

THE GROWTH AUDIT

for Apparel Brand Owners



THEBUSINESSOFAPPAREL.COM

WELCOME!

Hello, I am Rachel Erickson. After spending over 25 years in the performance apparel industry, I founded The Business of Apparel to help demystify the manufacturing process for fashion entrepreneurs. I transitioned from a behind-the-scenes corporate leadership role because I want to be an expert guide for founders just like you.



x-Rachel

I do not do this alone. My incredible team includes seven amazing women who make this company work, day in and day out. Together, our work is driven by three core values: honesty with kindness, reliability, and knowledge sharing. We are thrilled to share this audit with you to help you gain clarity and momentum inside your clothing brand.

Take your time to go through this checklist and evaluate where your brand stands today:

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DOES MY TARGET CUSTOMER HAVE A NAME?

Giving your ideal customer a highly specific persona gives your brand clear direction. When you know exactly who you are speaking to, your design and marketing decisions become much easier. Have you defined them well enough that you know their name off the top of your head?

AM I BUILDING ON TRENDS OR INVENTIONS?

A trend rides the wave of current market demand, while an invention solves a specific, functional problem missing from the market. Knowing which path you are taking clarifies your true value and dictates your overall marketing strategy. It is possible to have a combination of these!

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DO MY GARMENTS HAVE "SMART" NAMES?

Meaningful and organized naming conventions keep your catalog streamlined and help your community easily remember your core pieces. It also keeps you from “boxing yourself in” when it comes to product creation. This eventually trickles down to smart style numbers and SKUs, too!

Example: Levi's 501 Jeans

DO I KNOW MY MINIMUM ORDER QUANTITIES?

Understanding your factory's MOQs is absolutely vital. It prevents you from overcommitting your budget while knowing what you are required to buy, and can help you keep your inventory lean.

Can you list your factory's minimum order quantities without having to refer back to your contract or a dusty spreadsheet?

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ARE MY NUMBERS AND COSTS CLEAR TO ME?

You must know your precise cost of goods sold. Financial clarity prevents unexpected surprises during production. Every great CEO knows their numbers inside and out. This includes your targets (what you WANT everything to cost) and your actual numbers (what your factory charges you).

AM I SELLING TOO MANY STYLES?

Editing is a powerful tool. A focused and cohesive collection is always more impactful than a scattered one. One of the most powerful moments you'll have inside your brand is realizing that selling too many styles actually prevents your customers from making a decision.

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ARE MY PROFIT MARGINS HEALTHY?

Beautiful garments are wonderful, but your pricing structure must actively support a sustainable and thriving business. If you're selling into wholesale, your margin goal should be 50%. If you're selling only direct-to-consumer, you should be aiming for a 65% - 75% profit margin on every unit.

ARE MY REVENUE GOALS PREDICTABLE?

Moving away from guessing and stepping into strategic forecasting allows you to plan for long-term growth. To make informed spending decisions, you must first have a clear understanding of your quarterly and annual gross revenue. Stop guessing!

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AM I SENDING FORECASTS TO MY FACTORY?

Consistent and transparent communication with your manufacturing partners ensures a smooth supply chain. If you are already doing this, you probably know that the positive relationship it builds with your factory results in faster timing, better quality and lower costs, too!

DO I HAVE A SOLID TIMELINE AND CALENDAR?

A detailed production calendar is the backbone of a successful and stress-free product launch. Work your way backward from your launch date, find the key milestones that you need to get you there and put them on the calendar in a realistic way. Don't lose money because you launch late.

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**WANT TO FIX POINT
#1 WITH ME RIGHT
NOW, TODAY?**

The foundation of your entire business relies on knowing exactly who your customer is. The next step is to jump into my mini-course for just \$7.

It is specifically designed to help you completely conquer Step #1 today, so you can move forward in absolute confidence that you are doing all the right things for your clothing brand.

thebusinessofapparel.com/target-customer



“This work has made me feel so confident to move forward!”

Ana Guerrero,

Owner of Wonderland Wolf

“I now have a playlist of music that helps to describe my target avatar!”

Lien Pham

Owner of Ever Boho



“My perfect customer is named ANGIE, a combo all of my best friends!”

Hayley Matthews-Jones

Owner of The Jump

“Once I figured out who she was, I surveyed people and designed the perfect collection that she wants!”

Michelle Wolfe

Owner of Abundantlea

