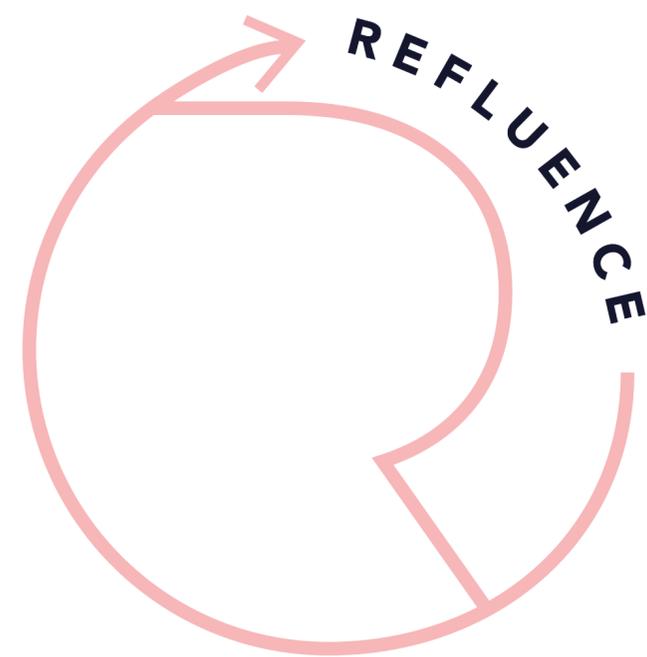


# Refluence Business Plan.



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Refluence is a second hand retail site supplied by European Influencers aimed at Generation Z and Young millennials. Through professionally taken and uploaded photos consumers can browse, rent or buy Influencers products directly from their wardrobes. Promotional strategies include webinars, giveaways, Influencer endorsements and organic PR such as magazine articles. It aims to tackle the pollution and emissions the fashion industry is producing each year, by circular up-cycling.

Refluence will operate from an office space in Northamptonshire, with the CEO Grace Duval, Social Media manager and 2 interns every summer and winter break. Renting, authentication and professionally taken garment photos are not offered by any current re-selling sites on the market, which is an incentive for consumers to choose Refluence.

The business will launch with a £30,000 bank loan to cover start up costs, and makes a continual profit from the month of December. The business's revenue is created through the 25% commission fee's it charges on the price of each item. Currently, Refluence is only available through their website in Europe. There is the opportunity to expand internationally in the future alongside the launch of an application for IOS users.

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What is it?

1. A second hand, online clothing platform solely selling stock directly from influencer's wardrobes.
  2. An online clothing renting platform directly from influencer's wardrobes.
  3. An online community of like minded shoppers who value sustainability.
  4. Educate consumers to help reduce pollution from the fashion industry.
-

Refluence is a new website offering pre-loved items from the top influencers in Europe currently, to buy or to rent. Each month there will be a monthly e-newsletter released covering the newest influencers who have joined, what the most popular item styles are and even the latest trends. Refluence's website is free to sign up to, but there will be an option to pay £10 monthly to receive early access to an influencer of their choice's closet before those who have not.

The ever changing trends of fast-fashion and over consumption has contributed towards 9 million tonnes of landfill waste in 2018 and it is growing year upon year. (Edge, 2021) It has also caused a constant need for over consumption and 2.1 billion tonnes of Co2 emissions released into the atmosphere. (McKinsey, 2020) This, alongside a change into slower consumer consumption, indicates a need for a pre-loved business to help reduce these statistics. (Taylor and Francis, 2020)

Mission: Our mission is to slow down and circularise the fashion industry, one garment at a time.

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### Buy and Rent Product.

Refluence is an online pre-loved platform for Female European influencers to sell / rent their clothing to instead of sending them to landfill. The influencer will upload the item with their own pricing, which Refluence will take 25% commission from.

Online retail was the only to receive profitable growth through 2020, of up to 50%. (Berg, A, 2020)

### Charity Donations

The clothing that is not sold, rented or upcycled by Refluence will be able to be donated to charity.

Multiple online sources are exposing the gentrification of traditional Charity shops due to online resell sites, most namely Depop. (Pendry, E, 2020) The discussion of this was first raised by musician and TikTok user Naomi El, in 2020. (El, N, 2020) These donations can keep the traditional stores stocked for those who need to purchase from them, whilst reducing the rising price points.

All of these factors come together to give a sense of community and new circular consumption within the fashion sector. contributing to the future vision of Refluence:

“To reduce the carbon footprint of the fashion industry in Europe, whilst growing awareness of the pre-loved market.”

### Influencer Information.

Influencer connection is at the heart of Refluence’s business model. Between both Influencer and brand, and Influencer and consumer.

In the first 3 months of 2021, there were over 21 posts exposing how to dress like the Instagram influencers on Google’s homepages. (Google, 2021). A 2021 study shows influencer marketing industry is set to hit \$22 million, and 93% of companies using Influencer marketing in 2020. (Oberlo, 2020) These articles show a genuine connection between Influencer and consumer.

### Brand Education.

A monthly e-newsletter will be released explaining who the newest influencers to join are, top selling items, updates on the charities which are supported and education on the sustainability within the fashion industry.

With 3.9 Billion daily email users, (Statista, 2020) and an average open rate of 20%, email marketing is far from dying. (MailChimp, 2019) It is also the quickest way to let consumers know who, what, where, when why within your business.

## Circular up-cycling

Coined by Dr. Brismar in 2014, Circular Fashion is not just about recycling garments anymore, there needs to be a new wave of re-loving and re-wearing garments; not just being discarded of when they are no longer wanted. (Brismar, A, 2014) Circular up-cycling is seen in every aspect of Refluence, especially the unique aspect of being able to rent garments. In 2018, the Ellen Macarthur foundation also created the 'Make Fashion Circular' Initiative to popularise the use of sustainable and reusable fibres. (Ellen Macarthur, 2018) Refluence will only work with Influencers who also have this same belief and values towards the fashion industry.

## Community

37% of Gen Z and 27% of millennials shop through the reselling market. (Forbes, 2019) This, alongside 93% of businesses using influencer marketing in 2020, points towards a consumer base who want to emulate and aspire to be like their favourite influencer, but do not have the budget. (Oberlo, 2020) Furthermore, Forbes suggests that other pre-loved websites have emphasised the need for a community to educate and understand the implications of fast-fashion for its consumers to truly make the change to pre-loved. (Forbes, 2021) Refluence creates an online community for those individuals who all value sustainability and circular fashion; as well as a way for them to purchase or rent the items they are seeing on influencers in the community, which would have previously been too expensive.

## Objectives

**1**

To gain at least 30 influencers available to purchase from on the platform within the first 12 months.

**2**

To have 10,000 customer sign ups to the website within the first year of launching.

**3**

To be profitable within the first year of launching.

**4**

To bring awareness to the effect the fashion industry, particularly fast fashion, is having on the planet and how consumers can make changes to prevent it.

Overall, Refluence is focused on extending the life of a garment to reduce the effect that the fashion industry is having on the planet all whilst creating an online community who values re-wearing, recycling and re-loving clothing.

## THE CARRIE GENERATION.

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The Carrie generation are those who use social media daily, and through this have been influenced to buy items to imitate and relate to those within this tribe. The name is derived from the similar phenomenon TV show 'Sex and The City' caused in the 2000's.

The tribe is split into two, comprising of generation Z and young millennials. Both feel a drive and sense of responsibility to care for the world around them, want to see businesses putting people before their profits, and create a community within their business. (Deloitte, 2020) Both tribes have shopped pre-loved before and would continue to do so. 88% of the tribes would also rent their items to reduce environmental impact. (Duval, G, 2021)

Refluence is responding to the needs of The Carrie Generation, by creating a new sustainable selling platform which values the planet and the community which it is reaching.



Figures 1 -3

Generation Z are set to become the largest and most diverse generation in history, according to Business Insider. (Business Insider, 2020) This, alongside the fact that gen Z are on track to be the most educated generation yet, with 57% gaining a college degree in 2018, point towards the 'educated shoppers' becoming the main target market for Refluence. (Pew Research, 2020) The educated shoppers find themselves questioning all purchases, according to WGSN future brands should create a 'aspirational browsing' experience to truly capture the educated shoppers, (WGSN, 2015), and they trust the opinion of their peers more than the brands themselves when retail shopping. But, when they do shop they wish to shop from brands which align with their own personal values with 62% preferring to buy from sustainable brands in 2019. (FITCH, 2018; Forbes, 2020) Alongside this, 57% of gen Z are interested in or have rented clothing. (Fashion Network, 2020)

These factors find a new tribe of the Educated Shoppers within gen Z. They want to shop from brands they share values with and provide recommendations from those they trust; which are combined within Refluence. Similarly, they are also able to rent the items they do not wish to buy within Refluence too.

Generation / Age	Generation Z. Age 25.
Classified as	Early Adopters. (Rogers, 1962)
Gender	Female.
Acorn classification	2, Rising Prosperity. D, City Sophisticates. 17, Socialising young renters. (Acorn, 2005).
Location	Larger University Cities. (London, Manchester)
Occupation / Work Goals	Lower level in fashion retail. Wish to own their own business.
Mentality	Want to be as sustainable as possible in every aspect of their life.
Interests / Hobbies	Surfing social media such as TikTok, Instagram and Youtube. They learn visually.
Pain Points.	They face judgement on social media from their peers, and constantly compare their lives to the 'perfect' ones they see on social media.

Instrumental	Terminal
Ambitious	Pleasure
Helpful	Social recognition
Honest	A world at peace
Imaginative	An exciting life
Intellectual	Freedom



Figures 4 - 6

Millennials are the worlds biggest spenders. They focus on sustainability and brand beliefs, but are also the generation which will look for product discounts, with 66% willing to purchase another brand if they offered them a 30% discount. (Forbes, 2019) A study by Deloitte suggests that millennials are the most frugal, yet are the most willing to shop small and support local sellers after the COVID-19 pandemic. (Deloitte, 2020) Conscious shoppers are now looking to invest in their wardrobes, and aspire to have garments which are better quality than the ones they could previously afford.

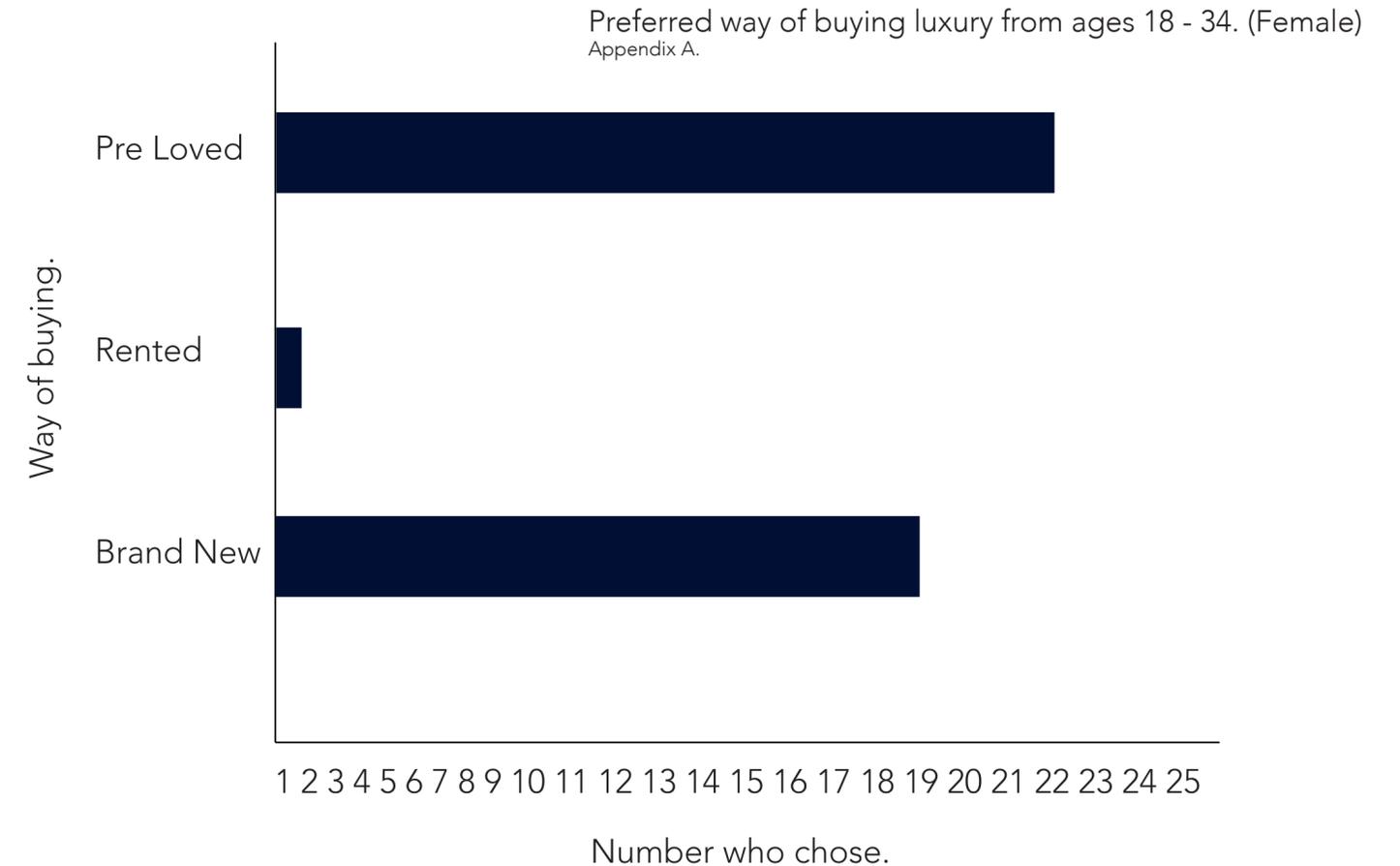
Refluence are targeting conscious shoppers as the items are being sold by individuals, and are at a reduced price than the high street alternative. Similarly, as millennials are the first digitally native generation, with a predicted 85% of them shopping online in 2020, Refluence is targeting their core values and needs of an online, sustainable shopping presence. (Insider Intelligence, 2020)

Generation / Age	Young Millennial. Aged 29.
Classified as	Early Majority. (Rogers, 1962)
Gender	Female.
Acorn classification	2, Rising Prosperity. City Sophisticates. Type 15, Younger Professionals in smaller flats. (Acorn, 2005)
Location	Large Towns / Cities.
Occupation / Work Goals	Mid level job in a head office. Aim to the top of their department.
Mentality	Want to have a stable, successful career and be perceived as successful by their peers. They do wish to have some social media influence as they themselves are by others.
Interests / Hobbies	Dinner with friends. Netflix nights. Weekly Classes for their hobbies.
Pain Points.	Compare themselves to their peers with the use of social media in both career and social life. Struggle to excel with the boundaries of having many higher co-workers to compete with.

Instrumental	Terminal
Broadminded	Self-respect
Capable	Wisdom
Forgiving	True Friendship
Responsible	A comfortable life
	Mature love
	Family security

Refluence is within the resale /second hand market sector as it is set to grow to \$64 Billion in 2024; similarly, online second hand is set to grow 69% in 2021. (Thredup, 2020) The Business of Fashion also indicates that the Luxury Sector will be the only to grow out of the Pandemic compared to the value or mid-market sector. (McKinsey, 2020) Furthermore, a report by Mintel explains that 12% of the Refluences target market would be encouraged to purchase if there was the option to rent the item beforehand and 15% of Millennials have previously used a online rental service so would be trustworthy of the concept. (Mintel, 2019) There are other established brands within this market, but none are offering the option to rent garments.

Refluence sits in the 'luxury / bridge brands/ segment due to the items being sold predominantly being designer, but at an affordable price point. All these factors suggest Refluence to be a profitable and growing business upon launching.



Key Competitors

This market map shows the competitors which are most similar to Refluence. Directly, it is Vestiaire collective and Curate & Rotate, whilst indirectly 1st dibs is the main competitor. Vestiaire Collective was founded in 2009, but other competitors on the map are as new as 2 years old; evidencing you do not need to be the first in the market to be successful.

Refluence comes under 'social belonging / self-esteem' on Maslow's Hierachy of needs. (Maslow, 1943) Clothing is a need, but purchasing designer or sustainably sourced is a want.

Refluence comes under the 'Early Majority' within Rogers adoption curve as there are competitors who share similarities, but Refluence are earlier than other brands to tap into the direct values of consumers, such as the option to rent. (Rogers, 1962)

Designer product.

Vestiaire Collective

CURATE & ROTATE  
Resale - Reuse - Relove

1stDIBS

RELOVED AGAIN  
BY CATWALK GEE

rebound



GINGERKATE PRELOVED CLOTHING

All sector items.

Clothing only.

ebay depop

DRESS for LESS LONDON



Facebook Marketplace

Vinted

Gumtree



High street product.

Figures 7-21

## Key Competitors - Direct

Vestiaire Collective.  
Luxury Resell Market.

Product	<ul style="list-style-type: none"> <li>Predominantly luxury sector clothing and accessories at a high price point.</li> <li>Any items which are not 'designer' will be labelled as 'unlisted' which is a deterrent to buy.</li> </ul>
Pricing	<ul style="list-style-type: none"> <li>Free to join.</li> <li>Average blouse £130</li> <li>Average trouser £70</li> </ul>
Listing costs	<ul style="list-style-type: none"> <li>Free to join.</li> <li>10% - 20% commission fee when an item is sold.</li> </ul>
Place	<ul style="list-style-type: none"> <li>Original website which launched in 2009.</li> <li>Application was created in 2020 to aid the use of profile to profile contact for sellers.</li> <li>Collaboration with Selfridges pop-up turned permanent in 2019.</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>Television advertisements in France.</li> <li>Youtube marketing videos.</li> </ul>
Consumers	<ul style="list-style-type: none"> <li>Gen Z and Millennials. (CEO Max Bittner, 2020)</li> <li>Both male and female categories.</li> </ul>
Extra	<ul style="list-style-type: none"> <li>Returns are allowed within</li> <li>No videos for listings only photos.</li> <li>Pop up in Selfridges London.</li> <li>Photos taken by user.</li> <li>Resell calculator launched in 2016.</li> </ul>

Curate and Rotate.  
Instagram / Website pre-loved shop.

Product	<ul style="list-style-type: none"> <li>Natural or sustainable clothing and accessories, often vintage.</li> <li>During 2021 fashion brands such as 'Slow studio' donated new items for Curate and Rotate to sell to their followers as a form of marketing.</li> </ul>
Pricing	<ul style="list-style-type: none"> <li>Free to join.</li> <li>Average blouse £100</li> <li>Average trouser £65</li> </ul>
Listing costs	<ul style="list-style-type: none"> <li>Free.</li> </ul>
Place	<ul style="list-style-type: none"> <li>Instagram shop.</li> <li>Website was created in 2021 to shop.</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>Free PR through customers Instagram Accounts.</li> </ul>
Consumers	<ul style="list-style-type: none"> <li>Millennials.</li> <li>Only female category to buy.</li> </ul>
Extra	<ul style="list-style-type: none"> <li>No refunds, but items can be relisted.</li> <li>Hand picked items from the founder; not sold from each individual.</li> <li>Photos taken by CEO.</li> </ul>

Depop.  
Application / Website second hand market.

Product	<ul style="list-style-type: none"> <li>Clothing and accessories, from high street to luxury sectors.</li> <li>Often bulk bought items by the individual seller sold within 'bundles' to customers.</li> </ul>
Pricing	<ul style="list-style-type: none"> <li>Free to join.</li> <li>Average blouse £15</li> <li>Average trouser £40</li> </ul>
Listing costs	<ul style="list-style-type: none"> <li>Free to join.</li> <li>10% listing fee from Depop.</li> <li>3.5% + \$0.25 fee from Paypal.</li> </ul>
Place	<ul style="list-style-type: none"> <li>Mobile application.</li> <li>Online website.</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>Traditional marketing: Billboards.</li> <li>Online: Youtube Ads, Social Media Marketing through Influencers Instagram and Youtube profiles.</li> </ul>
Consumers	<ul style="list-style-type: none"> <li>Gen Alpha / Gen Z. (Statista, 2020)</li> <li>Both male and female categories.</li> </ul>
Extra	<ul style="list-style-type: none"> <li>Returns depend on the listing user.</li> <li>Item price is often inflated.</li> <li>Items are often bought and sold for a high profit.</li> <li>Photos are uploaded by user.</li> </ul>

Ebay.  
Online auction.

Product	<ul style="list-style-type: none"> <li>Items from all sectors, including fashion.</li> <li>Clothing and accessories from high street to high end depending on the individual seller.</li> </ul>
Pricing	<ul style="list-style-type: none"> <li>Average blouse £20</li> <li>Average trouser £25</li> <li>Free to join.</li> </ul>
Listing costs	<ul style="list-style-type: none"> <li>When selling a 10% commission is added on the value of the sell price to pay.</li> <li>Optional upgrades to listing cost from £0.50 - £2.50.</li> </ul>
Place	<ul style="list-style-type: none"> <li>Website, launched in 1995.</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>Social Media through sponsored Instagram and Facebook Posts. Youtube Advertisements.</li> <li>Youtube Marketing Videos also.</li> </ul>
Consumers	<ul style="list-style-type: none"> <li>Gen Z and Millennials.</li> <li>Both male and female categories.</li> </ul>
Extra	<ul style="list-style-type: none"> <li>Returns on a listing per listing basis.</li> <li>No videos for listings only photos</li> <li>'Make an offer' option for listings not just 'buy it now'.</li> </ul>

Facebook Marketplace.  
Additional second hand platform through  
Social Media platform Facebook.

Product	<ul style="list-style-type: none"> <li>All sector items.</li> <li>Clothing and accessories items predominantly.</li> </ul>
Pricing	<ul style="list-style-type: none"> <li>Free to join.</li> <li>Average blouse £10</li> <li>Average trousers £20</li> </ul>
Listing costs	<ul style="list-style-type: none"> <li>Free with Facebook Account</li> <li>No Listing Fees/ Commission fees.</li> </ul>
Place	<ul style="list-style-type: none"> <li>Only accessible with a Facebook Account.</li> <li>'Local' feature used to promote items which are close to the consumer.</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>Advertisement through Facebook and Youtube sponsored videos / posts.</li> </ul>
Consumers	<ul style="list-style-type: none"> <li>Largest worldwide users, 18.8% Male Millennial and 12.8% Millennial Women. (Statista, 2021)</li> <li>Both male and female categories.</li> </ul>
Extra	<ul style="list-style-type: none"> <li>No returns.</li> <li>No option to buy through the website.</li> </ul>

British Heart Foundation.  
Charity shop.

Product	<ul style="list-style-type: none"> <li>Clothing specific shops, both online and bricks and mortar selling clothing and accessories</li> </ul>
Pricing	<ul style="list-style-type: none"> <li>Jumpers from £3.29</li> <li>Dresses from £4.49</li> <li><a href="https://www.bhf.org.uk/shop/charity-shops">https://www.bhf.org.uk/shop/charity-shops</a></li> </ul>
Listing costs	<ul style="list-style-type: none"> <li>Free</li> <li>No fee on purchasing, but can donate to charity on top of item price.</li> </ul>
Place	<ul style="list-style-type: none"> <li>Bricks and mortar stores around the UK.</li> <li>Online, but selected items from their stores only.</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>Television advertisements.</li> <li>Sponsored social media posts on Facebook and Google search engine.</li> <li>Leaflet drops door to door.</li> </ul>
Consumers	<ul style="list-style-type: none"> <li>Baby Boomers.</li> <li>Both male and female categories.</li> </ul>
Extra	<ul style="list-style-type: none"> <li>Items are donated to sell from the bricks and mortar store, not individual sellers.</li> <li>Returns</li> </ul>

S

Only pre-loved platform to offer a rental service.

There are a lot of European influencers who use other reselling sites who would use Refluence.

Specialise in Influencer only garments who already have a following and consumer base for Refluence.

The photos of stock on Refluence will be professionally taken by Influencers, which is more appealing to the consumer than the photos displayed on competitor sites.

O

Opportunity to have a pop-up collaborations in the countries of the most popular influencers each quarter. (E.G Nordiska Kompaniet in Sweden or Galeries Lafayette in Paris.)

According to Forbes, the top 10 most sustainable countries in the world are all European. (Forbes, 2020) Aligning with the nature of Refluence to help create an increasingly sustainable fashion industry.

Depop sales grew by 54% during the first COVID-19 lockdown, indicating the consumer thought process is changing towards buying fast fashion, and Refluence can be one of the first to meet this. (Pendry, E, 2020)

The potential to collaborate with sustainable brands to sell their returns / dead stock which would usually go into landfill or collaborate with brands / influencers who educated on sustainability in the fashion industry using webinars. (E.g Everlane.)

Opportunity to expand into menswear and home wear.

W

Stigma surrounding second hand / rented items still a factor in buying for most.

Dependant on Influencers stock.

Relationship needed with the Influencers for them to sell with Refluence.

A connection and trust between influencer and consumer is needed. The influencer may lose popularity and therefore Refluence loses their stock.

It is a new brand to the market.

Other pre-loved/ second hand selling sites have a large history and consumer base behind them.

T

The COVID-19 pandemic may leave Europe in a recession and thus customers may want to spend their money on essential items.

Due to BREXIT, many new transportation rules through Europe have been put into place for the UK, such as completing a road consignment note. (GOV, 2021)

BREXIT deal also means that any imports and exports to Europe will be subject to VAT dependant on each country. (Sage, 2021)

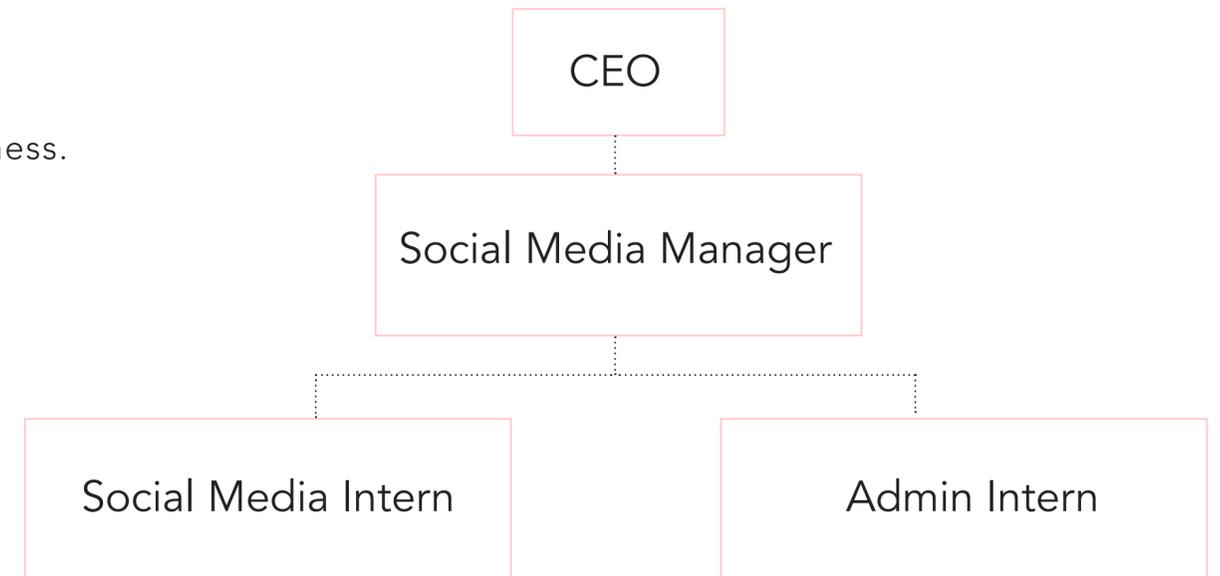
Every European country has a carbon tax of around 70USD at its borders in hopes to reduce Europe's overall carbon emissions. (European Parliament, 2020) Now that the UK has left the European Union any vehicle entering a European country will have to pay this tax which is an extra expense for Refluence to pay.

Refluence is the only online second hand retailer specialising in influencer private product which can be bought or rented.

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Refluence is a start up business which will use a bank loan to fund the initial costs of the business.  
The operational costs will look at the business website and physical holdings it will need.

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Type	Item	Costs	Total Costs
Rent	<ul style="list-style-type: none"> <li>• Premises.</li> </ul>	<ul style="list-style-type: none"> <li>• £450/ Month. Bills included</li> </ul>	<ul style="list-style-type: none"> <li>• £450</li> <li>• £5,400 / Year</li> </ul>
Office furniture	<ul style="list-style-type: none"> <li>• Desks x4</li> <li>• Office Chairs x4</li> </ul>	<ul style="list-style-type: none"> <li>• £340.80 (<a href="https://bit.ly/3bApfUr">https://bit.ly/3bApfUr</a>)</li> <li>• £180/ Four (<a href="https://bit.ly/3soQEPS">https://bit.ly/3soQEPS</a>)</li> </ul>	<ul style="list-style-type: none"> <li>• £520.80</li> </ul>
Office Supplies	<ul style="list-style-type: none"> <li>• Bic Pens x60</li> <li>• Notepads x6</li> </ul>	<ul style="list-style-type: none"> <li>• £13.99 (<a href="https://amzn.to/3pJjPvq">https://amzn.to/3pJjPvq</a>)</li> <li>• £10.50 (<a href="https://amzn.to/3qQ37Mf">https://amzn.to/3qQ37Mf</a>)</li> </ul>	<ul style="list-style-type: none"> <li>• £24.49 (€15 budget monthly thereafter.)</li> </ul>
Office appliances	<ul style="list-style-type: none"> <li>• Printer</li> <li>• Label Printer</li> <li>• Fridge</li> <li>• Kettle</li> <li>• Office telephone</li> </ul>	<ul style="list-style-type: none"> <li>• Already owned</li> <li>• £105.99 (<a href="https://amzn.to/3bBYe32">https://amzn.to/3bBYe32</a>)</li> <li>• £69.99 (<a href="https://bit.ly/3uqAibn">https://bit.ly/3uqAibn</a>)</li> <li>• £9.99 (<a href="https://bit.ly/3qSbk2i">https://bit.ly/3qSbk2i</a>)</li> <li>• £24.99 (<a href="https://bit.ly/2NTH4Wk">https://bit.ly/2NTH4Wk</a>)</li> </ul>	<ul style="list-style-type: none"> <li>• £210.96</li> </ul>

An office / storage space will be rented monthly in Northamptonshire, to not only be the office for Refluence but also a place to store the items which are able to be rented out.

**TOTAL:**  
**£1,206.25 for the first month.**  
**£6,321.25 for the first Year.**

Domain Name	<ul style="list-style-type: none"> <li>'Refluence.co.uk' £16/YEAR after the first.</li> </ul>
Website Creation	<ul style="list-style-type: none"> <li>£20/MONTH (£240/YEAR) for Squarespace Basic Commerce.</li> </ul>
E-Newsletter	<ul style="list-style-type: none"> <li>Free with MailChimp.</li> </ul> <p><a href="https://mailchimp.com/pricing/free-details/">https://mailchimp.com/pricing/free-details/</a></p>
Business Incorporation	<ul style="list-style-type: none"> <li>Website incorporation cost if £12.</li> </ul> <p><a href="https://www.gov.uk/government/publications/companies-house-fees/companies-house-fees">https://www.gov.uk/government/publications/companies-house-fees/companies-house-fees</a></p>
SSL Certificate	<ul style="list-style-type: none"> <li>£42.88/ YEAR for 3 Years.</li> </ul> <p><a href="https://www.ssls.com/ssl-certificates/comodo-ev-ssl">https://www.ssls.com/ssl-certificates/comodo-ev-ssl</a></p>
Website and GDPR compliant check, monthly	<ul style="list-style-type: none"> <li>£8 per month for the website homepage and each subpage that is on the website.</li> </ul> <p><a href="https://www.cookiebot.com/en/pricing?sitelink=eng-pricing&amp;gclid=Cj0KCQiA7NKBBhDBARIsAHbXCB-6N57Ms520PIBR3K9p7m52YNTw1vP-Ya0-px5Xgi6vDrOcrvDc0dFoaAgj1EALw_wcB">https://www.cookiebot.com/en/pricing?sitelink=eng-pricing&amp;gclid=Cj0KCQiA7NKBBhDBARIsAHbXCB-6N57Ms520PIBR3K9p7m52YNTw1vP-Ya0-px5Xgi6vDrOcrvDc0dFoaAgj1EALw_wcB</a></p>
Computer	<ul style="list-style-type: none"> <li>Free as previously owned.</li> </ul>
Hard Drive	<ul style="list-style-type: none"> <li>A hard drive will be bought to ensure none of the data needed is lost. £68.60.</li> </ul> <p><a href="https://amzn.to/3upKAZo">https://amzn.to/3upKAZo</a></p>
Canva Pro	<ul style="list-style-type: none"> <li>£339.51/ YEAR for the 5 employees. The ability to create any necessary social media posts, logos, videos and more.</li> </ul>
Artist	<ul style="list-style-type: none"> <li>£141.04 per year. The ability to use any copyright music for our own business.</li> </ul> <p><a href="https://artist.io/page/pricing">https://artist.io/page/pricing</a></p>

**TOTAL:**  
**£928.03 / First year**

UK Delivery Royal Mail 1st Class Signed for	<ul style="list-style-type: none"> <li>• £4.70 Up to 750KG. SMALL.</li> <li>• £4.85 1KG / £6.57 2KG. MEDIUM</li> <li>• £7.00 1KG / £10.02 2KG. LARGE.</li> </ul>
European Delivery Royal Mail International Tracked and Signed for	<ul style="list-style-type: none"> <li>• £10.50 MAX 2KG. ALL SIZES.</li> </ul>
Packaging costs	<ul style="list-style-type: none"> <li>• 250 Large sustainable packaging bags, £100.</li> <li>• 250 medium sustainable packaging bags, £70.</li> <li>• 250 small sustainable packaging bags, £55.</li> <li>• Reordered every 2 months.</li> </ul> <p><a href="https://www.noissue.co.uk/custom-packaging/compostable-biodegradable-mailers">https://www.noissue.co.uk/custom-packaging/compostable-biodegradable-mailers</a></p>
Wrapping Costs	<ul style="list-style-type: none"> <li>• £48 for 1000 recycled packaging cards.</li> <li>• Reordered every 6 months.</li> <li>• £32.99 for Eco Reclaimed Oak Stamp.</li> </ul> <p><a href="https://www.awesomemerchandise.com/Recycled-Business-Cards?quantity=1000&amp;colour=508&amp;designs=1&amp;custcolprint=3">https://www.awesomemerchandise.com/Recycled-Business-Cards?quantity=1000&amp;colour=508&amp;designs=1&amp;custcolprint=3</a>  <a href="https://www.stampit.co.uk/ew11-eco-custom-wood-stamp-75mm-x-50mm.html">https://www.stampit.co.uk/ew11-eco-custom-wood-stamp-75mm-x-50mm.html</a></p>
Dry cleaning service LaundryHeap	<p>£10 - £22 per item to be dry cleaned.</p> <p><a href="https://www.laundryheap.co.uk/dry-cleaner/timpson-dry-cleaning/northampton/morrisons-oakley-rd/cost">https://www.laundryheap.co.uk/dry-cleaner/timpson-dry-cleaning/northampton/morrisons-oakley-rd/cost</a></p>

**TOTAL:**

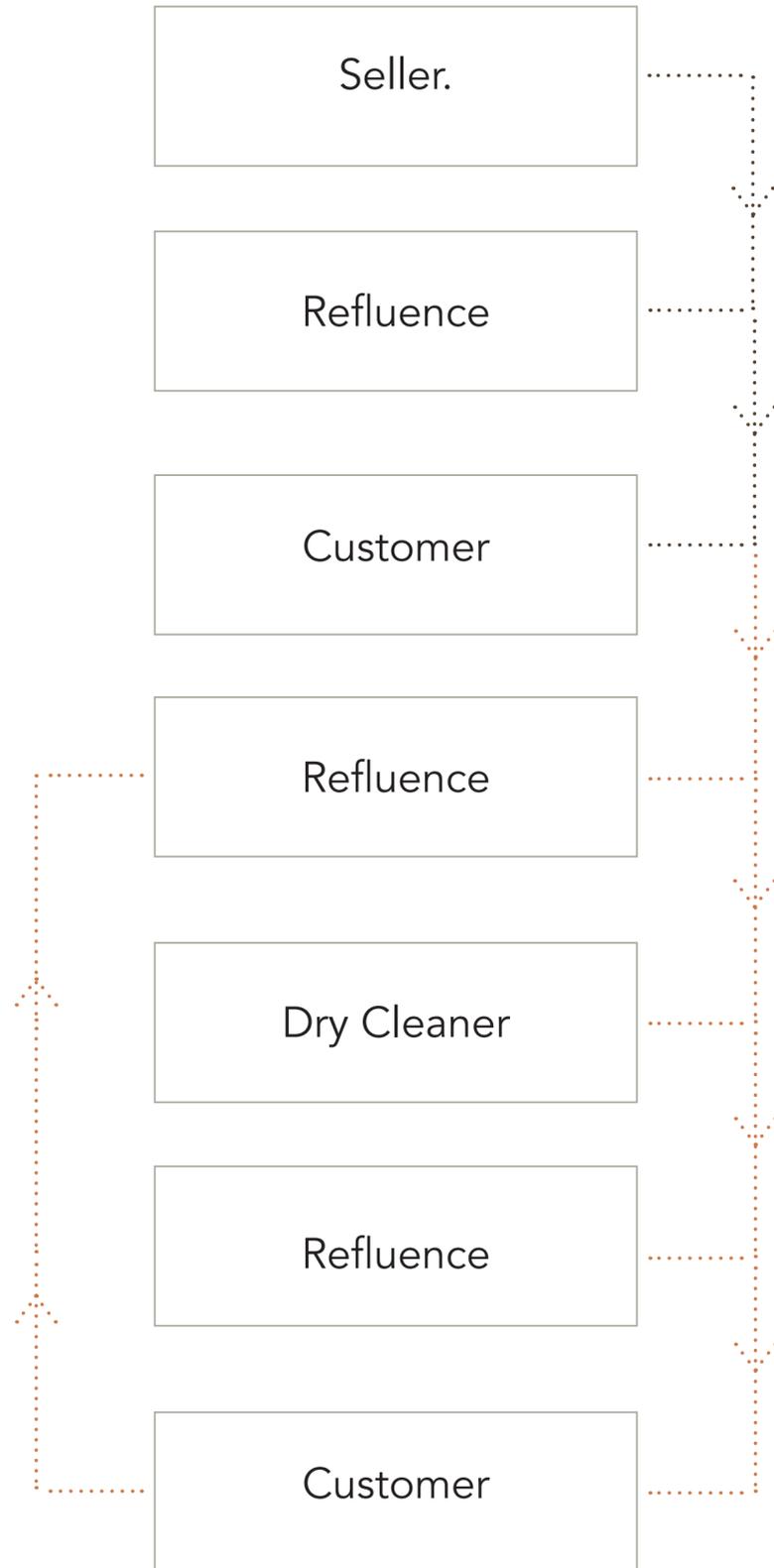
£335.04 - £355.04 dependant on dry cleaning cost.

Staff

<p>CEO &amp; Operations manager</p>	<ul style="list-style-type: none"> <li>• £17,000.</li> <li>• 8am-6PM Monday - Saturday.</li> </ul>	<ul style="list-style-type: none"> <li>• The CEO will oversee all aspects of the business and sign off on any final decisions.</li> <li>• They will be the face of the company during any Interviews, Webinars or 3rd party endorsements.</li> <li>• Make sure all refunds are sent and corrected.</li> <li>• Ensure the company is adhering to GDPR rules and regulations.</li> <li>• Responsible for interviewing potential Interns.</li> <li>• Responsible for the expenditure accounting.</li> <li>• Ensure all legal obligations and GDPR laws are being adhered to.</li> </ul>
<p>Social Media Manager</p>	<ul style="list-style-type: none"> <li>• £23,000, reviewed after Year 1. (Reviewed after first year.)</li> <li>• 10am - 6PM Monday - Thursday.</li> </ul> <p><a href="https://www.payscale.com/research/UK/Job=Marketing_Assistant/Salary">https://www.payscale.com/research/UK/Job=Marketing_Assistant/Salary</a>  <a href="https://www.glassdoor.co.uk/Salaries/social-media-marketing-assistant-salary-SRCH_KOO,32.htm">https://www.glassdoor.co.uk/Salaries/social-media-marketing-assistant-salary-SRCH_KOO,32.htm</a></p>	<ul style="list-style-type: none"> <li>• Oversees the design, content and running of the website.</li> <li>• Understanding the coding and creation of Refluence's website.</li> <li>• Creates content for the social media sites, such as Instagram, Twitter, TikTok.</li> <li>• Create and consistently work on growing the follow base for Refluence's social media.</li> <li>• Is the point of contact through the Direct Messaging function on the sites.</li> <li>• Work on social collaborations for Refluence.</li> <li>• Make sure the website is correctly using SEO.</li> <li>• Makes sure all relevant contact details are up to date across the Refluence Platforms.</li> <li>• Ensure all posts are in line with the advertising standard laws.</li> </ul>
<p>Social Media Intern</p>	<ul style="list-style-type: none"> <li>• June - August</li> <li>• November - January</li> </ul>	<ul style="list-style-type: none"> <li>• Twice a day checks of the website and social media to ensure it is running smoothly.</li> <li>• Reposting PR posts across all social media.</li> <li>• Following and helping position the social media sites online.</li> <li>• Researching and defining new influencers who Refluence can reach.</li> <li>• Copywrite text for social media post descriptions.</li> </ul>
<p>Admin Intern</p>	<ul style="list-style-type: none"> <li>• June - August</li> <li>• November - January</li> </ul>	<ul style="list-style-type: none"> <li>• Ensures all the garments are in the stated condition from the website.</li> <li>• Will help day-to-day tasks such as collecting and delivering dry-cleaning items, packing garments ready for shipping, writing thank you notes for each order.</li> <li>• Ensure the office supplies are ordered if needed.</li> </ul>

**TOTAL:  
£42,000**

The product process from Seller to Customer.



Terms of Service for Refluence - These will be accessible and every consumer will be made aware of these both on the website under the 'Terms and Conditions' and when signing up to the e-newsletter.	
Returns & Refunds	<ul style="list-style-type: none"> <li>• If a customer is not satisfied with their purchase they have 14 days from the receiving date to return their purchase. The item must be returned in the state they received it and is up to Refluence's discretion as to whether the item will receive a refund.</li> <li>• If an item arrives damaged to the customer, then they have 12 hours to alert Refluence and have 3 business days to return the item to receive their refund, minus the shipping fees.</li> <li>• Consideration towards a price increase to cover non returned rented items will have to be considered.</li> </ul>
Transaction & Commission Fees	<p>Refluence will earn revenue through 25% of fees:</p> <ul style="list-style-type: none"> <li>• Every item sold will be subject to a 5% transaction fee of the total cost both sold and rented. (Item &amp; Shipping fee.)</li> <li>• Alongside a transaction fee there will be a 20% commission fee on every item sold through the website, this will be on the item total sales price including transaction fee.</li> <li>• There will be a 10% transaction fee on all rented items from Refluence.</li> </ul>
Insurance	<ul style="list-style-type: none"> <li>• If any item is rented and returned damaged or not fitting to the description when it was sent, the customer is liable for all repair fees and costs incurred to do so.</li> </ul>
Late Fees	<ul style="list-style-type: none"> <li>• A £5 charge for every 24hours an item is not sent back after the period it was rented for is applicable to any item.</li> <li>• Customers have 48 hours to let us know you wish to rent your item for longer than the original renting period.</li> </ul>
Authenticity Compensation	<ul style="list-style-type: none"> <li>• Every item uploaded will have to provide proof of authentication of the item and state of the item too.</li> <li>• In the instance that an item is found by the customer to be counterfeit or not to the description that was given, then they are eligible for refund minus shipping fees. They have 48 hours to return the item to Refluence after notifying us.</li> <li>• The seller will not be able to re-list the item until proof of authenticity is supplied.</li> </ul>
GDPR	<ul style="list-style-type: none"> <li>• Once a consumer has signed up for the e-newsletter using their email they are accepting of Refluence emailing them with any promotional offers or updates which we see fit. They are able to unsubscribe at any time.</li> <li>• Refluence will not share the users personal information at any time unless it is necessary for legal purposes.</li> <li>• Website Cookies will be shown as a pop up on the website for Consumers to agree to.</li> </ul>
Monthly Membership	<ul style="list-style-type: none"> <li>• Those who have signed up to the monthly membership will pay £10 to join, which gives them access from the moment Refluence receives the payment.</li> <li>• The £10 will be drawn at 12:00am on the 1st of every calendar month, regardless of when the member signed up.</li> <li>• The member can cancel their membership at any time.</li> </ul>

# Operations

Total costs.

Name	Value / First year
Location	6,321.25
Website	928.03
Delivery	355.04
Staff	42,000
<b>TOTAL COSTS: £49,604.32</b>	

Objectives

PR

1

Increase awareness around Refluence by having a 20% ROI on the Influencer received PR in 2021.

2

To maximise the profits of the business by having 30% of Refluence's following on Social media make a purchase monthly from September - May 2021.

3

To gain at least 100 sign-up's to the two Webinars hosted by Refluence to promote what it stands for and how it works during October and May 2021.

4

To gain 5,000 followers on the Refluence Instagram account within the first month of launching in 2021.

Marketing

1

Receive at least 500 consumers sign up to the £10 monthly membership within the first 6 months through the influencer AD's and Webinar giveaways.

2

Increase the awareness of pre-loved fashion in the Young Millennial tribe by having a 10% click through rate on the e-newsletters which will be sent out bi-monthly in 2021.

3

Amass a total of 30,000 members signed up to the website within the first 6 months of launching to help achieve the business being profitable within a year of launching.

### PR

Strategy / Tactic	Outcome
Influencer post on social media using Refluence. <ul style="list-style-type: none"> <li>• Through their Instagram stories or highlights.</li> </ul>	<ul style="list-style-type: none"> <li>• New consumers signing up to the website.</li> <li>• Increased website / social media traffic.</li> </ul>
Be able to educate potential consumers of Refluence and how it works. <ul style="list-style-type: none"> <li>• Fashion No Filter Podcast.</li> </ul>	<ul style="list-style-type: none"> <li>• Reach a wider audience.</li> <li>• Increase website / social media traffic.</li> </ul>
Influencers educating their followers on Refluence: <ul style="list-style-type: none"> <li>• Influencer instagram posts.</li> <li>• Influencer blog posts.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase consumer trust .</li> <li>• Increase social media followers.</li> </ul>
Increase the knowledge of Refluence. <ul style="list-style-type: none"> <li>• Online blog posts / videos by Influencers.</li> <li>• Article in sustainable magazines such as 'Luxiders' or 'Pebble'.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase brand credibility.</li> </ul>
<ul style="list-style-type: none"> <li>• Consumer posts on their Instagram accounts tagging Refluence's profile / website using the September launch of 'Secondhand September' charity initiative.</li> </ul>	<ul style="list-style-type: none"> <li>• New consumer awareness of the brand.</li> <li>• New e-newsletter sign ups.</li> <li>• Increased website / social media traffic.</li> </ul>

PR

Stakeholders

Customers	Customers provide the revenue to keep the business profitable. Refluence needs to adapt to their changing needs and wants. They also affect the reputation of your business, so meeting their expectations at every step is vital to avoid negative reviews.
Employees	Employee availability attitude and work ethic can directly effect the efficiency and reputation of a business; especially those involved in customer service.
Influencers	The reputation and credibility of the influencer affects Refluence's credibility too. If they are uploading counterfeit items or do not have a trustworthy past then the potential customers will not trust Refluence either.
Suppliers	If any changes occur to the suppliers then it directly affects Refluence. If the prices change or the quality falls then it directly affects that of Refluence too.

Publics

Consumers who shop from pre-loved stores or websites and consciously choose to shop sustainably. They actively follow slow fashion movements and brands on social media and actively seek out better alternatives to fast fashion such as renting or buying pre-loved clothing.	Active
Customers who wish to change their purchasing habits to a sustainable approach but still use fast-fashion for essential garments.	Aware
Customers who shop fast-fashion almost all of the time and do not wish to shop sustainably as they may deem it to expensive or slow.	Latent

We aim to turn the aware and latent publics into active by:

- Uploading daily facts and statistics on the fashion industry and the impact it has on the environment.
- Using the webinars and other platforms Refluence has to educate and further explain how shopping slower can reduce the individuals carbon footprint.
- Use the PR that we gain from customer testimonials and magazine articles to show potential customers how accessible and rewarding it is to use Refluence.

## Marketing

Strategy	Tactic	Outcome	Targeted Audience	Time
<ul style="list-style-type: none"> <li>A Bi-monthly E-newsletter</li> </ul>	<ul style="list-style-type: none"> <li>A Bi-monthly newsletter sent directly to consumers inbox.</li> </ul>	<ul style="list-style-type: none"> <li>Higher monthly revenue.</li> <li>Increased monthly memberships bought.</li> <li>Increased revenue.</li> </ul>	<ul style="list-style-type: none"> <li>Aware Publics</li> </ul>	<ul style="list-style-type: none"> <li>Fridays, sent at 7am GMT.</li> </ul> <p><a href="https://bit.ly/3ssQuHb">https://bit.ly/3ssQuHb</a> <a href="https://bit.ly/3svrWgY">https://bit.ly/3svrWgY</a></p>
<ul style="list-style-type: none"> <li>Online Webinar for monthly members.</li> </ul>	<ul style="list-style-type: none"> <li>Instagram Sponsored posts with sign up link to webinar.</li> </ul>	<ul style="list-style-type: none"> <li>Educate consumers of the impact of the fashion industry.</li> <li>Increased monthly memberships bought.</li> </ul>	<ul style="list-style-type: none"> <li>Gen Z as they are digitally native. (WGSN, 2015)</li> </ul> <p><a href="https://www-wgsn-com.ezproxy.bcu.ac.uk/li/article/67056">https://www-wgsn-com.ezproxy.bcu.ac.uk/li/article/67056</a></p>	<ul style="list-style-type: none"> <li>Fridays at 5PM.</li> </ul>
<ul style="list-style-type: none"> <li>Giveaway competition.</li> </ul>	<ul style="list-style-type: none"> <li>Instagram Sponsored posts.</li> <li>E-newsletter with entry outline.</li> </ul>	<ul style="list-style-type: none"> <li>Increase relationship with Refluene's consumer.</li> <li>Increase the sign up's to the e-newsletter.</li> <li>Increases Revenue.</li> </ul>	<ul style="list-style-type: none"> <li>Monthly members of Refluence.</li> </ul>	<ul style="list-style-type: none"> <li>6.30PM GMT.</li> </ul>
<ul style="list-style-type: none"> <li>Luxemail by Sheerlux.</li> </ul>	<ul style="list-style-type: none"> <li>Luxemail sent out to 300,000 of Sheerlux's active subscribers.</li> </ul>	<ul style="list-style-type: none"> <li>Increase in website sign ups and monthly memberships.</li> </ul>	<ul style="list-style-type: none"> <li>20-40 year olds.</li> </ul> <p><a href="https://www.savills.com/open/fashion/sheerlux/">https://www.savills.com/open/fashion/sheerlux/</a></p>	<ul style="list-style-type: none"> <li>February 2022.</li> </ul>
<ul style="list-style-type: none"> <li>Influencer promotion of the brand on their social media.</li> </ul>	<ul style="list-style-type: none"> <li>£300 voucher to each influencer.</li> <li>£2,000 - £5,000 payment for post.</li> </ul>	<ul style="list-style-type: none"> <li>Increased revenue.</li> <li>Increased traffic across social media and website.</li> </ul>	<ul style="list-style-type: none"> <li>Gen Z / Young Millennials.</li> </ul>	<ul style="list-style-type: none"> <li>6.30PM.</li> </ul>

A section of the promotional strategy for Refluence is the marketing, and some of these methods come with costs.

The marketing team would only be the staff from the business, but there would be other costs which are listed below.

Method	Type of Marketing	Cost
Giveaway	Instagram / E-Newsletter / Webinar	<ul style="list-style-type: none"> <li>• A £500 voucher will be sent to the winner through E-mail in December.</li> <li>• The cost of the Instagram AD also, £150.</li> </ul>
Instagram Sponsored posts	Social Media Post	<ul style="list-style-type: none"> <li>• A £150 fee each time for a sponsored Instagram post for the 4 weeks before each webinar. Reaching 22,000 to 58,000 total profiles.</li> <li>• If on average just 5% of those targeted click the post it would lead to 18,500 views of the webinar link which could lead to sales on the website.</li> </ul>
Influencer Marketing	Social Media Posts / Online event	<ul style="list-style-type: none"> <li>• £300 voucher sent to 10 influencers through e-mail. (£3000 total)</li> <li>• A sustainable box for each influencer explaining who we are and what we stand for to entice them to shop with us.</li> <li>• Initial costs for hosting on Zoom. (£119.90)</li> </ul>
Webinar	Webinar	<ul style="list-style-type: none"> <li>• £119.90 for a year use of Zoom to be able to host up to 100 guests within the Webinar.</li> </ul> <p><a href="https://zoom.us/pricing">https://zoom.us/pricing</a></p>
Sheerlux LuxeMail	E-mail	<ul style="list-style-type: none"> <li>• £4,560 for a section in the daily email.</li> <li>• Viewed by over 300,000 active subscribers.</li> <li>• If only opened by 10% of those readers it would attract 30,000 potential customers to our website.</li> </ul> <p><a href="https://sheerlux.com/advertising-with-us">https://sheerlux.com/advertising-with-us</a></p>

Breakdown of the cost of the influencer online event happening in June, October 2021 and April 2022.

Item	Cost	Source
Zoom setup costs.	£119.90	<a href="https://zoom.us/pricing">https://zoom.us/pricing</a>
Recycled Cardboard box	£16.71 / 50 boxes	<a href="https://www.ukpackaging.com/brown-postal-boxes-155x95x31mm">https://www.ukpackaging.com/brown-postal-boxes-155x95x31mm</a>
Eco friendly stickers Custom box tissue	250 / £70 £240 / 500 sheets	<a href="https://www.noissue.co.uk/custom-packaging/custom-printed-stickers">https://www.noissue.co.uk/custom-packaging/custom-printed-stickers</a> <a href="https://www.noissue.co.uk/custom-packaging/custom-printed-tissue-paper">https://www.noissue.co.uk/custom-packaging/custom-printed-tissue-paper</a>
Recycled leaflets for info on how we work, what we do and our values.	£28.49 / 50 leaflets	<a href="https://www.helloprint.co.uk/ecoflyers-kraft-283gsmkraftfold-a4-both-sides-25-nodrillholes-noroundedcorners-days5#turnaround">https://www.helloprint.co.uk/ecoflyers-kraft-283gsmkraftfold-a4-both-sides-25-nodrillholes-noroundedcorners-days5#turnaround</a>
Small bottle of homemade lemonade, UK based.	£30 / 15 bottles	<a href="https://www.milkandmore.co.uk/Drinks/The-Village-Press-Still-Lemonade-in-Glass%2C-500ml/p/73764?&amp;bidkw=defaultkeyword&amp;dvc=c&amp;h=https://clickserve.dartsearch.net/link/click?lid=92700052175791956&amp;ds_s_kwgid=58700005033725498&amp;ds_s_inventory_feed_id=9770000006585346&amp;gclid=Cj0KCQiAvvKBBhCXARIsACTePW9pcpSHzhulL3PVOgGRZI45Z6VCX5bR8m6bhM1saX2dMlzshv1tGwaAr-D7EALw_wcB&amp;gclsrc=aw.ds">https://www.milkandmore.co.uk/Drinks/The-Village-Press-Still-Lemonade-in-Glass%2C-500ml/p/73764?&amp;bidkw=defaultkeyword&amp;dvc=c&amp;h=https://clickserve.dartsearch.net/link/click?lid=92700052175791956&amp;ds_s_kwgid=58700005033725498&amp;ds_s_inventory_feed_id=9770000006585346&amp;gclid=Cj0KCQiAvvKBBhCXARIsACTePW9pcpSHzhulL3PVOgGRZI45Z6VCX5bR8m6bhM1saX2dMlzshv1tGwaAr-D7EALw_wcB&amp;gclsrc=aw.ds</a>
'Propercorn' popcorn snack.	£25.44 / 16 packs	<a href="https://mighty-small.co.uk/products/sweet-salty-sharing-propercorn-90g?variant=39250395005092&amp;currency=GBP&amp;utm_medium=product_sync&amp;utm_source=google&amp;utm_content=sag_organic&amp;utm_campaign=sag_organic&amp;utm_campaign=gs-2020-04-19&amp;utm_source=google&amp;utm_medium=smart_campaign&amp;gclid=Cj0KCQiAvvKBBhCXARIsACTePW-rjG24OGe8S8Jvy0PYfsYJx3TNzeY-YoLwmE3ifyd_RFb2uV8q-9IaAs8OEAALw_wcB">https://mighty-small.co.uk/products/sweet-salty-sharing-propercorn-90g?variant=39250395005092&amp;currency=GBP&amp;utm_medium=product_sync&amp;utm_source=google&amp;utm_content=sag_organic&amp;utm_campaign=sag_organic&amp;utm_campaign=gs-2020-04-19&amp;utm_source=google&amp;utm_medium=smart_campaign&amp;gclid=Cj0KCQiAvvKBBhCXARIsACTePW-rjG24OGe8S8Jvy0PYfsYJx3TNzeY-YoLwmE3ifyd_RFb2uV8q-9IaAs8OEAALw_wcB</a>
2 Personalised Refluence coat hangers.	£100.80 / 30 coat hangers	<a href="https://www.etsy.com/uk/listing/744271049/30100-personalized-fashion-cardboard?ga_order=most_relevant&amp;ga_search_type=all&amp;ga_view_type=gallery&amp;ga_search_query=personalised+coat+hanger&amp;ref=sc_gallery-1-8&amp;plkey=dbeaca1292499ccb9958b2f8c4cd3f093e-9ae4eb%3A744271049&amp;variation0=1436419096&amp;variation1=1475084622">https://www.etsy.com/uk/listing/744271049/30100-personalized-fashion-cardboard?ga_order=most_relevant&amp;ga_search_type=all&amp;ga_view_type=gallery&amp;ga_search_query=personalised+coat+hanger&amp;ref=sc_gallery-1-8&amp;plkey=dbeaca1292499ccb9958b2f8c4cd3f093e-9ae4eb%3A744271049&amp;variation0=1436419096&amp;variation1=1475084622</a>
Recycled UK handmade notebook. Branded with influencer name on the front.	£180 / 12 notebooks	<a href="https://www.etsy.com/uk/listing/562569521/custom-notebook-recycled-notebook?ga_order=most_relevant&amp;ga_search_type=all&amp;ga_view_type=gallery&amp;ga_search_query=recycled+notebook&amp;ref=sr_gallery-1-13&amp;organic_search_click=1&amp;frs=1&amp;bes=1&amp;col=1&amp;variation0=858093857&amp;variation1=1063814482">https://www.etsy.com/uk/listing/562569521/custom-notebook-recycled-notebook?ga_order=most_relevant&amp;ga_search_type=all&amp;ga_view_type=gallery&amp;ga_search_query=recycled+notebook&amp;ref=sr_gallery-1-13&amp;organic_search_click=1&amp;frs=1&amp;bes=1&amp;col=1&amp;variation0=858093857&amp;variation1=1063814482</a>
Gift card included	£5000 / 10 Refluence giftcards	-

Total: £5,891.34

Influencers are paid £2,000 for up to 450,000 followers and £5,000 for up to 2,000,000 followers for their Instagram #ADS.

- GREEN PR
- WHITE Marketing
- Pre Launch
- Launch
- Post Launch

JUNE

Bank loan acquired.

**Social Media launches on world environment day (5th) with the meaning behind Refluence and fashion industry impact statistics.**

Influencers will be asked to be involved within the launch of the brand to either sell or rent their products. An online event hosting the Influencers will be live in the final week. During which a personalised box and £300 will be sent to each to purchase the item they wish to promote with.

JULY

Website goes live with aspirational imagery and informational sections about Refluence and how it works.

Social Media posts will be sponsored promoting refluence as a concept to gain an initial following before launch.

Influencers who wish to sell their items will have been chosen and items being uploaded to website.

AUGUST

Consumers are encouraged to sign up to the website and e-newsletter.

Influencers will have received the products they have chosen, filmed their Instagram posts which are posted a week before the launch.

**Sustainable influencers across Europe post about Refluence on social media to promote shopping second hand.**

SEPTEMBER

**LAUNCH.**  
**Secondhand September initiative aids launch.**

First e-newsletter is sent out to those who opted in showcasing all influencers who are on the website and trend items of the season.

Influencers post their videos of them using Refluence and promotion of the monthly membership.

**Secondhand September campaign on Social Media of customers & Influencers tagging Refluence in their pre-loved outfit posts.**

OCTOBER

Influencers continue to post their videos of them using Refluence.

Renting option begins on Refluence.

Winter Webinar hosted by the CEO introducing Refluence and a Q&A session to understand the brand and impacts better.

New influencers sent £500 to choose their items.

NOVEMBER

Second e-newsletter sent out encouraging the initiative of shopping pre-loved over the christmas period. As well as the giveaway announcement for monthly members / new monthly members.

Social media 'Something borrowed or something new' initiative would encourage secondhand / rented gifts for Christmas.

Instagram sponsored post launches for December Webinar.

DECEMBER

Continued Social media 'Something borrow edor something new' trend through to December 24th.

**COP26 UN climate event takes place in Glasglow, information on how Refluence is tackling climate change across social media.**

Webinar for monthly members including a £500 giveaway December 5th.

New influencers will begin to promote Refluence on their social media.

JANUARY

'New Year, Same Wardrobe' trend goes live as a hashtag on Social Media to bring awareness to Refluence. (1st)

E-newsletter containing best investment pieces for 2022, as well as new influencers who have joined for the year.

Targeted 'Trend' on the website named 'The Roaring 20's.'

FEBRUARY

Influencers will have received the products they have chosen and filmed their Instagram posts which are posted the first week in February.

**Valentines day promoted on website with a dedicated selection of themed items for sale. Encourage renting an outfit through Refluence for Valentines day instead of buying a new one.**

Sheerlux luxemail marketing sent out to their readers including Refluence.

MARCH

E-newsletter containing top selling trends and who to follow sent out.

**International women's day, (8th). A focus on the customers wearing products bought are posted on our social media accounts.**

Guest star on 'Fashion No Filter' Podcast to encourage pre-loved fashion and highlight the values of Refluence.

APRIL

Social Media posts on fashion industry statistics continue and how Refluence can reduce pollution, also highlighting brand values.

Instagram sponsored post launches for Summer Webinar.

Spring trend launches on website: 'New Neutrals'.

**Earth day, (22nd), is promoted to shop secondhand to help the planet.**

MAY

E-Newsletter containing summer trends and best selling items for summer and information on the upcoming webinar.

Summer Webinar including information on charitable donations, trends, influencers to know and the benefits of being a monthly member.

Featured in Luxiders magazine as a sustainable way to shop.

## INITIAL COSTS:

Wages / £3,500

Start up costs / 1623.59

Marketing costs / £22,391.34

Rent / £450

Total / £27,964.93

+ Safety buffer of £2,032.07

= £30,000 loan.

Amount	Source
£30,000	Bank Loan from Experian. 1% interest for 60 months / 3 years
Total loan repaid: £30,768.60 Monthly repayments: £512.81	Benefits: 3 month loan repayment holiday Fixed rate interest. Free small business tools.
<a href="https://www.experian.co.uk/blogs/latest-thinking/small-business/business-loan-calculator/">https://www.experian.co.uk/blogs/latest-thinking/small-business/business-loan-calculator/</a>	

To break even in the month of September before sold items Refluence would need to sell 96 items at a cost of £50 each.

## Sales forecast

Influencer	Followers	Date of Instagram Post.	Expected Reach / Sign ups gained every month. (5% of total reach)	Expected average spend from their followers every month.
Matilda Djerf	1,500,000	25.08.21	75,000	£100
Lizzy Hadfield	555,000	25.08.21	27,750	£50
Salome Mory	43,500	25.08.21	2,175	£30
Brittany Bathgate	408,000	25.08.21	20,400	£40
Mira Almomani	9,368	25.08.21	468	£10
TOTAL	2,515,865	-	125,793	Total average: £46 With fees: £34.50 Total for Refluence: £11.50
Lindsey Holland	116,000	04.02.22	5,800	£20
Matilda Djerf	1,500,000	04.02.22	75,000	£100
Tamara Mory	56,200	04.02.22	2,810	£30
Megan Ellaby	219,000	04.02.22	10,950	£30
Rosie Caldwell	87,300	04.02.22	4,365	£30
TOTAL	1,978,500	-	98,925	Total average: £42 With fees: £31.50 Total for Refluence: £10.50

The influencers will be rotated on a 6 month basis. Through the website we will be able to see which link the consumers are most using, and those influencers who are not gaining the most traffic will have their contract with Refluence ended.

First 9 months: September - May

If 5% of their collective following follow through to the Refluence website, it would mean 125,793 potential sign ups to the website. That is an average of 13,977 per month.

If 5% of those sign ups made a purchase, (6,289.65), it would equate to £72,331 total from the influencer marketing. If they made a purchase every month for the 9 months until the next calendar year it would average £8,036.78 each month.

Next 6 months: December - May

If for the final 6 months 5% of the total reach the influencers had on their followers signed up we would gain 98,925 new sign ups. That is an average of 16,487.5 per month.

If 5% of those sign ups made a purchase, (4,946.25), it would equate to £51,935.63 total from the influencer marketing. That is an average of £8,655.93 every month.

Total revenue for Refluence September - May = **£124,266.63**

Rented forecast

Influencer	Followers	Date of Instagram Post.	Expected Reach / Sign ups gained every month.	Expected average spent on rented item from their followers every month.
Matilda Djerf	1,500,000	25.08.21	75,000	£150
Lizzy Hadfield	555,000	25.08.21	27,750	£70
Salome Mory	43,500	25.08.21	2,175	£40
Brittany Bathgate	408,000	25.08.21	20,400	£60
Mira Almomani	9,368	25.08.21	468	£30
TOTAL	2,515,865	-	125,793	Total average: £70 With fees: £63 Total for Refluence: £7
Lindsey Holland	116,000	04.02.22	5,800	£55
Matilda Djerf	1,500,000	04.02.22	75,000	£150
Tamara Mory	56,200	04.02.22	2,810	£40
Megan Ellaby	219,000	04.02.22	10,950	£50
Rosie Caldwell	87,300	04.02.22	4,365	£45
TOTAL	1,978,500	-	98,925	Total average: £68 With fees: £61.20 Total for Refluence: £6.80

The influencers will be rotated. Through the website we will be able to see which link the consumers are most using, and those influencers who are not gaining the most traffic will have their contract with Refluence ended.

Renting begins 1 month after launch.

First 8 months: October - May

If 5% of their collective following follow through to the Refluence website it would mean 125,793 potential sign ups to the website. That is an average of 13,977 per month.

If 2% of those sign ups rented an item per month, (2,515.86), it would equate to £17,611.02 total from the influencer marketing. If they rented an item every month for the 8 months until the next calendar year it would average £2,201.38 each month.

Average cost of a blouse dry cleaned in £6.  
 $2,515.86 \times £6 = £15,095.16$

$£17,611.02 - £15,095.16 = £2,515.86. / 8 = £314.50$  a month.

Next 6 months: December - May

If for the final 6 months 5% of the total reach the influencers had on their followers signed up we would gain 98,925 new sign ups. That is an average of 16,487.5 per month.

If 2% of those sign ups rented an item per month, (1,978.5), it would equate to £13,453.80 total from the influencer marketing. That is an average of £2,242.30 every month.

$1,978.4 \times £6 = £11,871$

$£13,453.80 - £11,871 = £1,582.80 / 6 = £263.80$  a month.

Total revenue for Refluence Oct - May. = **£4,098.66**

## Sheerlux AD effects on income - February.

Total potential Reach	300,000 potential reach.
Expected reach (10%)	30,000 click through reach.
Expected sign up reach to Refluence (5%)	15,000 sign ups.
Percentage of memberships bought for Refluence of those who signed up to the website (1%)	150 memberships bought. £1500 total for Refluence.
Average purchase price on Refluence based on 1% of those who signed up making a purchase	£150 (Based on 70% of readers earning over £50,000 a year.) With fees = £112.50 Total for Refluence = £37.50 £37.50 x 150 = £5,625
Total affect on Refluence	£1500 + £5,625 = £7,125
Minus cost of AD	£7,125 - £4,560 = £2,565
Total revenue gained	<b>£2,565</b>

## Instagram ADs effects on income - November and April.

AD posted time	Friday at 4PM GMT.
AD cost	£150
Ad length	4 weeks.
AD potential reach	22,000 - 58,000.  Average: 37,000 views per post.
Potential sign up reach to refluence.	5% of 37,000 = 1850
Potential Refluence Purchases through the Instagram AD	1% of those who the AD reached. £20 With fees = £15 Total for Refluence = £5 £5 x 370 = £1,850
Potential Refluence Memberships bought through the Instagram AD	1% of those who the AD reached. £10 x 370 = £3,700
Total affect on Refluence	£1,850 + £3,700 = £5,550
Minus Cost of the AD	£5,550 - £150 = £5,400
Total revenue gained	<b>£5,400</b>

## Giveaway effects on Income. November - December.

Instagram AD reach average	37,000
Instagram AD reach click through estimate	18,500
Instagram AD new membership sign up rate estimate	1% of those who the AD reached. 740 memberships. £10 x 370 = £3,700
Giveaway price cost	£500
Instagram AD cost	£150
Total affect on Refluence	£7,400
Minus the cost of the AD and Giveaway price.	£7,400 - £650 = £6,750
Total revenue gained	<b>£6,750.</b>

Webinar effects on Income  
May, Oct, December.

Sales forecast

October.	
Total sign ups to the e-newsletter resulting in potential sign ups to the webinar. ( 5% of total website sign ups calculated)	6,290
Expected webinar sign ups, 5% of those who are signed up to the e-newsletter.	315
Webinar cost	One time payment of £119.90 for all webinars
Expected memberships bought after webinar. 3% of those who attended.	9 9 x £10 = £90.
Total revenue for Refluence	<b>£90</b>

At the end of each webinar a survey will be sent out to asses where the attendee heard about Refluence, if they will recommend the business to a friend and if they will make a purchase from us in the future.

December.	
Total sign ups to the e-newsletter resulting in potential sign ups to the webinar. (10% of total website sign ups calculated)	12,764
Expected webinar sign ups, 5% of those who are signed up to the e-newsletter.	638
Webinar cost	One time payment of £119.90 for all webinars.
Expected memberships bought after webinar. 3% of those who attended.	19 19 x £10 = £190.
Total revenue for Refluence	<b>£190</b>

At the end of each webinar a survey will be sent out to asses where the attendee heard about Refluence, if they will recommend the business to a friend and if they will make a purchase from us in the future.

May.	
Total sign ups to the e-newsletter resulting in potential sign ups to the webinar. (10% of total website sign ups calculated)	24,157
Expected webinar sign ups, 5% of those who are signed up to the e-newsletter.	1,058
Webinar cost	Free as paid the one time payment of £119.90.
Expected memberships bought after webinar. 3% of those who attended.	32 32 x £10 = £320
Total revenue for Refluence	<b>£320</b>

At the end of each webinar a survey will be sent out to asses where the attendee heard about Refluence, if they will recommend the business to a friend and if they will make a purchase from us in the future.

		Value
<b>Start Up Loan</b>		<b>30000</b>
<b>Expenses</b>	<b>Description</b>	<b>Value</b>
1	Office Supplies	24.49
2	Office Furniture	520.8
3	Office Appliances	210.96
4	Business Incorporation	12
5	Hard Drive	68.8
6	Packaging / Wrapping	305.99
8	Canva Pro	339.51
7	Artist	141.04
<b>TOTAL</b>		<b>1623.59</b>
<b>Opening Balance</b>		<b>28376.41</b>

Notes on Cash Flow Forecast on page 37.

1	Reflence consistently break even from the month of December.
2	A 3 month loan holiday is given before paying back bank loan.
3	A 10% retention loss is given to the monthly membership sign ups to accommodate for cancelled memberships.
4	Marketing expenses detailed on page 28 - 29.
5	Wage expenses detail on page 21.
6	Sold item income jump in December incorporates the influence from all 10 influencers from original 5.

## Sales Forecast

## Cash flow forecast

	June	July	August	September	October	November	December	January	February	March	April	May
<b>INCOME</b>												
Monthly Membership	0	0	0	100	180	3161	3542	3353	4444	4085	6326	6487
Sold Items	0	0	0	8036.78	8036.78	8036.78	16692.71	16692.71	16692.71	16692.71	16692.71	16692.71
Rented Items	0	0	0	0	314.5	314.5	578.3	578.3	578.3	578.3	578.3	578.3
<b>TOTAL INCOME</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8136.78</b>	<b>8531.28</b>	<b>11512.28</b>	<b>20813.01</b>	<b>20045.71</b>	<b>21715.01</b>	<b>21356.01</b>	<b>23597.01</b>	<b>23758.01</b>
<b>EXPENDITURE</b>												
Wages (Monthly)	3500	3500	3500	3500	3500	3500	3500	3500	3500	3500	3500	3500
Rent	450	450	450	450	450	450	450	450	450	450	450	450
Loan Repayment	0	0	0	512.81	512.81	512.81	512.81	512.81	512.81	512.81	512.81	512.81
GDPR Check	8	8	8	8	8	8	8	8	8	8	8	8
SSL Certificate	42.88	0	0	0	0	0	0	0	0	0	0	0
Website	20	20	20	20	20	20	20	20	20	20	20	20
Marketing (total)	22391.34	0	0	0	21391.34	150	500	0	4560	0	19341.44	0
Office Supplies	0	0	0	0	15	15	15	15	15	15	15	15
Packaging	0	0	0	225	0	225	0	225	0	225	0	225
Wrapping	0	0	0	48	0	0	0	0	0	48	0	0
<b>TOTAL EXPENDITURE</b>	<b>26412.22</b>	<b>3978</b>	<b>3978</b>	<b>4763.81</b>	<b>25897.15</b>	<b>4880.81</b>	<b>5005.81</b>	<b>4730.81</b>	<b>9065.81</b>	<b>4778.81</b>	<b>23847.25</b>	<b>4730.81</b>
<b>NET CASH FLOW</b>	<b>-26412.22</b>	<b>-3978</b>	<b>-3978</b>	<b>3372.97</b>	<b>-17365.87</b>	<b>6631.47</b>	<b>15807.2</b>	<b>15314.9</b>	<b>12649.2</b>	<b>16577.2</b>	<b>-250.24</b>	<b>19027.2</b>
<b>OPENING BALANCE</b>	<b>28376.41</b>	<b>1964.19</b>	<b>-2013.81</b>	<b>-5991.81</b>	<b>-2618.84</b>	<b>-19984.71</b>	<b>-13353.24</b>	<b>2453.86</b>	<b>17768.86</b>	<b>30418.06</b>	<b>46995.26</b>	<b>46745.02</b>
<b>CLOSING BALANCE</b>	<b>1964.19</b>	<b>-2013.81</b>	<b>-5991.81</b>	<b>-2618.84</b>	<b>-19984.71</b>	<b>-13353.24</b>	<b>2453.86</b>	<b>17768.86</b>	<b>30418.06</b>	<b>46995.26</b>	<b>46745.02</b>	<b>65772.22</b>

Refluence is a Consumer to Consumer concept, but there is an option in the future to stock products from fashion brands dead stock directly at Refluence, to sell to consumers. Also, the possibility to send an item of the dead stock to the influencer for them to 'promote' to their followers; to then sell the item on the website as a 'get the look' rather than buying the Influencers exact item. These would also increase the stability of the brand.

89% of consumers are likely to continue to shop sustainably post 2020, which indicates a continual growth for the business going into 2022. (Accenture, 2020) If, within 5 years, the business has continued to have a positive growth monthly then Refluence has the possibility of extending into the American market and working with American Influencers. This will not only expand Refluence's reach, but their market share and revenue as well.

As the mobile application market grows to \$6 trillion by the end of 2021, Refluence could have an application developed for IOS users for a wider audience to access the brand. (Springer, 2020)

With these developments comes a need for new employees, such as application designer/manager and operations manager. The need for a new office/storage space also is needed. Both of which would affect the overall revenue of the business and potential future loans would need to be taken out to help fund these changes.

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Image 1:Matilda Djerf, (2021), *Weekend Plans?*, Available at: <https://www.instagram.com/p/CGan5QmHcJu/>. [Accessed on 16th February 2021].

Image 2:Matilda Djerf, (2021), *At our little summer house shooting our new Djerf Avenue drop*. Available at: <https://www.instagram.com/p/CGan5QmHcJu/>. [Accessed on 16th February 2021].

Image 3:Kelsey Simone, (2021), *Still in sweater weather.. wondering when it will snow*. Available at: <https://www.instagram.com/p/CIJYJoJBdTQ/>. [Accessed on 16th February 2021].

Image 4:Lindsey Holland, (2020), *Not making my bed today and a little appreciation post for the gorgeous girls that keep my hair from looking like something out of Fraggie Rock*. Available at: <https://www.instagram.com/p/ClvaKiFHT0I/>. [Accessed on 16th February 2021].

Image 5:The Anna Edit, (2020), *My Capsule Wardrobe Update: The End Of Year Report*. Available at: <https://www.theannaedit.com/my-capsule-wardrobe-update-the-end-of-year-report/>. [Accessed on 16th February 2021].

Image 6:The Anna Edit, (2020), *The Working From Home Beauty Edit*. Available at: <https://www.theannaedit.com/the-working-from-home-beauty-edit/>. [Accessed on 16th February 2021].

Image 7: Vestiaire Collective, (2021), *Home*, Available at: <https://www.vestiairecollective.com>. [Accessed on 9th February 2021].

Image 8 :Refluence Logo, (2021).

Image 9 :Curate and Rotate, (2021), *What we do*, Available at: <https://www.curateandrotate.co.uk>. [Accessed on 9th February 2021].

Image 10:Rebound Store, (2021), *Shop*. Available at: <https://reboundstore.com>. [Accessed on 9th February 2021].

Image 11: Reloved Again, (2021), *Reloved again shop*, Available at: <https://www.catwalkgee.com/shop/>. [Accessed on 9th February 2021].

Image 12: 1st Dibs, (2021), *Home*, Available at: <https://www.1stdibs.co.uk>. [Accessed on 9th February 2021].

Image 13: Ginger Kate, (2021), *Home*, Available at: <https://www.gingerkateprelovedclothing.com>. [Accessed on 9th February 2021].

Image 14:Dress for Less London, (2021), *Home*, Available at: <https://www.dressforlesslondon.com>. [Accessed on 9th February 2021].

Image 15:Depop, (2021), *Search*. Available at: <https://www.depop.com>. [Accessed on 9th February 2021].

Image 16:Ebay, (2021), *Home*, Available at: <https://www.ebay.co.uk>. [Accessed on 9th February 2021].

Image 17: Vinted, (2021), *Search*, Available at: <https://www.vinted.co.uk>. [Accessed on 9th February 2021].

Image 18:Facebook Marketplace, (2021), *Today's picks for you*, Available at: <https://www.facebook.com/marketplace?ref=bookmark>. [Accessed on 9th February 2021].

Image 19:Gumtree, (2021), *Search*, Available at: <https://www.gumtree.com>. [Accessed on 9th February 2021].

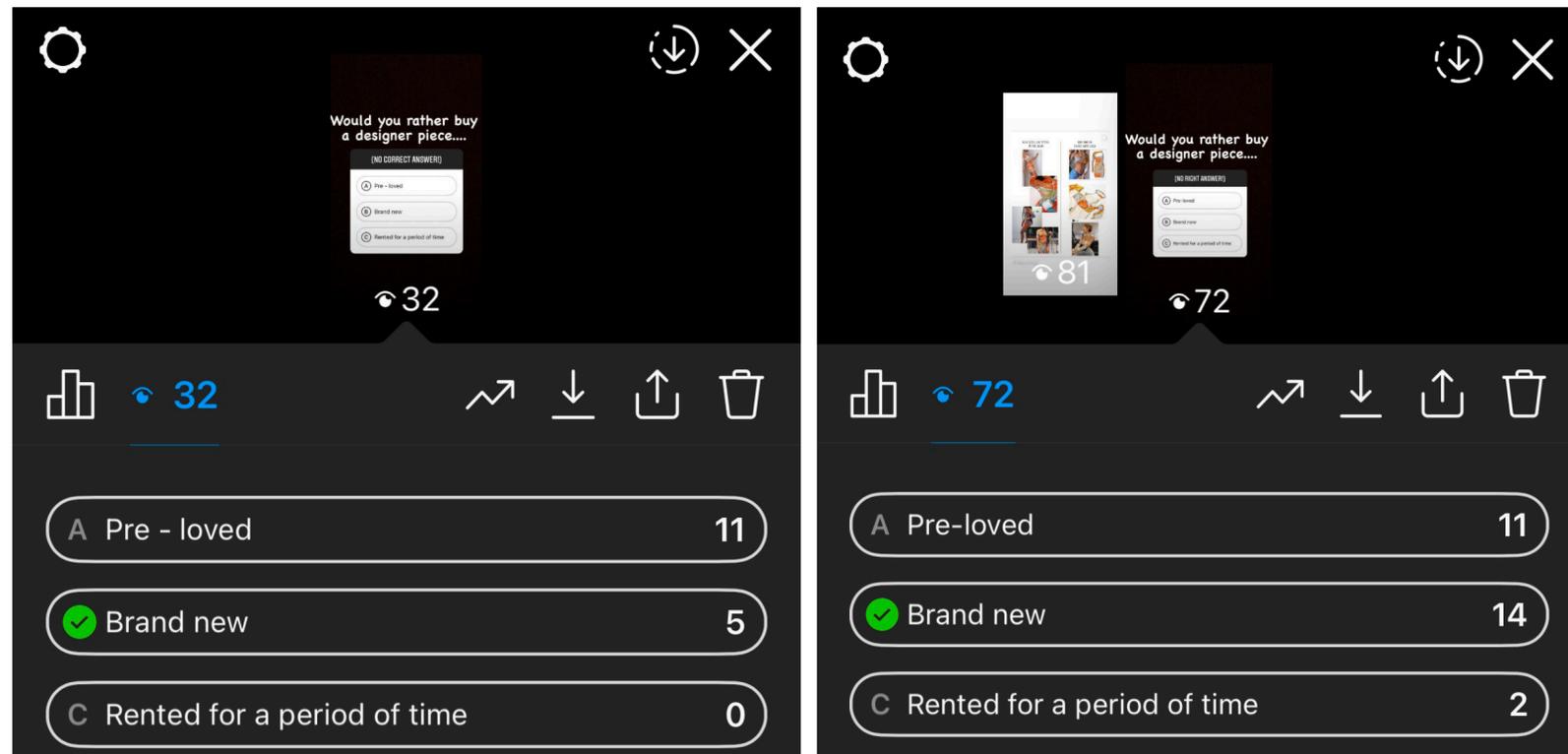
Image 20: Salvation Army, (2021), *Homepage*, Available at: <https://www.salvationarmy.org.uk>. [Accessed on 9th February 2021].

Image 21:British Heart Foundation, (2021), *Information & Sport*. Available at: <https://www.bhf.org.uk>. [Accessed on 9th February 2021].

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# Appendix



Appendix A.