



# Amori's

Seamstress Shop

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# Executive Summary

## Business Description

*Amori's* is a new, independent sole proprietorship service business that specializes in alterations and repairs of any article of clothing for males and females, as well as designing and constructions of the same for females. The shop has daily hours for walk-ins and appointments. *Amori's* was created to fill a need of seamstresses in Walkersville and the surrounding area. The shop's motto is: Moving Life Along, One Stitch At A Time.

## Business Analysis

*Amori's* aspires to hire additional seamstresses and a few receptionists and strives to be affordable and honest. The shop offers a variety of promotions and discounts, as well as price matching.

## Marketing Plan

*Amori's* is for everyone, all ages, genders, and ethnicities. The shop still continues to make every effort to attain additional customers, although its target market includes all. *Amori's* direct competition is My Sewing Studio, for they specialize in almost the same services as *Amori's*, if not more. As for indirect competition, any company that does alterations or repairs would be competition. Due to the number of shops that perform alterations and repairs, this service can be considered a weakness of *Amori's*. However, in doing designing and constructions, *Amori's* has an even bigger strength.

## Appendix

The appendix contains *Amori's* balance sheet, business logo, cards, and letterhead, promotional flyers, and brochure.



## Business Description

### Type of Ownership

*Amori's* is a sole proprietorship. Deborah Afolabi is the sole owner.

### Type of Business

*Amori's* is a business that offers a service. *Amori's* specializes in alterations and repairs of any article of clothing, for males and females, and constructions of the same, but only for females. These include, but are not limited to: dresses, skirts, tops, bottoms, outerwear, and accessories like scarves, and jewelry.

### Business Formation

*Amori's* is a new, independent business.

### Business Hours

*Amori's* is open from 9am to 5pm on Mondays to Thursdays, 10am to 3pm on Sundays and closed on Fridays and Saturdays. For repairs, walk-ins are welcome. Constructions and alterations are by appointment only due to discussions on what is being created and altered.

### Business Purpose

*Amori's* was created to fill the need of seamstresses in Walkersville and the surrounding area. *Amori's* motto: Moving Life Along, One Stitch At A Time.

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# Business Analysis

## Number of potential employees, duties and suggested pay for each

*Amori's* only has one employee at this time, which is the owner. Later on, the owner will be hiring additional seamstresses and a few receptionists.

The job of the seamstress will be to perform alterations and repairs and produce the constructions the customers will bring in. They will receive 60% of each alteration, repair, or construction done. The receptionists will be in charge of taking calls, scheduling appointments, handling payments, and assisting walk-in customers with meeting with a seamstress. They will be paid \$12 an hour.

## Services offered

*Amori's* specializes in alterations and repairs of any article of clothing, for males and females, and constructions of the same, but only for females. These include, but are not limited to: dresses, skirts, tops, bottoms, outerwear, and accessories like scarves, and jewelry.

## Why *Amori's*?

*Amori's* strives to be affordable and honest. We offer price matching for both alterations and reconstructions, as well as offer a variety of discounts and promotions. We are local and show exactly what will be used to alter, repair, and construct the clothing items.

# Marketing Plan

## Target Customer

Age	All Ages
Sex	Both Males and Females
Ethnicity	All Cultures

## How will I attract customers not in my target market?

Although *Amori's* target market includes everyone, the shop will continue to make every effort to gain more customers through promotional materials and good service.

## Direct competition

My Sewing Studio: specializes in Bridal alterations, Custom-sewn - Dressmaking, Couture alterations, Formal/Evening Gowns, Formal/Informal wear, Maternity alterations, Measurements, Leather repairs, Home Fashion & Accessories, Re-Upholstery, Machine Embroidery Service, and more.

## Indirect competition

Any business that specializes in alterations and repairs would be indirect competition. Ex:

Alterations Plus

Executive Tailoring & Embroidery

TLC Alterations

## Strengths and Weaknesses of my service

### Strengths

*Amori's* does designs and constructions of articles of clothing, which is not very common. *Amori's* is also a local business.

### Weaknesses

Alterations and repairs are a little more common than constructions and those two will most likely be more popular with customers. As of this moment, *Amori's* only has one worker, which is the owner. For better business, the shop will need more help.

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## Supporting Documents

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## Balance Sheet

Non Current Asset	Value of Asset	Current Asset	Value of Asset	Non Current Expenses	Costs	Current Expenses	Costs
Sewing Machine	\$350.00	Measuring Tape	\$6.00	Rotary Cutter	\$21.50	Seam Ripper	\$7.00
Scissors	\$20.00	Hand Sewing Needles	\$3.00	Cutting Mat	\$13.00	Sewing Machine Oil	\$7.00
Iron	\$18.00	Pins	\$10.00	Pinking Shears	\$19.50	Appliques/ Patches	\$20.00
Thimble	\$2.00	Pincushion	\$15.00	Sewing Gauge	\$4.00	Fabric Chalk	\$6.00
Tweezers	\$6.00	Water Sprayer	\$6.00	Pattern Weights	\$20.00	Lint Roller	\$6.00
Table	\$150.00	Threader	\$2.00	Mannequins	\$100.00	Masking Tape	\$6.00
Sewing Machine Presser Foot	\$8.00	Thread	\$100.00			Snaps and Tools	\$12.00
Zipper Presser Foot	\$8.00	Ruler	\$5.00			Fusible Adhesive	\$12.00
		Elastic	\$10.00			Zippers	\$10.50
		Elastic Thread	\$5.00			Tracing Wheel	\$4.50
		Buttons	\$10.00			Fabric	\$600.00
		Duster	\$15.00			Cardstock	\$17.50
		Sewing Machine Needles	\$8.00			Thread Organizer	\$16.50
		Ribbons	\$15.00			Bobbins	\$4.00
		Cord	\$6.00			Bobbin Box Organizer	\$13.00
		Yarn	\$10.00			Safety Pins	\$3.50
		Yarn Needle	\$4.00				
		Beads	\$10.00				
		Empty Spools	\$1.00				
		Patterns	\$15.00				
<b>Total</b>	<b>\$562.00</b>	<b>Total</b>	<b>\$256.00</b>	<b>Total</b>	<b>\$178.00</b>	<b>Total</b>	<b>\$745.50</b>
<b>Total Assets</b>		<b>\$818.00</b>		<b>Total Expenses</b>		<b>\$923.50</b>	



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## Business Logo



## Business Cards

**Deborah Afolabi**  
**Seamstress**



**2404379075**



**debbieamori14@gmail.com**



**8409 Vision Ln**  
**Walkersville, MD 21793**

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**Walkersville, MD 21793**

# Letterhead



8409 VISION LN 240-437-9075  
WALKERSVILLE, MD 21793 DEBBIEAMORI14@GMAIL.COM

## SEAMSTRESS SHOP

Dear Whomever It May Concern

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or other software application. This generally includes the same information as pre-printed stationery but without the additional costs involved.

Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically. That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading.

Sincerely,

Deborah A. Afolabi  
Owner and Seamstress of Amori's



MOVING LIVE ALONG, ONE STITCH AT A TIME.

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## Promotional Flyers

### Referral Flyer



Get up to 75% off all  
alterations, repairs, and  
constructions when you  
refer a friend to Amori's!

8409 VISION LN  
WALKERSVILLE, MD 21793



## Price Matching Flyer

The flyer features a black silhouette of a sewing machine. The needle area is replaced by the word "Amori's" in a pink, cursive script. The hand of the machine is a white circle containing a black silhouette of a dress on a hanger. The background is a light pink with faint, overlapping images of a measuring tape, a thimble, and a spool of thread. The entire flyer is framed by a white dashed line on the left and a black dashed line on the right.

*Amori's*

# Amori's does Price Matching!

Just bring in a receipt from a similar  
alteration, repair, or construction from  
another shop and we will match their  
price!

Now Hiring Flyer

# NOW HIRING!

FULL AND PART TIME  
SEAMSTRESSES AND RECEPTIONISTS!



## SEAMSTRESS SHOP

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debbicamori14@gmail.com

Contact us at:

Contact us at:

# Brochure

## Outside

Amori's strives to be affordable and honest. We offer price matching for both alterations and reconstructions, as well as offer a variety of discounts and promotions. We are local and show exactly what will be used to alter, repair, and construct the clothing items.



**SEAMSTRESS  
SHOP**

### ADDRESS

8409 Vision Ln  
Walkersville, MD 21793

### PHONE NUMBER

2404379075

### EMAIL

debbieamori14@gmail.com

### SOCIAL MEDIA

Amori's Seamstress Shop



**Deborah Afolabi**  
Seamstress



2404379075

debbieamori14@gmail.com

8409 Vision Ln  
Walkersville, MD 21793



## MOVING LIFE ALONG, ONE STITCH AT A TIME.

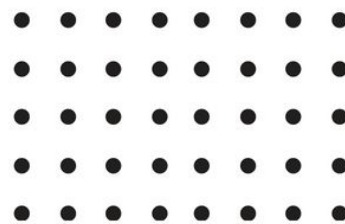
### ABOUT AMORI'S

Amori's is a new, independent sole proprietorship service business that specializes in alterations and repairs of any article of clothing for males and females, as well as designing and constructions of the same for females. The shop has daily hours for walk-ins and appointments. Amori's was created to fill a need of seamstresses in Walkersville and the surrounding area.

### SHOP HOURS

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Constructions and alterations are by appointment due to discussions on what is being created and altered.



### Services Offered:

**Repairs**  
**Alterations**  
**Designs**  
**Constructions**

**These include, but are not limited to:**

**Dresses**  
**Skirts**  
**Tops**  
**Bottoms**  
**Outerwear**  
**Accessories:**  
**Scarves**  
**Jewelry**

