

CTE Entrepreneurship Course Development Model

Sustainable Fashion and Social Entrepreneurship

Course Content

16.6 - Hours of instruction

Possible model: 8 weeks with 2.07 hours per week

By Week:

Week One

The Price of Fashion: What is the true Price of Fashion?

Social Responsibility in a Global Fashion Industry; why is it important?

- Overview of Major steps in manufacturing apparel/ accessories: Product development, trends, fabric, first patterns and samples, costing, editing, sales reps, patterns, marking, grading, fabric and trims, cutting tickets, cutting, garment/ accessory production, quality control and distribution, customer reaction, financial organization.
- Socially responsible design; processes and pitfalls
- Socially responsible production and ethics
- Socially responsible sourcing and ethics
- Pitfalls historically with labor and working conditions in US and globally

- Opportunities for environmental responsibility
- Case studies of companies and designers (Stella McCartney, Vivienne Westwood etc.)
- The Story of Stuff View in class or for homework

Student Research:

- Find examples of companies/ designers in fashion or related to fashion that are branded / recognized as socially responsible. What socially responsible practices do they apply and to what degree? Who is their competition? Who are their customers? Who are their supporters and critics as being labeled or branded socially responsible?

Week Two

- Monitoring Social Responsibility
- Laws national and international
- Workers, labor unions
- Governmental, intergovernmental organizations
- Advocacy groups
- Consumer and Pressure Groups
- Colleges and Universities
- Financial Markets and Investors
- Codes of conducts
- Monitoring, what they look for and remediation
- Fraudulent practices
- Case studies

In Class:

- Discussion and debate of definitions of true social responsibility from different perspectives (apparel educators, industry, non-governmental organizations, etc,) as it applies to the environment, sustainability, human rights.

Home work:

- How could you develop a fashion related business that is socially responsible? What type of business would it be: fashion product development and design, production and manufacturing, or retail and merchandising? How could you ensure that your business was socially responsible? What similar businesses are there currently that you could learn from?

Week Three: Before you Start your Business

- Getting started: Questions to ask yourself as an entrepreneur. Do you have what it takes?
- Pitfalls and advantages of self-employment
- Researching the market: pricing, legal aspects, partners
- Startup money, loans, profit, accounting and bookkeeping, operating business from home
- How to find out about reputable suppliers, manufacturers and sales reps.
- How do you think you will market your product? Product, Price, Provisions, PR
- Selecting a business structure: Sole Proprietors, Partnerships, Corporations and LLC
- Management plans
- Fictitious names
- Licenses
- Trademarks, Copyright, Trade Dress, as it applies to fashion, textiles and accessories
- Business cards and stationery, toll free numbers, web pages, internet business

- Work Sheet: Entrepreneur Questionnaire
- Work Sheet Management Plan for you business

Week Four: Business for Fashion (You do want to make money right?)

- Creating a strategic plan
- Creating a business plan
- Avoiding mistakes in business plans
- Overview of bookkeeping: computers and programs, managing receivables and inventory, contingency plans, terms and definitions, taxes, insurance, financial advisors
 - To own or lease equipment or property: types of leases, pros and cons of less, taxes and financial considerations
 - WORK SHEET: Create a Cost Sheet for First Year Cash Flow
 - Financing your business: Capital Vs. Debt, where to find a loan, selecting a lender, determining amount of loan needed, factoring, major factors used to determine eligibility for funding

Homework: Create Your Business Plan and Financial Plan with First Year Cash Flow worksheet

Week Five: Product Design

- How to design or select designs today for tomorrow: Product Cycles and Predictive Services
 - Elements of design, Style categories, design planning, merchandise plans, groups, color and fabrication, samples, line planning, branding, merchandising your line, story boards, design development, regional differences, sizing
 - Flats, Line Sheets, and Spec Sheets

- Materials and sustainability: textile shows, textile firms, assessing quality and sustainability
- Trims and Findings
- Fibers/ impact of textiles and the environment and social issues
- Renewables
- Biodegradable fibers
- Life Cycle Assessments
- Sourcing for your business in to ensure socially responsible materials
- First Patterns, samples, pattern making, grading, markers and cutting
- Case studies
- Homework: Create Flats, Line Sheets and Spec Sheets for your product. Sourcing Plan for materials and trims pre-production patterns etc., Life Cycle assessments,

Think: What materials would you need to create your product and where could you source them using information gathered in class or on your own? If interested in retail, how could you ensure that product you purchased was socially responsible and where would you get it? What would be your Life Cycle Assessment?

Week Six: Manufacturing and Distribution

- Manufacturing in the US and Globally
- Pitfalls and ethics of off shore manufacturing
- Finding a manufacturer/ contractor
- Oversea operators
- Ensuring best practices
- The environment, social, and labor issues
- Product Costing: Create a Cost Sheet
- Production Planning: Quality control, shipping and packaging

- Distribution and the environment
- Shipping, transportation terms, labels needed
- Case studies

Homework: How would you find and ensure socially responsible manufacturing of your product? How would you also distribute your product? How do other companies do this and what are the pitfalls and costs involved? Create a Plan.

Week Seven: Sustainable Fashion Marketing and Selling

- Distribution channels
- Selling Options: Direct types of
- Showing a line and writing an order
- Retailer buying habits
- Private labels
- Internet
- Brand Names
- Mail order
- Home Shopping QVC
- Indirect Sales: types of sales reps and selecting a good rep for you, orders/ contracts/ payment and disputes
- Trade Shows
- Terms of Sale
- Discounts/ Charge Backs
- Tracking deductions
- Transportation Terms

- Mail Order Selling
- Internet Selling
- Producing and Selling Abroad: Quotas/ exporting/ importing issues

Homework: Create a sustainable fashion marketing and selling plan

Week Eight

Presentation of sustainable fashion product to panel of industry professionals, investors, and sustainable business advocates. "Shark Tank Style"

Be prepared to share: Product or line idea, product research, management plan, business plan, estimation of start up financing needed, First year Cost Sheet, Financing Plan, Product (flats, line sheet, spec sheet and cost sheet), Sourcing and manufacturing Plan and distribution plan.

Be prepared to discuss and answer questions related too:

- How does your product/ line fill a need? Where does it fall in product cycle?
- Who is your target customer, what is your company brand?
- How is your product sustainable and ethical in regards to: materials, sourcing, production and manufacturing, the environment, fair trade, labor issues, distribution etc.
- How will you market and sell your product/ line
- Is your company philanthropic? How are you a social entrepreneur? Who and how do you benefit your intended group or organization? In what ways and how much?

- What is your products foot print?
 - Product maintenance (how does the use of your product effect the environment etc.)
 - End of use: What happens to your product when customer is done with it?
 - Analyses of environmental impacts.
 - Corporate strategies
- Critic and suggestions for improvement

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Honest Tea Business Plan

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UNIT 3 Integrated Marketing

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UNIT 4 Show Me the Money: Finding, Securing, and Managing It

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Unit 6 Case Study: Honest Tea

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Glossary