

BUSINESS PRESENTATION 2021



FINDING COMFORT



WITHIN DISCOMFORT



Company Overview



- FLY NY is an apparel and accessories brand that promotes the ideas of sustainability, inclusivity, and comfort.
- We are a third-year firm.
- Stationed in the very large fashion industry.
- Our chosen legal operation is an S-Corporation.
- We are located in the cultural epicenter of the world, New York City.



Our

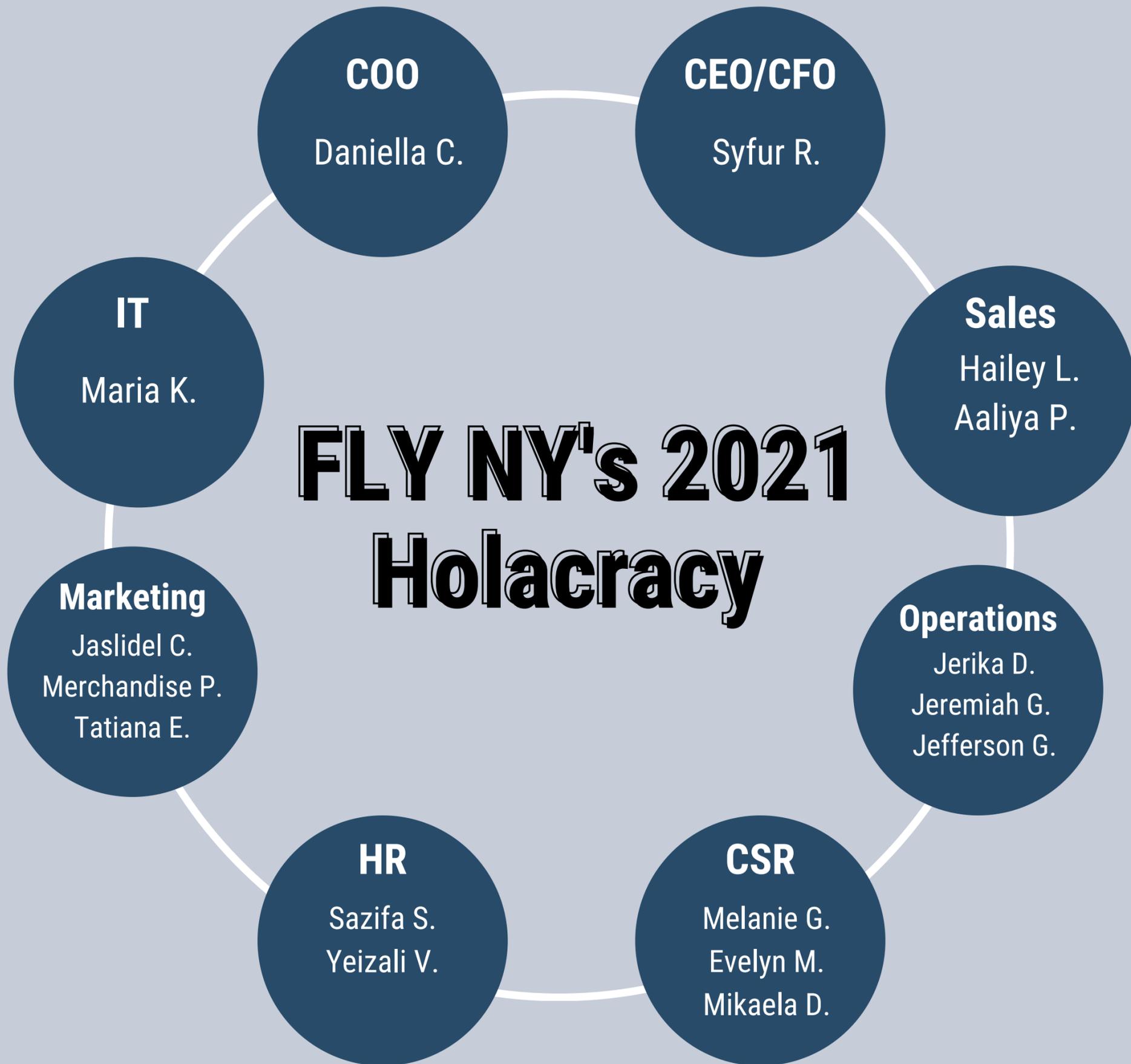
Mission



At FLY NY we have strong rooted beliefs in the true meaning of **finding comfort within discomfort.**

We encourage personal expression through our sustainable product offerings that are thoughtfully curated to allow our consumers to feel their best. Our goal is to foster a label that encourages unity, originality, and confidence.





Organization

FLY NY operates as a holacracy.

Everyone works together harmoniously to ensure professional and personal growth.

We freely express our ideas as a team.

SWOT Analysis

S

STRENGTHS

- Inclusive and high quality product offerings.
- Established firm.
- Loyal customers.

W

WEAKNESSES

- Not utilizing social media platforms to the fullest.
- Not maximizing our sales.

O

OPPORTUNITIES

- Expanding our e-commerce platform.
- Attending trade shows.
- Partnerships with companies such as a ViaCom enhance our knowledge of the industry.

T

THREATS

- Local competitors with apparel based firms.
- The current pandemic and not knowing when it will end.

Customer Empathy

- According to NPD, "Purposeful and convenient options are critical to winning over the hearts and minds of Gen Z consumers."
- Able to freely express themselves through their style.
- Buy affordable but high-quality merchandise.
- Prefer sustainable products.

Problem Statement



Ensuring that everyone is equally represented.

We go against the traditional mindsets of the fashion industry.

Being mindful and socially conscious of the current state of the world as well as our target audience.



Solution Statement

- We are the first VE firm to adapt a Corporate Social Responsibility (CSR) department into our business.
- FLY NY's product assortment is extremely inclusive and comfortable.
- Adapting and continuously evolving to meet our consumers' needs before and after the pandemic.



Company Goals & Milestones



SHORT-TERM GOALS

- Build brand recognition.
- Align our brand with customers' values and needs.
- Ensure we work with manufacturers that ethically source.
- Develop and strategize our social media efforts.
- Research the competition, in turn creating a competitive advantage.

LONG-TERM GOALS

- Continue to evolve based on consumer needs.
- Expand product assortment.
- Collaborate with other VE firms.
- Increase our sales by 10% by December 31, 2021.

Strategies To Achieve Company Goals & Milestones



SHORT-TERM GOAL STRATEGIES

- Establish our brand's message with our consumers by being authentic and consistent.
- Research social media platforms that are popular.
- Obtain sustainability reports from manufacturers we work with to ensure our product assortment is living up to our standard.

LONG-TERM GOAL STRATEGIES

- Keep up with the current events of our world.
- Implement a survey system to receive feedback from our customers.
- Negotiate fair contracts with other VE firms to gain valuable insight and increase sales.

Target Market



Our primary target market are VE students in middle school and high school.

Our secondary target market are adults and guests at trade shows.

Our tertiary target market are outside contracted sales.

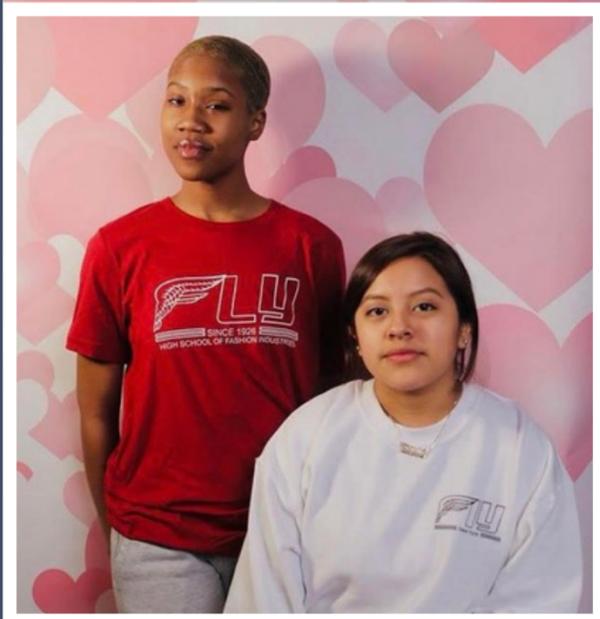
Although we have specific target markets, our products are worn by everyone since comfort is universal.



Market Segmentation

- **Demographic:** Teens and young-adults. Ages range from 12-21.
- **Geographic:** We market and sell to the New York Metropolitan area, the United States, and internationally.
- **Psychographic:** Generation Z are socially-conscious, ethical, and versatile.
- **Socioeconomic:** Due to our affordable prices, we can target students of ALL socioeconomic backgrounds.

Product Assortment



T-SHIRTS/CREWNECKS



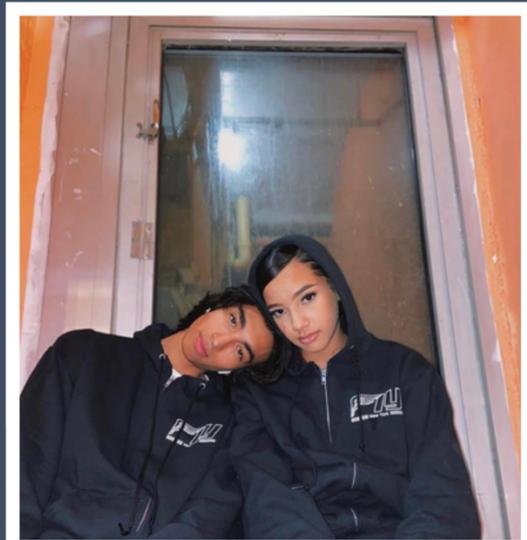
UMBRELLAS/BOTTOMS



HOODIES



TOTE BAGS



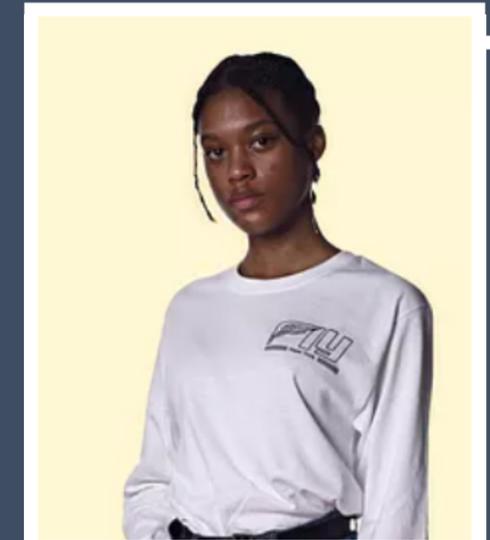
ZIP UPS



BEANIES



REUSABLE STRAWS



LONG SLEEVE SHIRTS

FLY NY Reusable Face Masks



OUR NEWEST ADDITION

Marketing Mix

PRODUCT

An inclusive product assortment that has a range of colors, sizes, and gender-fluid items.

POSITIONING

We've positioned our brand to offer comfortable products and a style that is transitional.

THE FIVE P'S

PRICE

Prices range from \$10-\$85, making our brand affordable for our consumers and profitable for us.

PROMOTION

Social media, e-mails, trade shows, and our website are used to engage with consumers and promote products.

PLACEMENT

Our website offers our consumers easy access to products through different categories.

Competitive Analysis



<i>CLOUD WEAR</i>	<i>FLY NY</i>	<i>ADK EVERGREEN APPAREL</i>
 CLOUD WEAR		
<p>Advantages:</p> <ul style="list-style-type: none">• Product offering appeals to a larger group because of the brand's holiday themed wear.	<p>Compared To FLY NY:</p> <ul style="list-style-type: none">• Affordable price point.• Wide range of products such as hoodies, t-shirts, and tote bags.• Clothing manufactured ethically.• Consumer engagement through social media.	<p>Advantages:</p> <ul style="list-style-type: none">• Key focus on climate change.

Discussion of Business Risks

The current pandemic and it's negative impact on small businesses.



The American dollar losing value.



Lack of consumer knowledge on our product assortment that includes gender-fluid clothing.

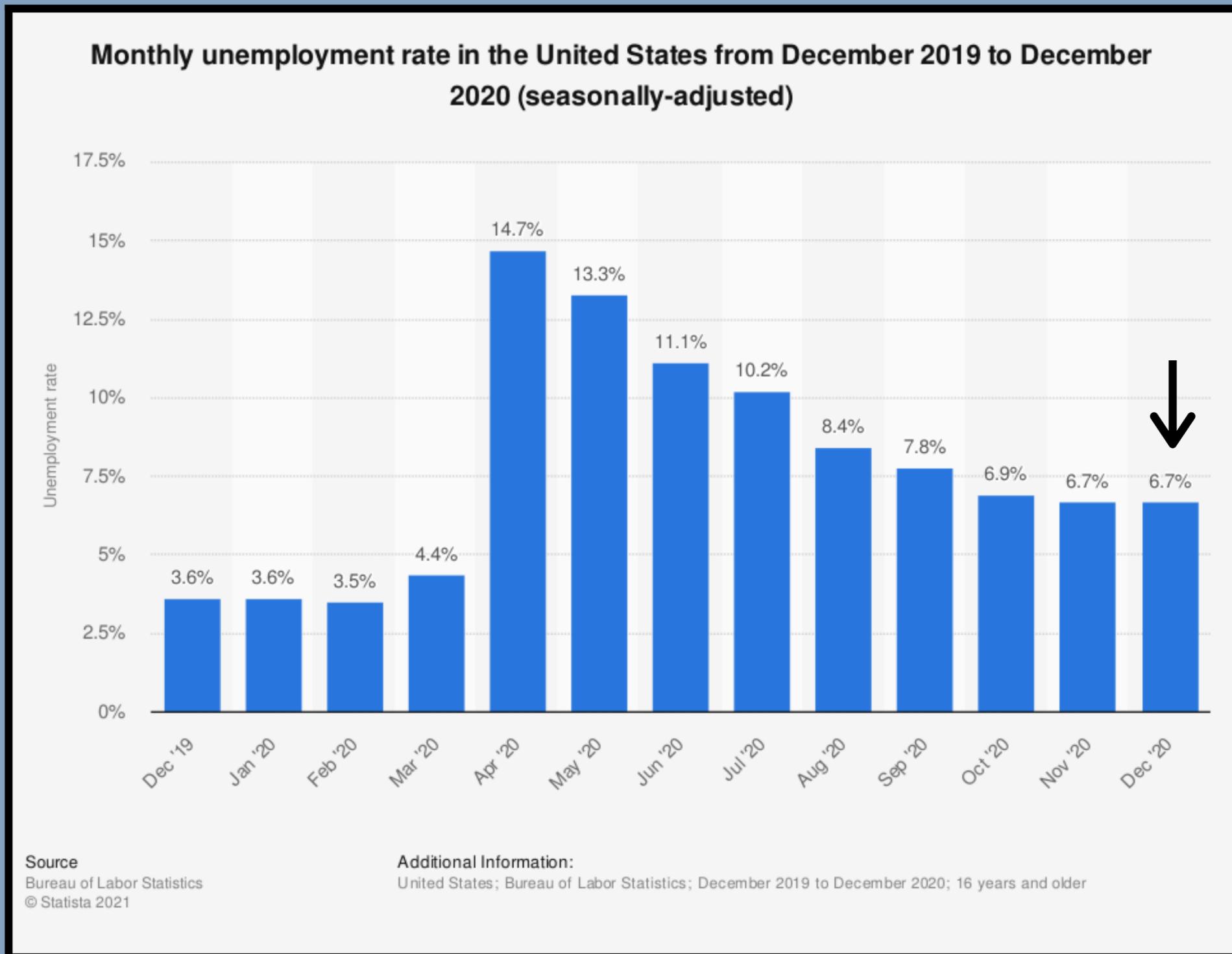
Strategies To Deal With Business Risks



- Purchase a business interruption insurance plan.
- Manufactured goods will not be purchased overseas.
- Educating our consumers through our website and social media so our message is clear and concise.

The Unemployment Rate

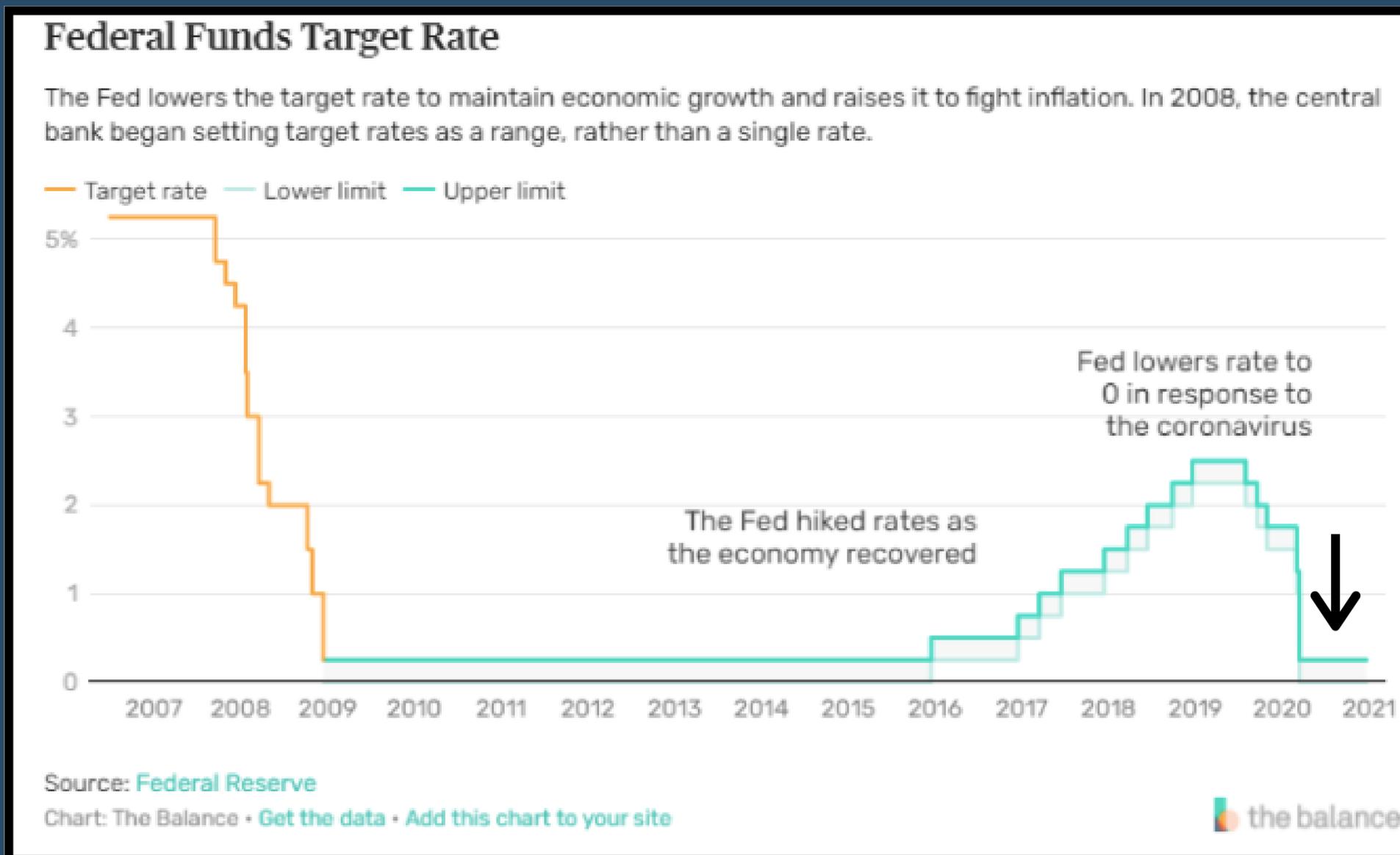
The current unemployment rate is 6.7%.



Although the percentage is decreasing, many people cannot spend money on clothing, but stimulus checks will combat this issue.

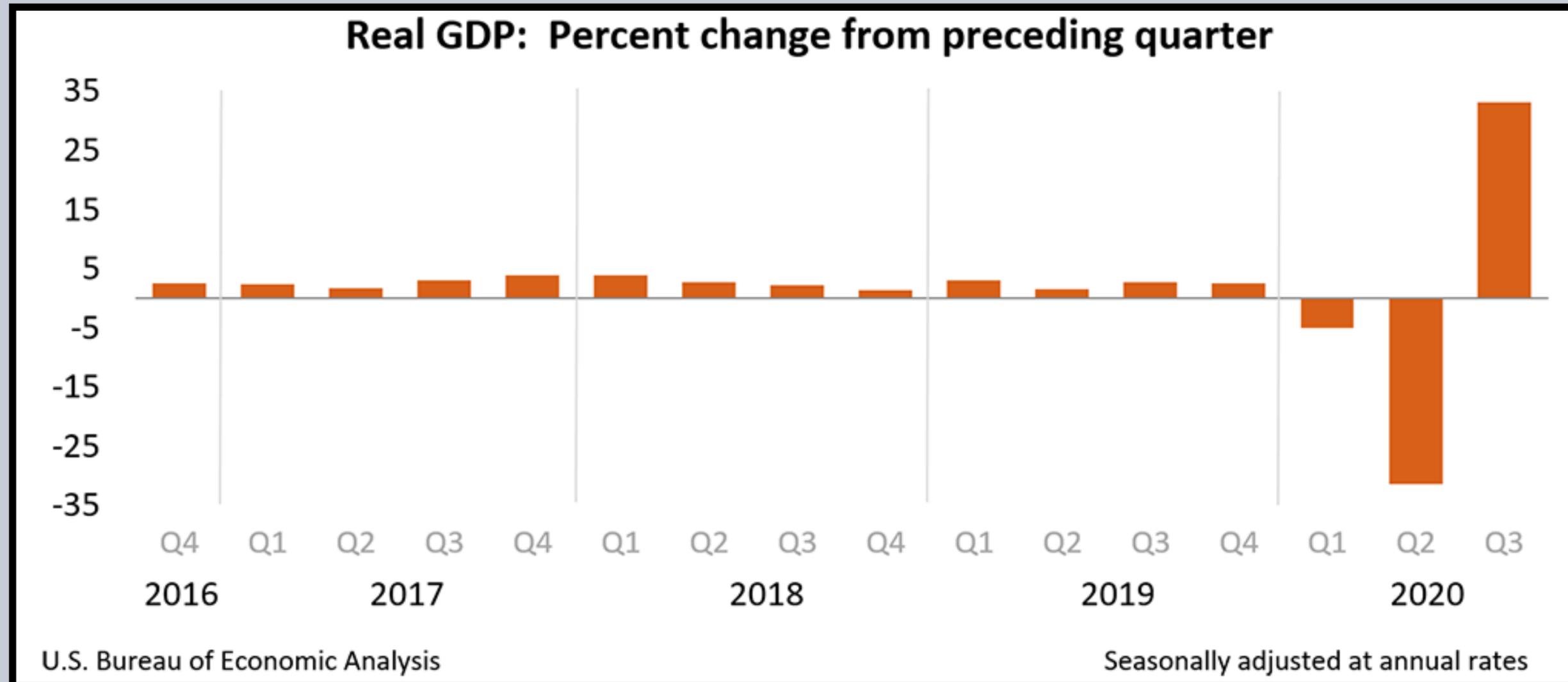
Business Interest Rates

The U.S. has lowered its interest rate to 0.25%.



Lower interest rates revitalizes the economy and boosts sales rates.

Gross Domestic Profit



The economy is slowly going back to normal again due to the increase in GDP.

Consumers are willing to spend more on clothing and essential items.

Break-Even Analysis

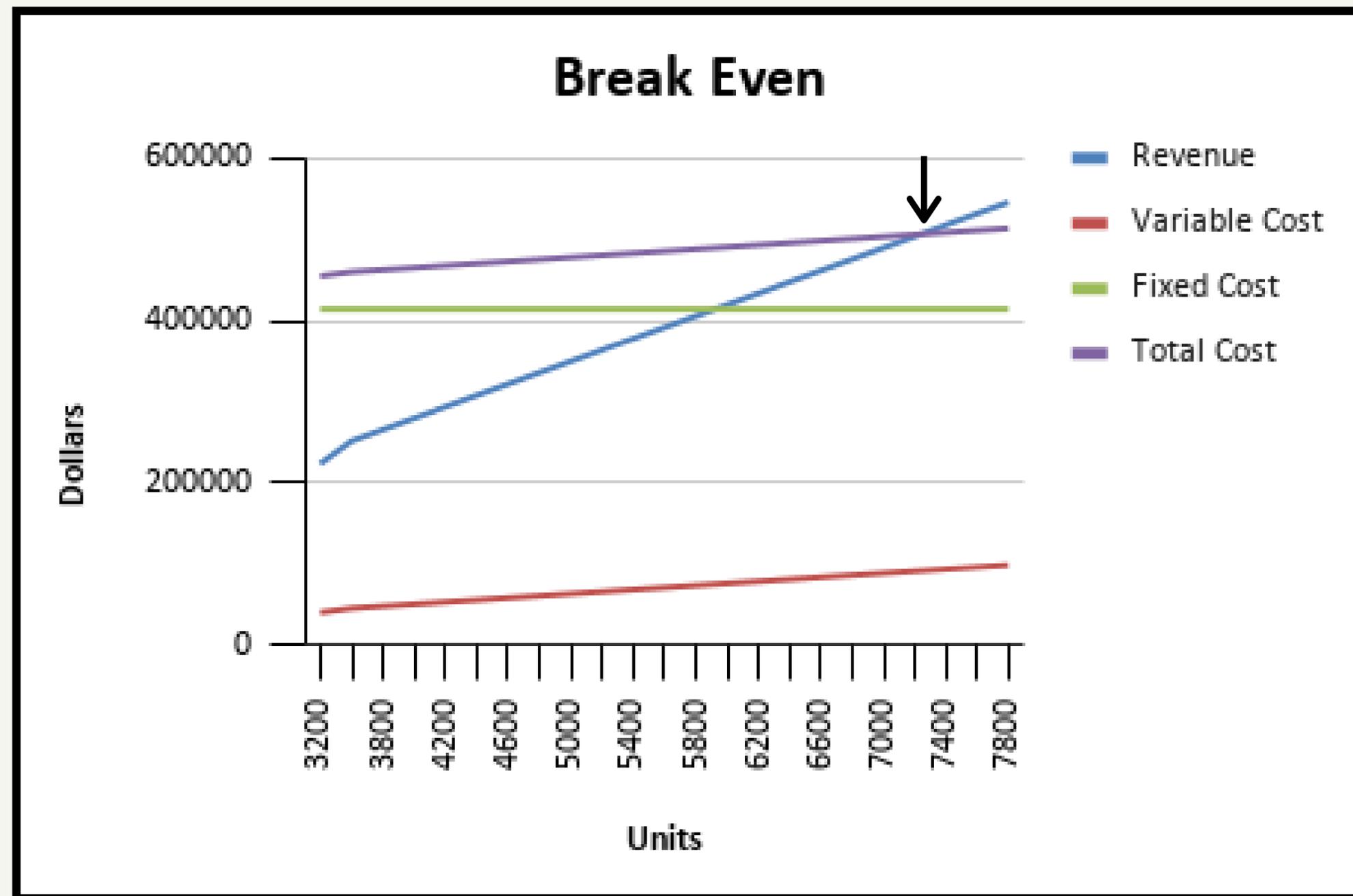
Break-Even Point In Dollars
= **\$506,777.56**

Break-Even Point In Units
= **7,239.68**

Average Selling Price
= **\$70.00**

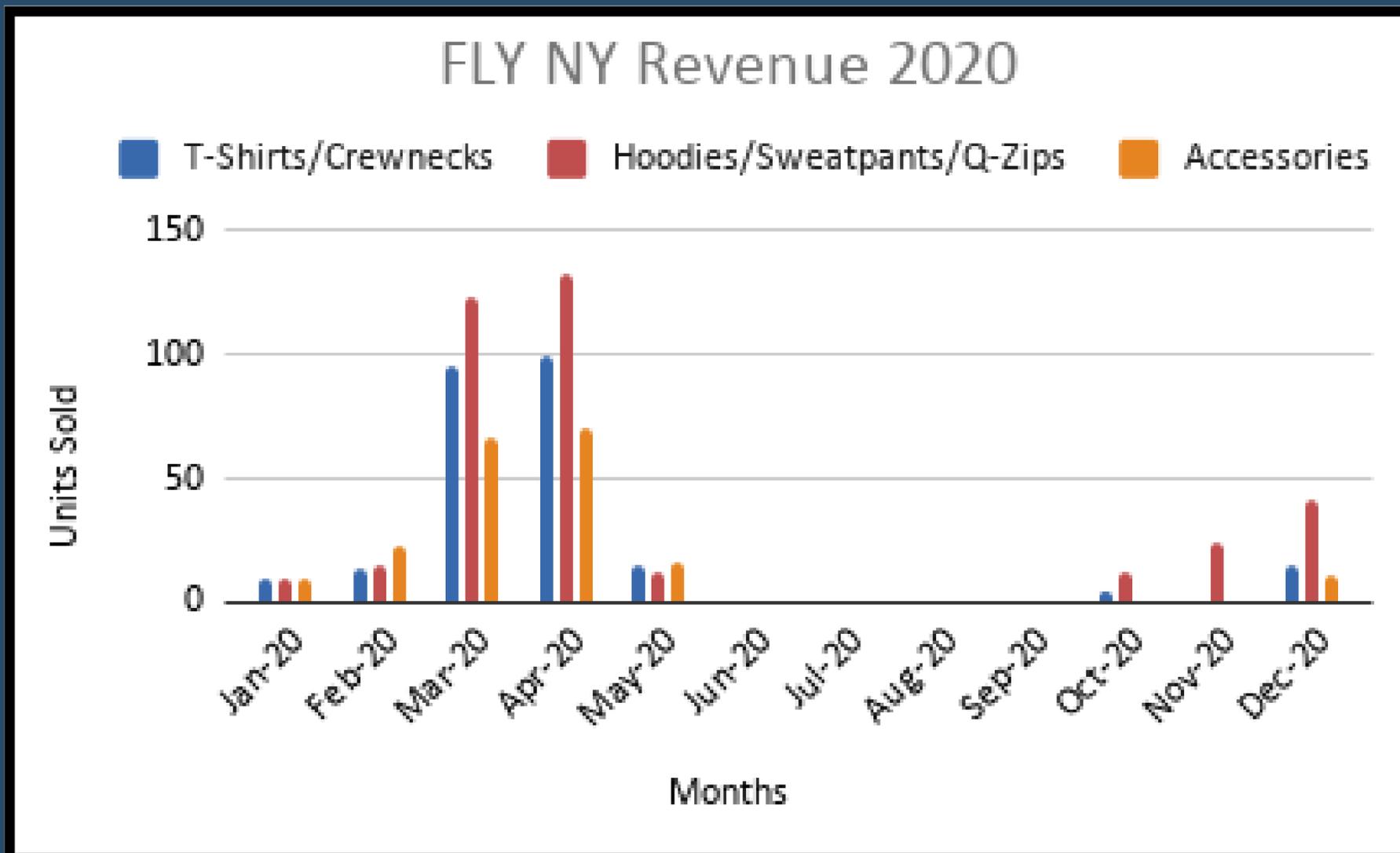
Average Cost of Goods Sold
= **\$12.73**

Average Profit Rate
= **81.82%**



We plan to break-even in April 2021.

Profit & Loss Summary



Actuals: 10/31/20

Sales Revenues	
Sales	\$500,000.00
Trade Show Sales	\$750,000.00
Total Sales Revenues	\$1,250,000.00
Cost of Goods Sold or Services Provided	
	\$227,250.00
Gross Profit	\$1,022,750.00
Gross Profit Margin	81.82%
Operating Expenses	
Salaries	\$242,000.00
Rent	\$41,768.00
Advertising	\$100,000.00
Insurance	\$29,090.59
Utilities	\$7,178.00
Medicare/Social Security/Matching Payroll Taxes	\$18,513.00
Total Operating Expenses	\$438,549.59
Income From Operations	\$584,200.41
Other Revenues/Gains and Expenses/Losses	
Net Income Before Taxes	\$584,200.41
Corporate Income Tax	
Net Income After Taxes	\$584,200.41

Projections: 4/30/21

Balance Sheet



Assets	
Current Assets	
Cash	\$1,011,295
Total Current Assets	\$1,011,295
Fixed Assets	
Computers	\$0
Less: accumulated depreciation	\$0
Furniture and fixtures	\$0
Less: accumulated depreciation	\$0
Office equipment	\$0
Less: accumulated depreciation	\$0
Total Fixed Assets	\$0
Total Assets	\$1,011,295

Liabilities and Stockholders' Equity	
Current Liabilities	
Accounts payable	\$0
Payroll tax payable	\$0
401(k) payable	\$0
Other payable	\$0
Corporate tax payable	\$0
Total Current Liabilities	\$0
Long Term Liabilities	
Loan payable	\$0
Total Liabilities	\$0

Stockholders' Equity	
Common stock, \$10 par value, * # shares issued	\$170,000
Additional paid-in-capital	
In excess of par value	
Retained earnings	\$841,295
Total Stockholders' Equity	\$1,011,295
Total Liabilities and Stockholders' Equity	\$1,011,295

Our total assets are equal to our total liabilities and stockholders' equity.

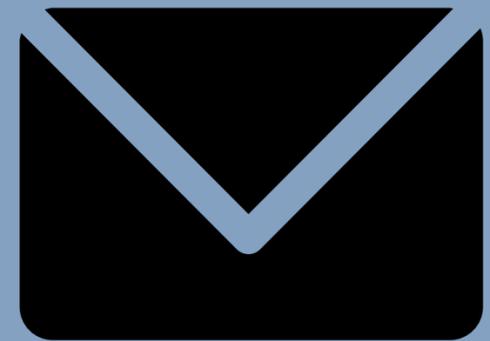
Contact Us!



www.fashionflyny.com



[@flyfashionny](https://www.instagram.com/flyfashionny)



fly.ny@veinternational.org

Thank You!

This concludes our presentation!

**You are more than welcome to ask us
any questions about FLY NY.**

NEW YORK