

CLOVER



The sustainable clothing brand  
BY PALUSA

CLOVER



## Why CLOVER?

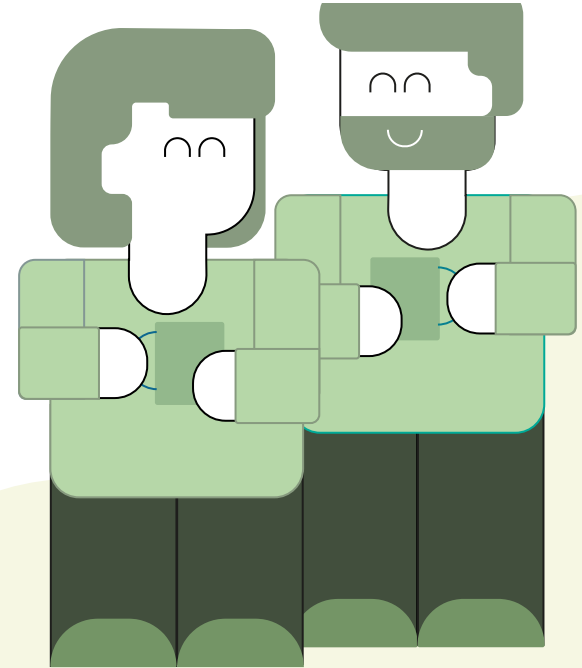
- The fashion industry is responsible for 10% of annual global carbon emissions.
- This is more than all the international flights and maritime shipping combined.
- At this pace, the fashion industry's greenhouse gas emissions will go above 50% by 2030.
- **We need to start changing our mindsets, we need to act now!!**
- Young people are going to be the future generation, therefore we want to encourage them to choose sustainable clothing.



## Who are we?

- ★ Clover is a sustainable clothing brand that makes fashion both fun and environmentally friendly.
- ★ Our target audience is the younger generation, who are willing to invest their money in ethically made, good quality clothing items, but that are looking for cheaper options than the current sustainable brands on the market.
- ★ By carefully selecting good-quality, second-hand garments which will then be remade locally into more current styles, we will make sure that our product is both affordable and ethically sourced and made.

CLOVER



## To start the company



To start our company we need a minimum of company capital of 3000 euros for the bank account for the creation of a limited liability company, we need a name in the commercial register and a public deed in the notary. Once we have this we will be able to go to hacienda and register. Then we give ourselves in social security as self-employed (autonomous) (partner-workers). This means that by paying those EUR 3000 we have each one of us a third of the company.

# MEDIA PLAN

TIME	POST	AIM
Thursday, 3rd Dec at 8pm	Instagram, tiktok, webpage	Defining the aesthetic
Thursday, 3rd Dec at 8pm	Creation of company Instagram	Defining the aesthetic
7/12-18/11	Teasers/trailers	Excite the public
9/12	Creation of company Tiktok	Spreading to other social media
11/12	Publicar the first design	Entering the market
Friday, 18th Dec	1st campaign	Introducing the models, the company values, etc
19/12	First tiktok	More social media presence

# MEDIA PLAN



TIME	POST	AIM
25/12	Christmas special	Connecting with the audience
01/01	New year's special	Connecting with the audience
15/01	Some designs	Defining the aesthetic
22/01	Tiktok behind the scenes	Connecting with the audience
29/01 - 12/02	Insta post	Defining our image
12/02	Photoshoot	Familiarizing the public with our product

# Our Instagram: @cloverthebrand\_



# BUSINESS MODEL CANVAS:

<b>Business Model Canvas</b>		<i>Designed for:</i>	<i>Designed by:</i>	<i>Date:</i>
		CLOVER	CLOVER	18/01/2021
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<p>Other young sustainable companies with whom we can create mutually beneficial collaborations.</p> <p>Second-hand shops (our suppliers).</p> <p>Online magazines that can help with exposure.</p> <p>Public figures who can advertise the brand and help it reach the desired audience.</p>	<p>Coming up with new designs to keep the customer base happy.</p> <p>Sewing and upcycling the raw materials.</p> <p>Rapid delivery to the clients.</p> <p>Market research to adhere the customer base's needs.</p>	<p>We aim to be the most affordable sustainable company, and unlike many of our competitors, we will actively promote diversity and inclusivity of all kinds.</p> <p>Furthermore, we will have a client-based strategy, meaning that our customers will always come first.</p> <p>Finally, our products will be able to be bought be both online, with rapid delivery, and in physical stores, granting access to more people who do not live in Valencia.</p>	<p>An excellent customer service centre with an online option, instead of on-the-phone.</p> <p>Bot chats on the website for the client communication.</p> <p>Various easily-accessible social media platforms.</p>	<p>The younger generations who want to invest in sustainable and up-to-date garments which are sold at much more affordable prices than other sustainable companies currently.</p>
	Key Resources		Channels	
	<p>Sewing equipment such as machines, fabric, string...</p> <p>Land/property to base our operations.</p> <p>Employees for all of the different sectors, such as marketing, finance, operations, etc., as well as in the legal sector.</p> <p>Financial bases in order to have all of the above.</p>		<p>Various social media platforms on which our customer base can engage and interact with us.</p> <p>Advertisement through social media creators mainly, as well as other forms of paid advertisements.</p> <p>Different competitions and fairs for startup businesses, to meet other companies and clients.</p>	
Cost Structure		Revenue Streams		



# CUSTOMERS

## Customer Relationships:

An excellent customer service centre with an online option, instead of on-the-phone.

Bot chats on the website for the client communication.

Various easily-accessible social media platforms.

## Customer Segments:

The younger generations who want to invest in sustainable and up-to-date garments which are sold at much more affordable prices than other sustainable companies currently.

## Channels:

Various social media platforms on which our customer base can engage and interact with.

Advertisement through social media creators mainly, as well as other forms of paid advertisements.

Different competitions and fairs for startup businesses, to meet other companies and clients.

# KEY ACTIVITIES

- Coming up with new designs to keep the customer base happy.
- Sewing and upcycling the raw materials.
- Rapid delivery to the clients.
- Market research to adhere the customer base's needs.



## KEY PARTNERS

- Other young sustainable companies with whom we can create mutually beneficial collaborations.
- Second-hand shops (our suppliers).
- Online magazines that can help with exposure.
- Public figures who can advertise the brand and help it reach the desired audience.

# KEY RECOURCES

- Sewing equipment such as machines, fabric, string...
- Land/property where we can base our operations.
- Employees for all of the different sectors.

## Finance

CLOVER														
		Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre	TOTAL
UNIDADES	T-shirts	60	62	61	62	60	62	63	65	67	61	62	64	749
UNIDADES	Jeans	56	54	57	56	56	56	56	56	56	56	56	56	671
UNIDADES	Zapatos	53	54	52	56	52	57	58	59	54	51	57	60	663
UNIDADES	Bolsas	49	49	49	49	49	49	49	49	49	49	49	49	588
UNIDADES	Gomas de pelo	34	39	43	36	37	31	32	35	33	34	32	37	423
UNIDADES	Pañuelos	23	22	25	21	26	27	28	25	20	24	25	27	293
UNIDADES	Targetas de regalo	40	45	47	45	43	38	37	40	42	38	37	40	492
	<b>PROFIT</b>	211,48	188,47	128,99	259,45	128,49	289,94	321,93	362,92	280,47	154,00	311,44	361,91	2.999,49
	<b>Ingresos</b>													
15	T-shirts	900,00	930,00	915,00	930,00	900,00	930,00	945,00	975,00	1.005,00	915,00	930,00	960,00	11.235,00
25	Jeans	1.400,00	1.350,00	1.425,00	1.400,00	1.400,00	1.400,00	1.400,00	1.400,00	1.400,00	1.400,00	1.400,00	1.400,00	16.775,00
49,99	Shoes	2.649,47	2.699,46	2.599,48	2.799,44	2.599,48	2.849,43	2.899,42	2.949,41	2.699,46	2.549,49	2.849,43	2.999,40	33.143,37
9,99	Bags	489,51	489,51	489,51	489,51	489,51	489,51	489,51	489,51	489,51	489,51	489,51	489,51	5.874,12
1,5	Gomas de pelo	51,00	58,50	64,50	54,00	55,50	46,50	48,00	52,50	49,50	51,00	48,00	55,50	634,50
8	Pañuelos	184,00	176,00	200,00	168,00	208,00	216,00	224,00	200,00	160,00	192,00	200,00	216,00	2.344,00
5	Targetas de regalo	200,00	225,00	235,00	225,00	215,00	190,00	185,00	200,00	210,00	190,00	185,00	200,00	2.460,00
	<b>INGRESOS</b>	5.438,98	5.468,97	5.428,99	5.618,95	5.388,99	5.668,94	5.733,93	5.813,92	5.593,97	5.354,00	5.668,94	5.848,91	67.027,49

<https://docs.google.com/spreadsheets/d/15ci7i8Puf0PTsjs8885aogln6ltb1tsWtC8oJrstcBw/edit#gid=0>

## Competitors



- ❑ **Based In** | California, USA
- ❑ **Ethics** | Fair Trade Certified collections, organic cotton, environmental sustainability
- ❑ **Best For** | Fair trade **outdoor clothing**
- ❑ **Product Range** | Women's & men's outdoor apparel, swimwear, activewear

## Ethical/sustainable companies

CLOVER



- ❑ London UK,
- ❑ **Ethics** | Fair trade apparel, sustainable cotton, eco-friendly practices, ethical supply chain, gives back
- ❑ **Best For** | **Dresses for any occasion**
- ❑ **Product Range** | Women's, men's, & children's apparel, accessories

EILEEN  
FISHER

- ❑ **Based In** | New York, USA
- ❑ **Ethics** | Fair Trade Certified collections, sustainable materials & practices, inclusive sizes
- ❑ **Best For** | **Organic linen clothing**
- ❑ **Product Range** | Women's apparel, accessories, shoes



## Brand differentiation



- **Diversity among other cultures**, therefore everyone feels like they are a part of our brand.
- **Affordable clothing** that includes unique selling products.
- Sustainable cotton-eco friendly practices
- Great variety of clothes such as: casual-sports.
- Innovative business- we keep with the trends-make our own ones as well.



## Our statements:

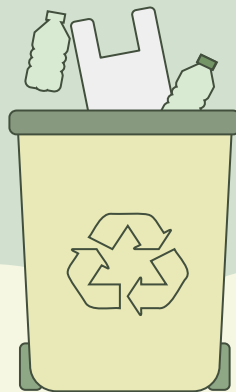
### MISSION

“We want to create the most compelling and affordable sustainable clothing brand, promoting the values of diversity and acceptance in society”.



### VISION

Accelerate sustainable clothing. Our brand makes fashion fun, modern and environmentally friendly



Created by: Paulina,  
Samuel & Lucia.

### CEO

Lucía Martínez







# THANKS!

