
BUSINESS PLAN

Handmade children's clothing

Online and Retail

An example plan from ordara.com.au · Published 25 September 2026

ABOUT THIS DOCUMENT

Ordara drafted each section of this plan using AI, from the founder's answers and the sections they had already approved. Check any statement about competitors or the market against current public information.

Every section in this plan was reviewed and approved by the founder before it was included. Figures are the founder's own approved assumptions, recalculated — they are projections, not predictions of what the market will do.

This document is a business planning draft. It is not financial, legal, or tax advice, and it is not an audited or statutory business plan. Review every figure and claim, and seek professional advice before acting on it.

THE INPUTS, EXACTLY AS TYPED

An example business plan, built by Ordara from the inputs below, then edited by us where noted.

THE IDEA

"A handmade children's clothing business selling small batches in natural fibres, sized for toddlers, through local markets and an online store."

FOUNDER BACKGROUND

"At home with two young children. Sews already and has sold at a few local markets."

AUDIENCE

Parents and grandparents buying gifts and natural-fibre clothing for children under five

INDUSTRY

Online and Retail

BUDGET

\$3,000

EDITED AFTER IT WAS BUILT

Garment capacity reduced to twelve a week, with month-12 counts and projections recalculated, to suit one person sewing around young children; What to measure aligned to the plan's own timeline. Per-section draft notes replaced by one note in About; the fixed competitor note and ABLIS line added; amounts, headings, labels and Finance tables written as the export writes them in October 2026, with its charts in the PDF, and the copy brief put in page order.

CONTENTS

1. Strategy
2. Product
3. Marketing
4. Finance

1. Strategy

Who it serves, how it makes money, and the first 90 days.

1.1 Executive summary

This business sells handmade toddler clothing in natural fibres — linen, cotton, and wool — directly to parents and grandparents through local markets and an online store. Small batches mean genuine scarcity, which drives urgency at the point of sale. Demand for non-synthetic children's clothing is growing among parents who read ingredient labels and buy organic food, and direct-to-maker purchasing is a proven buying habit in this demographic.

1.2 One-line pitch

Small-batch, natural-fibre toddler clothes made by hand and sold direct to parents who care about what touches their child's skin.

1.3 Target market

Parents and grandparents of children under five, primarily mothers aged 28-42 in suburban and inner-urban areas, with household incomes above \$80,000. They already buy organic food, avoid synthetic fabrics, and seek gifts that feel considered. They distrust mass production and will pay a premium for provenance and craft.

1.4 Revenue model

Revenue comes from selling handmade garments priced at \$65 per piece at markets and through an online store with flat-rate shipping. In months 3-6, add a small gift-bundle tier pairing two coordinating pieces at \$120.

Headline price: \$65

1.5 What you expect to sell

What you sell	One sale is	Price	Starts	Most possible
Individual handmade toddler garments	garment	\$65	From launch	12 a week
Two-piece coordinating gift bundles	bundle	\$120	Month 4	8 a week

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Individual handmade toddler garments (garments per week)	4	7	6	10
Two-piece coordinating gift bundles (bundles per week)	0	0	2	4

These are the founder's own assumptions. Every revenue figure in the Finance section is calculated from these counts and prices.

1.6 Competitive advantage

Every piece is made by one person in small batches using natural fibres, so buyers know exactly what they are getting — no outsourced production, no synthetic blends disguised by vague labelling, and a maker they can actually talk to at the stall.

1.7 Key competitors

Competitor descriptions are general. Check them against current public information.

- Mass-produced children's clothing sold in chain department stores uses synthetic blends and standardised sizing, leaving parents of sensitive-skinned toddlers with few genuinely natural options at any price point.
- Imported handmade-style children's clothing sold through large online marketplaces often arrives with long lead times, inconsistent sizing, and no ability to ask the maker a question before buying.
- Small local sewists selling at markets without a consistent online presence lose customers between market dates — a combined market-plus-online model captures that repeat purchase they miss.

1.8 Budget allocation

Breakdown

Category	Purpose	Amount
Opening fabric and notions stock	Natural-fibre fabric, thread, labels, and fastenings for first two batches	\$1,400
Online store setup	Six months of a starter e-commerce plan and a custom domain	\$300
Market fees and packaging	Three market stall bookings plus kraft bags and tissue paper	\$500
Photography and branding basics	Foam board, fabric backdrop, and woven garment labels printed in small run	\$300
Reserve / contingency	Emergency buffer — do not spend unless necessary	\$500

Total budget: \$3,000

1.9 90-day priorities

Licences, permits and registrations depend on your business and location. Check what applies to you with ABLIS at ablis.business.gov.au.

- Week 1-2: Produce eight finished garments in two to three colourways, photograph them on a neutral background in natural light, and book your next market date.
- Week 3-6: Open a simple online store listing all eight garments with clear fibre content, sizing, and a care guide — share the link at your next market stall.
- Week 7-12: Run a 'next batch' pre-order for five garments through your online store, using your email list and Instagram, to confirm demand before cutting fabric.

1.10 Recommended launch markets

- Return to the local markets where you have already sold. Existing familiarity with the format shortens setup time — book two consecutive market dates in month one to build momentum and test new price points.
- An Instagram account posting one in-progress making video and one finished garment photo per week, no paid promotion. Parents in this demographic discover makers through short-form video; start posting in week one before stock is ready.
- A free Etsy or Shopify starter store listing every garment that sells out at markets as 'sold — enquire for next batch'. This converts market browsers into online customers and starts building an email waitlist from day one.

1.11 Key risks

- Fabric costs rise and squeeze margins — price each garment by calculating fabric cost times three before listing, and recheck this formula every time you buy a new roll.
- You sew everything yourself, so illness or family demand halts all production — keep four to six finished garments in reserve stock before each market date to avoid a zero-revenue stall.
- Online sales stall without repeat traffic — collect every buyer's email at market with a simple paper sign-up, and send one short update email when a new batch is ready, targeting at least 30 subscribers by month three.

1.12 Test the idea

- Individual handmade toddler garments: you assume about 7 sales a week by month 3, at \$65 for one garment. Test it before you spend: ask people who fit your target market whether they would pay \$65 for one garment. You assume you can deliver up to 12 a week. Test it with a short trial run before you commit to that many.
- Two-piece coordinating gift bundles: you assume \$120 for one bundle. Test it before you spend: ask people who fit your target market whether they would pay \$120 for one bundle.

2. Product

The website plan: the pages needed and what each should say.

2.1 Homepage hero copy

Small-batch toddler clothes made by hand, in linen, cotton, and wool — for parents who care about what touches their child's skin.

Primary CTA: Shop the Current Batch

Recommended platform: Squarespace

2.2 Website pages

Name	Purpose
Home	Establish the maker's identity, communicate natural-fibre provenance, and drive first-time visitors to shop or join the waitlist. Squarespace's \$25/month starter plan fits the \$300 online store budget perfectly and launches without developer help.
Shop	Display all available garments and gift bundles with fibre content, sizing, and care details clearly listed so buyers can purchase with confidence between market dates.
About	Introduce the maker by name, explain the small-batch process, and reassure parents that every piece is sewn by one person using named natural fibres only.
Contact	Give parents and grandparents a direct line to the maker for sizing questions, custom enquiries, and market date information to convert browsers into buyers.

2.3 Copy brief per page

Home

- Hero section: one strong flat-lay photograph of two or three garments in natural light with the one-line pitch as headline.
- Trust strip: three short statements — 'Natural fibres only', 'Small batches, genuine scarcity', 'Made by one person, not a factory'.
- Featured products: show three to four current garments with price (\$65) and a 'Sold out — join waitlist' state ready for market sellouts.
- Email sign-up block: one-line prompt ('Be first to know when the next batch is ready') with a single email field, building toward the 30-subscriber goal.

Shop

- Product grid: every available garment and gift bundle (\$120) shown with fibre content, size range, and care instructions in each listing.
- Sold-out state template: 'This piece has sold — add your email to be notified when it returns' to convert traffic between batches.
- Gift bundle section (activate from month four): two coordinating pieces shown together with a clear '\$120 gift bundle' label and gift-wrap note.

- Flat-rate shipping callout: one visible line stating the shipping rate and estimated dispatch time to reduce checkout hesitation.

About

- Maker introduction: two short paragraphs — who you are, why you sew in natural fibres, and where the garments are made (your suburb or state).
- Process explanation: briefly describe small-batch production — how many pieces per batch, why that limits quantity, and what it means for the buyer.
- Fibre transparency section: list the specific fibres used (linen, cotton, wool) and why each was chosen over synthetic alternatives.
- Market dates module: a simple running list of upcoming stall dates and locations, updated each month, so local buyers can find you in person.

Contact

- Short contact form: name, email, and message — pre-filled subject line options including 'Sizing question', 'Custom order enquiry', and 'Market dates'.
- Response time expectation: one sentence stating you reply within 48 hours, managing buyer expectations and building trust with cautious gift-buyers.
- Email list sign-up prompt: secondary call to action for visitors who are not ready to buy but want to know when the next batch drops.
- Instagram link: single line inviting visitors to follow for in-progress making videos and first looks at new colourways before they go online.

3. Marketing

How to reach the first customers: channels, messages, and a launch campaign.

3.1 Positioning statement

Handmade in small batches from named natural fibres, by one maker parents can actually talk to — the antidote to anonymous mass-produced toddler clothing.

3.2 Key messages

- Every piece is sewn by one person using linen, cotton, or wool — no synthetic blends, no factory, no guessing.
- Small batches mean genuine scarcity: when this batch sells, it is gone — shop the current batch now.
- Ask the maker a real question before you buy — sizing, fibres, care — and get an answer within 48 hours.

3.3 Target channels

Channel	Why it fits	First action
Short-form video on a photo-sharing social network	Mothers aged 28-42 discovering makers through short making videos is the primary organic path to this exact buyer in this demographic.	Film a 30-second reel this week showing fabric being cut on your kitchen table — no editing needed, just natural light and honest audio.
Local weekend markets with direct stall presence	You have already sold here; existing familiarity shortens setup and lets buyers touch the fabric and meet the maker before purchasing.	Book two consecutive market dates in month one and set up a paper email sign-up sheet beside your price card at each stall.
Email list to existing and past buyers	Parents who already bought or expressed interest are your warmest audience; a short batch-ready email converts far better than any cold channel.	Create a free email list account this week and draft a single welcome email to send to anyone who signs up at your next market.

3.4 Content plan

- Short making videos (30-60 seconds) showing one step of garment construction per week — fabric laid out, seams pressed, finished piece held up in natural light.
- At-stall photos and short clips taken at each market date showing garments on a fabric backdrop, real browsers touching the fabric, and the sold-out sign going up.
- One plain-text batch email per new drop — what fibres, how many pieces, one photo, and a single link to the shop — sent only when a new batch is genuinely ready.

3.5 Launch campaign

Name: From My Hands to Your Child

Concept

A four-week push showing the full making process — fabric choice, cutting, sewing, finished garment — ending with a direct link to 'Shop the Current Batch', so buyers arrive at the store already trusting what they will find.

Timeline

4 weeks: 2 weeks of behind-the-scenes making content, one market stall launch date in week 3, one week of follow-up posts showing sold items and waitlist prompt.

What to measure

30 email subscribers collected by the end of month three, tracked against the paper sign-up sheet and online form combined.

3.6 Budget allocation**Breakdown**

Category	Purpose	Amount	Paid from
Photography and branding basics	Printed market signage card naming fibres, batch size, and online store address	\$150	Photography and branding basics

Total budget: \$150

4. Finance

The numbers: projections, costs, and what is needed to break even.

All figures are before tax and before anything you take out of the business.

4.1 Financial summary

The budget goes into opening fabric and notions stock, market fees, branding basics, online store setup, and a cash reserve. Each month you pay a hosted e-commerce subscription and any ongoing market fees. Garment sales — and later gift bundles — need to cover those fixed costs consistently. The cost of natural-fibre fabric and notions in every garment is the number to watch most closely. This is a draft financial plan, not financial advice. Review every figure with a qualified accountant before acting on it.

4.2 Your key figures

How long your cash lasts if nothing sells



Your reserve, plus anything the plan did not allocate (\$500), spent on fixed costs alone, with no sales at all. The scale stops at month 12; the arrow shows it lasts longer.

Figure	Value
Total start-up spend	\$3,000
Budget left unspent	\$0
Cash still available after day one	\$500
Fixed costs each month, months 1–6	\$0
Fixed costs each month, month 7 onwards	\$50
How long your cash lasts	16 months
Sales needed each month to cover fixed costs	\$69

All figures are recalculated from the approved inputs below. Volumes stated per week are converted at 52 weeks divided by 12, and per fortnight at 26 fortnights divided by 12. Prices are the amounts the founder receives per sale. Runway assumes no sales at all.

4.3 What you spend to start

Where the start-up money goes

\$500 of \$3,000 is still cash after day one.



Your approved budget of \$3,000 as one bar: what is spent on day one, and what is kept as cash. Each part is a line of the start-up table below.

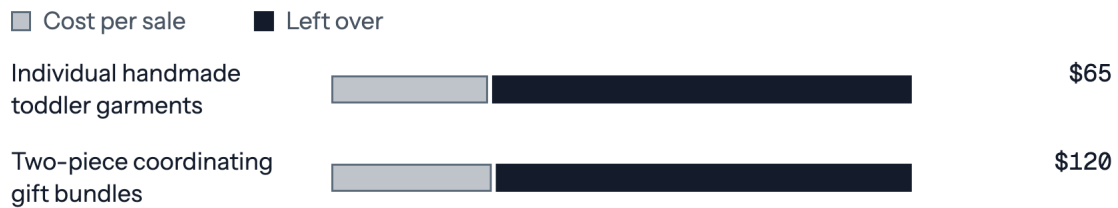
Cost	What this money does	Amount	Notes
Opening fabric and notions stock	Becomes goods you sell	\$1,400	Natural-fibre fabric, thread, labels, and fastenings for first two batches
Online store setup	Pays 6 months of online store subscription up front	\$300	Six months of a starter hosted e-commerce plan and custom domain
Market fees and packaging	Spent once, then gone	\$500	Three market stall bookings, kraft bags, and tissue paper
Photography and branding basics	Spent once, then gone	\$300	Foam board, fabric backdrop, woven garment labels, and printed market signage card
Reserve / contingency	Kept as cash	\$500	Emergency buffer — do not spend unless necessary
Spent on day one	The lines spent once, bought as goods or paid up front	\$2,500	—
Kept as cash	The lines kept as cash	\$500	—
Total		\$3,000	Against a budget of \$3,000

4.4 What you pay every month

Cost	Each month	Notes
Online store subscription	\$50	Monthly hosted e-commerce plan and domain, prepaid for first six months
Total each month	\$50	Paid whether or not anything sells

4.5 What you sell

What each sale leaves



Every bar is the same length: one sale's price, split into what it costs you to deliver and what is left.

What you sell	One sale is	Price	Cost per sale	Left over	Starts
Individual handmade toddler garments	garment	\$65	\$18	\$47	From launch
Two-piece coordinating gift bundles	bundle	\$120	\$34	\$86	Month 4

- Individual handmade toddler garments — cost per sale covers: Natural-fibre fabric, thread, labels, fastenings, and kraft packaging per garment
- Two-piece coordinating gift bundles — cost per sale covers: Natural-fibre fabric, notions, labels, and packaging for two coordinating pieces

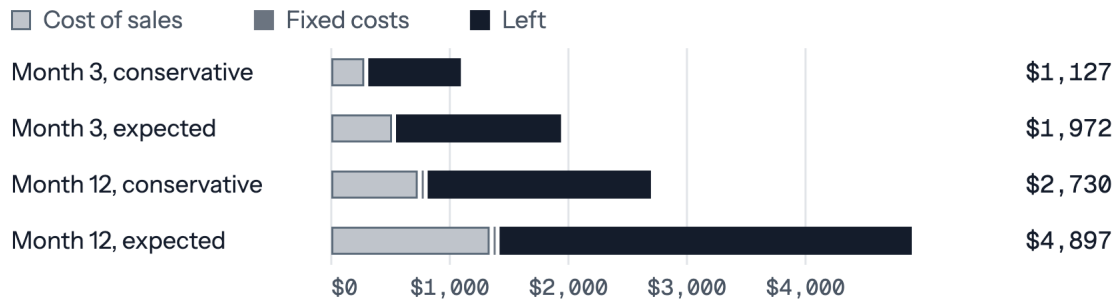
4.6 How much you expect to sell

What you sell	Month 3, conservative	Month 3, expected	Month 12, conservative	Month 12, expected
Individual handmade toddler garments (garments per week)	4	7	6	10
Two-piece coordinating gift bundles (bundles per week)	0	0	2	4

4.7 What that means month to month

All figures are before tax and before anything you take out of the business.

Where each month's money goes



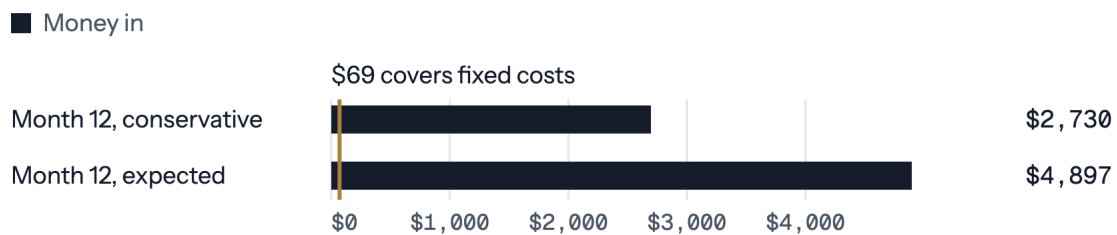
Money in for each scenario, split into the cost of those sales, that month's fixed costs and what is left. All figures are before tax and before anything you take out of the business.

Scenario	Money in	Cost of sales	Left for fixed costs	Fixed costs that month	Left after fixed costs	Covers fixed costs?
Month 3, conservative	\$1,127	\$312	\$815	\$0	\$815	Yes
Month 3, expected	\$1,972	\$546	\$1,426	\$0	\$1,426	Yes
Month 12, conservative	\$2,730	\$763	\$1,967	\$50	\$1,917	Yes
Month 12, expected	\$4,897	\$1,369	\$3,527	\$50	\$3,477	Yes

Left for fixed costs is money in less the cost of making those sales. Fixed costs that month are lower while prepaid items last. Left after fixed costs is what remains once that month's fixed costs are paid.

4.8 What it takes to cover your costs

Month 12 against what covers your costs



The line is \$69 of sales a month, which covers fixed costs of \$50 at the mix of sales you expect by month 12. Each bar is a month-12 scenario's money in. All figures are before tax and before anything you take out of the business.

At the expected month-12 mix of sales, covering fixed running costs of \$50 a month takes about \$69 of revenue.

Every scenario covers that month's fixed costs. Month 3's fixed costs are lower while prepaid items last, so each scenario is measured against its own month.

The one thing that moves this most: How many garments you can cut and sew each week determines everything else

4.9 What these numbers assume

- Conservative month-three garment sales reflect one confirmed market date and a small email list, not three regular stops
- The hosted e-commerce platform's starter plan is costed at the approximate monthly rate recommended in the product plan
- Fabric and notions cost per garment is estimated; recheck this figure each time you purchase a new fabric roll
- Gift bundles start in month four as stated in the approved strategy; conservative figures assume only one repeat buyer per week by month twelve
- Flat-rate shipping is collected from the buyer at checkout and is not included in the cost-per-sale above

4.10 What to watch

- If natural-fibre fabric prices rise between rolls, your cost per garment increases and your margin shrinks unless you reprice before the next batch is cut
- Stock bought upfront but not sold within the first two market dates ties up most of the budget in unsold goods, leaving almost no working cash for the next fabric order
- Online transaction fees charged by a payment processing provider on every sale reduce the effective return per garment; at low weekly volumes this can quietly erode the margin that covers your one fixed cost

4.11 Check these before you spend

- Your largest start-up cost is Opening fabric and notions stock, at \$1,400. Get a written quote before you pay it.
- Your largest monthly cost is Online store subscription, at \$50 a month. Check that figure before you commit to it.
- Each garment costs \$18 to deliver. Check that against a supplier's price before your first sale.