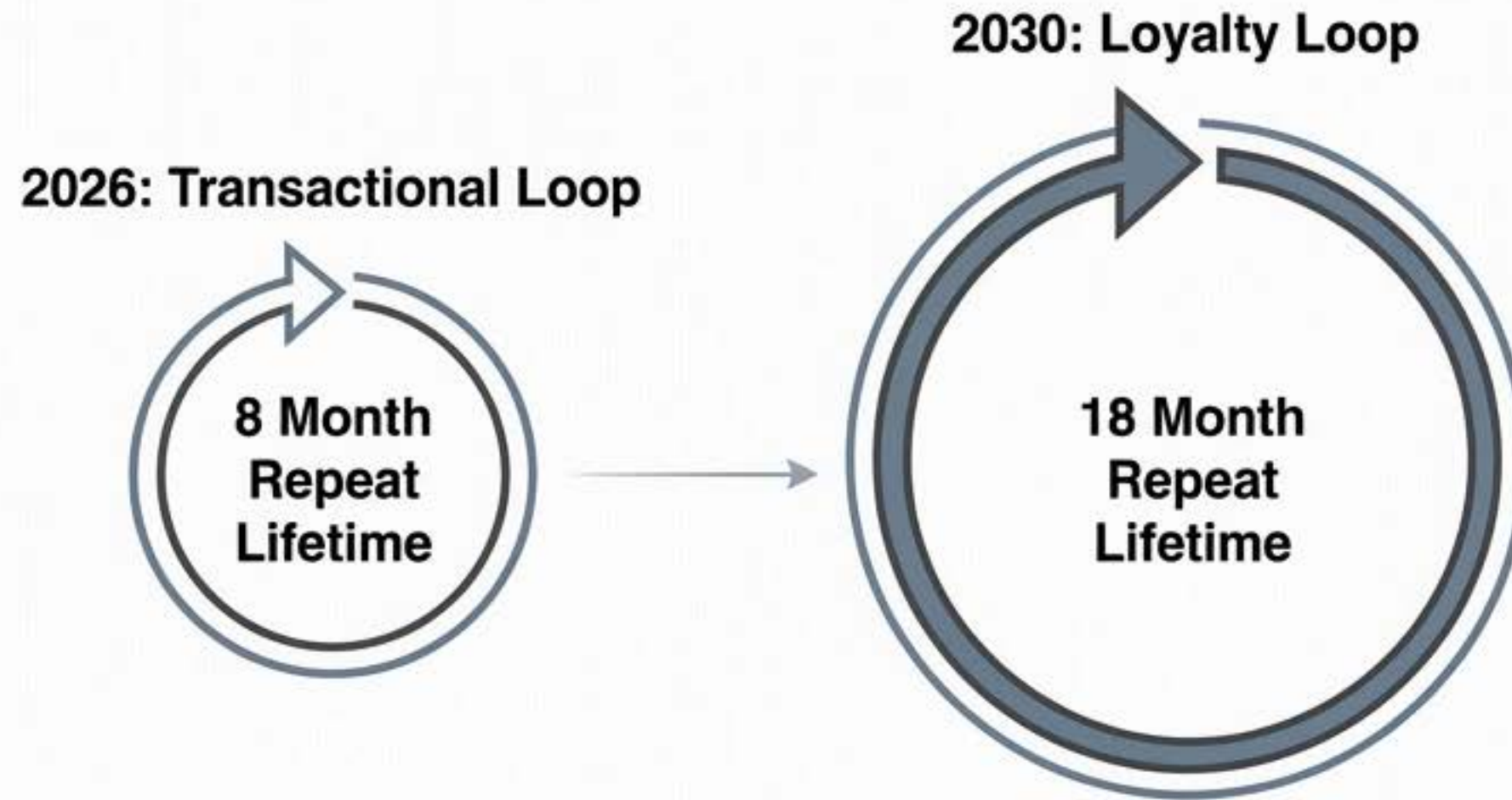
PHYSICAL CONSTRAINTS

Maximum transaction capacity is dictated by sales floor area per FTE.

Staffing must precede traffic growth to prevent service degradation.

Our operational scaling strategy synchronizes traffic generation, high-touch conversion, and the necessary staffing capacity to ensure premium service levels.

THE RETENTION MULTIPLIER (LTV)



Target Repeat Purchase Rate: 250%

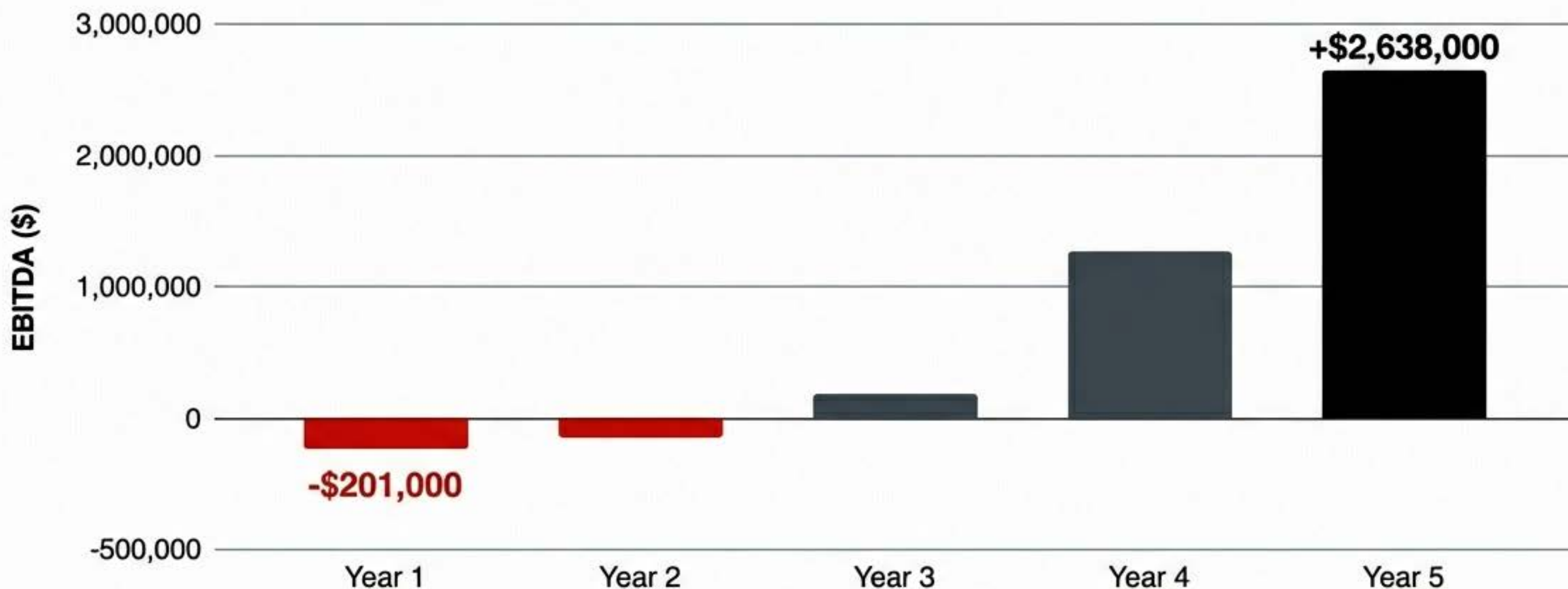
Strategy: Proactive clienteling. Using purchase history to suggest complementary pieces (e.g., matching accessories to a previous suit) to extend Lifetime Value.

RISK MANAGEMENT & SENSITIVITY CHECKS

RISK FACTOR	TRIGGER SCENARIO	FINANCIAL IMPACT
Inventory Failure	20% of stock requires 50% markdown.	Gross Margin drops from 65% to 55%.
Retention Failure	Repeat rate drops to 150%.	CLV drops 40%. Max CAC falls to \$48.

Strict inventory curation and high-touch loyalty programs are the primary hedges against margin compression.

5-YEAR FINANCIAL TRAJECTORY (EBITDA)



Operational leverage kicks in post-2028. Once fixed costs (\$21k/mo) are covered, the high contribution margin drives rapid profitability.

INVESTOR RETURNS & EXIT HORIZON

36%

RETURN ON EQUITY (ROE) BY YEAR 5

0.04%

INTERNAL RATE OF RETURN (IRR)

While IRR reflects the long capital-intensive setup phase, the strong ROE and tangible asset base provide significant long-term equity value.

STRATEGIC IMPERATIVES FOR SUCCESS



SECURE RUNWAY: Lock in \$468k cash reserve before Jan 2026.



PROTECT MARGINS: Maintain \$11,160 AOV via 12-unit basket size.



DRIVE LOYALTY: Extend Repeat Customer Lifetime to 18 months.



MANAGE RISK: Strictly limit inventory markdowns to protect the 60%+ GM.

END OF DOCUMENT