Graduation Product

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INTRODUCTION
The Insiders is an innovative network platform where young professionals, experts and entrepreneurs in the fashion industry can come together to share their knowledge and experience. We believe that the power of success is within having the right network around you to always help you move forward.

The fashion industry is highly competitive and is one of the industries with the lowest business survival rates. By offering access to industry experts and working professionals, young fashion businesses get the chance to grow into areas outside their own area of expertise. The Insiders Community will be an online-and offline place where peers can create lasting business relationships.

The Insiders will function as an employment agency, offering high quality candidates and a consultant to advice the experts on business choices. It is a multi-purpose platform that is not just aimed for filling vacancies, but for building a powerful network and relationships between businesses and professionals.

‘A platform designed for uniting young professionals, entrepreneurs and experts of the fashion industry to create a powerful source of knowledge and skills’
CONCEPT
The Insiders offers high quality fashion workers on every level for reinforcement of small business management. It also gives room for young fashion talent by offering a range of training- and education programmes directed to obtaining applied knowledge and skills for every division in fashion.

While the platform will function as an employment agency, it will also offer these training programmes, because it is very important to maintain a high quality level of labour. The community stimulates creative innovation by giving entrepreneurs, young professionals and experts the opportunity to exchange and obtain experience. A place where entrepreneurs of young fashion businesses can look for capable workforce to delegate tasks within their growing companies and where starting professionals can learn from the best.

The innovating platform of The Insiders provides a new view on flexible fashion employment and knowledge exchange.

Vision
The creation of a solid and highly knowledgeable network is of the essence to building a successful company in the highly competitive fashion industry.

Mission
The Insiders strives for creating a community that unites professionals and companies throughout all domains of the fashion industry. This network will share experience and knowledge to reach a high level of work and solid business positioning.

Core Values
Delegate - connect - educate

Unique Selling Point
The Insiders differentiates itself from existing (online) fashion platforms by offering an all-rounded network community. Not only is it a place to find the top vacancies in the business, but also a place to find continuous education on the latest developments in the industry. With their own point system The Insiders can guarantee high quality delivery of work and consultancy.
The Insiders Community

The online environment of The Insiders offers the opportunity to make connections between:

- Entrepreneurs and fashion professionals
- Entrepreneurs of comparable businesses
- Experts and professionals
- Experts and starting entrepreneurs

The online environment will be designed separately for each user group, to clearly direct the user towards what they are looking for. The Insiders’ website can be a place to share experiences in the online forum or in live chats with industry experts.

Offline, The Insiders strive towards establishing professional meetings and seminars where multiple speakers from all areas of the business present their experience and ways of dealing with occurring business obstacles. The seminars will be themed per business area: management, marketing, design, product management and Research & Development (trends).

A selection of speakers will be made in collaboration with AMFI and Business of Fashion. The Insiders also invites fashion business owners from within the Insiders Community to share their take on networking.

The other offline activities from The Insider Community are the network events. Peers can meet here to exchange experience and contacts. The network events offer the opportunity for young professionals to start building a professional network.

The goal is to finally organize an annual The Insiders Network Fair, where the network events and seminars melt together on a large scale.

Becoming an Insider

Becoming an Insider by being part of The Insiders Community requires a monthly subscription:

- Young Professionals €10,-/month
- Experts €15,-/month
- Entrepreneurs €20,-/month
In return for the subscription fee, the Insider receives a consultation where a profile will be composed. This profile will serve as a network tool to transparently and clearly communicate the qualities. Candidates for employment will go through an extensive quality and ambition check for their profile.

Other services provided are a monthly newsletter on the newest developments within the Insider’s field and information on the nearest Insider Community Events.

The Insiders Training & Education Programme

A training and education programme will be offered to the young professionals to keep up the level of knowledge and skills applied to their work area. The quality of the education curriculum offered by The Insiders is validated by The Amsterdam Fashion Institute (AMFI) label of academic approval.

By following through with the selection process and obtaining sufficient Insiderpoints, the candidate will get labelled a ‘Certified Insider’.

The Insiders Business Support

The Insiders platform can mediate a consultancy from Insider experts to Insider entrepreneurs in need of advice.
TARGET GROUP
The Young Professional
Recent graduates of fashion schools or professionals with less than five years of working experience at a fashion company.

The Expert
Fashion professionals working in the industry in a mid- to senior managing position with over five years of experience.

The Entrepreneur
(Co-)owners of small fashion companies that are within their first five years after establishment.
the insiders

Performance check
Providing experts

Quality & ambition check

client companies
Entrepreneurs

Community

candidates
Young Professionals

Network meetings
Training & education
Seminars
Business exchange
The candidates (young professionals) go through an extensive selection process before employment within client companies of The Insiders Network.

**Selection**

Before subscribing to The Insiders Community, the professional goes through a quality and ambition check. The candidate will be scored on a scale from 1-5 on the following points:

- **Personality:** energy, result focus, teamplayer, planning abilities, skills
- **Reference:** achieved results, satisfaction former employer, substantive knowledge, points of development

The outcome of the selection check will be used to create the candidate's Insider profile. The level of the work the candidate can perform will be based on a combination of (1) schooling and work experience, (2) expertise and substantive experience, (3) knowledge delivery and abilities to guard quality.

The full selection process determined the professional level of the candidate:

- Assistant
- Junior manager
- Medior manager
- Senior manager

**Quality Guarantee**

The professionals will continuously update their knowledge on industry developments in the Insiders Training & Education Programme. They will be obliged to update their schooling by obtaining 20 Insiderpoints (ISP’s) yearly, where one point signifies one hour. The education can be from within The Insiders or external. The subscription includes 10 ISP’s yearly, so the other 10 have to be obtained by the professional itself.

**Interim Checks**

When an Insider gets employed at one of the client companies, the performance level will be evaluated regularly on a scale of 1-5 (and should be granted a 3 or higher to pass).
In the Dutch Market, there are two major competitors on fashion network delegation and employment: HTNK and Fashion United.

**HTNK**

HTNK is a Dutch fashion recruitment and consultancy agency that offers to lay connections between professionals and companies. The company functions as an intermediary to bring together the people and the companies that they see fit for each other. Next to connecting companies to candidates, they also offer a range of workshops for fashion professionals to improve their professional presentation profile and skillset. In collaboration with other fashion associations HTNK also organizes fashion events.

**Fashion United**

Globally, most companies use the Fashion United website to expose their job vacancies. It works less as an employment mediator than HTNK; it functions more so as a vacancy platform where companies post their job openings and applicants can openly select from them. The website is globally used as a platform for fashion news, trend reports and industry developments.
MARKETING
The Insiders community will be able to grow by attracting young professionals looking for jobs, entrepreneurs experiencing company growth and experts ready to share their knowledge.

The young professionals are very active group on social media, so a mixed strategy of paid- and unpaid posts on Facebook and Instagram would be held to raise initial awareness. The internship bureaus of the main fashion institutes (AMFI, ArtEz, TMO) will be contacted to spread awareness among students and graduates.

The entrepreneurs will be approached through presentation sessions at open workspaces, as Spaces, to attract attention. To establish more client relationships brand- and PR agencies (f.e. Parrot Agency, Mooi PR) will be contacted to start the base of the network.

A network web of experts will be spread over the major fashion companies in the industry (Gstar, Sissy-Boy, Tommy Hilfiger) to recruit speakers for The Insiders events.
PLANNING
Year 0

Establishing brand awareness and subscriptions:

- Start lobby Insider candidates, entrepreneurs and experts
- Introduction event

Year 1

The planning of The Insider Community Events revolves around the Premiere Vision fair in Paris, because important information is to be spread among The Insiders Network:

- First Seminar event February
- First Network event September
- 10 active client companies employing 12 professionals
- 30 subscribers

Year 2

- 2 Seminar events: February and September
- 2 Network events: May and November
- 20 active client companies employing 25 professionals
- 50 subscribers

Year 3

- 2 Seminar events: February and November
- 2 Network events: February and October
- The Insiders Network Fair September
- 35 active client companies employing 45 professionals
- 100 subscribers
REVENUE MODEL
Employment Revenue

The profit margin of The Insiders employment platform will be 20%. After determination of the work level of the professional, the following hourly tariffs will be handled for payments to The Insider Professionals:

<table>
<thead>
<tr>
<th>Function</th>
<th>Bottom Limit</th>
<th>Av.*</th>
<th>Top Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistant</td>
<td>10</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>Junior Manager</td>
<td>13</td>
<td>19</td>
<td>25</td>
</tr>
<tr>
<td>Medior Manager</td>
<td>22</td>
<td>31</td>
<td>40</td>
</tr>
<tr>
<td>Senior Manager</td>
<td>37</td>
<td>53</td>
<td>63</td>
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</tbody>
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*Forecast calculates from the average of every payment limit.

Supposing out of 10 professionals, the distribution over employment will be over the following ratio: 3 assistant / 5 junior manager / 2 medior manager / 1 senior manager. Each professional will be able to get employed four months yearly, fte. 640 hours.

Year 1
10 Active client companies employing 12 professionals.

1,2 \( \times (3 \times 13 + 5 \times 19 + 2 \times 31 + 1 \times 53) \times 640 = \€192{,}232 \),-
Profit margin 20%

TOTAL EMPLOYMENT REVENUE YEAR 1: 
\( \€38{,}246{,}40 \)

Year 2
20 Active client companies employing 25 professionals.

2,5 \( \times (3 \times 13 + 5 \times 19 + 2 \times 31 + 1 \times 53) \times 640 = \€398{,}400 \),-
Profit margin 20%

TOTAL EMPLOYMENT REVENUE YEAR 2:
\( \€79{,}680 \),-

Year 3
35 Active client companies employing 45 professionals.

4,5 \( \times (3 \times 13 + 5 \times 19 + 2 \times 31 + 1 \times 53) \times 640 = \€717{,}120 \),-
Profit margin 20%

TOTAL EMPLOYMENT REVENUE YEAR 3:
\( \€143{,}424 \),-
Subscriptions & Event Revenue

The Insiders Seminar- and Network event Fees:

- Insider member €10,-, non-member €20,-

The ratio per 10 subscribers will be on estimate 7 professionals, 3 entrepreneurs, 1 expert. The yearly revenue per subscriber will be:

- Young Professionals €120,-/year
- Experts €180,-/year
- Entrepreneurs €240,-/year

Ratio of attendance for The Insiders Events: per 10 attendants approx. 8 member, 2 non-member.

<table>
<thead>
<tr>
<th>Year 1</th>
<th>30 subscribers:</th>
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<tbody>
<tr>
<td></td>
<td>3 (7 x €120 + 1 x €180 + 3 x €240) = €5,220,-</td>
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<tr>
<td></td>
<td>50 attendants per event:</td>
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<td></td>
<td>5 (8 x €10 + 2 x €20) = €600 x 2 events = €1,200,-</td>
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TOTAL COMMUNITY TURNOVER YEAR 1: €6,420,-

<table>
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<tr>
<th>Year 2</th>
<th>50 subscribers:</th>
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<tbody>
<tr>
<td></td>
<td>5 (7 x €120 + 1 x €180 + 3 x €240) = €8,700,-</td>
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<tr>
<td></td>
<td>70 attendants per event:</td>
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<tr>
<td></td>
<td>7 (8 x €10 + 2 x €20) = €840 x 4 events = €3,360,-</td>
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TOTAL COMMUNITY TURNOVER YEAR 2: €12,060,-

<table>
<thead>
<tr>
<th>Year 3</th>
<th>100 subscribers:</th>
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<tr>
<td></td>
<td>10 (7 x €120 + 1 x €180 + 3 x €240) = €17,400,-</td>
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<tr>
<td></td>
<td>100 attendants per event:</td>
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<tr>
<td></td>
<td>10 (8 x €10 + 2 x €20) = €1,200 x 4 events:</td>
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<td></td>
<td>€4,800,-</td>
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<tr>
<td></td>
<td>500 attendants Insiders Network Fair: (Ticket fee €25,-)</td>
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<td>500 x €25 = 12,500,-</td>
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TOTAL COMMUNITY TURNOVER YEAR 3: €34,700

TOTAL REVENUE

Year 1: €44,666,-
Year 2: €91,740,-
Year 3: €178,124,-
Cost-breakdown

**Fixed costs Single**
- Intellectual property registration €70,-
- Website development €10.000,-
- Education system development €25.000,-

**Yearly**
- Marketing campaign €3.000,-

**Variables**
- Education per subscriber €50,-
- Administration per subscriber €2,-
- Speakers €400,- per Seminar Event (3 speakers average per event).
- Venue rent €1.200,- per event
- Venue rent Network fair €8.000,-

**Costs - Year 1**
€38.070 + (30 x €50) + (30 x €2) + (1 x €400 x 3) + ( 2 x €1200) =

€47.730,-

**Costs - Year 2**
€3.000 + (50 x €50) + (50 x €2) + (2 x €400 x 3) + ( 4 x €1200) =

€12.800,-

**Costs - Year 3**
€3.000 + (100 x €50) + (100 x €2) + (2 x €400 x 3) + ( 4 x €1200) + (1 x 8.000) =

€22.800,-

**Break-even point**
The loss of the first year of approximately €3.000,- will be caught up in the second year of operation.