

Fabrica Business Plan¹

Executive Summary

What should a weaving mill do when a customer wants a sample of a new fabric pattern? It seems like a reasonable request, and one that should be met quickly - a yard or two is all that's needed. But a modern loom is scaled to hold yarn to make a bare minimum 120 yards of cloth, and the smallest economical production run is 1,000 yards. Weaving the first couple of yards of sample takes only a few minutes, but setting up the loom requires 67+ hours' labor and overtime - not counting waiting time for a free loom in a busy mill. Today there are four ways out:

- a) charge the customer as much as you dare of the \$3,000 cost (in the US) of making the sample;
- b) make the sample for free, hoping the customer turns out to be worth it;
- c) try to convince the customer to place a firm order without a sample; or
- d) provide a computer-generated image of the pattern from a high-end color printer.

Fabrica has come into being to offer a true no-tradeoffs solution to the weaver's quandary. In no more than three working days, for less than a sixth of the cost of producing it on the mill's own looms. Fabrica can provide a sample woven to the same pattern from the same yarns, dyed with the same dyes, as the finished product. Production plans are unaffected - there's no need to annoy the customer with talk about how expensive it is to make samples - response is immediate - and the customer can assess the drape, color, texture and sheen of real fabric (all impossible with computer printouts).

The secret to Fabrica's unique capability lies in 10 years of research and experiment in textile engineering by inventor Dr. Sathit Putthachaiyong, our Director for Research and Development. Over this time he perfected and patented a small dobby loom² that embodies a unique constellation of features. **Specifically, it is cheap to construct, easy to operate, highly reliable and produces fabric of the same quality as a large, modern loom.** This loom, the KS 16 can produce a sample of virtually any type of woven fabric within as little as three hours from receipt of the design. This is not a projection from specifications: it is a market-proven fact, confirmed by over 20 current industrial users.

Our market research has clearly confirmed what common sense suggested: ~~the market weaving mills,~~ **who are generally the party most interested in securing a fabric order, as well as fabric traders, designers and garment manufacturers are** is-eager to find a way to get their customers production identical samples fast and affordably are extremely eager to find a way to get their customers production identical samples fast and affordably, As trade barriers fall and fabric production migrates from country to country and continent to continent following the opposing pulls of advanced technology and cheap labor, more and more transactions are between comparative strangers. Excluding the very poorest countries, annual woven textile production is about 49 billion meters, worth over \$200 billion exfactory (International Textile Manufacturers' Association 1998 World Data Summary). This amount of cloth involves a very conservatively estimated 12.5 million separate production runs, of which at least 2 million will be of woven patterns.

There is no direct competitor to Fabrica on the horizon, and we are convinced - because the KS loom series is already far along the learning curve, and because of the optimal combination of technical,

¹ Adapted from a sample business plan provided by the Center for Business Planning. Downloaded on 5/30/2012 from <http://www.businessplans.org/fabrica/fabric00.html>.

² The dobby loom enables a loom to weave small figures or patterns into the fabric. It can be used to create either plain weave fabrics or dobby fabrics with more texture.