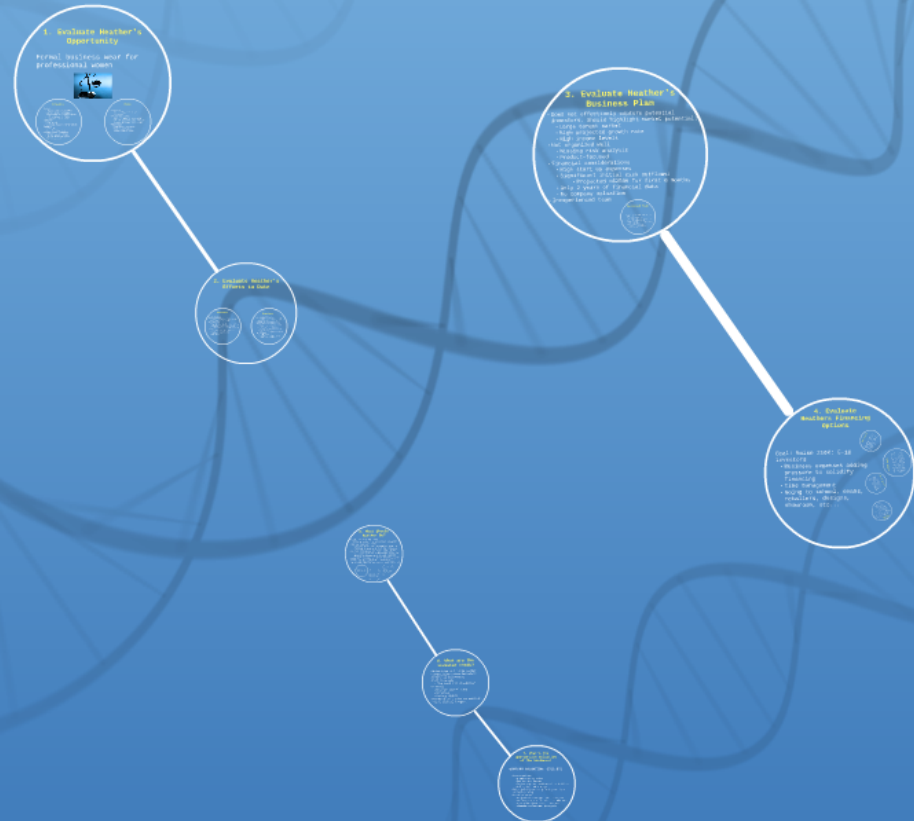
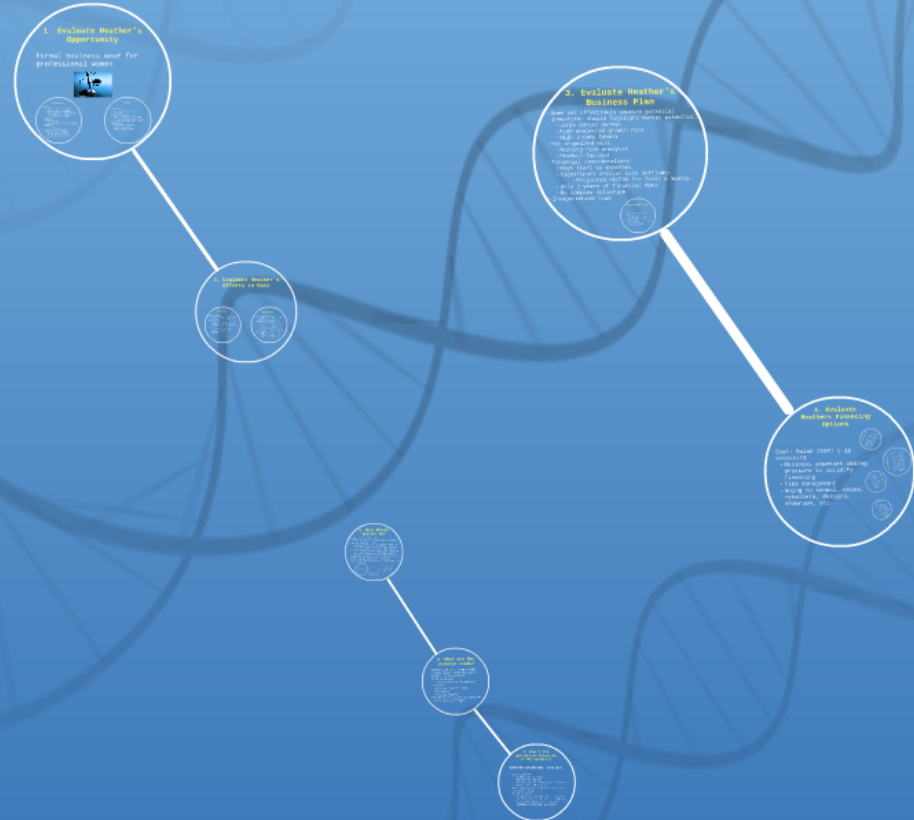


Heather Evans Case Study



Thecasesolution.com

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1. Evaluate Heather's Opportunity

Formal business wear for professional women



Strengths

- **Market**
 - Large: 4.3 million women
 - Fastest growing segment: projecting 8-10% growth/year
 - High disposable income
 - Low price sensitivity
- **Industry**
 - Fragmented
 - Channels welcome new products
- **Product**
 - New style
 - Room for expansion
- **Heather Evans' Pedigree**
 - Former fashion model
 - Harvard Business grad
 - Strong contacts

Risks

- **Industry:**
 - Extremely competitive
 - Saturated
- **Production cycle:**
 - 1st run must be successful.
 - If unsuccessful, may already have sunk costs in 2nd run
- **Financial**
 - High start up costs
 - High fixed costs
 - Long payment cycle

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2. Evaluate Heather's Efforts to Date

Positives

- **Well-Organized**
 - Project schedule, field study plan and business plan
- **Good Partners**
 - High quality production facility
 - Respected factoring company
 - Shared space with known designer
- **Staff**
 - Assistant Designer Belinda Hughes brings technical expertise.

Negatives

- **Investor solicitation**
 - Scattered, unorganized and seemed to be low priority
 - Review further in later slides
- **Limited financial resources**
 - Cash outflows will soon exceed inflows without capital injection
 - Fabric, Salaries, Rent
 - Personal resources dwindling
 - Invested 10K of personal funds
 - High fixed costs
 - Rental space in premier location
- **Time management**
 - Ambitious timeline
 - Balancing schedule potentially negative result on company

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