



D A B A H H O U S E

Fashion Brand 1:1 Coaching Program

Discovery

Duration: 6 Sessions

Purpose

A short introductory call to understand your business, goals

What We Discuss

- Your brand idea or current business
- Your vision and long-term goals
- Target market
- Current challenges
- Budget and investment level
- Timeline
- What success looks like for you

Fashion Brand Building

Purpose

An **intensive strategy session** designed to build the foundation of a **successful** and **memorable** fashion brand.

What We Cover

Brand Vision

- Brand purpose
- Long-term vision
- Business objectives

Market Research

- Competitor analysis
- Market opportunities
- Industry trends
- Positioning gaps

Brand Strategy

- Mission
- Vision
- Core values
- Brand personality
- Brand archetype

Target Audience

- Customer profile
- Lifestyle
- Buying behavior
- Pain points
- Purchasing power

Brand Positioning

- Unique Value Proposition
- Brand differentiation
- Competitive advantage

Product Strategy

- Product categories
- Collection planning
- SKU strategy
- Materials & quality direction

Manufacturing Strategy

- Supplier selection
- How many pieces you should start with?
- Production planning
- Cost optimization
- Quality control

Pricing Strategy

- Product costing
- Profit margins
- Retail pricing
- Financial targets

Go-To-Market Strategy

- Website strategy
- Content strategy
- Social media
- Paid advertising
- Launch planning

90-Day Action Plan

A detailed **roadmap** outlining exactly what to do during the first three months.

Deliverables

- Session recording
- Strategy summary
- 90-day action plan
- Personalized recommendations
- Factory sheet 100+ Factories
- UGC & Models sheet
- Whatsapp Support
- Access To Our Weekly Live Q&A Sessions