

Chanod Business Plan



Prosper Saize

DESCRIBE YOUR BUSINESS:

The name of the business is Chando. It's a clothing brand based in Harare, Zimbabwe, formed to target the youth as a way to alleviate the challenges they face when it comes to the fashion industry. We sell quality clothes for lower prices. Due to this, Chando has been able to capture and relate to the hearts of many young people within the community, who trust the brand, what it stands for, and its values. Chando would very much use this grant to expand operations by buying equipment to cope with the demand for the product and also increase social media presence and advertising. Also, because everything I'm using I have to pay for, or hire machines to print and design, and also cut vinyl. This grant would save me a lot of cost because I will buy my own equipment. Through this, I'm expecting to increase my margin by 60% within the following year. At the same time, Chando will be able to meet its demand and satisfy its customers all through this grant. I roughly have 40 customers for now, but I know and believe there is more to come according to my statistics.

EXPLAIN THE PROBLEM.

The problem I have been able to discover in my community is a lack of affordable clothing for the youth and the young. Retailers have driven clothing prices upward according to fashion trends, leaving the youth ostracized. I need to still be able to sell quality clothes without the youth having to spend their savings.

EXPLAIN YOUR SOLUTION.

Therefore, I found it wanting to establish a clothing line that will alleviate the aforementioned problem that the youth are facing. This brought about the formation of the company and business Chando to provide affordable, accessible, and quality clothing to the community. As of now, I can see how they are so eager to come to buy, which lets me know how they depend on my business

BUSINESS MISSION STATEMENT:

To make trend-forward fashion accessible to everyone with quality pieces at honest prices.

Pitch :

<https://drive.google.com/file/d/19WlhO1d-YS7mEYi0Dj4LI5A6C3-nQvxu/view?usp=sharing>

Revenue & Expense Logs

https://docs.google.com/spreadsheets/d/1Fm_nORUjjNxGfALxxoFG0SEkjt05Wpi-/edit?usp=sharing&oid=114670326799023576740&rtpof=true&sd=true

HOW LONG HAVE YOU BEEN IN BUSINESS?

I started this business in 2025 June 10, Since then, it has had ups and downs. I had some very good months; likewise, I had bad ones. But from what I have gathered, it has

very good potential. The loan will help me cut costs, which will improve my profit margin. So I have had this business for one and a half years.

YOUR NET INCOME

With the available business model, the revenue shows a high level of growth, amounting to a yearly income of \$6 410 with a well-managed expenses balance that amounts to \$6 310 yearly, which is inclusive of the yearly expenses the business incurs. This will make a yearly profit of \$465 within the first year, expecting to increase profit by a large margin in the following year through an aggressive marketing and brand awareness campaign

SERVICE OR PRODUCT DELIVERABLE:

My goal is to become a clothes designer. I have always been interested in making my own clothes, but due to a lack of finances. I decided to start by making merch as a way to grow and start making my own unique clothes. So, for now, what I do is buy plain Shirts, T-shirts, sweaters, caps, hoodies, etc and rebrand them, adding my own touch to them using a printing machine, a vinyl cutter, and a heat press.

DESCRIBE YOUR BEST CUSTOMER:

Basically, my products relate to all ages, but 70% of my customers are young people. They are the ones most related to the product. As a young entrepreneur, my designs relate to them more.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS:

Firstly, it's affordable, and we also sell quality clothes. But one thing that makes us unique is the brand itself; it's so bold and Fresh. This relates to both young and old. And also, we offer services like delivery anywhere in Harare free of charge.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL?

Poor expense management: learning in those 12 weeks proved that a lack of a proper remuneration system can cause a collapse of a business like this, further driven by poor quality, which drives customers away, while overpricing makes it harder to retain them when there are cheaper and better options. Add lack of equipment and operations slow down, costs go up, and the business can not deliver consistently. Together, these issues create a cycle where revenue drops, costs stay high, and the business eventually fails.

HOW CAN YOU AVOID THIS PROBLEM?

Use ledgers and stay updated on cost development. Make sure we keep on rebranding and rebuilding the business to never lose the appeal we have already established. Being able to have your own equipment definitely helps.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

Hoodies \$15

Sweatpants \$15

Shirts \$10

Caps \$5

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

Through advertisement through social media, more importantly by making sure the ones I already have love the product so they can tell others. Making sure our brand is never tarnished by keeping our most valuable value, which is delivering quality clothes. Offering free delivery. Attending fashion events as a brand.

WHY DID YOU CHOOSE THIS BUSINESS?

It comes from the passion I have for fashion since I was young. Then, as I grew up, I realized that I could also make a living with it, so that's when I saved up some money to

start. Also, young people need somewhere they can buy affordable clothes with quality and appealing designs, and in my country, a lack of local brands makes it easier to be visible to customers and investors.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

Social media advertisement studies show that if you post 4 times a day on any social media platform, your post is more likely to reach at least 20 new people per month, so using social media as a number-one source will benefit us in getting new customers. Opening new branches in other locations. Maintaining quality products

Insert pictures of your business activities here and give a brief explanation each:





This is where I hire the machines for printing, and all that helps my business. That there are the T-shirts I had done for a customer. The shirts were plain, so I designed the designs using a computer, then used a vinyl cutter and heat presser for transferring it to the shirt.

HOW WILL YOU USE THE MONEY? (Include pictures of the product/service(s) and the cost for each)

Vinyl cutter \$150

HEAT PRESSER \$600

PRINTER \$150



Total Amount:\$900

Insert pictures of the income statement here:

The screenshot shows a spreadsheet titled "Income Statement" with the following data:

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	400	400	350	400	400	400	450	450	460	600	1,000	1,100	6,410
Total transactions or units sold	40	40	35	40	40	40	45	45	46	60	100	110	641
Revenue per transaction or unit	10	10	10	10	10	10	10	10	10	10	10	10	120
Expenses													
Self salary	100	100	100	100	100	100	100	100	200	200	200	200	1,600
Employee salaries	40	40	40	40	40	40	90	90	90	90	90	90	780
Raw Materials	30	30	30	30	30	30	30	40	40	45	50	60	445
Store Rent	50	50	50	50	50	50	50	50	50	50	50	50	600
Technology	15	15	15	15	15	15	15	15	15	15	15	15	180
Advertising	15	15	15	15	15	15	15	15	15	15	15	15	180
Transportation	20	20	20	20	20	20	20	20	20	20	20	20	240

WHAT HAVE YOU DONE WITH THE PROFITS YOU MADE TWO MONTHS AGO AND LAST MONTH? BE VERY SPECIFIC ABOUT ITEMS PURCHASED AND THE AMOUNT SPENT.

For the last two months, I have made good profits. I managed to hire a Heat presser, which was 60 dollars per week. I hired it for a month and bought 5 rolls of vinyl, 10 dollars each, which cost me 50 dollars. Also, self-salary: 100 dollars, and I paid a helper 50 dollars. On transportation, I spent 200 dollars.

What did you learn from the practice pitch you gave to your area supervisor's Rotary Club? What was the date of that practice pitch event?

The Date was 24 July 2026.

In my pitch, I learned the importance of presenting with confidence, having a better explanation of my business, also to outline the benefits of the business to the community's well-being. Also Learned to keep track of records of my business.



Share about your family and picture here:

That is me and My Lovely Mom. I was raised by a single parent; my Dad passed away when I was a baby. She has been my rock as a single mother; she has tried and given her all, making sure I achieve my dreams, and hopefully one day I will make her proud.

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