

# California Knits

Mary Beth Miller, President

FY 2017 Consolidated Plan



## vision

California Knits is a creative, soul-filled enterprise that provides:

- vibrant, unique, comfortable clothing as art for women.
- custom design capabilities for individual clients.
- training and mentoring of the next generation of machine knit artists.

Within 3 years California Knits will be a \$50 million internationally recognized brand, serving the upscale fashion market for women who want to look and feel fabulous in knit clothing.



## mission

Providing color, light, and energizing beauty in comfortable, natural fiber clothing.



## objectives

- Achieve 2014 revenue of \$28 million.
- Increase profit before tax from \$1.6 million to \$2.5 million.
- Achieve profit margin of 50%.
- Hold production labor to 18% starting March 15<sup>th</sup>.
- Increase active store count to 200, an increase of 30% over FY2017.
- Outsource 50% of production by 4<sup>th</sup> quarter.
- Add 10 designs; 9 ready-to-wear; 1 gallery collectible. New sales \$2.5 million.
- Attend at least 12 trade/trunk shows in 2014; book \$750,000 in orders.



## strategies

- Attract attention with stunning gallery quality garments priced at \$2,000+.
- Design ready-to-wear products at affordable price points; \$75 - \$200.
- Outsource ready-to-wear; reserve personal time to create gallery garments.
- Develop professional team for production and operation of business.
- Cultivate relationships with upscale clients for referrals and shows.
- Explore avenues to entertainment industry for costume and personal clients.



## action plans

- Develop budget and plans for capital needs for major expansion by 2/15.
- Contact six fashion magazines; present portfolio for publication on 4/20.
- Complete 8 ready-to-wear designs for show in Aspen in May.
- Attend national trunk shows: New York, Santa Fe and Carmel; Q2 + Q3.
- Purchase and install 3 new computer aided knitted machines by 6/30.
- Complete redesign of display booths for winter fairs by 10/31.
- Complete installation of CRM system by 10/31. New GL by 12/31.