



*The California Fashion Association (CFA) is focused on building a knowledge base to identify and meet the needs of the various constituents of the industry.*

April 6, 2021

*California Fashion Foundation, partnering with the Black Design Collective*



Sixth Presentation:

***“Creativity is Not Enough - Where’s the Money?”***

**Tuesday, April 27<sup>th</sup> | 4:00 pm PST**

**Topics:**

- Components of "Financial Credibility"
- A Comprehensive Business Plan
- C-M-T Worksheet - Cost Basis Analysis
- Defining "Overhead"
- Cost-Of-Sales; B2B vs. D2C

**Moderator:**

- **Ilse Metchek, President, California Fashion Association**

**Speakers:**

- **Jill Mazur, Business Process & Technology Consultant, WWA Advisors**
- **Mathew Moeck, Director of Business Development, Hilldun Corp.**

**Registration by Invitation only**

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**California Fashion Association**

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