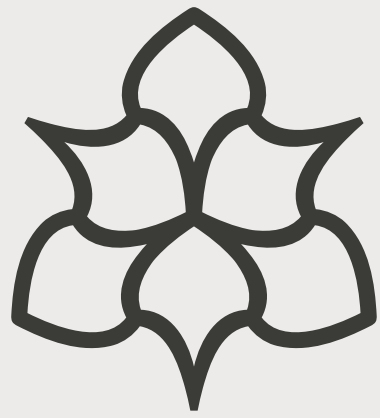


# PROPORTION

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Manchester  
Metropolitan  
University

MANCHESTER  
FASHION  
INSTITUTE

BUSINESS NAME  
& LOGO

# PROPORTION

BUSINESS STATEMENT

Proportion is a made to measure workwear brand specifically for women with achondroplasia. This a business to consumer based model, creating products for a professional environment whilst focussing on sizing and functionality. The target consumers are women aged 18 to 65 and the range includes dresses, a skirt, blazer and trousers. Proportion will have a positive impact on the fashion industry by creating a sense of community for consumers and by using sustainable recycled fabrics.

VISION & MISSION

### Mission

The mission of Proportion is to raise awareness of those with physical disabilities in the fashion industry and cater for individuals with less choice.

### Vision

The vision is to expand internationally and encourage other fashion brands to create ranges specially for physical disabilities.

INDUSTRY PROBLEM/  
SOLUTION

**Problem** - Little people have the daily challenge of finding clothes that fit correctly and suit their body shape, as well as making them feel confident. Usually, these individuals shop in children's departments (Scott, 2021) which aren't practical for a work environment and may have an impact on self-confidence. Often fashion is used in a way to express personality, religion and culture, so it's important everyone has this opportunity (Winder, 2020). Inclusivity is becoming more recognised within the industry especially around plus size and race (Seth, 2018) but there is still a lack of variety for those with a physical disability. In an inclusiveness test, currently '95 percent of respondents do not feel represented.' (Adegeest, 2021).



**Solution** - There is a rise in event and work wear, especially after the pandemic as people are going back into the office environment to work (Young, 2020). There are plans to 'increase its purchase of workwear by 50 percent this year.' (Bloomberg, 2020) showing the industry is pushing for sales in this department. There is a gap in the current fashion market so this brand will be successful due to limited competition. A solution is to create a brand where customers send their body measurements and clothing is tailored to fit correctly.

**USP** - The unique selling point is that it is directed towards a specific genetic condition, instead of all disabilities or all petite sized people. Proportion will ensure that consumers won't need any further alterations to the garments as the sizing will be individual to each customer. There will be less returns which makes the brand more sustainable reducing the impact in emissions.

**Profitability** - This is business a to consumer model so will make money through sales and marketing campaigns. It is marketed towards a niche customer demographic and will fill a gap that is currently missing in the fashion industry, therefore being highly profitable.

OUTLINE OF  
PRODUCT/SERVICE

### Maxi Dress



- Buttons down the front. It can be a struggle to do zips and buttons on the back of a dress, especially with disproportionate short stature, a type of achondroplasia (NHS, 2020).
- Pockets for practical use
- Short sleeves
- All dresses are available in navy, grey and beige.

- Small stretch in fabric so cinches at the waist slightly.
- Not too long so it fits the torso.
- Pockets and two buttons for fastening.
- Collar neckline looks professional and not childlike.



### Tailored Trousers



- Fabric is blended with 4% elastane to ensure the trousers fit the hips and waist.
- Made to measure ensures the leg lengths are correct.
- Pockets at the front.
- Black but will expand colour ranges if successful.

### Midi Dress



- The slight stretch in the fabric makes it comfortable when sitting down.
- Buttons down the front for an easier way of dressing.
- Beige is versatile and can be worn with different jackets and accessories.

### Mini Dress



- Designed for a young women consumer but still professional with a longer sleeve length.
- Grey can be worn throughout all seasons of the year and works well with current fashion trends such as burgundy accessories.
- Not too short, just above the knee length so still looks professional.

- Designed to curve around a women's body, especially with larger hips.
- Available in black, navy, grey or beige.
- All garments are made from a polyester and elastane mix.



### Midi Skirt

(All designs have been created by a AI Generator)

BUSINESS  
OBJECTIVES/  
MARKETING & SALES  
STRATEGY

## OBJECTIVES

	Short Term - Build Awareness	Medium Term - New Product Line	Medium Term - Increase Retention	Long Term - Expand Internationally
<b>S</b>	Expand awareness through Sinead Burke, social media platforms and consumers word of mouth.	New designs and improve products, by looking at research from customer feedback.	The goal is to increase retention by 10% each year, by better customer service and personal and engaging marketing.	Open stores in the UK and ship overseas from online sales.
<b>M</b>	Target 1000 consumers in the first 6 months which can be measured through social media follows.	Review previous ranges sales figures and success, to identify whether a new product line will be popular.	Measured through the number of sales and profit as well as social media reach.	Track if the returns are high due to being unable to try on a product before purchasing.
<b>A</b>	Up to date marketing and targeting the right people.	Design and sampling will need to be in summer 2025 in order for the launch to be on time.	This is achievable if a strong brand presence is built in the first 3 years.	The manufacturer need to be aware of the expansion and ensure that all future marketing is worldwide.
<b>R</b>	Current gap in the market so consumers are searching for a brand like this.	This resolves the issue of a lack of choice, therefore increasing sales due to multiple orders.	Personalised emails and improved customer service are easy ways to create retention.	Proportion needs to follow the vision and mission goals in order for the brand to continue selling the right functional products.
<b>T</b>	By the end of 2025, have built a strong brand image and consistent marketing.	Aims to be released at the start of 2026.	A medium-term objective is achievable in the next 3 years.	This is a long-term objective so the plans will begin in 4 to 5 years time.

## MARKET ANALYSIS

Women's Dress Analysis	Auf Augenhoehe	Dewey	It actually FITS	H&M	Proportion
Quality/ Fabric	50% cotton 50% modal	75% Polyamide 25% Elastane	Rayon, Nylon	55% recycled polyester	96% recycled polyester 4% elastane
Average price	£60	£50	£100	£30	£40
Size and height range	XS - 4XL	S - L including different lengths	3'7" - 4'3" Petite - Large S - L	5'3" and under XS - XXL	Made from consumers body measurements 3'7" - 4'5" adults
USP	Men's and Women's. Global brand.	Athleisure and sportswear. Celebrity endorsement.	For Dwarfism but only 8 items in stock at once.	Not designed for people with achondroplasia.	Designed and marketed towards all individuals with this condition. Partnered with Sinead Burke.

(Auf Augenhoehe, 2020) (Dewey, 2020) (It actually FITS, 2020) (H&M, 2020)

### COMPETITORS

From the table, Auf Augenhoehe has excellent branding as the German brand name translates to 'an eye level', showing who their consumers are (Auf Augenhoehe, 2020). However, they only stock one dress which is a lack of options for the customer. It actually FITS has a review which included, "fits without alterations," showing the brand has researched thoroughly and the sizes are correct. However, there are only eight products in stock and a dress is around £100 so not affordable for everyone (It actually FITS, 2020).

Dewey, is the main competitor of this brand as they have great marketing using Ellie Simmonds, a Paralympian athlete (Dewey, 2020). The brand is directed towards people with Achondroplasia but also accessible for anyone under the height of 5 foot, meaning their target market is wider, increasing consumers and profits. They stock around 18 products at one time and sell sport and leisure wear.

COMPETITOR  
ANALYSIS

### STRENGTHS

- A strong brand image.
- Meet functional needs and ensure comfort.
- Up to date with trends such as colours, silhouettes shapes and seasons.
- USP including a partnership.

### WEAKNESSES

- A niche consumer market which limits who the target audience is.
- A high cost for sampling and a risk of ethical production (House, 2024). Multiple samples are needed to ensure high quality and sizing is correct.

## PROPORTION

### OPPORTUNITIES

- Similar brands are high competitors but focus on leisure and everyday wear.
- A new market entrant, with limited successful competitor brands.

### THREATS

- Little People charity suggests River Island, M&S and H&M, which are all well-known high street brands (LPUK, 2025).
- Mass market brands are trustworthy which is why people purchase regularly (Kalam, 2024).

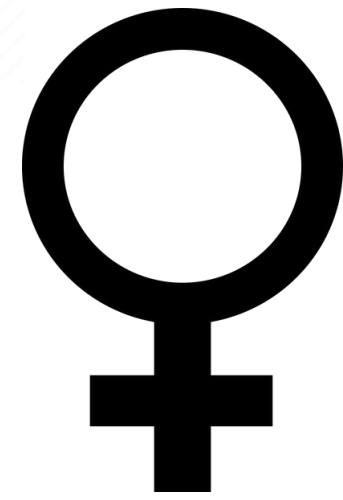
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TARGET MARKET



3'7" to 4'3"  
Extra petite with mature body type



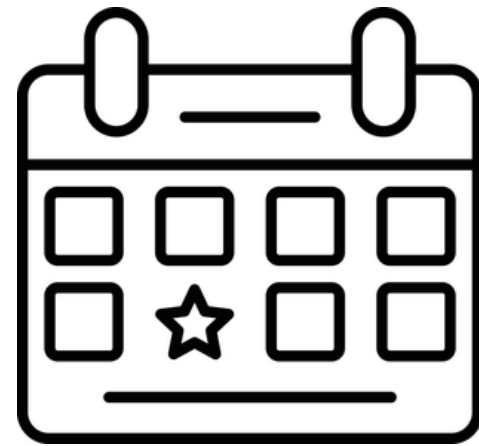
Women



Office based role or requires smart wear for work



Fashion conscious

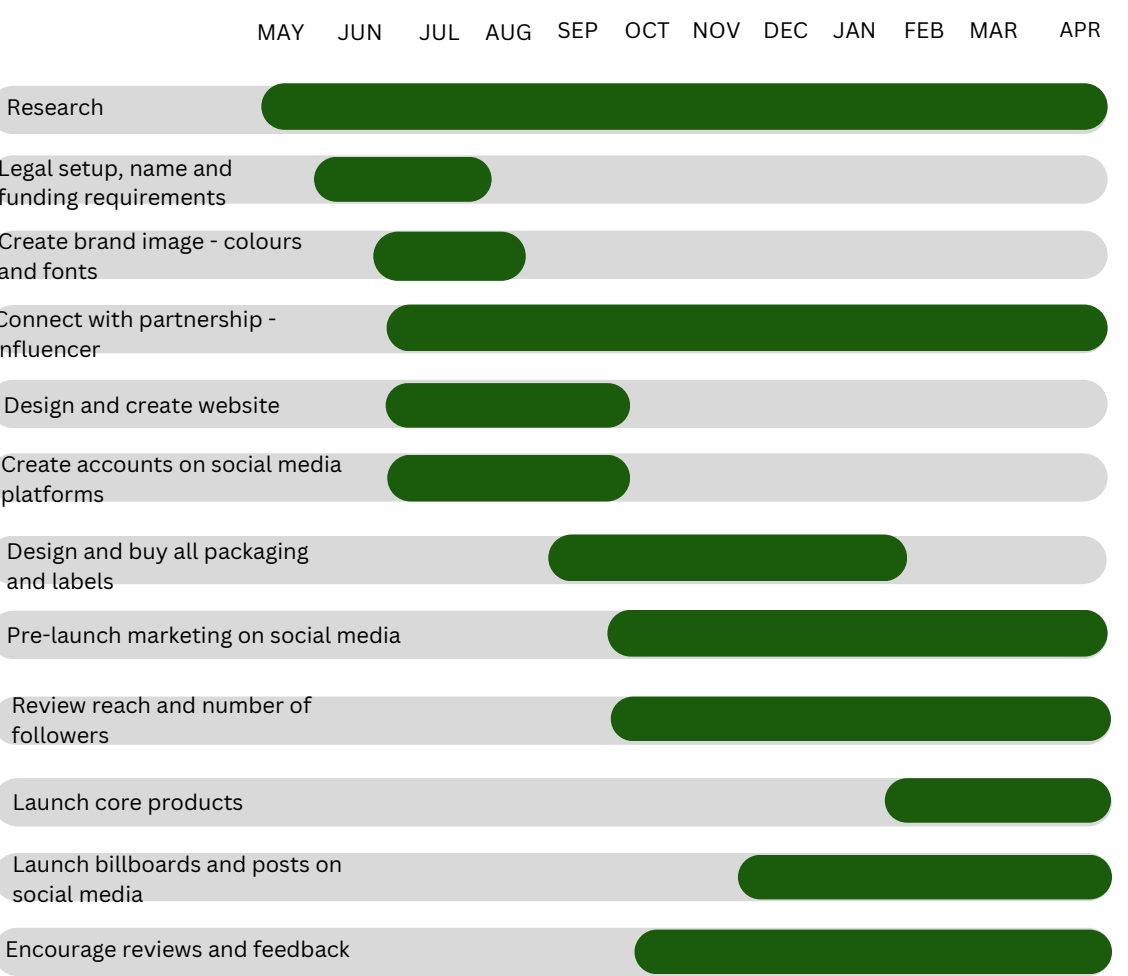


Often attends events and enjoys socialising

IMAGES/  
DIAGRAMS



### MARKETING TIMELINE



Both marketing and product timelines will be measured by success at each stage which will be done by reviewing number of sales, social media reach and profit made. It is important that the plan is followed to ensure the launches are on time. However, it is understandable that issues will arise and dates may change slightly.

Developing the size guide and manufacturing times have not been included in the Gantt chart as this will be unique for every customer. Depending on the quality and functionality of the first samples, this process may take longer due to the designs needing to change accordingly.

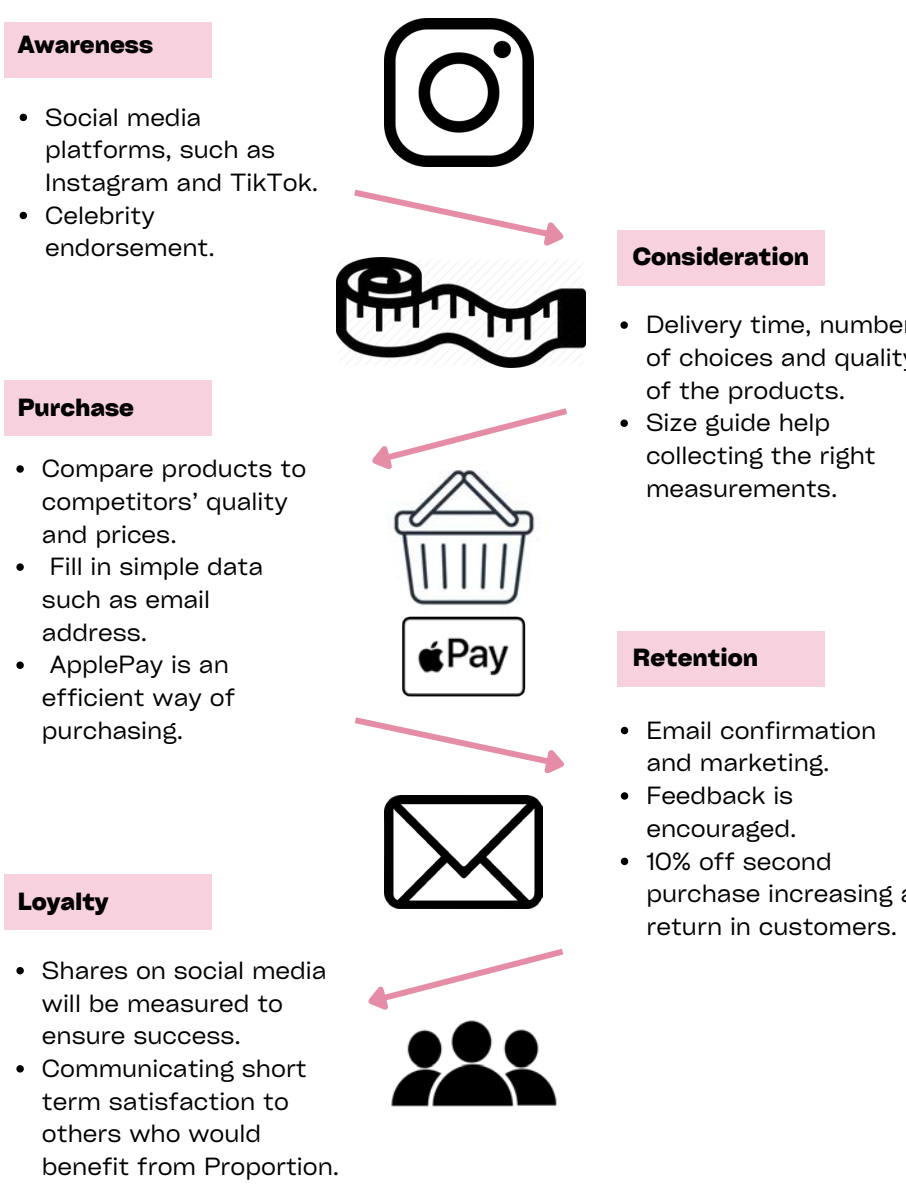
## RISK MANAGEMENT & CONTINGENCY

In order to prepare for any uncertainties, Proportion needs set out a risk management strategy chart to ensure all possible changes are accounted for.

Risk	Likelihood	Impact	Cause	Plan
Not reaching the target consumer.	High	High	Social media shares are directed towards individuals without a physical disability.	Use influencers with large followings who have achondroplasia.
There isn't a need for this new market entrant.	Low	Medium	Individuals with achondroplasia aren't in need of smart wear.	Slightly change designs to be more informal.
Slow manufacturing times.	Medium	Low	May take longer due to being made to measure and consumers expect garments to be ready for next day delivery.	Ensure consumers know the timeline of production.
Not being able to employ staff in the future which can decrease speed of growth.	Low	Medium	Not enough profit made for Proportion to be able to afford full time employees.	Only hire staff if made for contract for part time roles to begin with.

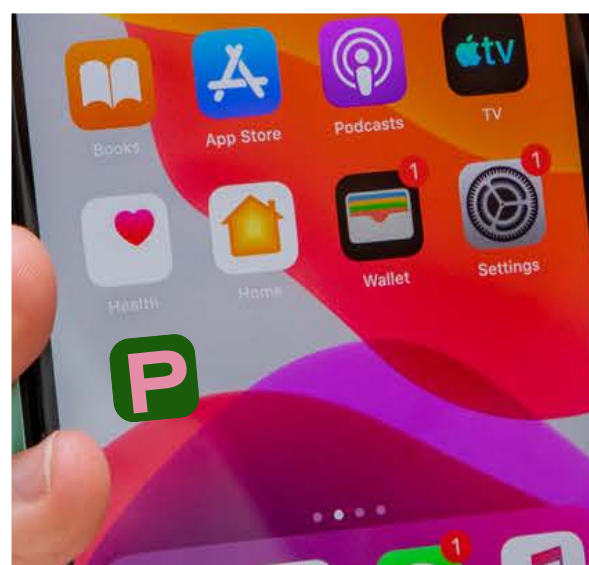
Risk management is key for a Proportion as it is a high-risk brand because the range of consumers is limited. Proportion has a strong set of objectives, marketing goals and risk assessment plans if anything goes wrong in the launch process. Another main risk Proportion could face is underestimating financial costs. Although the garments are smaller with less fabric costs, the manufacturing process takes longer, meaning more labour costs.

### CUSTOMER JOURNEY



### BRAND PACK

It is important that the key colours and fonts stay consistent to build brand awareness and recognition. People enjoy branding as much as the product and service a business offers, and it shows support to the values and beliefs within the business (Timothy, 2016). In this case, purchasing from Proportion shows an interest in growing inclusivity in the industry and shows the number of people who need this style of clothing.



The marketing images on the left show a prototype of a billboard which is clear and not overcrowded. Likewise, the app logo is simple and clear, which is effective because it has 'instant recognition' (Raj, 2024).