

Abstract

The diploma thesis “The Process of Establishing and Building a Fashion Brand” deals with the process of establishing a fashion brand, how to write its business plan and which methods and techniques are suitable to use to create a fashion brand. The first part of this thesis covers the issues of establishing small business, then it is explained the structure and utilization of business plan and at the end of the theoretical part is closely described fashion marketing, as well as marketing and strategic analyzes and tools, which are generally used for building brands. In the practical part of this thesis the author, according to the acquired knowledge, handles the business plan of the streetwear brand called yen3k. Author focuses on SWOT strategic analysis, market segmentation and mainly on the marketing mix. Especially the promotion part of the marketing mix is described deeply. In conclusion, organizational plan, risks assessment and financial plan are evaluated.

Keywords

Fashion brand, brand, yen3k, business plan, fashion marketing, entrepreneurship, branding, streetwear, brand establishing, creation of a brand, brand identity, brand building, fashion, clothing