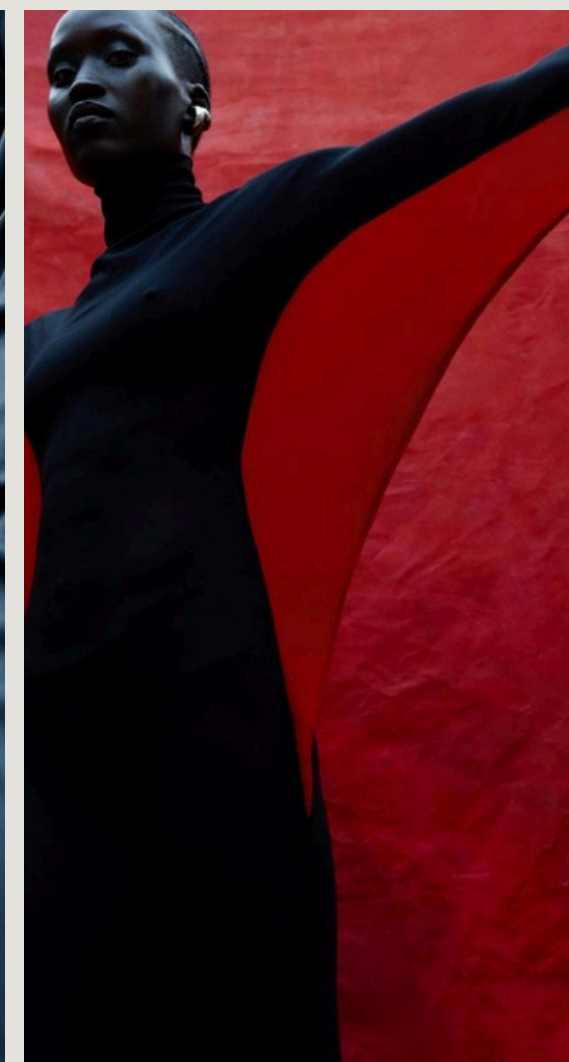
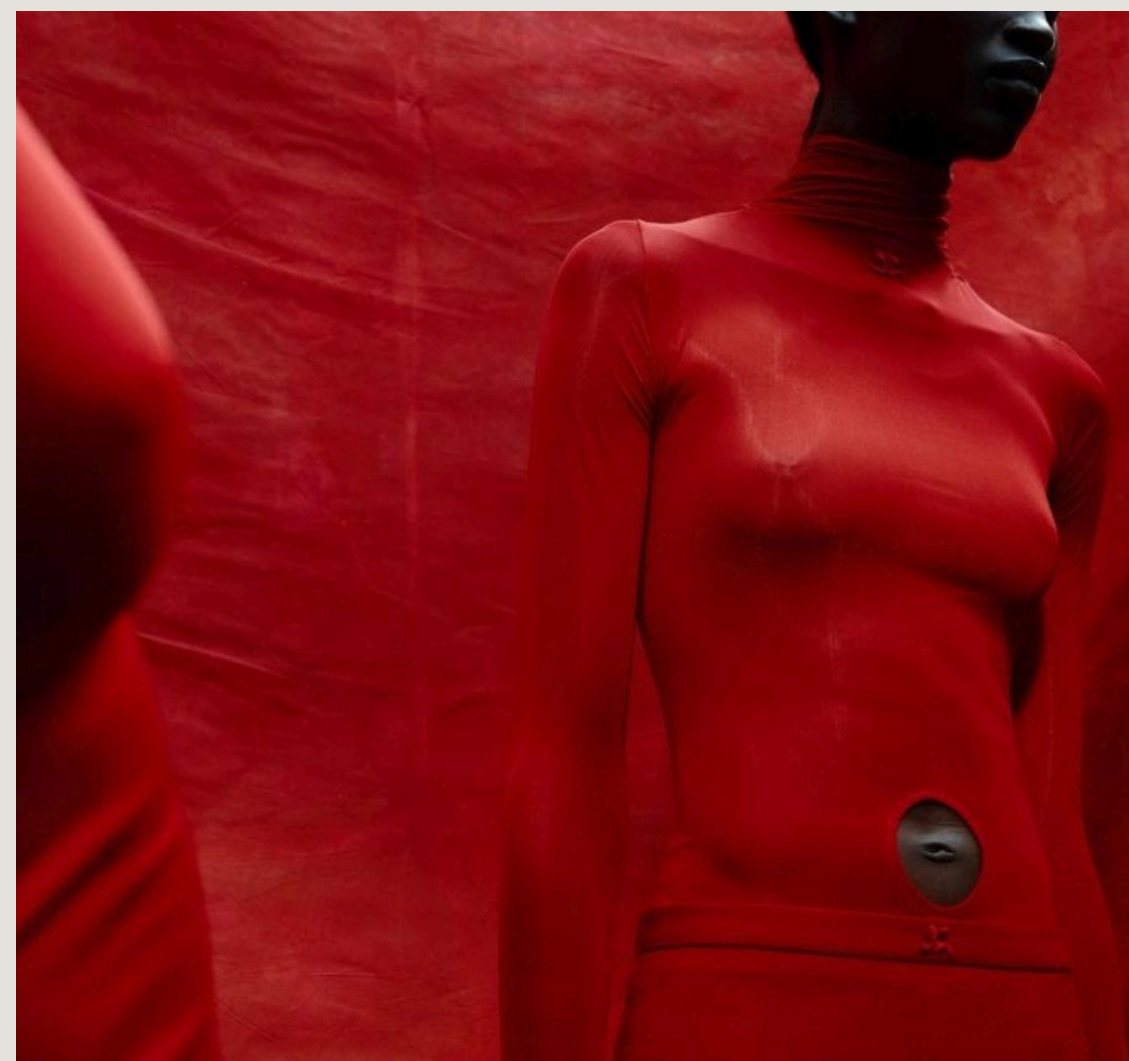
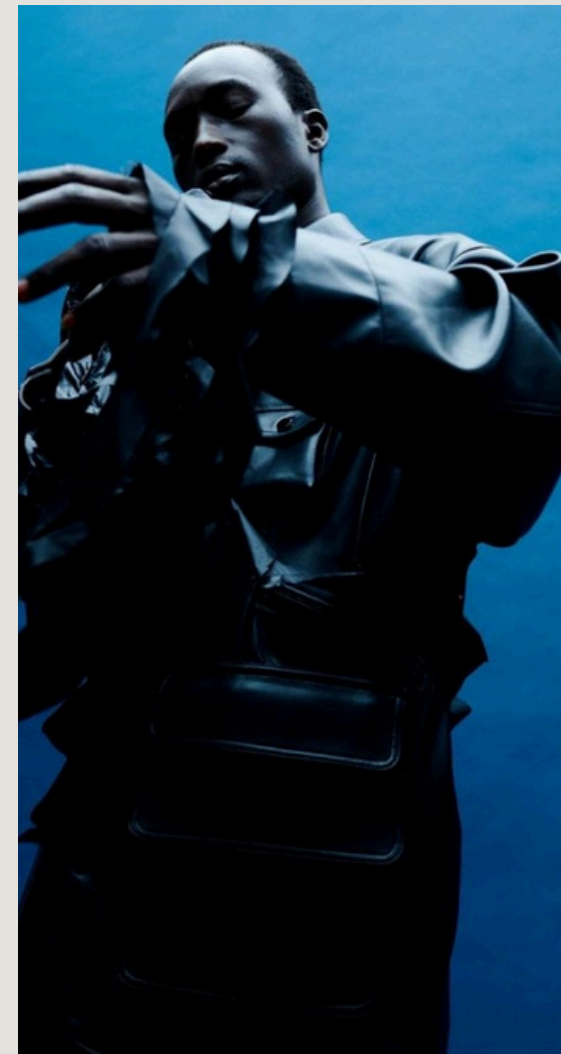




BUSINESS PLAN



Be one personality is bold, unique and confident. We want the creatives we work with to feel empowered and express their individuality through their creative identity. At the same time, we are committed to ethical practices by ensuring our brand being committed to diversity and inclusivity, which gives us a sense of responsibility and accountability to our customers experience within the Fashion industry. As there isn't many apps for Creative agencies, Be One Agency is committed to filling the gap in the market and bring together people who have like minded creative direction and represent the richness of diversity in the fashion industry in an ethical and sustainable way.



BRAND INTRODUCTION

BE ONE AGENCY
BRAND INTRODUCTION /
BRAND VOICE

Be One Agency is a creative platform that promotes diversity and gives Black, Asian and minority ethnic (BAME) creatives chances to succeed in a range of fields in the fashion industry. Our platform will act as a catalyst for their success by removing the structural obstacles they encounter and encouraging diversity and creativity. .

Utilizing strategic alliances, mentorship initiatives, and customised materials, we will enable creatives who are of an ethnic background to exhibit their abilities, establish connections with prospects, and realise their complete potential by allowing us to enhance their creative ability.

Collaborating and sharing concepts with other creatives; such as stylists, models, photographers, makeup and hairstylists. This will all be easily accessible globally in the form of an app.



BRAND VALUES, MISSION & ETHOS

BE ONE AGENCY

BRAND INTRODUCTION/ BRAND
VALUES, MISSION & ETHOS

01 Brand Values

Be One Agency's focus is to provide a professional, quality service to its clients. The name "Be One" is that we believe that creatives of an ethnic background are strong when they come to community. So we believe in being as one as creative platform, as a community and as an identity.

02 Mission

Our mission at Be One is to create a enjoyable and interactive user experience for our clients. We will strive to provide the highest quality app by ensuring regular updates while creating a welcoming and easy access atmosphere globally. We believe that fashion should be accessible to everyone with their own creative identity, so we will work to keep our premium membership prices low and our selection wide and varied. We will continue to innovate when it comes to our clients experience and strive to remain black and people of an ethnic background at the forefront of our business.

03 Ethos

Our ethos is encourage and uplift young, black and asian ethnic minorities a voice. This will be conducted by offering mentorships from well established creatives in the industry and competitions for funding for creative individuals that are trying to enhance their creative identity.



SWOT ANALYSIS

STRENGTHS

- Diversity in the fashion media such as Vogue, Elle, GQ and more fashion publications around the world and has grown over the years, as well as fashion shows in Fashion Week cities such as Paris, Milan, London and New York, meaning that Be One Agency is a unique way of discovering new talent in the Black, Asian and minority ethnic community.
- Be One Agency is one of only a few creative platforms in an app form as there isn't highly established ones in the Fashion region.
- Is a e-commerce platform that can be accessed globally which is an advantage as it will cut back costs of setting up loads of branches for creatives to try and access. It is convenient for consumers as it is on the go.

WEAKNESSES

- The MBS Diversity and Fashion report from the British Fashion Council (2022), had studied that less than 20% of ethnic minorities had been represented within senior roles in the Fashion Industry. The senior roles were Boards, Executive Committees and Direct Reports. This is something that Be One Agency needs to be aware of when expanding in the future as its brand ethos is diversity and inclusivity and as a black-owned freelance creative director of owning the agency we would want the message of diversity and inclusivity to be translated in all sectors of the Fashion Industry.
- Some creatives may want to collaborate however what they're looking for may be not as local to them and time difference may be also difficult when it comes to communicating efficiently on the platform as it is not as immediate as face to face.

SWOT ANALYSIS

OPPORTUNITIES

- Positive outlook on diversity and inclusivity which can attract consumers in the Black, Asian and minority ethnic community to feel confident to grow their business.
- Online platforms and its use has been growing drastically throughout the years in the market, which is a perfect time for this agency to emerge into the market.
- Not a lot of competitors when it comes to the Fashion related creative apps.

THREATS

- Creative agencies that exist are well established and have years of experience including working for high profile clients or Fashion publications, may take some time to be as well established as competitors.
- Representation in the Black, Asian and minority ethnic community is not growing as drastically.
- Growing a community may be difficult as freelance creative director to make the Creative Agency known to other creatives.

COMPETITOR ANALYSIS

STRENGTHS

STREETERS	REPRESENTED BY ME	CREATIVELY
Experienced with working big fashion houses such as Vogue, Alexander McQueen, Maison Margiela. Shows that it is well established creative agency as it is under the Great Bowery.	Website design layout is quite bold in comparison to a lot of the creative agencies as they normally stick to black and white colourway.	One of a very few Creative apps for creatives in the fashion industry to connect.
Has a Diversity and Inclusion statement on website which summarises Streeters belief in educating themselves and accepting different races, religions, ages, gender identities and sexes.	Provides a services page that lists what type of services they can offer clients such as Shoot Production, Social media and brand strategy, campaign shoot and more.	Does allow consumers to hire creatives or for creatives to look for jobs on the app.
Easy navigation on website with a category option to select which creatives you may search for such as styling, hair, make up and more and modern graphics to make it interactive.	Has an instant message icon to help out potential clients.	Allows creatives to have their own control of their profile and portfolio.

WEAKNESSES

There is no app created it is only a website.	Social media link to Instagram does not work.	Not many reviews of the app meaning app store rating is not as popular.
No details of how pricing and working relationship with the agency works only employment requirements on website	Only UK based as compared to Streeters and Creatively who are international businesses.	App Navigation isn't as easy compared to Streeters website and Represented by me.
No instant message icon in case a potential client needs help	Also, does not have an app only a website.	App design isn't as engaging as there isn't any animation.

MARKETING STRATEGY

1

Using podcasts to promote the app on platforms such as Youtube and Spotify by ethnic people in the creative industry, as the new face of influence is one of the factors mentioned in The State of Fashion 2024 to connect with consumers as creative personalities are what consumers are more interested now than traditional influencer marketing. Rita B who is actor and presenter and who also does skits on TikTok owns a Podcast named Faking Adulthood where she invites guests more so in the creative industry to discuss everyday topics. Using a strong personality to promote the Be One Agency app will reach a wider audience of creatives from personalities that share the same or culture as them and even offer exclusive 10% discounts on a selected membership using the Podcasts promotional code.

2

Holding networking events at least once a year with Be One Agency to express gratitude towards loyal clients and also give more brand exposure and give these creatives the reassurance of our brand being community based and allowing them to express themselves transparently and openly outside of a working. These network events can be activity based or even intimate brand dinners with a free PR gift bag. They can sign up to this via the app.

3

Using Ai to customise content on the app, such as potential creatives to collaborate with to personalise the consumer experience. For example a Fashion stylist might be looking for a photographer who specialises in street photography and VHS or vintage aesthetic to create a 90s effect, from the search engine searches the Ai programme would use this and come up with a recommended list for the consumer using Copy ai or Jasper.

4

Still use traditional ways of marketing such as using billboards as it is a global brand and making creators use hashtags across social media platforms such as Instagram and Tik Tok and post on bigger community platforms such as LinkedIn.

CONSUMER PROFILE

NIKITA

- Ghanaian born Based in South London Croydon.
- 25 years old
- Has recently finished an Fashion Internship in New York
- Instagram and Tik Tok following has grown through virtual styling business and putting together outfits of the days mainly streetwear and everyday wear.
- Aspires to be Fashion stylist and work with well established publications such as iD and Dazed
- Loves to watch Anime, her favourite Anime is Demon slayer.
- Has travelled a lot and is very in touch with Ghanaian roots.
- Wants to expand styling page by finding creatives to collaborate with such as fashion photographers, models and make up artist. To showcase her ideas and build brand personality. This is where One Agency would be a great platform to find near by creatives as she has just moved back to London .



MOODBOARD



BRAND CONCEPT

HOW THE APP FUNCTIONS:

1. Download app via apple store or google play
2. Sign up for free - free benefits include posting portfolio and following other creatives in the fashion industry.
3. In order to set up collaborations with other creatives they must set up their selected membership.
4. Once selected they can pay via card.
5. Once selecting membership they receive a welcome pack via email detailing what's included with their membership.

SUBSCRIPTION AND MEMBERSHIP:



Bronze subscription allows members to communicate and find creatives near by creatives they may want to collaborate with. This rate is £9.99 per month.



Silver subscription allows member to expand their location settings globally and be able to access mentorship from Creatives who have more experience. The AI feature would make their profile views be accesible to more creatives and access to exclusive events. This rate is at £24.99 per month.



Gold subscription allows members to access creative studio from Be One agency to hire the space out can attend exclusive events and exclusive goodie bags . Involving bronze and silver features. This rate is at £49.99 per month.

LOGO

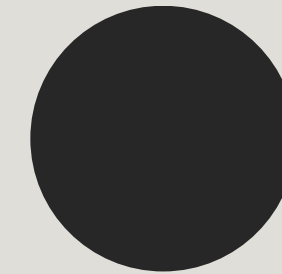
BE ONC AGENCY
BRAND GUIDELINES /
LOGO
2024



PALETTE

BE ONE AGENCY
BRAND GUIDELINES /
PALETTE
2024

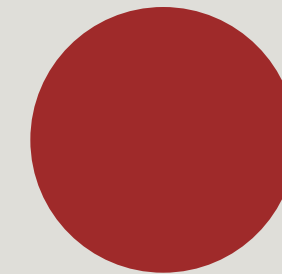
Our brand colours are bold & modern. The primary colours are black white with an off grey to differentiate it from it's competitors. We also use shade of dark red as an accent colour, to empathise the brand being bold.



#272727



#FFFFFF

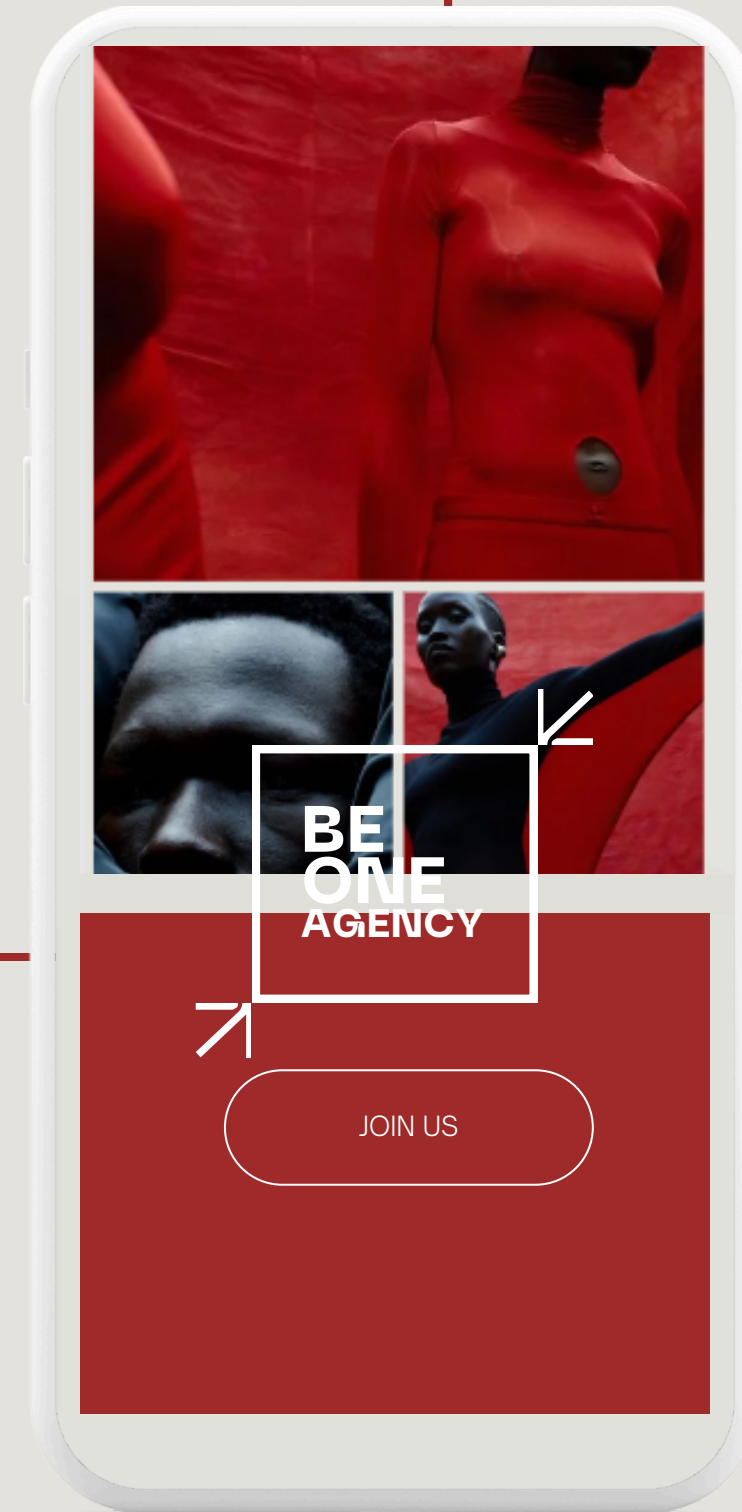
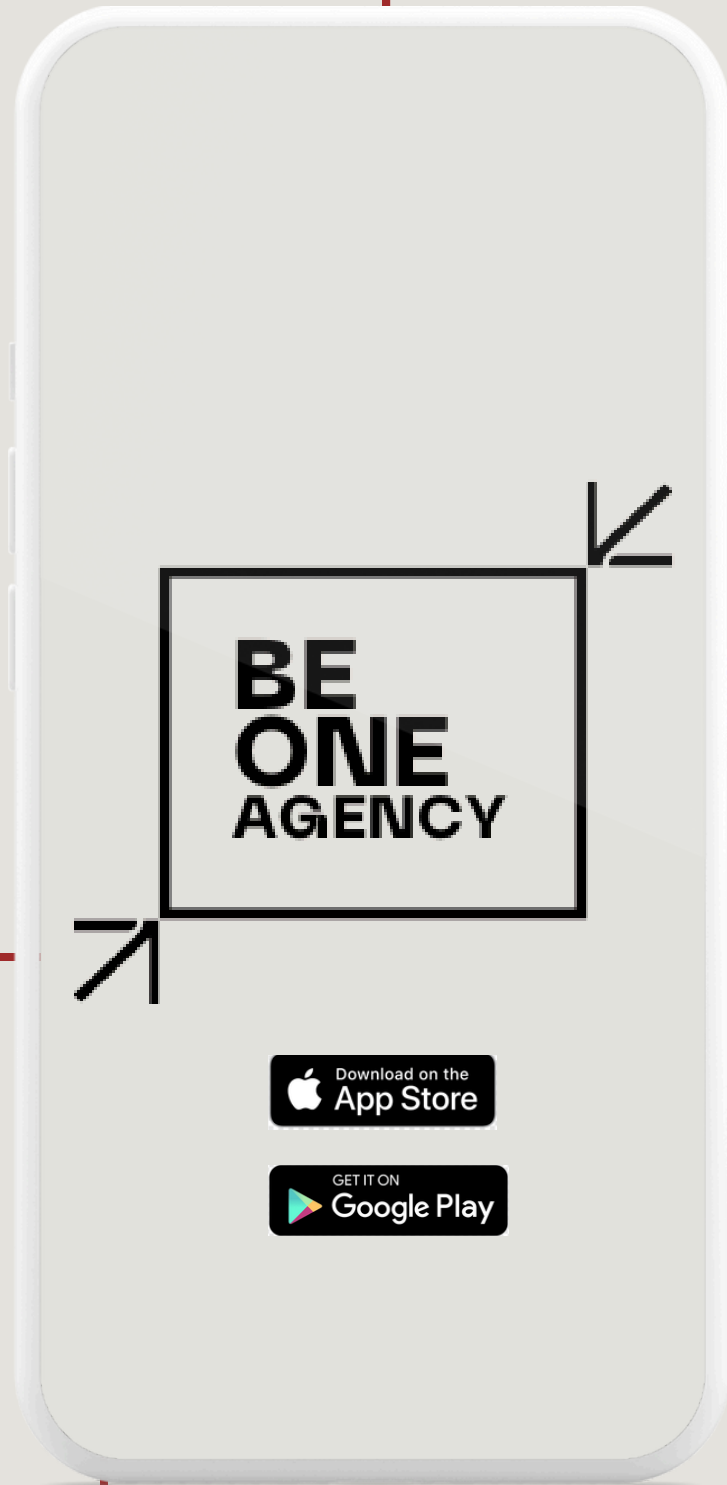


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SHOWCASE





Follow +

CHANELLE

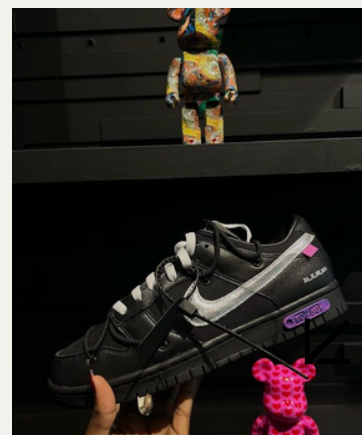
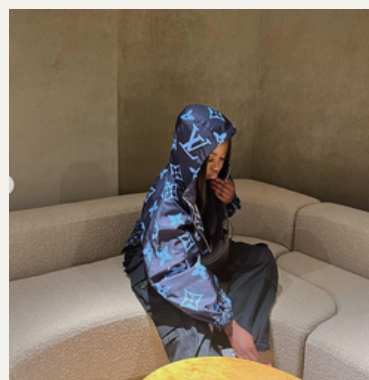
FASHION STYLIST

AGE: 29

LOCATION: PARIS

BIO:

PORTFOLIO



CONNECT WITH
CREATIVES
AROUND THE
WORLD.



Explore creatives

