



miss swan

An Entrepreneurial Project Plan

About Me

I am a passionate individual who relentlessly pursues perfection and also a big fan of bikinis. I have a deep love for trends and fashion, always seeking to capture inspiration with a keen eye and express unique beauty through the finest details. I believe fashion is not just an outward expression but a reflection of inner confidence and freedom. Whether in daily life or professional pursuits, I strive to push boundaries and define my own style with creativity and determination. Through my passion and actions, I hope to inspire more people to embrace their true selves and radiate their unique brilliance!.



OVERVIEW OF CONTENT

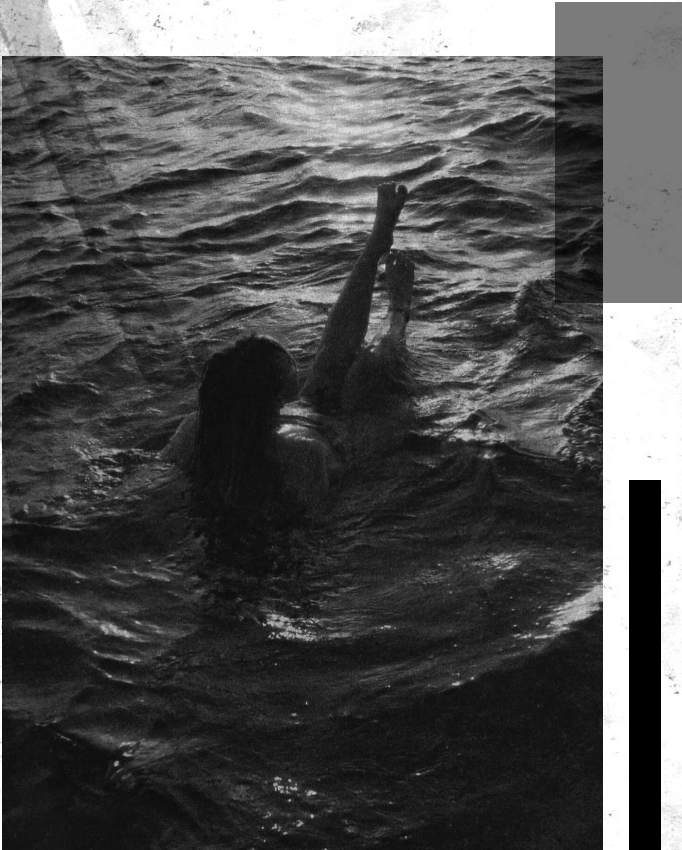
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Background Introduction

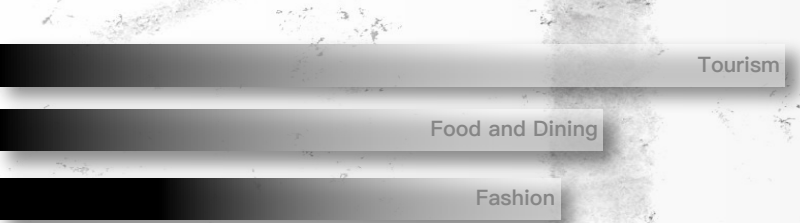
Proposal of the project

This project is my current entrepreneurial venture, which has successfully launched and entered the implementation phase. I will introduce the entire process of the project, from entrepreneurial inspiration sources, market research, brand style establishment, product design, sample clothing production, product photography, brand promotion to store operation.

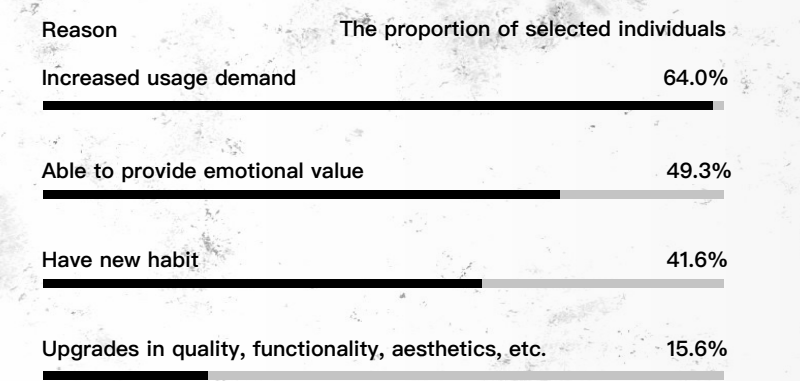


Lifestyle Changes

Post-pandemic, tourism consumption in China has surged, making vacation travel a mainstream leisure activity. Among young people, trending topics on platforms like Douyin, such as "enjoy life while young" and "brave people enjoy the world first," reflect their strong **enthusiasm** and willingness to spend on **travel**.

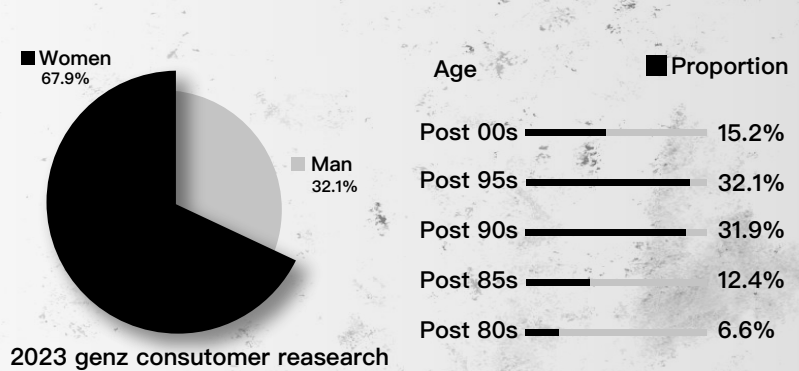


Reasons for increased consumption in certain product categories



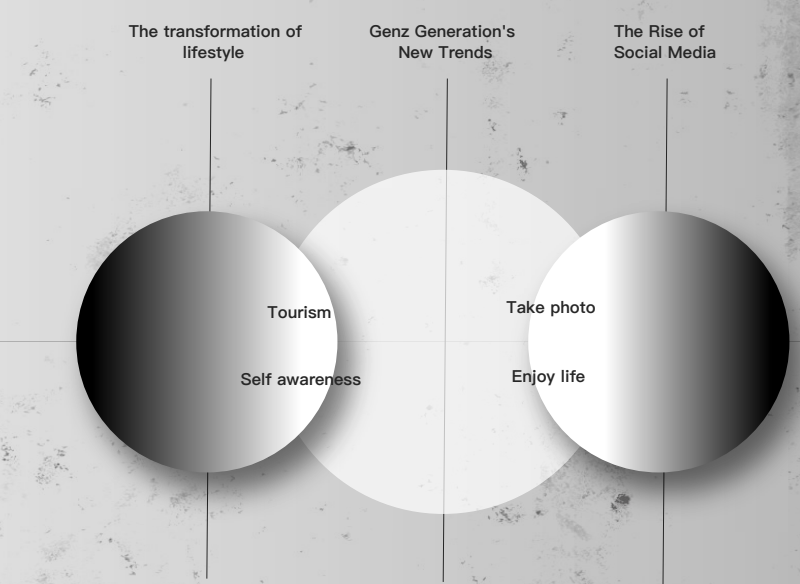
New Trends Among Gen Z

As the most individualistic generation, Gen Z seeks self-expression and individuality. The **"self-pleasing culture"** thrives within this group, as they are highly aware of personal identity and consumer experiences.



Rise of Social Media

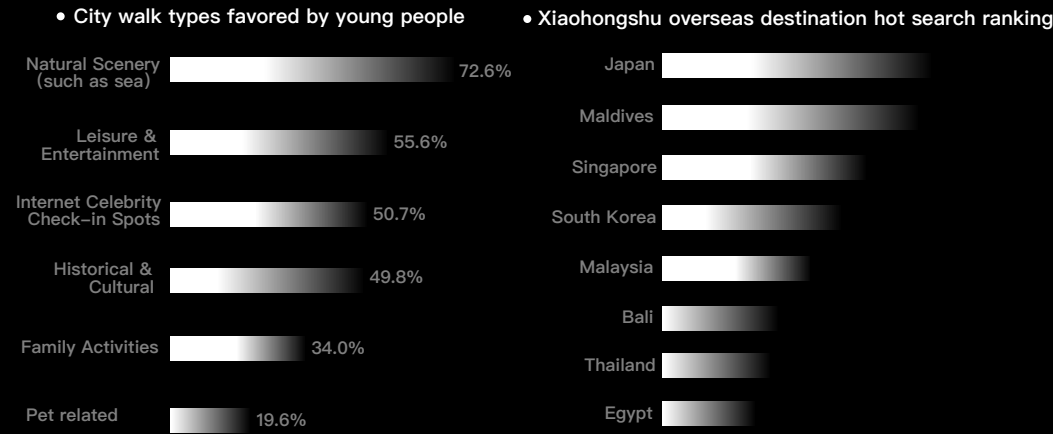
With platforms like Xiaohongshu, Douyin, and Instagram becoming popular, sharing personal lives and showcasing travel experiences have become societal norms. Users are increasingly focused on presenting themselves online, and the pursuit of "Instagrammable moments" has fueled demand for **personalized, photogenic products**.



These factors collectively drive demand for resort wear, especially bikinis, providing a solid market foundation and growth opportunity for this project.

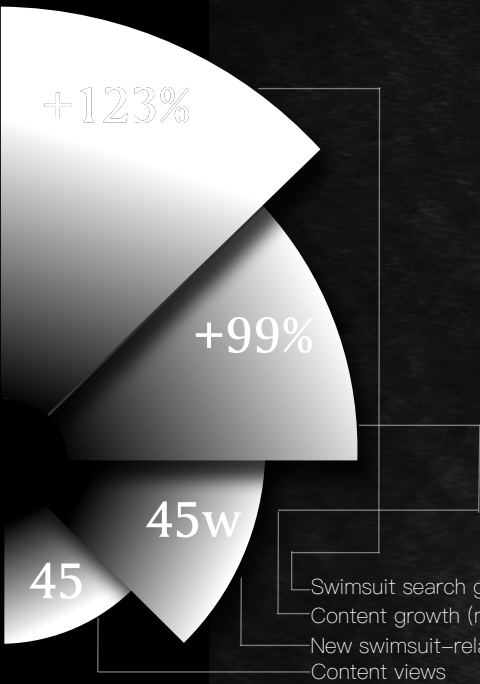
Background Research

I analyzed travel preferences and found coastal cities to be top destinations. Internationally, places like **Japan**, the **Maldives**, **Bali**, and **South Korea**, known for their sea views, have high search volumes, reflecting strong interest. **In summer**, tourists prefer **water parks and pools**, while **in winter**, **hot springs** like Changbai Mountain are popular, showing widespread interest in water activities year-round.



Further analysis of travel-related keywords shows a significant increase in searches for styling and photography, reflecting growing demand for shaping one's travel image and documenting memories. Data also indicates that bikinis are increasingly chosen in top posts on social media, with their frequency rising sharply among all swimwear categories. This suggests that more young women are confidently showcasing their bodies, and **bikinis have become a popular choice among fashion influencers**.

Overview of the Swimsuit Market

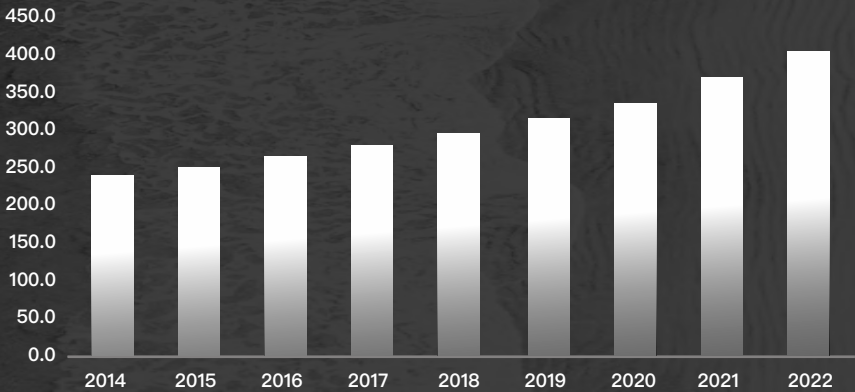


In summary, the data shows that bikinis have not only become a key part of **personal travel choices** but also serve as an essential element for **showcasing individual style and fashion**.

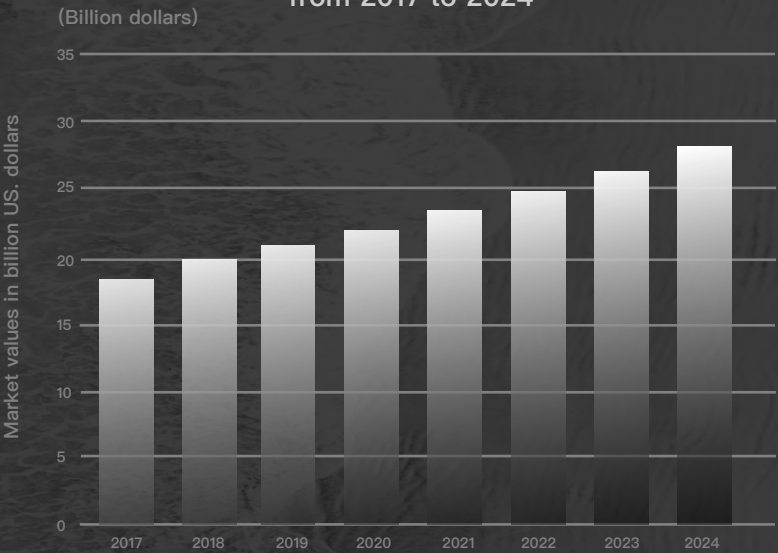
As a beach travel enthusiast, I always gather information on trending outfits and travel essentials from various social media platforms before each trip. In my data analysis, posts featuring bikini photography appear frequently, making me a key target audience for bikini products.



The growth rate of the size of China's swimming products market from 2014 to 2022



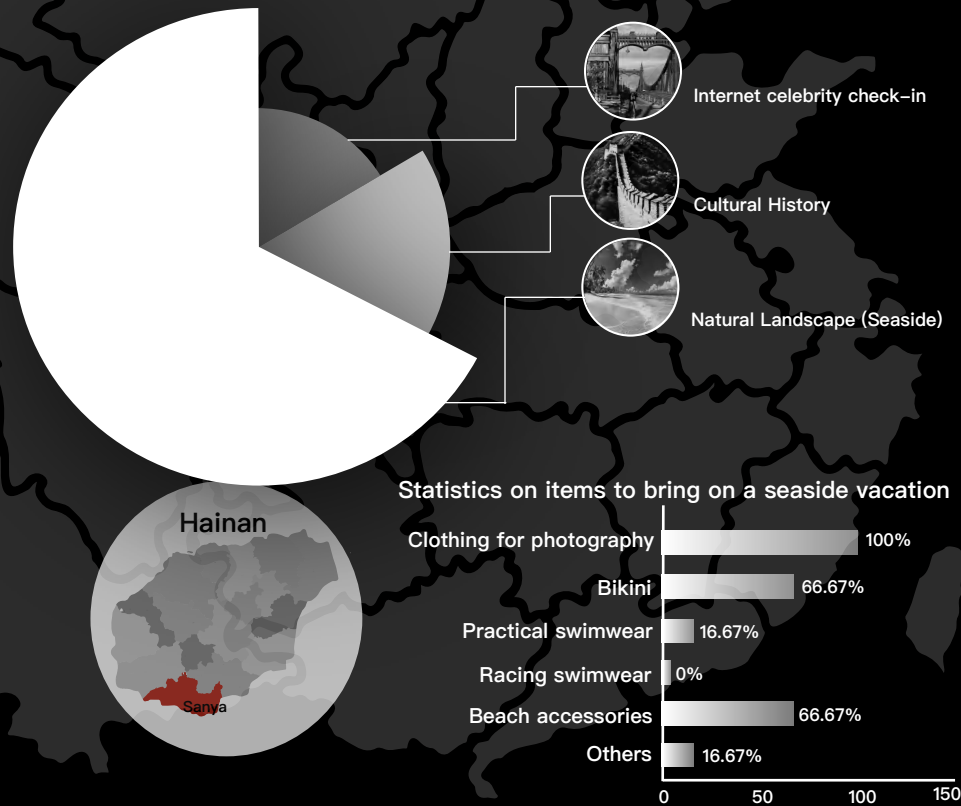
Global swimwear market value from 2017 to 2024



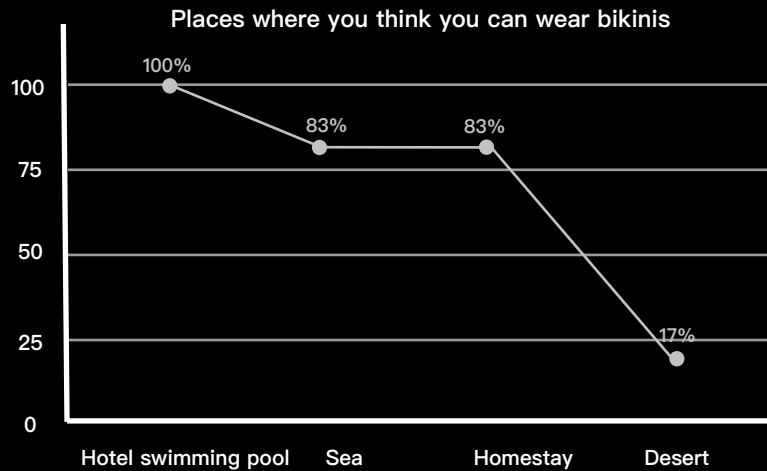
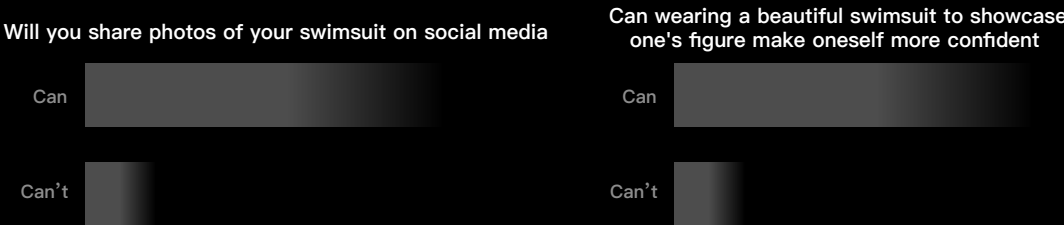
Questionnaire Investigation

I further conducted market research through a **questionnaire survey**, collecting a total of **121 responses**. The results indicate that **most women prefer beach destinations for vacations**, and **swimwear is a must-have item for such trips**. They believe that there are plenty of suitable occasions for bikini photos, and most are willing to try cost-effective bikinis through online shopping.

The first part of the survey focused on preferred vacation destinations, with beaches remaining the top choice for most respondents. The follow-up question on items brought to beach vacations revealed that for Gen Z women, **photogenic outfits are their top priority**.

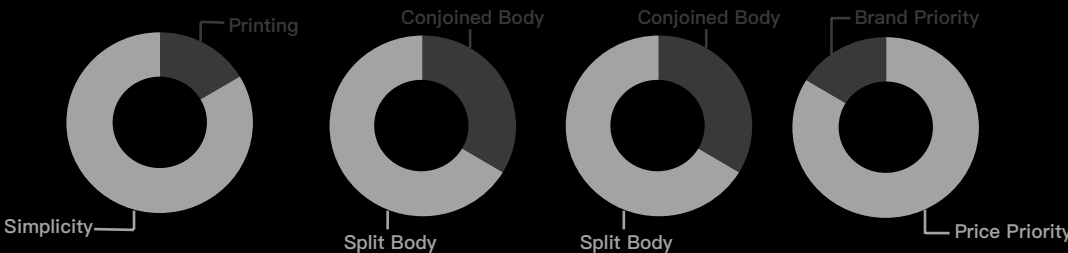


The second part of the survey explored Gen Z women's attitudes toward bikinis. Questions about whether they would share bikini photos on social media and whether wearing a flattering bikini would boost their confidence received positive responses. More and more women are **willing to boldly share their bodies, reflecting growing confidence and openness**.

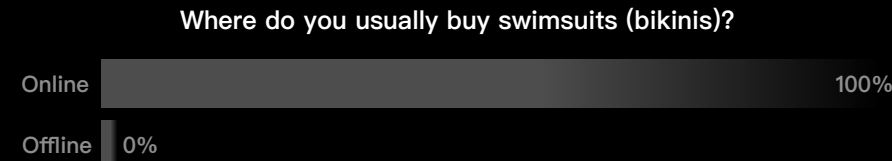


There are various occasions that girls consider suitable for wearing bikinis, such as **hotel pools, beaches, homestays, and deserts**, all of which are suitable for wearing bikinis for taking photos.

The third part of the question is about product **Swimsuit Preference Bias**



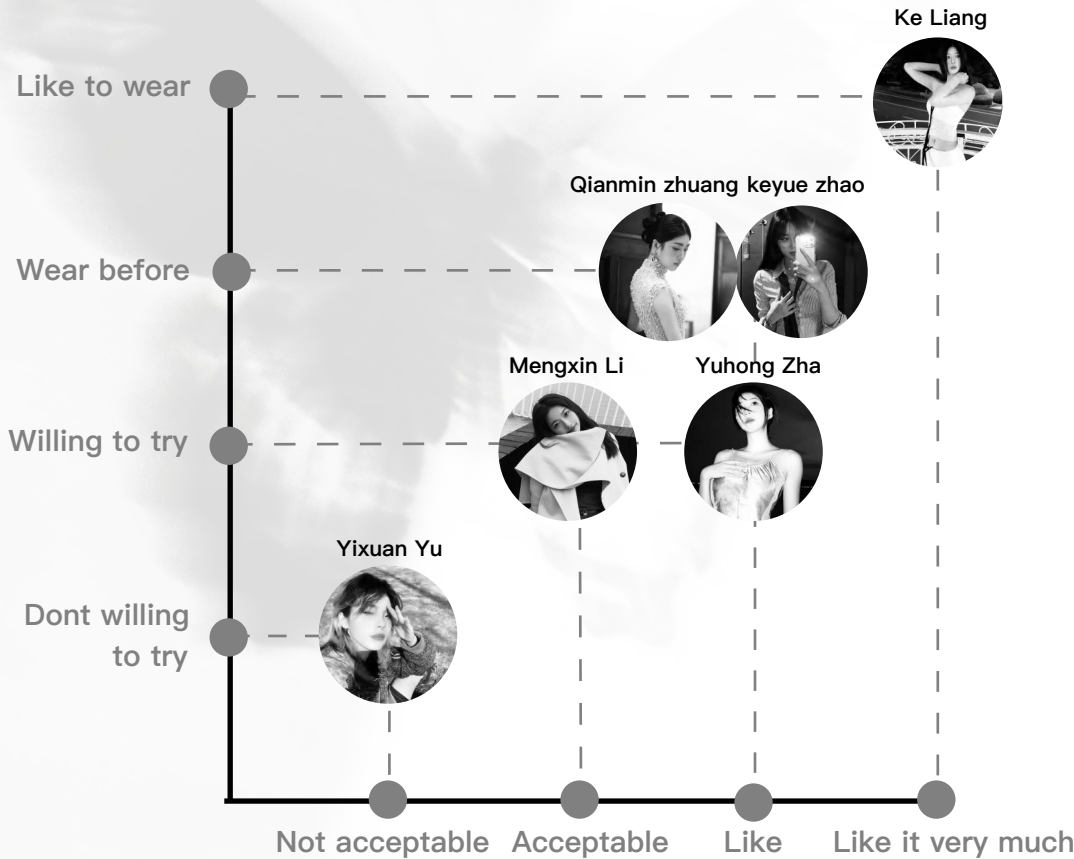
The third part of the survey focused on product preferences, examining Gen Z women's swimwear choices. It was found that they prefer attractive, minimalist designs with a price range of 80–200 RMB. They have no strong brand loyalty and show a greater willingness to try new brands that offer **good designs and high affordability**.



The fourth part of the survey examined how people purchase swimwear. All the women who participated in the questionnaire indicated a **preference for online shopping**.

Interview Analysis

Lastly, I conducted an interview with Gen Z women to explore their willingness to wear bikinis. **Using a focus group format**, I interviewed six women with varying personalities and interests, gathering their thoughts and preferences on bikini styling.



Name	Age	Interest	Viewpoint
keyue zhao	23	Shopping online、 photography	She wears bikinis for vacation photos and likes them but experi- ences body shyness. As a result, she prefers more conservative bikini styles.
Qianmin Zhuang	21	Photography, art, and bold or striking experiences	She enjoys wearing bikinis for photos but feels there are limited occasions to wear them. As a result, she typically avoids buying expensive bikinis unless she finds a design she truly loves.
Yuhong Zha	21	Crafting, drawing	Although she hasn't worn a bikini before, she is eager to try it. Influenced by her family and environment, she previously avoided revealing clothes. However, after attending university in a big city and seeing other confident women, she has started to change and hopes to wear a bikini on her next beach trip.
Mengxin Li	21	Yoga, beauty care	She is open to bikinis but rarely wears them due to a scar on her stomach that makes her self-conscious. However, she is slowly becoming more comfortable with the idea. For now, she prefers one-piece swimsuits.
Yixuan Yu	21	Korean entertainment	She doesn't wear bikinis because her personal style is more cool and tomboyish, and she feels bikinis are too feminine for her. Therefore, she prefers not to try them.
Ke Liang	21	Photography, makeupt	She loves wearing bikinis and regularly shares her bikini photos on social media. She believes in confidently showcasing her body at its best and also enjoys experimenting with lingerie as outerwear. She rejects body shame and anxiety, embracing all beautiful outfits.

Conclusion

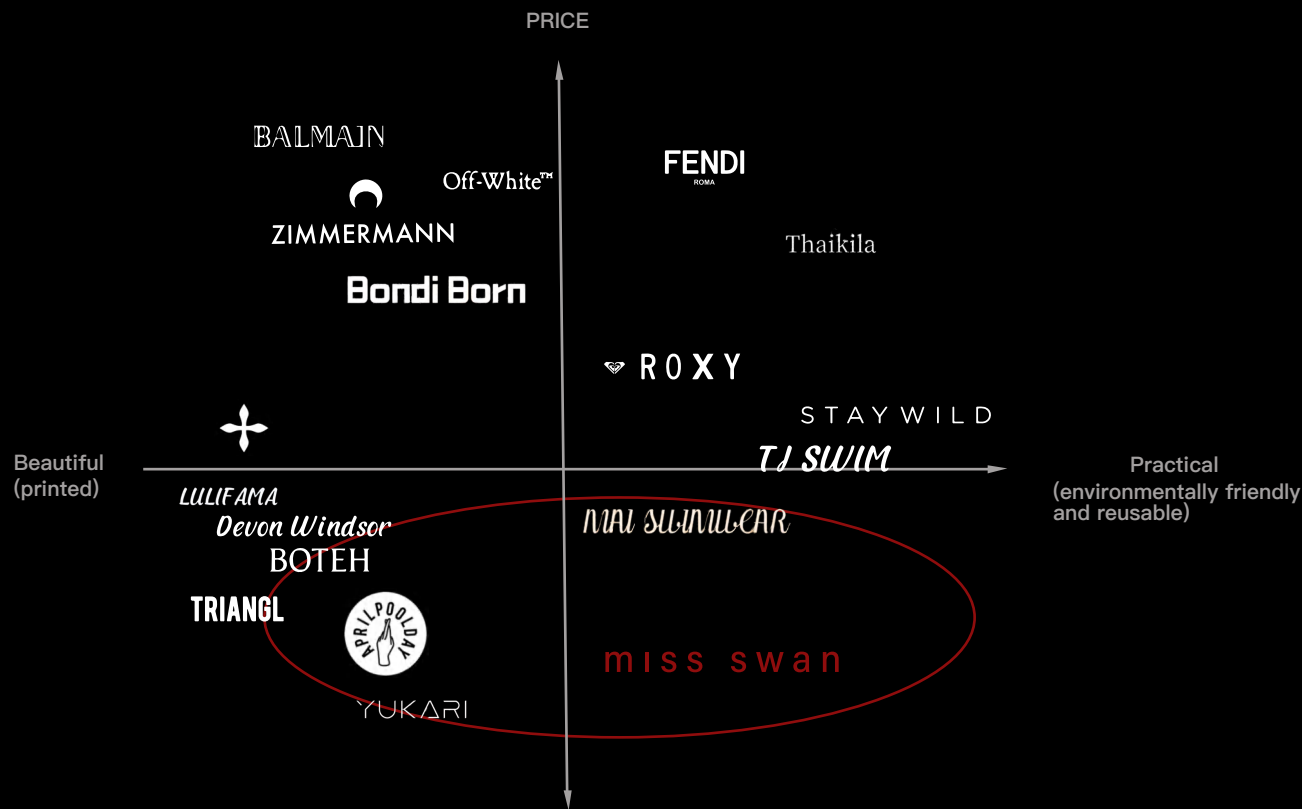
In the focus group interviews with Gen Z women, this study explored their willingness to wear bikinis. The interviewees included six women with different personalities and interests. Through in-depth discussions, we found that this generation generally **shows a positive attitude toward trying bikinis**. Whether extroverted or introverted, fashion-forward or conservative, the participants displayed a growing interest in exploring bikini styling. This indicates that bikinis are gaining wider acceptance as a fashion choice, **likely linked to increased body confidence and personal style expression**.

Research Conclusion

The findings above provide valuable insights into Gen Z women's fashion prefer- ences and offer a strong foundation for future market research. They also strengthen my determina- tion to pursue this project, tapping into China's "still underdeveloped but highly promising" bikini market.

Competitor Analysis

After analyzing both domestic and international swimwear brands, I identified a clear gap in the market: affordable swimwear that balances aesthetics and functionality. While the current market offers high-end fashion swimwear and low-cost basics, there is a lack of options that effectively combine price and performance. Introducing aesthetically pleasing and functional swimwear at a mid-range price could fill this market void, potentially creating a new opportunity in the swimwear sector.



Chinese Market:

China’s swimwear market is rapidly evolving. For young consumers, many traditional brands no longer meet their fashion needs. Although influencer-driven stores have quickly risen in the bikini market, they often overlook swimwear functionality and suffer from a mismatch between price and quality, offering low value for money. This highlights the need for improvement in **providing stylish yet practical swimwear products**.

International Market

In recent years, overseas swimwear brands have increasingly focused on environmental sustainability, improving both product and production processes. They have also innovated in terms of swimwear functionality, even extending its use beyond the beach. However, these innovative products are typically expensive (often exceeding 2,000 RMB), **making them financially out of reach for many consumers**.

Conclusion

Market analysis reveals that although the bikini sector is on the rise, Chinese consumers face limited brand choices. Existing swimwear often suffers from outdated designs and significant price disparities, leading to poor value for money and unreliable quality. While international brands offer higher quality, their high prices, unclear purchasing channels, and issues with sourcing authentic products further restrict market potential in China. Therefore, China's **swimwear market remains underdeveloped, presenting significant untapped consumer potential**.

Expenditures

The following is a comprehensive **budget plan** I have developed for the brand, **covering expenses across product design, prototyping, production, logistics, warehousing, and marketing.** Through precise cost estimation and structural optimization, the aim is to ensure service quality while achieving effective expenditure control and budget management.

Category			Segmented expenses	Total cost
Product	Bikini	Design	0	43000
		Pattern making and sample clothing	3000	
		Goods	40000	
	Jewelry	Design	0	5000
		Sample	500	
		Goods	3500	
		Clips	1000	
	Package	Inner and outer packaging	4000	7700
		Cards	500	
		Sustainable Material Brand Bags	2000	
		Side label, collar label, washed label, hang tag	1200	
Retail	Taobao merchants join in		500	10500
	Product packaging		0	
	Warehousing and logistics		10000	
Marketing	Douyin, Xiaohongshu, Taobao official account promotion and drainage		2000	8500
	Douyin and Xiaohongshu look for kol talent to drain		2000	
	New promotions and discount coupons on the brand		3000	
	Promote welfare on WeChat Moments		1000	
photograph	Product photography	Indoor studio shooting	1500	4500
		Outdoor shooting	3000	
		Model	0	
Personnel expenses	Two people throughout the entire process (me and my partner)		0	0

Design Process



Design

Sampling

Filming

Entering the bikini market is a passion-driven project for me—"powered by love." I want to wear bikinis I adore and provide beautiful, fitting swimwear for all women who love fashion. With this enthusiasm, I quickly took action. During the brand creation process, I invited a friend with a similar aesthetic and strong design skills to join as my partner. She's also highly creative and proactive. Together, as art students who know each other well, we complement each other's strengths.

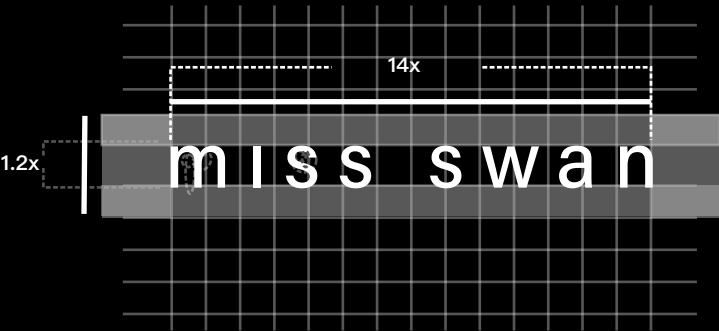
Below, I will provide a detailed introduction to the entire process of our design, sampling, and filming.

Logo Design

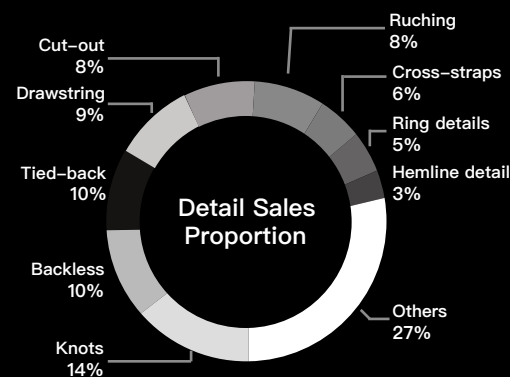
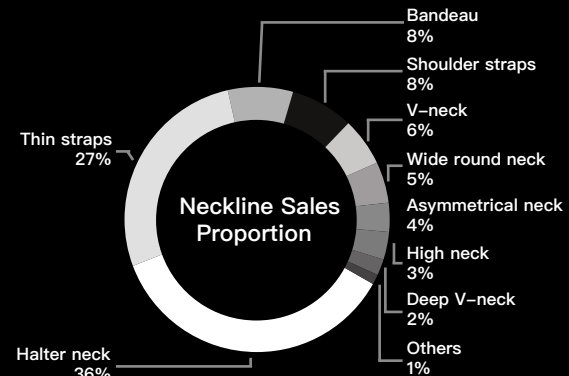
Logo Experiment



The brand name "Miss Swan" signifies elegance, purity, courage, strength, and grace, symbolized by a swan, which aligns with our brand's values. Additionally, it is a play on words with "Miss Swam," connecting to swimwear. The use of the initials "M" and "S" stems from keyword extraction, where we found that nearly all key terms related to our brand began with "S" or "M"—such as sea, swim, skin, sun, shine, sand, Miss, Madam, My, and Myself. After experimenting with multiple logo designs using these initials, we finalized the current logo that best represents our brand identity.

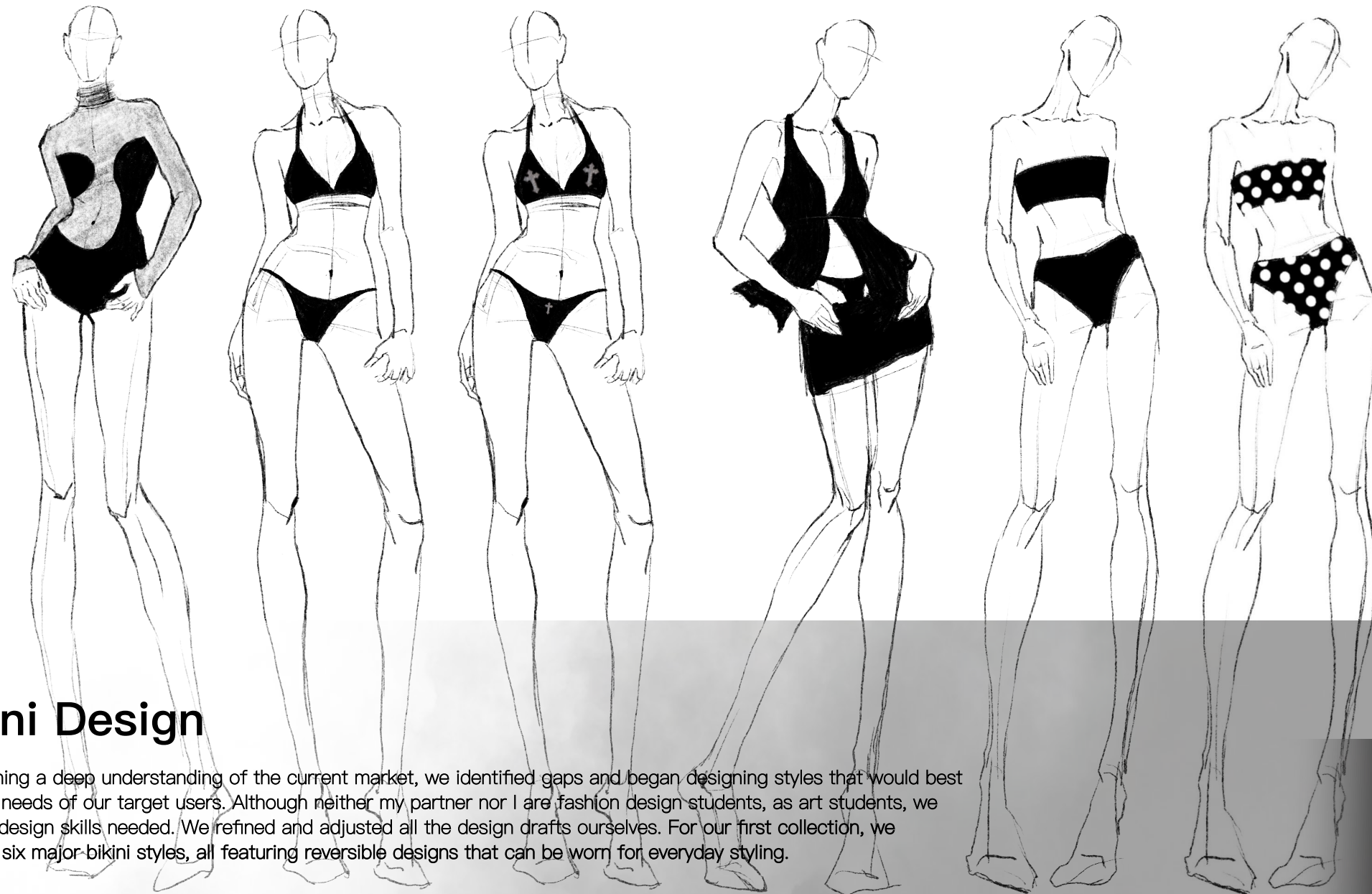


Swimwear style research



Bikini Design

After gaining a deep understanding of the current market, we identified gaps and began designing styles that would best meet the needs of our target users. Although neither my partner nor I are fashion design students, as art students, we have the design skills needed. We refined and adjusted all the design drafts ourselves. For our first collection, we designed six major bikini styles, all featuring reversible designs that can be worn for everyday styling.



Sample Clothing Production And Photography

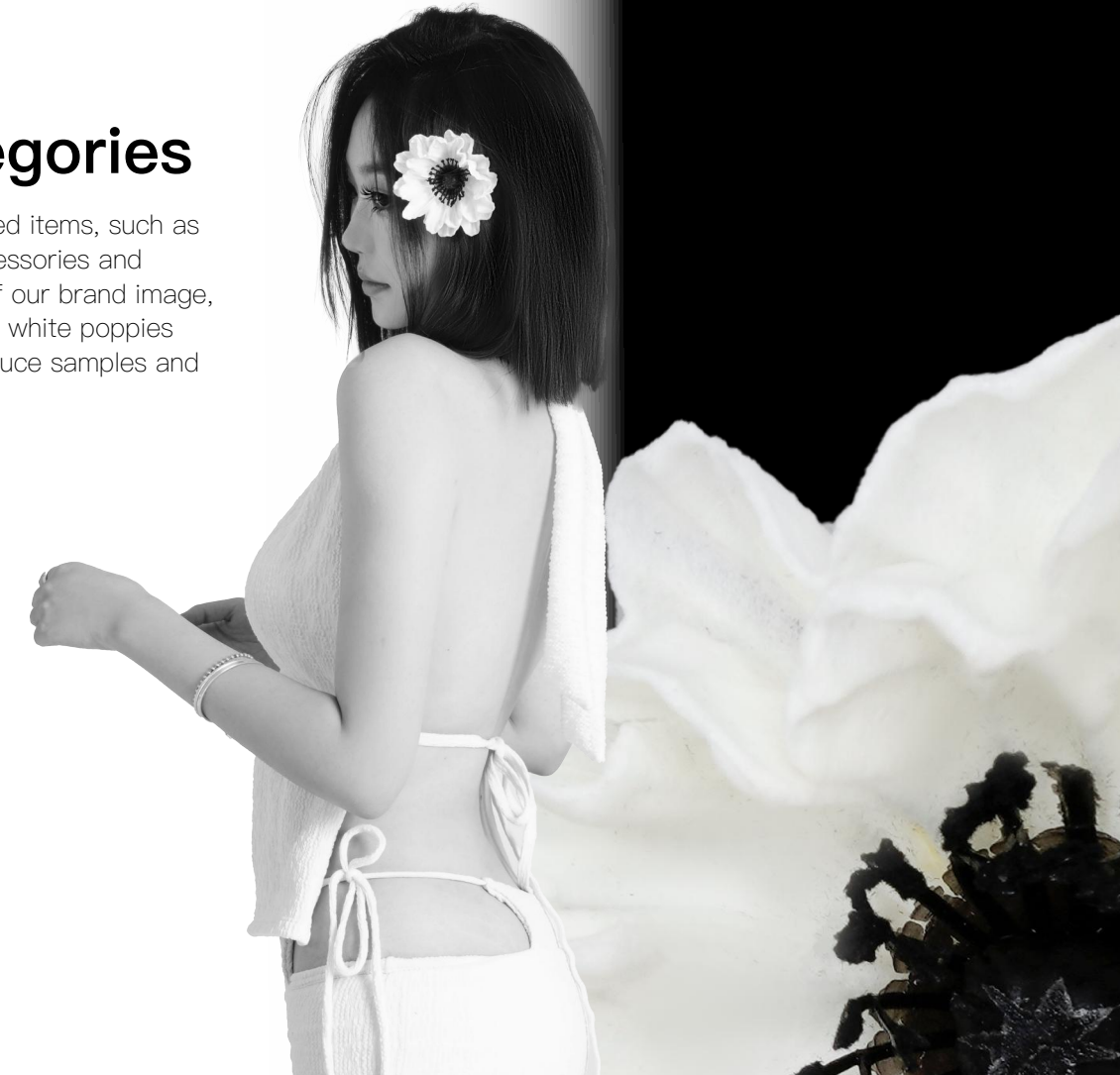
Once the designs were nearly complete, I began searching for a suitable studio to produce the samples. Throughout the process, we continuously adjusted fabrics, techniques, and colors based on practical challenges, such as manufacturing limitations and missing accessories. Each design went through three to four rounds of revisions to achieve the best possible outcome. After the final samples were made, we proceeded with an indoor photoshoot, where my partner and I served as both photographers and models, completing the 15-hour session entirely on our own.





Production of other categories

At the same time, we enriched the brand's visual identity by designing related items, such as brand cards, packaging, and expanding into other categories like floral accessories and beach bags—popular choices for beachgoers. Flowers are a key element of our brand image, with black poppies symbolizing resilience, independence, and mystery, while white poppies represent purity, beauty, and loyalty. We collaborated with factories to produce samples and conducted photoshoots for these new items as well.



Branding Display



About Miss Swan

The labels imposed by others
Do not fully define me
In fact, they don't define me at all
I refuse to be confined
I am fluid
I am free

Not bound by purity or flaws
Not confined by width or narrowness
Not limited by length or brevity
"What is beauty?"

"Confidence in embracing every side of yourself—each side is beautiful."

"Girls look better with long hair." "She'd be prettier if she were slimmer."

"She has nice features, but her face is covered in spots."

Is the "her" they speak of the "you" in your own eyes?

Break free from societal prejudices, stop catering to others' opinions.

Every version of you has its own authenticity and vibrancy.

Beauty is not limited to just one side.

Shatter the constraints of what beauty means.

With confidence, showcase every side of your true and unique self.



Brand Attitude

I am deeply grateful to every consumer or passerby who engages with our brand. As the founder, I once struggled with appearance anxiety and beauty shame. When I was younger, I was overweight and lacked confidence, afraid to wear the clothes I loved for fear of being ridiculed. However, I gradually gave myself positive affirmations, telling myself that I could also be beautiful. I began trying different outfits, learned how to style myself, and followed influencers to share my photos. Though later, due to academic pressure, I experienced rapid weight loss and no longer looked like my former self, I finally felt confident enough to try wearing bikinis and even modeled for my own brand. However, I realize that many women still feel like "the old me." **That’s why I hope to inspire other women to confidently become the version of themselves they truly love, starting with my own journey.** I’ve placed my message for all women on the homepage of my brand.

To every one of you who visits Miss Swan:

Thank you for witnessing our beginning and accompanying our growth.

Perhaps you are already a beach queen,

Or maybe it's your first time trying a bikini.

Perhaps you love boldly showcasing yourself,

Or maybe you've struggled with self-doubt—about your body, appearance, flaws, scars, or societal judgments...

But what we want to say is:

Ladies, confidently embrace every side of yourself, because every side is your most beautiful side.

Just like you,

We once had the passion of starting a brand but also faced pressures from all directions.

We are thrilled when you wear our bikinis,

And we welcome your feedback and suggestions.

Perhaps we’re not perfect yet,

But we believe that as long as you boldly be yourself and enjoy the moment,

That’s when you are at your best.

Brand Concept

Unique Selling Proposition

● Versatile Styling

Addressing the "one-time use" trend among young women, our brand offers creative designs with multifunctional wearing options. Our bikinis are reversible, can be layered, are detachable, and feature various wrap styles, enabling multiple looks from one garment. This helps reduce resource waste by promoting reuse.

● Everyday Wear

We blend swimwear with everyday fashion, making our designs suitable for a wide range of occasions beyond just the beach.

Brand Vision

We hope that every woman who wears our swimwear feels confident and beautiful, as true beauty comes from confidence. We stand against insecurity, body anxiety, stereotypes, scar shame, and beauty shame. Our goal is to empower women to be the "meangirl" who never self-doubts or holds herself back.

Brand Goal

To redefine beauty—beauty is everywhere.

We encourage women to embrace their "beauty" and boldly be themselves.

Miss Swan aims to be every girl's best friend,

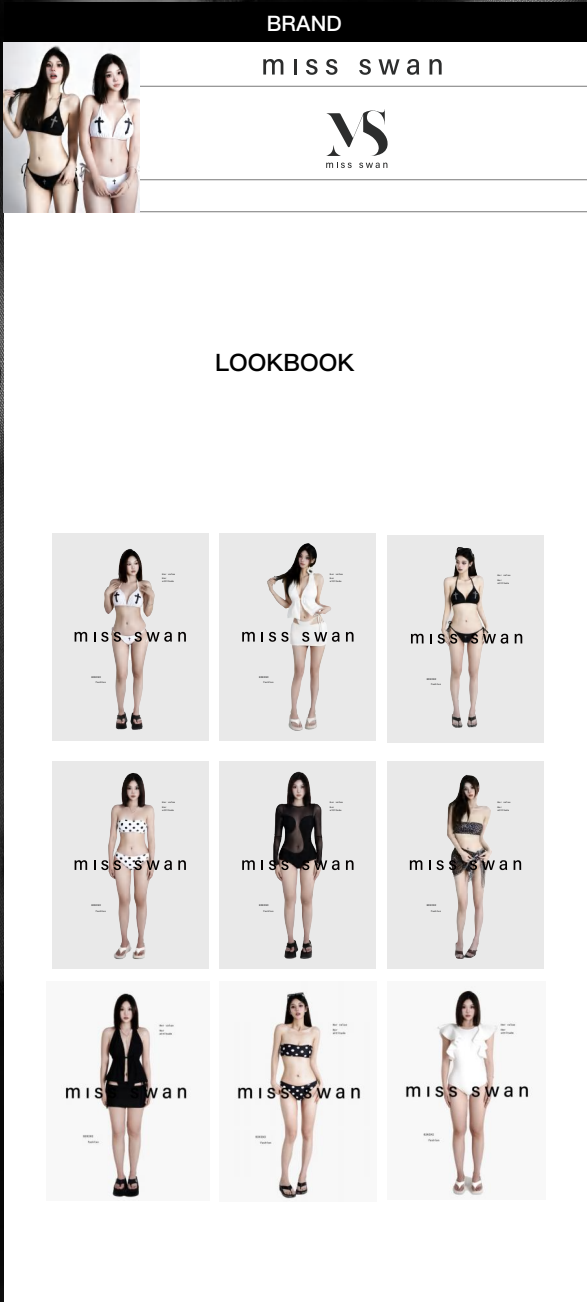
Witnessing the growth of our customers and providing companionship along the way.

Brand Sustainability

For our beach bags, we chose sustainable mycelium material, aligning with our goal of increasing product usability. While we initially aimed to use sustainable materials for our swimwear, budget constraints prevented this. Instead, we incorporated reversible and everyday designs to enhance the swimwear's practicality. As a nod to sustainability, the first 100 customers will receive a complimentary mycelium beach bag.

These biodegradable bags promote coastal ecosystem preservation and can naturally decompose when buried, making them perfect for both beach use and everyday styling.





Brand Promotion Restriction

Platform Restrictions

- **Strict Content Review for Swimwear**

Major platforms have **stringent content review standards for swimwear–related material**. Protecting model privacy is a sensitive issue, and overly revealing displays can lead to controversy or even platform bans. This restricts the ability to publish certain creative content, requiring a careful balance between compliance and creativity while showcasing the product and respecting the privacy of both models and the audience. This may limit the brand's freedom of expression.

- **Routinization**

We use Taobao as our sales platform and Douyin and Xiaohongshu as display platforms. Through public domain traffic promotion, we aim to accumulate customers in our private domain (WeChat). **However, complex and ever–changing platform recommendation algorithms can pose challenges for new brands**, making it difficult to gain initial exposure, quickly build a fan base, and drive interactions, which impacts sales.

- **Consistency Across Platforms**

Maintaining brand consistency across various platforms is a major challenge. **Each platform has a different audience with distinct preferences, making it hard to satisfy all with a single content strategy**. Managing multiple platforms demands more manpower and resources, which can be overwhelming for small brands.

Product Limitations

- **Seasonal Nature**

Swimwear is highly **seasonal**, making it challenging to **maintain user engagement and brand visibility during the off–season**. Developing strategies to balance promotions between peak and off–peak seasons is essential to sustain interest and momentum.

Content Limitations

- **Capturing Attention**

In an era of information overload, grabbing and maintaining the attention of the target audience is increasingly difficult. **Young users' interests shift quickly**, requiring constant adjustments to content strategies to stay engaging.

- **Intense Competition**

The swimwear market is highly competitive, making it challenging to differentiate through visual presentation and product features. **Standing out among similar products and establishing a unique brand image requires innovation and creativity**.

- **Regional Preferences**

China’s vast geographic diversity means that acceptance and aesthetic preferences for swimwear vary significantly by region. **Tailoring marketing approaches to these differences can be a challenge**.

- **Skepticism Toward Swimwear Ads**

Some users may be cautious or hold negative views toward swimwear ads, especially on public social media platforms. **Handling user comments and feedback carefully is essential to avoid potential controversies or negative impacts on the brand's image**.

Platform Promotion Analysis

Xiaohongshu



Content Display Format (Creative Image & Text)

To promote the brand and drive purchases, with a stronger focus on "planting the seed" of interest.

Due to the serious homogenization of content on the xiaohongshu, with many swimwear brands and influencers being active on the platform, it is **difficult to stand out**. Additionally, users are becoming increasingly skeptical about the authenticity of "planting the seed" content, and purely commercial promotions may not be effective. Therefore, it is essential to continuously produce **high-quality, original content** to improve the **quality of brand creations**. This primarily involves combining indoor studio creative designs with outdoor fashion shoots.

WeChat



Image & Text – Official Account

Private domain traffic, used for brand promotion and notifications. It facilitates better consumer reach and helps establish a deeper connection with them. The main content includes promotional images and text, new product releases, brand activity previews, user-generated content and reviews, as well as periodic discount coupons (to encourage repeat purchases).

Since users tend to have a strong aversion to commercial promotions in their Moments feed, **the brand's content needs to be imbued with more emotional value, transforming hard-sell marketing into something that feels more like a friendly recommendation**. WeChat Official Account management requires long-term effort, and significant results may not be seen in the short term. Although WeChat marketing involves a lengthy private domain traffic-building process, with high initial investment and potentially low ROI in the early stages, **it is more effective in establishing relationships with customers and maintaining customer loyalty**.

Douyin



Video

To promote the brand and drive purchases. Videos are easily shareable, and the platform helps to establish and reinforce the brand's visual identity in front of a broad audience.

However, short videos require high creativity, as they are easily scrolled past by users, making it difficult to leave a lasting impression. **It is essential to create a clear and consistent visual identity that attracts target consumers and increases user engagement**. Precise targeting of both current and potential consumers based on video content can improve ad performance. However, due to the intense competition and high advertising costs, it poses a challenge to the budget of smaller brands.

Retail Analysis

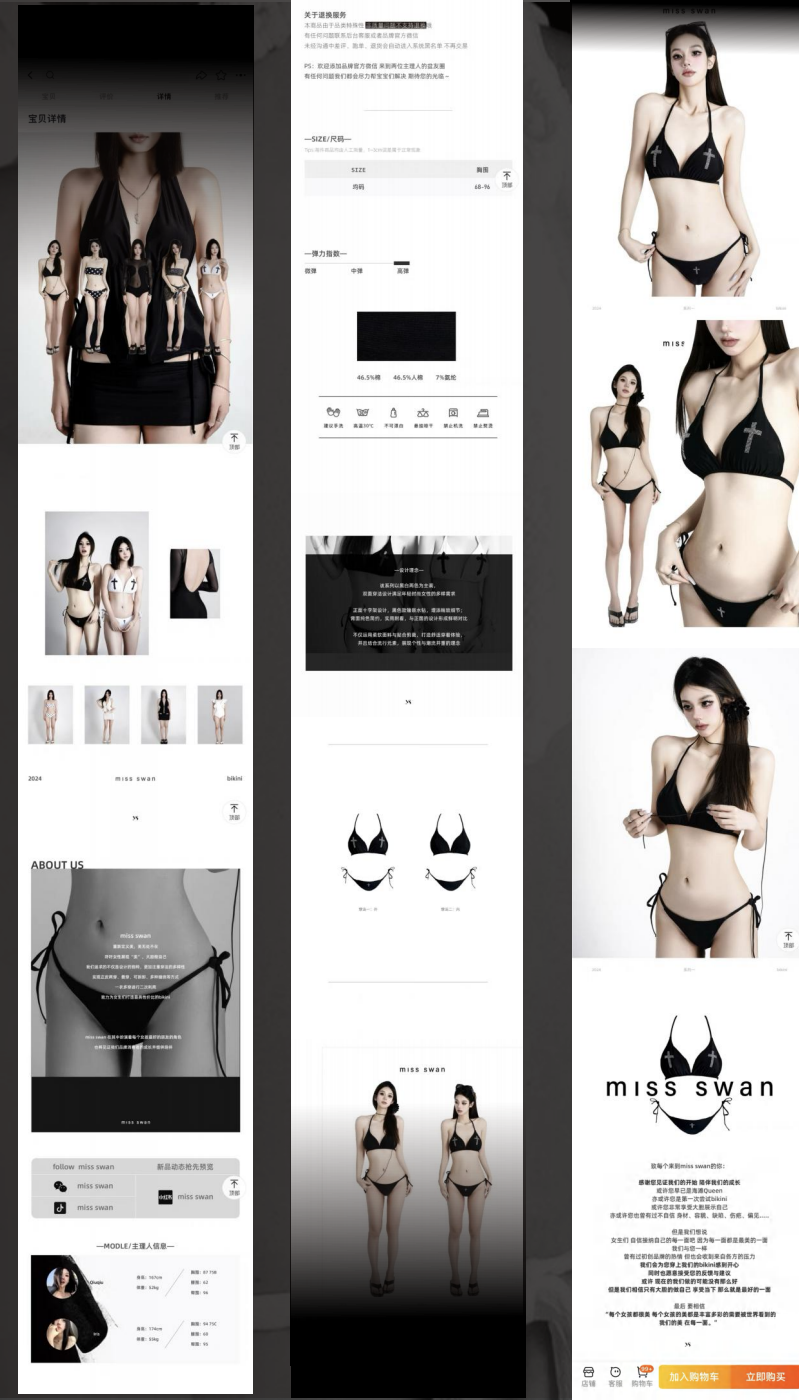
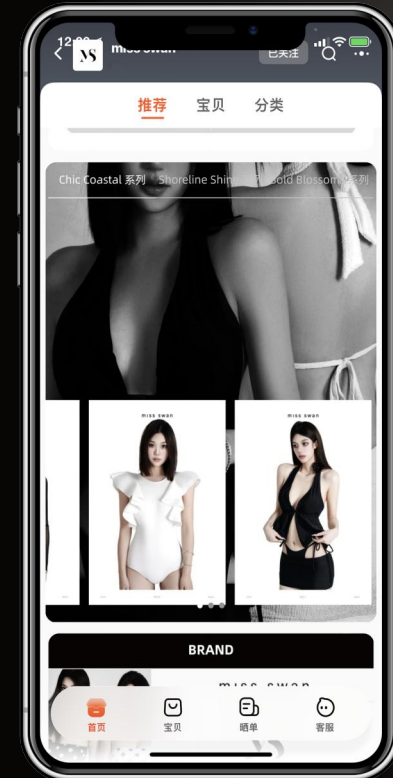
Based on previous research, it was found that most Gen Z young people prefer online shopping. Therefore, the brand chose to initially launch on Taobao, making it the only purchasing channel at this stage. Brand exposure and traffic from other platforms are directed to Taobao, making it easier to track sales in the future.

Division of labor

The graph illustrates the division of labor between my partners and me. I am responsible for store operations, while my partners handle store design.

Store Operations (Sales)	Products	Editing and improving product information (editing product details + product assets).
	Store	Designing the coupon system, setting up free gifts, modifying SKUs, and setting up automated responses.
	Security	Implementing anti-malicious behavior measures, handling customer service, and managing payment methods.
	After-Sales	Managing customer reviews (including product photos), setting up return and refund processes, and managing transaction settings (including customer photo reviews).
Store Design (Visuals)	Design	Responsible for designing the visual identity of the store, selecting a style that aligns with the product positioning.

My partner and I worked together, dividing responsibilities. We focused on page layout design, reviewing product information, managing product inventory, and setting up and managing the backend system. Due to the specific nature of the products, we also implemented platform security measures. In addition, we set up traffic-generating mechanisms during the store's early stages, such as planning discounts and promotions.



Time Planning

The timeline outlines key phases of the project, from ideation and market research on bikinis to design and production, highlighting a systematic approach to achieving project milestones.

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Journey Review

After nearly a year of observation and in–depth market research during my penultimate year of university, my partner and I made the bold decision to establish MISS SWAN, a swimwear brand, the most daring challenge of my life.

Our brand not only celebrates the diversity of beauty but also seeks to help women break free from body anxiety and beauty shame, advocating for every woman to embrace her body with confidence. Our products, carefully refined through multiple iterations, allow multiple styling options and can be integrated into everyday fashion.

I am committed to building a fully eco–friendly bikini brand; however, challenges such as high minimum order quantities for sustainable fabrics, budget limitations, and the reluctance of most domestic factories to accommodate time–intensive designs have presented significant obstacles. As a result, achieving complete environmental sustainability has remained a challenge. Apart from these difficulties, problems such as production delays and contractual issues also impose challenges on my business. I remained calm and adaptable when facing difficulties, learning skills in effective communication and problem–solving. By fully engaging in every stage—from design and product development to factory coordination, promotional photography, marketing, and online store management—I realized that building a successful brand requires more than a passion for aesthetics; it demands systematic brand management and deep market insights. This realization has fueled my enthusiasm to further enhance my knowledge and skills through advanced studies at LCF. Looking ahead, I remain committed to exploring sustainable possibilities for our brand, striving to achieve true eco–friendliness.

