

Executive Summary

Wondermatrix , is a new clothing manufacturing business that will manufacture lingerie, under garments, socks, night-wear, t-shirts and golf shirts in a wide array of sizes and styles with exceptional customer service. The company will be located in Gaborone where the demographics are suitably convenient for compatible retailers who offer qualified traffic and potential referral business to easily access, yet also cost effective.

Market Potential:

Four key target groups are identified based on lingerie spending patterns. The three target groups are:

1. Women 25-59
2. Women 18-24
3. Brides
4. Men, Younger men and boys

A common psychographic component that **Wondermatrix** is targeting amongst all three groups is the Intimate Apparel Enthusiast (IAE). An IAE is a woman, who cares enough about her lingerie to want to shop at a specialty store,

There are large numbers of potential customers who fit these target descriptions within Gaborone.

Unique Selling Proposition:

From market research, it is suggested that women of bigger body builds tend to have less variety in lingerie and night wear, compared to their leaner counter parts that enjoy a much wider range of designs and colours.

Wondermatrix will solve this dilemma by offering a wide range of styles and sizes that cannot be found elsewhere in Gaborone. The moderate to more expensive lines of lingerie offered by **Wondermatrix** will be known for quality silks, hand finished laces and superior craftsmanship. We will be able to up-sell South African imports to a higher quality product that they may have seen in a fashion magazine, by educating her on the better durability, construction and fit, at a lower price.

Leadership and Vision:

The sole owner, William Zino Zachariah, brings a Degree in Business Administration, with 3 years' experience as a sales executive at Credit Bureau Africa, Huraya Insurance Brokers and 2 years' experience as a General Manager and Sales Executive at Pure & Sure (Pty) Ltd...

1.1 Objectives

- ✚ To create products with which women and men feel comfortable and stimulated by the wide array of choices that are available to fill their needs.
- ✚ To utilize superior customer service to create positive word-of-mouth recommendations and repeat sales
- ✚ To be in the consideration set for all underwear brands in Botswana
- ✚ To make **Wondermatrix** the number one local manufacturer of under- and evening-wear.
- ✚ To grow our product recognition beyond Greater-Gaborone

1.2 Mission

Wondermatrix is a specialty under-garment manufacturer offering, styles and sizes that are currently unavailable in Gaborone, thereby filling a void that exists between in the under-clothing market. Our mission is to give the discriminating lingerie shopper what they are looking for, whether it be fit, comfort or style.

1.3 Keys to Success

- ✚ Offer superior quality products with cutting edge designs that are not available in other outlets in the Gaborone market.
- ✚ Understand **Wondermatrix's** target customer to ensure that the correct product mix is available to meet their needs.
- ✚ Offer an assortment of sizes (especially in the larger sizes to meet the needs of the growing plus size market).
- ✚ Offer superior, personalized customer service to create favorable word-of-mouth recommendations and influence a high rate of repeat business.
- ✚ Continuously monitor inventory levels, and make adjustments as needed.
- ✚ Offer a variety of price points so that customers do not feel intimidated by the higher priced offerings.
- ✚ A hard-line advertising and promotion scheme to increase impulse purchases, creating the belief that there is always something new at **Wondermatrix**

Company Summary and Ownership

Wondermatrix is a locally incorporated, privately held company, that is 100% Motswana-owned by William Zino Zachariah. We offer quality merchandise at affordable prices. Mr. Zachariah will work full time as an owner/operator, responsible for running the business, sales and buying.

Fund utilization Summary:

Wondermatrix expects to produce **\$1,241,700** in the first year of operation, with aggressive growth projections of 15% in year two and 17% in year three, fueled by expanded product lines and aggressive marketing and to sell the products through AGOA agreement. The store is projected to become profitable during the second year of operation.

Start-up Summary

Start-up expenses and proposed financing are outlined below.

- ✚ **Wondermatrix** will open with several months of inventory. The majority of the company's assets will reside in inventory.
- ✚ Start-up requirements include sufficient working capital to help meet the running costs for the first 2-3 months of operations.
- ✚ The total start-up requirements are estimated to be **\$1,517,538**
- The start-up costs will be financed through long-term borrowing:

Start-up Requirements

WonderMatrix (Pty) Ltd

LOAN UTILISATION SUMMARY

ASSETS	UNIT PRICE	Number	TOTAL
Property, Plant and Equipment	53,515	1	136,814
Furniture and Fixtures	44,075	1	44,075
Motor Vehicle	830,599	1	830,599
TOTAL CAPITAL EXPENDITURE			\$1,011,488

WORKING CAPITAL	Unit Cost	Number of months	TOTAL
Staff Salaries	42,500	3	127,500
Fuel Costs	9,000	3	27,000
Telephone	1,000	3	3,000
Rates	900	3	2,700
Stationery	900	3	2,700
Rent	50,000	3	150,000
Security	9,500	3	28,500
Insurance	9,000	3	27,000
Motor Vehicle Maintenance			
Advertising and Promotion	9,500	3	28,500
Product Launch	90,000	1	90,000
Raw Materials	99,716	3	299,148
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TOTAL WORKING CAPITAL			589,348
TOTAL PROJECT COSTS			\$1,517,537