**Executive Summary**

Many clothing brands have failed because they did not design marketable products with a suitable business plan. Often times, clothing brand owners do not use the capital they possess in efficient ways. They can get caught off guard with unexpected costs and are not running the business in the most resourceful and professional way.

The goal of this project is to create a clothing brand that portrays distinctive designs to go along with an effective business model. This includes implementing decision analysis at several points of the planning phase, along with quality and cost controls. Creating quality products while being as cost effective as possible is vital to be successful in the fashion industry. Implementing industrial engineering techniques along the way will be what makes this brand potentially separate itself from similar competitors. Each business strives for profitability, but this project will depict how to achieve that with a very minimal amount of initial capital. These methods along with unique designs will pave the way to a successful clothing line.