

## How To Start A Swimwear Line

If you ask any entrepreneur, starting a business comes with its fair share of challenges.

Starting a swimwear line requires a great deal of effort, dedication and most importantly passion.

If you're willing to put in the effort to build your own business, you're going to want to follow the critical steps to creating a successful brand.

We've created a guide that covers each step of the process - from making key financial decisions, to launching and marketing your business the right way, and tips/strategies on how to grow your business effectively.

Start A Swimwear Line →

Introduction To Starting A Swimwear Line

How To Name Your Swimwear Line

It's important to find a catchy name for your swimwear line so that you can stand out in your space.

Here are some general tips to consider when naming your swimwear line

Avoid hard to spell names: you want something easy to remember and easy to spell for your customers

Conduct a search to see if others in the space have the same name

Try not to pick a name that limits growth opportunities for your business (ie. if you decide to expand into other product lines)

As soon as you have an idea (or ideas) of a few names that you love, register the domain name(s) as soon as possible!

Why is naming your swimwear line so important?

The name of your business will forever play a role in:

Your customers first impression

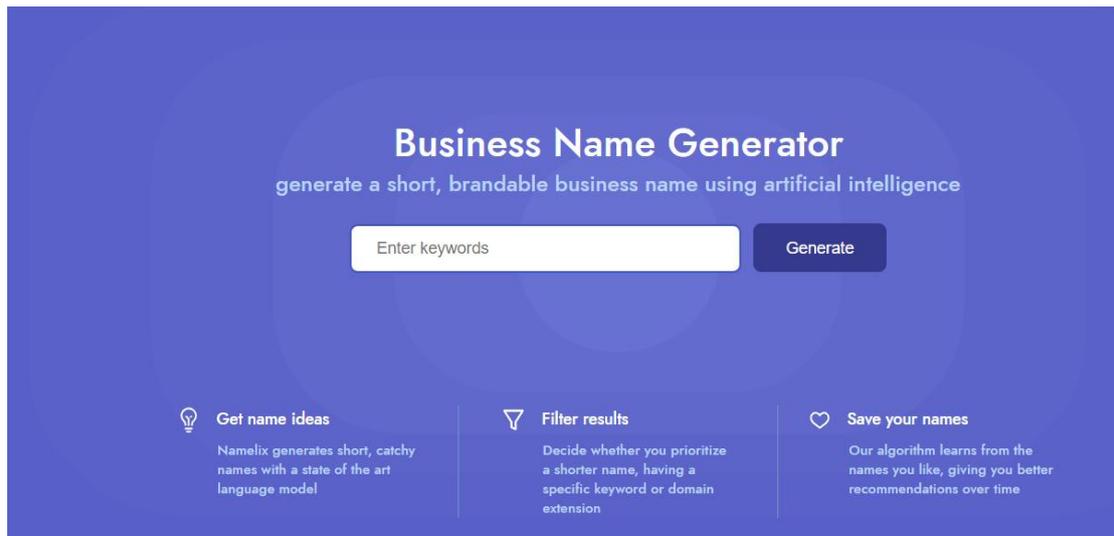
Your businesses identity

The power behind the type of customer your brand attracts

If you're memorable or not

It's important to verify that the domain name is available for your swimwear line.

You can search brand name on below website:



Here's some inspiration for naming your swimwear line:

Beachfit  
Swim In Style  
Wave Designs  
Island Delight  
WavyDay  
Lace & Laurel

### Brick & Mortar vs eCommerce Business Model

When deciding whether or not to start a swimwear line, it's important to first decide what type of business model you want (brick and mortar, eCommerce, or both)!

Here are a few things to keep in mind when considering a Brick & Mortar store:

#### Brick & Mortar Model

If you do plan to open a physical store, it's important that you find a spot in a high-traffic area. This is a great way to gain exposure for your business and also get new customers.

It's also important to consider the higher costs associated with operating a physical store (ie - employees, rent, utilities, etc) and the long days/hours associated with running a store.

The main benefit, however, is that customers love being able to see products in person. It's important to recognize that although some people enjoy shopping online, there will always be the shopper persona that likes to touch, feel, and see the product they're buying.

#### eCommerce Business

One of the main benefits of operating online is that you are exposed to the entire world, versus just one local area. Rather than depending on foot traffic, you have all the tools at your disposal to create exposure for your store online.

Additionally, there are much lower costs to operate an online store - fewer employees, you can operate from your home, and you get to create your own schedules (yes, holidays included!)

Although you are operating online and have the ability to connect with people all over the world, it's important to consider that you will need to invest marketing money upfront in order to promote your store to the right audience.

So, which business model should you go with?

Each model has their benefits, however, the consumer trends for swimwear line are shifting towards e-commerce businesses.

#### Setting Up Your Swimwear Line (Formation and Legal)

When it comes to setting up your business, you may find yourself in a place where you have to make some financial and legal decisions.

The first thing you'll want to decide on is whether you want to be an LLC, S-Corp, or C-Corp.

These three options are found to be the most common when starting a small business, and all serve to protect your personal assets and also provide you with certain tax benefits.

LLC: All income and expenses from the business are reported on the LLC personal income tax return.

S corp: Owners pay themselves salaries + receive dividends from profits.

C Corp: C Corps are separately taxable entities that file a corporate tax return (Form 1120). No income tax is paid at the corporate level and any tax due is paid at the owners individual expense. Depending on where you're conducting business, you'll also want to consider securing the proper permits, licenses and liability insurance.

#### Determine Which Business Bank Account You Need

There are hundreds of banks out there, and it can be overwhelming to find one that's right for your business.

Here are some factors you may want to consider:

Location - Is your bank close enough that you can easily make deposits or get cash?

Low Fees - Make sure to understand any and all fees associated with setting up and maintaining your bank account. Ask for a list - banks usually try to keep this hidden and in the fine print.

Online Banking Services - Make sure you can easily navigate through your online portal and you have easy access to everything you need.

Line of Credit - What do your options look like (even if you don't need this now, you may need this down the road).

Every bank has something that differentiates them from the rest, so make sure whatever that is applied to your needs and values.

Check out this list of the [13 Best Banks](#) for Small Business in 2020 and what makes them so unique.

### Design A Prototype

Turning your idea into a reality can feel like a daunting task - but it's critical that you have an idea of what your product will look like (even if it's just a sketch) prior to finding a manufacturer.

Here are some common ways you can design your prototype:

Draw Your Initial Design on Paper

Form pieces of fabric together

Consider Taking A Generic Product And Putting Your Own Brand On It

Try Making the Product Yourself

Consider Building A Prototype With A 3D Printer

### Purchasing Inventory For Your Swimwear Line

When first starting out, it's important to start small with your overhead to get a gauge for what people want.

Just remember - if you order a line of items that don't sell, it's nearly impossible to recoup the money lost.

Buying the right inventory takes research and planning in order to get it right.

Identify your target audience: Identify the age, gender, annual income that you will be selling to. This is a defining factor in ordering the right inventory that will sell.

Research your competition: Conduct market research and identify the different types of styles, price points, and materials being used. This will help you see what's trending and ways that you can improve/stay ahead of the competition.

Create an inventory wishlist: Identify what you need for the launch of your business and create a budget that you will stay within. Remember, it's okay to start small.

Find a supplier Make sure to first compare prices and analyze different options.

Delivery timing: Schedule the inventory delivery to match with seasonality and trending buying seasons

Pro-tip: It's easy to become biased based on your own fashion preferences on what types of shoes/apparel to purchase. This is where a lot of fashion businesses go wrong. It's important to base purchase decisions on current buyer behavior, trends in the market, and specific to your niche.

### How Much Does It Cost To Start A Swimwear Line

If you are planning to start a swimwear line, the costs are relatively low. This, of course, depends on if you decide to start the business with lean expenses or bringing in a large team and spending more money.

We've outlined two common scenarios for "pre-opening" costs of starting a swimwear line and outline the costs you should expect for each:

The estimated minimum starting cost = \$12

The estimated maximum starting cost = \$27,209

<p><b>Startup Expenses: Average expenses incurred when starting a swimwear line.</b></p>	<p><b>Min Startup Costs: You plan to execute on your own. You're able to work from home with minimal costs.</b></p>	<p><b>Max Startup Costs: You have started with 1+ other team members.</b></p>
<p><i>Office Space Expenses</i></p>		
<p><b>Rent: This refers to the office space you use for your business and give money to the landlord. To minimize costs, you may want to consider starting your business from home or renting an office in a coworking</b></p>	<p><b>\$0</b></p>	<p><b>\$5,750</b></p>

space.		
<b>Utility Costs For Office Space:</b> Utility costs are the expense for all the services you use in your office, including electricity, gas, fuels, telephone, water, sewerage, etc.	\$0	\$1,150
<b>WiFi &amp; Internet:</b> Whether you work from home or in an office space, WiFi is essential. Although the cost is minimal in most cases, it should be appropriately budgeted for each month!	\$0	\$100
<b>Total Office Space Expenses</b>	<b>\$0 (min)</b>	<b>\$7,000 (max)</b>
<i>Inventory Expenses</i>		
<b>Upfront Costs For Inventory:</b> This includes all upfront inventory you will need in order to launch. Be sure to compare prices of wholesalers to ensure you're getting the best deal and margins remain high.	\$300	\$5,000
<b>Inventory Storage:</b> If you decide to have a physical space for your swimwear line, whether it be used for inventory or as a showroom, you may have monthly rent payment or a large down payment	\$0	\$5,000

<p>associated with renting/buying the space.</p>		
<p><b>Package Design:</b> Packaging refers to wrapping and protecting products during distribution, shipping, and sales. Your package design is your customer's first impression of your brand, so it's important you spend some time and energy to get this right from the start. Many businesses design their own packages using design software and tools. There is always the option to outsource this to a design expert, but that route tends to be much more expensive.</p>	<p>\$50</p>	<p>\$3,000</p>
<p><b>Shrinkage:</b> Shrinkage refers to the loss of inventory at any point between the purchase from your supplier and the purchase by your customer. Although you will try to avoid this at all costs, this does happen sometimes (especially in the learning stages of your business), and it's important to plan ahead financially in case this happens. Fortune states that retail shrinkage costs U.S. retailers approximately 1.4 percent of their</p>	<p>\$0</p>	<p>\$1,000</p>

<b>total sales.</b>		
<b>Distribution costs: Depending on what distribution plan you choose, expenses such as renting vans, hiring delivery drivers and gas costs can add up. If you are looking to save money upfront, you may want to consider conducting distribution on your own.</b>	<b>\$0</b>	<b>\$750</b>
<b>Total Inventory Expenses</b>	<b>\$350 (min)</b>	<b>\$14,750 (max)</b>
<b><i>Software Expenses</i></b>		
<b>Design Programs &amp; Software: These programs might include the Adobe family of design tools: Photoshop, Illustrator, InDesign and others. This is typically a monthly subscription ranging from \$10-\$50/mo.</b>	<b>\$0</b>	<b>\$50</b>
<b>Email marketing tool: If you plan to grow your email list and email marketing efforts, you may want to consider investing in an email marketing platform (ie. Klaviyo, MailChimp). We put together a detailed guide on all of the email marketing tools out</b>	<b>\$0</b>	<b>\$100</b>

<p>there + the pricing models for each one here.</p>		
<p><b>IT Support: IT support installs and configures hardware and software and solves any technical issues that may arise. IT support can be used internally or for your customers experiencing issues with your product/service. There are a variety of tools and software you can use to help with any technical issues you or your customers are experiencing. This is a great option for businesses that do not have the means to hire a team of professionals.</b></p>	<p><b>\$150</b></p>	<p><b>\$2,000</b></p>
<p><b>Accounting &amp; Invoicing Software: It's important to have an accounting system and process in place to manage financials, reporting, planning and tax preparation. Here are the 30 best accounting tools for small businesses.</b></p>	<p><b>\$0</b></p>	<p><b>\$50</b></p>
<p><b>Project Management Software: You may want to consider using a project management and collaboration tool to</b></p>	<p><b>\$0</b></p>	<p><b>\$25</b></p>

<p>organize your day-to-day. This can also be very beneficial if you have a larger team and want to keep track of everyones tasks and productivity. For a full list of project management tools, check out this full list here.</p>		
<p><b>Internal Communication Tool:</b> If you plan to have multiple members on your team, you may want to consider an instant message tool such as Slack or Telegram. The cost is usually billed per month (approx \$5/user/month) or there are freemium versions available on many platforms.</p>	<p>\$0</p>	<p>\$20</p>
<p><b>Social Media Management Tools:</b> If you plan to do social media marketing for your swimwear line, you should consider investing in a social media automation or publishing tool. This will save you time and allow you to track performance and engagement for your posts. Here is a list of 28 best social media tools for your small business.</p>	<p>\$0</p>	<p>\$50</p>

<p><b>Payroll Software:</b> The main purpose of payroll software is to help you pay your team and track each of those payments (so that you don't have to do it manually). If you do not have any employees or have a very small team, payroll software may not be necessary at this stage. Here are the 11 best payroll tools for small businesses!</p>	\$0	\$200
<p><b>File Hosting Service:</b> It's important to make sure the information for your swimwear line is stored and protected should something happen to your computer or hard drive. The cost for this is affordable and depends on how much data you need to store. To learn more about the different options and pricing on the market, check out this article.</p>	\$0	\$299
<p><b>Total Software Expenses</b></p>	\$150 (min)	\$2,794 (max)
<p><i>Website Costs</i></p>		
<p><b>Domain Name:</b> Your domain name is the URL and name of your website - this is how internet users find you and your website. Domain names are extremely</p>	\$12	\$200

<p>important and should match your company name and brand. This makes it easier for customers to remember you and return to your website.</p>		
<p><b>Business Email Hosting Service:</b> An email hosting runs a dedicated email server. Once you have your domain name, you can set up email accounts for each user on your team. The most common email hosts are G Suite and Microsoft 365 Suite. The number of email accounts you set up will determine the monthly cost breakdown.</p>	\$1	\$15
<b>Total Website Costs</b>	\$13 (min)	\$215 (max)
<i>Advertising &amp; Marketing Costs</i>		
<p><b>Customer Research &amp; Surveys:</b> Many swimwear line's conduct industry and consumer research prior to starting their business. Often times, you need to pay for this data or hire a market research firm to help you in this process.</p>	\$0	\$300
<p><b>Affiliate Marketing Commission &amp; Fees:</b> If you want to increase revenue for your</p>	\$0	\$250

<p>swimwear line, affiliate marketing is a great way to promote your product to a new audience. When determining affiliate commission rates you will offer, you will want to take into account the price and margin for your product to ensure affiliate marketing is worth it for your business.</p> <p>According to Monitor Backlinks, the average affiliate commission rate should be somewhere between 5% to 30%. To learn more about how to set commission rates, check out this article..</p>		
<p><b>Influencer Marketing: Partnering with like-minded influencers is one of the most effective ways to grow your social media presence. Many small businesses simply gift a free item in exchange for an influencer post, or pay the influencer directly.</b></p>	<p>\$0</p>	<p>\$750</p>
<p><b>Press: If your business and story is unique enough, press and media attention may come to you, but odds are, you may need to do your own outreach and budget for this.</b></p>	<p>\$0</p>	<p>\$500</p>

<b>We put together a guide herethat discusses different press opportunities (both free and paid).</b>		
<b>Google Ads: With Google Ads you have the ability to control how much you spend by simply setting a monthly budget cap. Additionally, with these ads you only pay for results, such as clicks to your website or phone calls! It's okay to start with a small budget at first and make changes accordingly if you see valuable returns.</b>	<b>\$0</b>	<b>\$300</b>
<b>Facebook &amp; Instagram Ads: With Facebook and Instagram ads, you set your budget and pay for the actions you want (whether that be impressions, conversions, etc).You can learn more about pricing based on your impressions here.</b>	<b>\$0</b>	<b>\$350</b>
<b>Total Advertising &amp; Marketing Costs</b>	<b>\$0 (min)</b>	<b>\$2,450 (max)</b>
<b>Total Starting Costs</b>	<b>\$12 (min)</b>	<b>\$27,209 (max)</b>

#### Raising Money

Since the startup costs to start swimwear line range between \$12 - \$27,209, there are ways you can raise money to cover these costs.

## How To Price Your Swimsuits

One of the most challenging aspects to starting a swimwear line is determining how much to charge for your swimsuits.

When businesses under-price their product, this can be extremely detrimental to their bottom line and reputation.

Often times, businesses under-price their products to drive demand and volume, but that last thing you want is for customers to view your product/service as "cheap." Additionally, this can have a big impact on the type of customer you attract, which can be difficult to recover from.

On the other hand, when businesses over-price, this tends to be just as damaging to the business.

When customers buy, it's likely that they will explore the internet and look at other competitors to ensure they're getting the best value + deal. This is why it's so important that you research your competition and understand where you land in the marketplace.

Here are some factors to consider when pricing your product:

### Understand your customer

It's important that out of the gates, you identify the type of customer you want to attract and how much they're willing to pay for your service. One great way to do this is by surveying your customers. Here are some important items you'll want to takeaway:

Customer demographic: Age, gender, location, etc.

Buying habits of your customer: What they buy + when they buy

Level of price sensitivity with your customer

All of these segments will help you identify the type of customer you're attracting and how to price your product accordingly.

### Understand your costs

When pricing your swimsuits, it's critical that you first identify all of your costs and consequently mark up your swimsuits so you can factor in a profit.

The actual cost of your swimsuits may include things like:

The actual cost to make the product (ie. raw materials, supplies, manufacturer).

Shipping + overhead fees

Rent

Operating costs to run your business

You may want to consider creating a spreadsheet with every single expense involved in

operating/owning your business. This will give you an idea as to what you need to generate in order to at the very least, break-even and will help you price your products to factor in a profit.

#### Create revenue goals

When determining the price of your swimsuits, you'll want to create goals for revenue + how much profit you want your swimwear line to make.

This process is simpler than you may think:

Think about your breakeven cost (by completing the above step).

Create a revenue goal based on your break-even cost

Evaluate the # of items you plan to sell in a given period (make sure this is a realistic number)

Divide your revenue goal by the number of items you plan to sell

This figure will help determine your estimated price per product in order to meet your revenue goals.

#### Evaluate your competition

The last piece in determining how to price your swimsuits is by simply looking at your competition.

The best way to do this is by finding like-minded businesses that offer product(s) with similar perceived value. Then, you can compare prices of the different businesses and determine where your swimsuits fits best in the marketplace.

All of these factors play an equal part in pricing your swimsuits, so it's important you evaluate each one individually to come up with an accurate price that will help optimize your business from the start.

#### How To Find A Supplier For Your Swimwear Line

Here are the steps to consider when finding a supplier/manufacturer:

##### Know your design

One very critical step to finding the right supplier is having an initial idea of what your design/product will look like.

Sketching is one of the most simple ways to get started in the design phase.

What's great about sketching is that you can practically do this anytime, anywhere - even on the back of a napkin.

To get started, all you need to do is pick up a pen and paper and start drawing - or if you are

working on a virtual/software product this can be a diagram that outlines the user interface or experience.

Decide your supplier type

You'll want to identify the type of supplier you are looking for.

Here are some questions you may want to ask yourself prior to searching for a supplier

Are you looking for a manufacturer to produce your product idea?

Do you want to find a supplier that can simply purchase existing products for you?

Do you want a drop-shipper to supply and fulfill orders?

Do you want a domestic supplier or an overseas supplier? Read more about the pros and cons of each here

Where to start your search

Once you have an understanding of what type of manufacturer/supplier will be best to bring your idea to life, there are several areas you can start your search:

Domestic Suppliers

Makers Row

Kompass

Thomas Net

Overseas Suppliers

Alibaba

IndiaMart

Oberlo

AliExpress

CASE STUDY

CANTON SWIM WILL BE A BEST SUPPLIER FOR YOU.

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For the past 25 years, CANTON SWIM has focused on OEM &ODM swimwear manufacture and supplies to customers worldwide. The widest products range in this industry is offered. We not only manage but also supervise the entire production process. We provide complete customization services from sampling to international shipping. At CANTON SWIM, we cover all of your needs.

In 2019, we started to serve customers with low minimum productions. Until now, worked with hundreds of startup and established swim labels worldwide.