30-Day Clothing Market Test

Before spending substantial money on clothing inventory, use four weeks to test customer demand, competitor positioning and your costs.

WEEK 1 | CUSTOMER RESEARCH

[ ]	Define one buyer segment and problem	Date: _____
[ ]	Interview at least 20 potential buyers	Date: _____
[ ]	Record competing offers, budgets and preferences	Date: _____

WEEK 2 | COMPETITORS & PRICING

[ ]	Compare at least 10 existing sellers	Date: _____
[ ]	Get at least three supplier quotations	Date: _____
[ ]	Calculate complete landed cost and unit contribution	Date: _____

WEEK 3 | SMALL DEMAND TEST

[ ]	Choose a small pilot product range	Date: _____
[ ]	Test real samples or lawful paid pre-orders	Date: _____
[ ]	Record paid orders, enquiries and feedback	Date: _____

WEEK 4 | DECIDE & FORMALISE

[ ]	Review actual sales, margins and unsold stock	Date: _____
[ ]	Check trade, hawking, customs and trademark requirements	Date: _____
[ ]	Decide to scale, revise or stop based on evidence	Date: _____

Day 30 decision

Paid pilot orders	Unit contribution (P)	Scale / Revise / Stop