

BUSINESS PLAN



Logo
Name

Company Name Business Plan

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NAME OF FOUNDER ONE

KATIE

Background information on founder one

NAME OF FOUNDER TWO

Tara

Background information on founder two

EXPECTED POSITION IN THE MARKET (including market map)

Appeals to those that like holidays and celebrate them. Considering that seasons is more accessories, a large teenage audience would be who our products appeal to, as teenagers are more open to spend money on accessories. However, this is an oversaturated market so, to make our products stand out we use the gap in the market for high quality, low price items.

ANALYSIS OF CUSTOMERS (including description of the 'perfect' customer)

We hope to appeal to teenagers and perhaps young adults, who are open to have different types of accessories surrounding the different seasons. Our customers would be that of teenagers, as teenagers are more likely to purchase a high-quality low-price accessory, as it is less money and most teenagers do not make the same amount of money as adults. However, young adults may still be open to buying high-quality low-price accessories to save money.

PRICING AND EXPECTED SALES

Based on one month	Amount
Price of product/service	£3-£30
Amount of predicted sales	200 units a month (for the first 6 months)

ANALYSIS OF FINANCES

Based on one month	Amount

Running costs	£1,200 per month
Revenue from sales	£3000 per month
Profit	£1,800 per month
Tax payable	£100 per month

EXPLANATION OF HOW THE BUSINESS WILL COMPETE WITH COMPETITION (differentiation)Our product is quite like others; however, our high-quality low price will attract more customers, therefore, giving us more profit. We stock seasonal products all year round, which makes people wanting to celebrate them, find it easier to. We will be a public limited company, to increase inflow from potential investors. However, a risk with this would be that our competitors would be able to purchase shares and use it against us.

Written by katie and tara.

