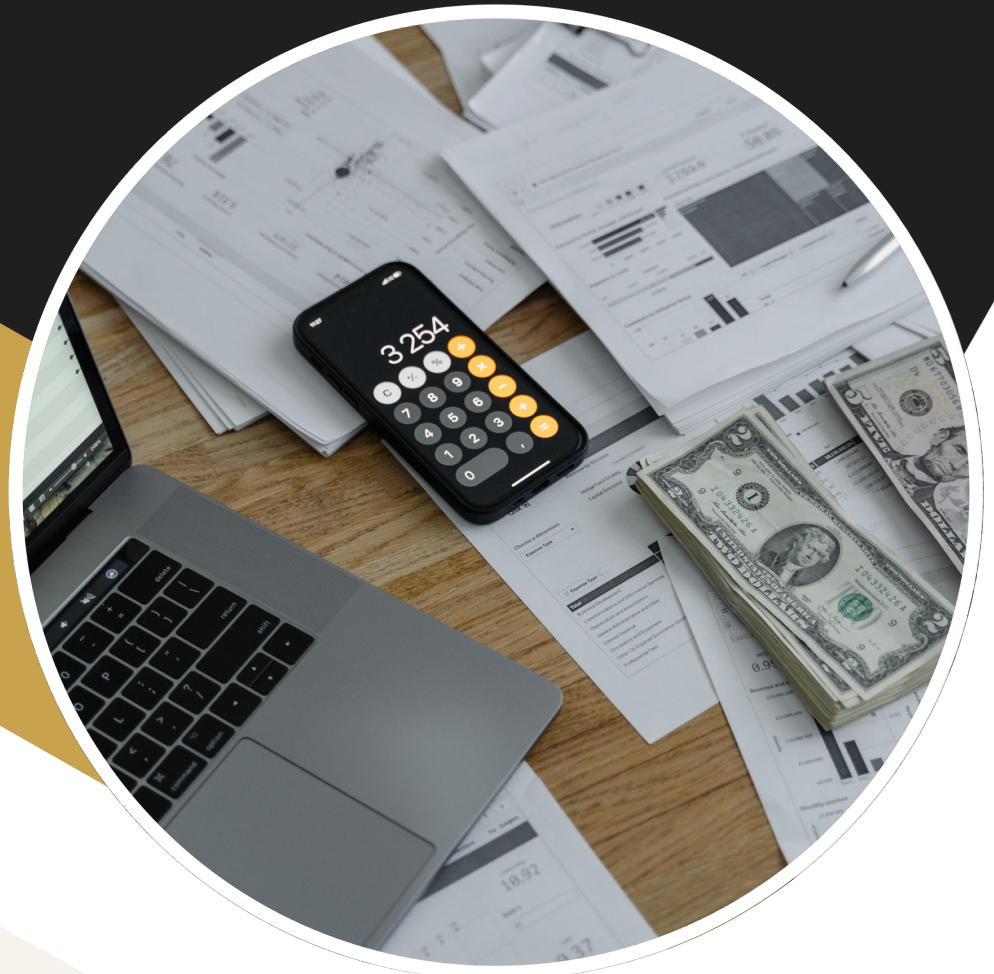




FASHION PROFIT LEAK ASSESSMENT

Discover the 7 Silent Profit Killers That Could Be
Costing Your Fashion Business Clients, Cash & Growth

Free Business Assessment

By:

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Welcome

Imagine two fashion designers.

Let's call them Amara and Kemi.

Both learned from reputable fashion schools.

Both are incredibly talented.

Both create stunning outfits that leave clients saying, "Wow!"

Both have active Instagram pages.

Both receive referrals from happy customers.

Both are busy almost every week.

From the outside, they look equally successful.

But behind the scenes, their businesses tell two completely different stories.

Every month, Amara knows exactly how much profit she has made. Her clients pay on time, orders are delivered as promised, and she has enough cash flow to buy fabrics, pay her team, and still save for business growth. She takes weekends off occasionally because her business runs on systems—not stress.

Kemi, on the other hand, is always exhausted.

Her phone never stops ringing.

She spends hours responding to messages.

She struggles to remember clients' measurements.

She constantly chases customers for outstanding payments.

Deadlines come and go.

Customers complain about delayed deliveries.

Money comes in, but somehow there's never enough left at the end of the month.

Every night, she asks herself:

"I'm always busy... so why isn't my business growing?"

The truth is, the difference between Amara and Kemi isn't talent.

It isn't creativity.

It isn't the quality of their sewing.

It's systems.

One designer built a business that works.

The other is trapped in a cycle of daily firefighting.

Unfortunately, many Nigerian fashion designers unknowingly lose hundreds of thousands—even millions—of naira every year, not because they lack customers, but because of invisible profit leaks hidden within their businesses.



These leaks quietly drain income, waste time, reduce customer satisfaction, and prevent sustainable growth.

The good news?

Every profit leak can be identified—and fixed.

That's exactly why this assessment was created.

Over the next few pages, you'll discover the 7 Silent Profit Killers that may be costing your fashion business clients, cash flow, and long-term growth.

As you go through each section, be honest with yourself.

By the end of this assessment, you'll know exactly:

- Where your business is leaking profit.
- Which areas need immediate attention.
- The practical systems you need to build a more profitable and stress-free fashion business.

Let's uncover what's really holding your business back—and begin building a fashion business that doesn't just keep you busy, but consistently makes you money.



Fashion Business Systems Scorecard

How Healthy Are Your Business Systems?

Before we dive into the **7 Silent Profit Killers**, take this quick self-assessment. For each statement below, tick **"Yes"** if the statement accurately describes your business today. Tick **"No"** if it does not.

- Be honest. This is not a test—it's a business health check designed to help you identify areas that may be quietly costing you time, money, and growth.

Statement	YES	NO
I keep most or all of my client records only in WhatsApp chats.	☐	☐
I do not have a structured measurement database for my clients.	☐	☐
I do not have a system for tracking the progress of customer orders.	☐	☐
I do not consistently track outstanding client payments or balances.	☐	☐
I do not know my current fabric and materials inventory at any given time.	☐	☐
I rarely follow up with past clients after delivering their outfits.	☐	☐
I do not regularly review my business performance (sales, expenses, profits, or growth).	☐	☐

✓ Your Score

Count the number of "Yes" responses you selected.

Total Yes Answers: _____ / 7

📊 What Your Score Means

● 0–2 YES Answers

Your Systems Are on the Right Track

Great job! Your business already has some essential systems in place. While there's still room to improve, you're building a solid foundation for sustainable growth and profitability.

● 3–5 YES Answers

Several Profit Leaks Detected

Your business has a number of hidden operational gaps that could be affecting your profits, productivity, and customer experience. Addressing these areas will help you work smarter, reduce stress, and improve your bottom line.

● 6–7 YES Answers

Your Business Is Running on Memory Instead of Systems

Your business is relying heavily on memory, WhatsApp conversations, and manual processes. This often leads to missed payments, delayed deliveries, lost customer information, and unnecessary stress. The good news is that these challenges can be solved by putting the right systems in place—allowing you to operate more efficiently, serve clients better, and build a business that grows consistently.

💡 Next Step

This scorecard is only the beginning.

Over the next few pages, you'll uncover the **7 Silent Profit Killers** that may be affecting your fashion business—and discover practical steps to eliminate them.

Remember: Successful fashion businesses don't grow because their owners work harder. They grow because they build better systems.



Profit Killer #1

Running Your Business from WhatsApp Chats

- **Reality**

You tell yourself, "I'll remember."

But after three weeks...

You can't remember;

_ who paid,

_ who still owes,

_ whose fabric belongs to whom,

_ or which client requested a sweetheart neckline instead of a V-neck.

- **Case Study**

Grace owns a tailoring shop in Surulere.

One afternoon, a customer arrived to collect her outfit.

Grace searched through 147 WhatsApp messages trying to find the conversation where the client sent her style inspiration and confirmed the delivery date.

The customer waited 20 minutes.

She eventually collected the outfit...

But never came back.

Not because the dress was bad.

Because the experience wasn't professional.

- **Profit Leak**

Disorganized communication wastes time, frustrates clients, and makes your business look unreliable.

Quick Win

Start storing every client's details in one dedicated client database instead of relying on WhatsApp conversations.

Profit Killer #2

Measuring the Same Client Again and Again

- **Case study.**

Client comes for Christmas. Returns for Easter. Measurements are gone.

Client says "I thought you saved them."

Embarrassing.

- **Profit leak**

Time wasted.

Client confidence reduced.

- **Quick Win**

Create one measurement record per client and update it only when needed.

Profit Killer #3

Taking Too Many Orders Without a Production System

This one is BIG.

- **Case Study.**

December rush. Twenty-three outfits. Three tailors. No production tracker.

Someone forgets one bridal outfit. Customer is getting married on Saturday. Today is Friday.

Panic. Stress. Rush sewing. Poor finishing. Late delivery. No referral.

- **Profit leak**

Late deliveries destroy trust.

- **Quick Win**

Track every order from cutting to delivery.

Profit Killer #4

Forgetting Who Has Paid and Who Still Owes You Very Nigerian.

- **Case Study.**

A customer says "I've paid everything." You aren't sure. You don't want to argue. You release the outfit. Later... You discover she still owed ₦25,000. You can't prove it. Money gone.

- **Profit Leak**

Poor payment tracking quietly reduces your profit.

- **Quick Win**

Record every payment the same day it is received.

Profit Killer #5

Buying Fabric You Already Have

- **Case Study.**

You visit Balogun Market. Buy another 10 yards of black crepe. Return to the shop. Discover 18 yards already sitting on your shelf.

- **Profit Leak**

Money trapped.

- **Quick Win**

Track inventory before buying.

Profit Killer #6

Never Following Up with Old Clients

This one is huge.

Most Nigerian fashion designers spend all their energy chasing new customers while ignoring people who already know and trust them.

- **Case Study**

A client orders six outfits in 2025. You never contact her again.

Another designer sends her birthday wishes... Announces a new collection...

Offers a loyalty discount...

Guess who gets her next order?

- **Profit Leak**

It is almost always easier to sell again to an existing client than to convince a new one to trust you.

- **Quick Win**

Maintain a client database with birthdays, preferences, and order history so you can build lasting relationships.

Profit Killer #7

Running Your Business Without Numbers

Ask many fashion designers: "How much profit did you make last month?"

Many can tell you how busy they were. Few can answer with confidence.

Without tracking orders, payments, and inventory, you may be working harder without seeing better financial results.

- **Quick Win**

Review your business every week and every month.

Look at:

- _ Orders completed
- _ Payments received
- _ Outstanding balances
- _ Inventory levels
- _ Repeat customers

Small reviews help you spot issues before they become expensive problems.



You've Found the Leaks...

Now It's Time to Fix Them.

The good news?

You don't need to build spreadsheets... Create trackers... Or figure everything out yourself.

I've already done the work for you.

- **The Fashion Profit Blueprint**

The complete business operating system for fashion designers.

- ✓ Client Database
- ✓ Measurement Tracker
- ✓ Production Timeline
- ✓ Order Tracker
- ✓ Payment Tracker
- ✓ Inventory Dashboard

A Quick Guide

Bonus: The Fashion Profit Multiplier: Grow Revenue without increasing workload.

Ready to stop losing money and start running your fashion business with confidence?

Get The Fashion Profit Blueprint today-

<https://www.oluwaseunodubote.org/thefashionprofitblueprint>

Dashboard Summary		
	#	Value
Total Orders	2	
New Orders	2	
In Production/ Sewn	1	
Awaiting Fabric	0	
Awaiting Fitting	0	
Ready for Pickup	0	
Delivered	1	
Overdue	0	
Order Tracker		
Order ID		Client Name
ORD001		Yetunde Ola