



REGAL KARE BUSINESS PLAN

Managing Enterprise in the 21st Century

Assignment Term 2

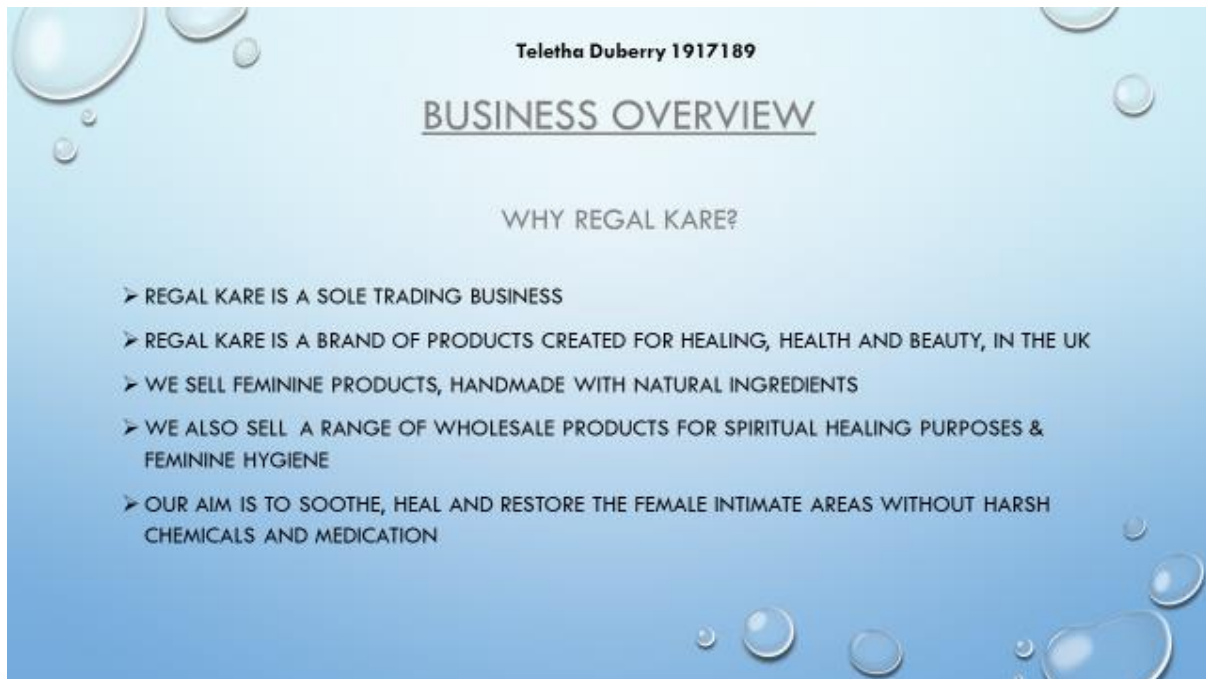
Lecturer: SAQIB SHAMIM

Students:	TELETHA DUBERRY	1917189
	ABDUL KHAN	1917185
	FIONA TESFAZGHI	1914615
	YASMEEN MALIK	1917200

TABLE OF CONTENTS

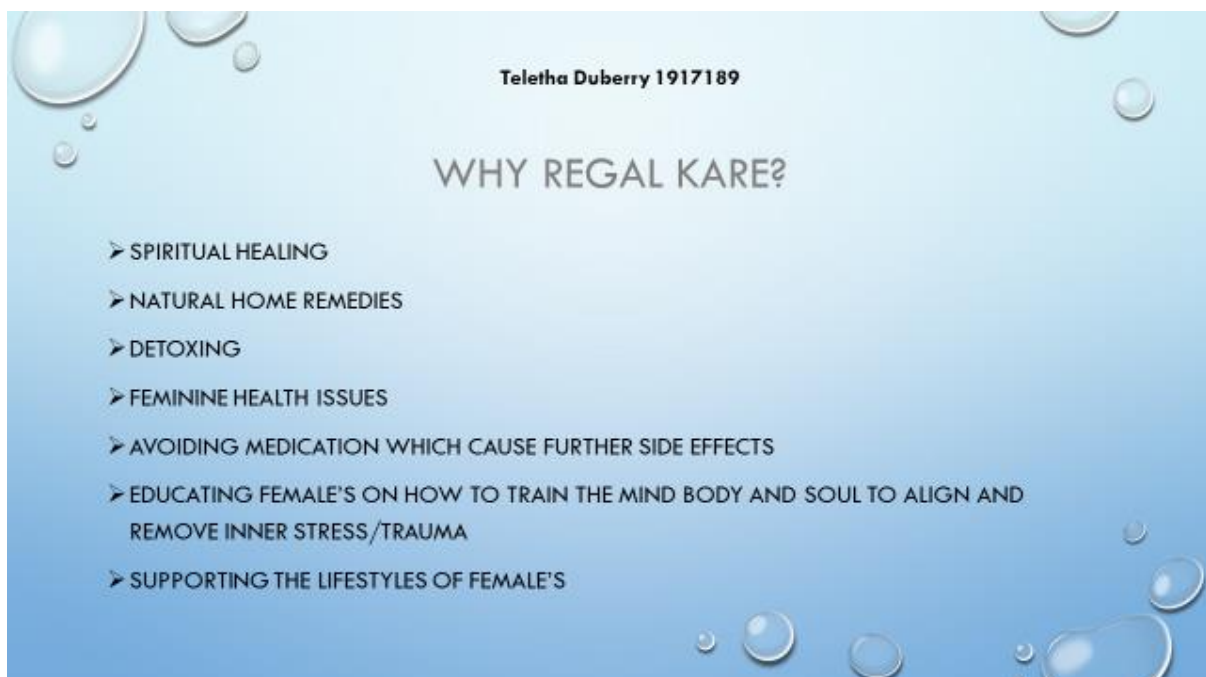
1.	BUSINESS OVERVIEW
1.1	ELEVATOR PITCH
1.2	AIMS
2.	PRODUCTS AND SERVICES
3.	MARKET AUDIT
3.1	GOALS AND OBJECTIVES
3.2	DATA COLLECTION
3.3	COMPARISON
3.4	MARKETING STRATEGIES
3.5	ACTION PLAN
4.	TARGET MARKET
4.1	SWOT ANALYSIS
4.2	UNIQUE SELLING POINT (USP)
4.3	PESTEL ANALYSIS
5	MARKETING PLAN
5.1	MARKETING METHODS
5.2	TIMETABLE FOR MAKETING
5.3	ESTIMATED COSTS FOR MARKETING
5.4	WAYS TO MONITOR
5.5	WAYS TO HANDLE RESPONSE
5.6	FOUR P'S
6	MANAGEMENT PLAN
6.1	MANAGEMENT TEAM
6.2	PERFORMANCE – OBJECTIVES AND TARGETS
6.3	OPERATIONS AND LOGISTICS
7	FINANCIAL PLAN
8	BIBLIOGRAPHY

1. BUSINESS OVERVIEW — TELETHA DUBERRY



Founded in 2020, Regal Kare is the empowering new brand specialising in intimate hygiene care, with products that are gentle and effective. as well as intimate hygiene, Regal Kare has additional handmade products for hygiene and skincare.

All products are made with natural ingredients, including essential oils, dried herbs and butters... blended with spiritual cleansing, love & light.



I started Regal Kare whilst on my spiritual journey, where I have been learning about natural healing, cleansing and restoration. As a young woman who suffers with a few minor health issues such as, heavy menstrual flow, severe menstrual cramps, [Edema](#) (Fluid Retention) & [Bacterial Vaginosis](#) (B.V)

I have had to discover and explore various ways to naturally treat these issues, rather than living off prescribed or over the counter treatment and medication.

Over time, talking to other women brought to my attention that many are suffering with at least one of these issues if not more. However, they have grown to accept it as 'what us women have to go through' as they often cannot find suitable/long-term treatment even when consulted with a GP or Health Professional in the Sexual Health Clinic. In fact, they find themselves visiting these places regularly with the same problem and also having the medication trigger other issues, I have discovered a wide range of natural healing and treatment methods that had never been brought to my attention and neither many other women I spoke too.

I started to seek products from online sellers, trying things at home for myself to see if this could treat my ongoing issues, & it definitely served its purpose.

Spiritual Cleansing & Healing has a lot to do with how we listen & respond to our Mind, Body & Soul & our diet is also a key factor. Living in a society where there is so much pressure, we rarely get a moment to just stop and listen to how our body is feeling, which then causes a lot of stress which is the underlying trigger of a lot of health issues. I often found that I suffered from issues in my intimate area and my body overall the most when I was working a typical 9 - 5 job, as well as being a single mother & balancing my hobbies. My body not getting to rest when needed, not eating at the right time's, not having time to prepare a healthy meal so instead eating meals that only added to my fatigue, low energy, mood swings and restless sleep patterns.

1.1. ELEVATOR PITCH – TELETHA DUBERRY



Regal Kare was chosen as the name of the business as it represents dignified healing and pride in self-care on a higher frequency of energy. 'Care' was re-spelt with a 'K' to form 'Kare' to liken the status to a 'King' (Regal King) representing Royalty, with the intention to stress the importance of women treating their body as the temple it is.

1.2. AIMS – TELETHA DUBERRY



Short-term Goal – To sell Yoni Bar Soap, Yoni Steam Blend & Wholesale products, whilst building the brand and gaining customers as well as a decent following on social media

Mid-term Goal – To make additional Yoni products such as, Yoni Wash Liquid and Yoni Bath Bombs to add to the handmade collection and sell.

Long-term Goal – I would like to grow my brand and eventually have a shop based store that has a kitchen where I can make my products and store them on site. Also I will offer a service where customers can visit the store for consultation and request ingredients for handmade products, specifically for their healing purposes.

2. PRODUCTS AND SERVICES – TELETHA DUBERRY



YONI BAR SOAP

Many women suffer with PH Imbalance for various reasons, including, menstrual cycle, various sexual partners, diets which entail too much yeast and using fragranced or strong chemical products on skin, especially the vaginal area, as this puts them at risk of getting Bacterial Vaginosis, also known as 'BV'.

For this bacterial infection, Regal Kare has come up with a natural recipe to form a 'Yoni Bar Soap' that women can use to not just help treat BV, but also prevent it. This soap includes natural ingredients used to help balance out PH levels and sooth symptoms such as irritation and soreness.

In addition to the soap bars, I would eventually like to imitate this recipe into a feminine wash, a product that is more common now rather than soaps, and can also be carried around in a handbag etc. and I would also like to add a yoni bath bomb to the list, a bath bomb made up of mainly natural ingredients that women can bath with, lessening the risk of BV. I have chosen not to sell these products straight away, as I am starting this business on my own and want to introduce new products slowly, also taking feedback off the current products into consideration when creating new ones.

YONI STEAM BLEND

Yoni steaming is a powerful ancient self-care practice used by women worldwide to support deep wellness, women's wisdom, herbal medicine, and feminine power. Yoni steams, also referred to as V steams, vaginal steams, pelvic steams, chai-yok, or bajo's, are a part of ancient womanly healing arts that are becoming popular again. Yoni steams are holistic self-care practices in which a woman allows the warmth of herbal steam to permeate the exterior of her vagina gently.

Yoni steams are part of the Maya healing lineage and used mainly to cleanse the uterus when there are menstrual difficulties, after birth, and with menopause to completely clean the womb when finished bleeding. They are popular in Central America, India, eastern Europe, and in Korea, where women commonly incorporate them as part of their self-care routines. ([Chow, 2020](#))

Many women suffer with severe menstrual cramps, heavy blood flow, missed periods, irregular periods and vaginal dryness along with PH these issues, the womb has to undertake so much trauma that can stay with us spiritually, such as past sexual partners, miscarriages etc. Yoni steaming allows women to cleanse, disinfect and reconnect with the feminine self, unburdening the womb of negative and unwanted energies.

Regal Kare has put together a 'Yoni Steam Blend'. This is a traditional ritual for the inner self that can be performed 1 – 2 times a month as a self-care routine. This ritual is for ALL healing purposes, including cleansing, disinfecting and restoring. This blend is made up of dried herbs and crystal chips, which have been cleansed with Sage (Smudging) love and care, to provide the best healing properties when steaming.

OTHER WHOLESALE PRODUCTS

Regal Kare will sell wholesale products such as Incense sticks, candles and crystals to compliment the experience of self-care.

Spiritual healing can include, Reiki, Meditation and Prayer. These different rituals can be done with crystals with healing properties for different areas of the Chakra, meditation and prayer with burning candles and incense sticks to help with breathing and clearing/balancing the bodies Chakra's.

This can be done whilst women choose to Yoni Steam, as this is also seen as a meditation ritual for the womb.

Alongside I will be selling wholesale organic sanitary towels and tampons.

ADDITIONAL

Additional products will be added to the brand in good time. My main focus is taking my time to ensure that women are receiving the benefits from Regal Kare and giving constructive feedback to help us improve and create new products for their satisfaction.

An additional service I would like to add long term will be the service to give customer the opportunity to have a consultation and create a product suitable for their healing, health and beauty issues. This will be something I add when I have a shop based store.

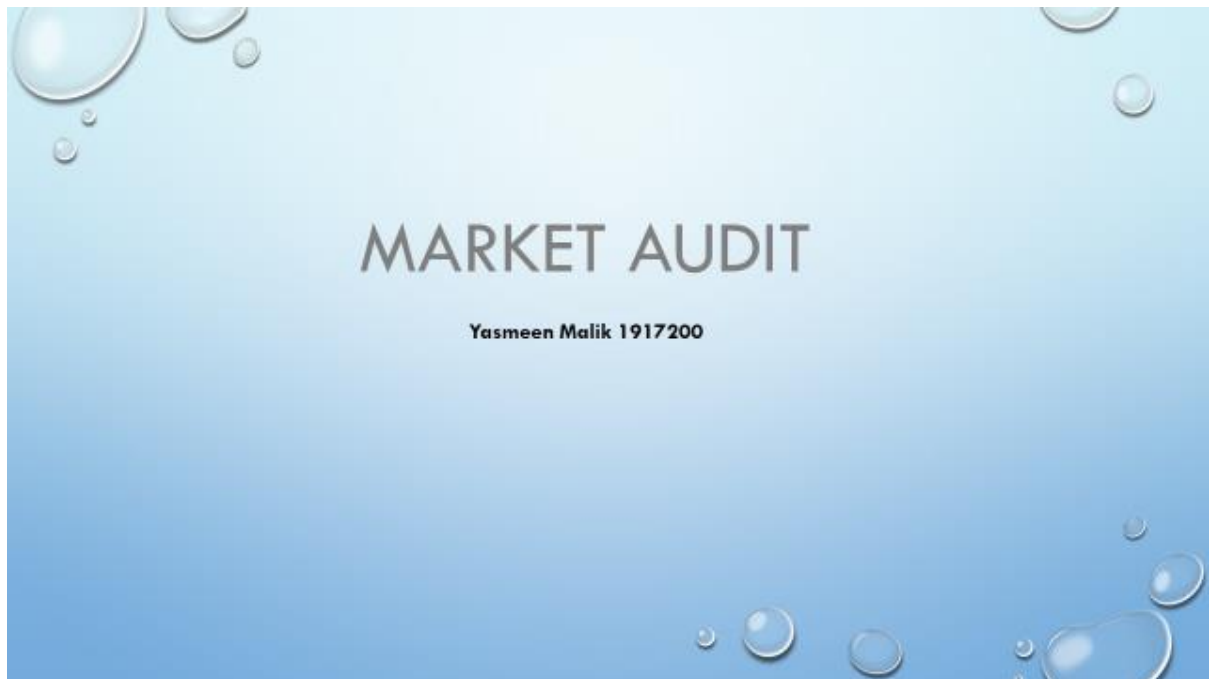
INSTAGRAM PAGE

Being active and engaging your audience is vital to building a successful presence as a small business on Instagram. You can post great quality, relevant content, but if no one knows you have an online presence, you will struggle to grow it. Start by telling current customers that you have social media accounts by putting a link to your Instagram on your website, and advertise it on other mediums like Facebook and Twitter. Include all social media links in your email signatures to drive traffic.

Consistency is a tremendously important way to keep your audience engaged, so content should be uploaded on a frequent and regular basis. The more active a small business is on Instagram, the more engagement they will see in return. ([Foster, 2017](#))

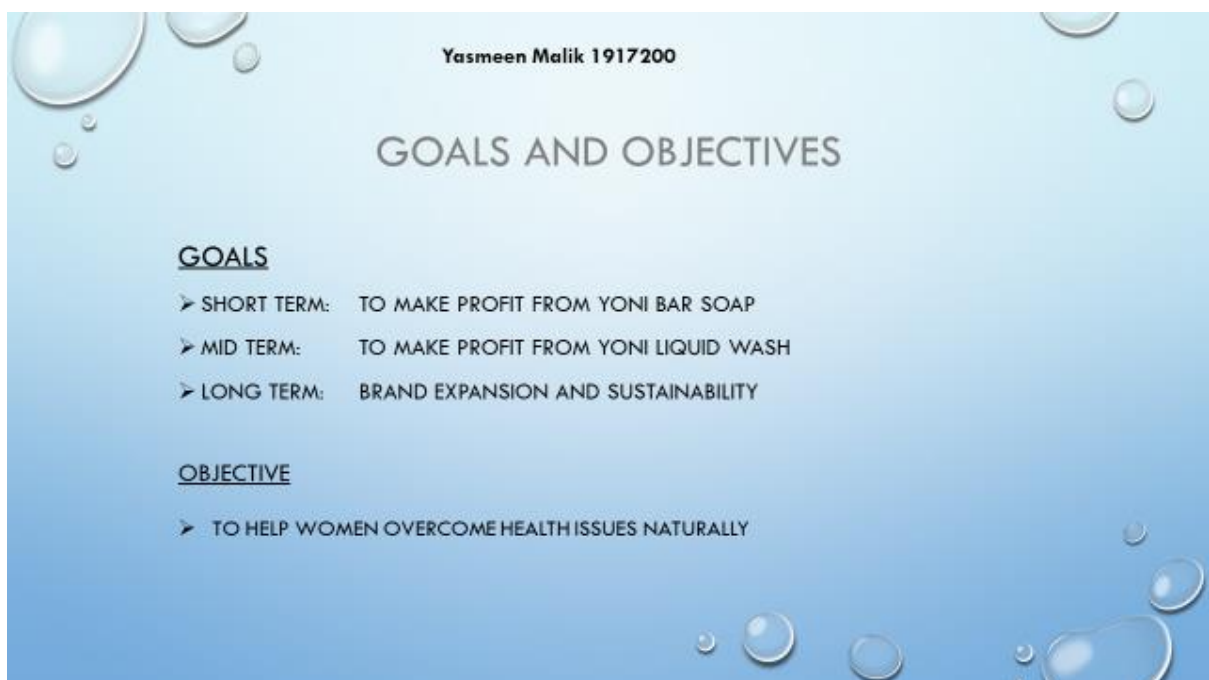
Regal Kare will run an Instagram page that posts empowering and spiritual content, spiritual healing information, health facts and instructions for self-healing as well as showcasing products on sale.

3. MARKET AUDIT – YASMEEN MALIK



For the purpose of introducing products in the market by addressing these health issues of the women, Primary and secondary data were collected for this research and then marketing strategies, channel, activities, issues & gaps and action plan were covered here.

3.1. GOALS AND OBJECTIVES



Goals for short term: Making profit by selling Yoni Steam Blend, Wholesale products, and Yoni Bar Soap is my goal for short term.

Goals for midterm: Making profit by selling Yoni Liquid Wash and Yoni Bath Bombs additionally is my goal for midterm.

Goals for long term: Growing my brand as well as selling products in the supermarkets of high street is my goal for long period.

Objectives: Females suffer with various health issues e.g. menstrual flow, oedema, and menstrual cycle etc. Introducing products e.g. Yoni Bar Soap, Yoni Liquid Wash in the market helps the females to overcome these health issues is the main objectives of my business (Mager, 2015).

3.2. DATA COLLECTION



Primary research: In order to introducing these products in the market, first of all, I contacted with a lot of females and collected information about the problems they faced in their life. They said to me that they faced these types of problems and they wanted solution for overcoming these health issues (Bodden and Smith, 2013). For collecting qualitative data, I took interviews of a lot of woman. I collected in-depth information about the health issues that women face. I also collected information what they feel when they suffer from these health issues.

Secondary research: For the purpose of introducing products which aids the woman in order to heal these health issues, I conducted secondary research. I collected information from various websites (Ford, 2017). I found that there are no products are available in the market which addresses these health issues of woman. I also found that most of the women are unaware about it which inspired me to introduce these products in the market.

3.3. COMPARISON

For taking decision about introducing products in the market, I collected data by conducting primary research as well as secondary research. I think, data which I collected through conducting primary research is more credible to me than secondary research (Ford, 2017). Conducting primary research also helps me to acquire in-depth data about these health issues which will help me to improve the quality of my products. By the comparison of these kinds of data analysis, the primary research method can be effective to identify the actual scenario of the market and tend to undertake the effective approach.

3.4. MARKETING STRATEGIES



Yasmeen Malik 1917200	
MARKETING STRATEGIES	
➤ SEGMENTATION	: DEMOGRAPHIC (FEMALE)
➤ TARGETING	: MASS MARKETING STRATEGY
➤ POSITIONING	: MORE FOR LESS POSITIONING STRATEGY
➤ CHANNEL	: PAID INTERMEDIARIES
➤ RESEARCH	: PRODUCT DESIGN AND DEMAND ANALYSIS
➤ PROMOTION	: NEWSPAPER AND TV COMMERCIALS
➤ REVIEW	: QUALITY ENHANCEMENT AND BRAND EXPANSION
➤ ISSUES AND GAPS	: SHYNESS OF FEMALE TO DISCUSS THE ISSUES

STP analysis:

Segmentation: An organisation can segment its markets based on various types of segmentations e.g. demographic, psychographic, geographic etc. For introducing my products, I segmented market based on demographic segmentation (Basak and Croitoru, 2016). I target the female buyers basically for selling my products to them at affordable price. Women face a lot of health issues in their life. I didn't make any age restriction at the time of segmenting market because almost every woman faces these health issues.

Targeting: There are various types of market targeting strategies e.g. differentiated, mass, and micromarketing etc. (Myers, 2014) I will follow mass marketing strategy because I target female buyers for my products and I offer same types of products e.g. Yoni Steam Blend, Wholesale products, and Yoni Bar Soap for women. The targeting to the ultimate group of customers can increase the sales of the orgasnaition in the high extent.

Positioning: It is known that there are no products are available in the market which addresses the health issues e.g. menstrual flow, oedema, and menstrual cycle etc. of women. For this reason, I think that I will get best support from the buyers and they will help me to expand my business and improving the quality of my products (Hochrein, 2014). I will follow more for less positioning

strategies which means providing better products at lower price. As I am new in the market, it will help me to grab the majority share of the market.

MARKETING CHANNELS

Marketing channels plays an important role in case of transferring ownership of the products. It will help me to reach my products to the consumers. As I will conduct my business through online, I think that intermediaries are the best option for me (Venugopal, 2015). I make planning about selling my products through intermediaries who help me to reach my products to the consumers. I have to pay commission to them.

MARKETING ACTIVITIES

Conducting research: Conducting research in the market helps me to get accurate information about the demand of the buyers which will help me to produce products for those buyers (Owen, 2017). It also helps me to improve the quality of my products. Collecting complaints from the buyers helps me to properly understand what customers want from my product and sell products to them which will fulfil their expectation. Hence, the valid research can be useful to identify the needs of the customers to the market and undertake the appropriate actions.

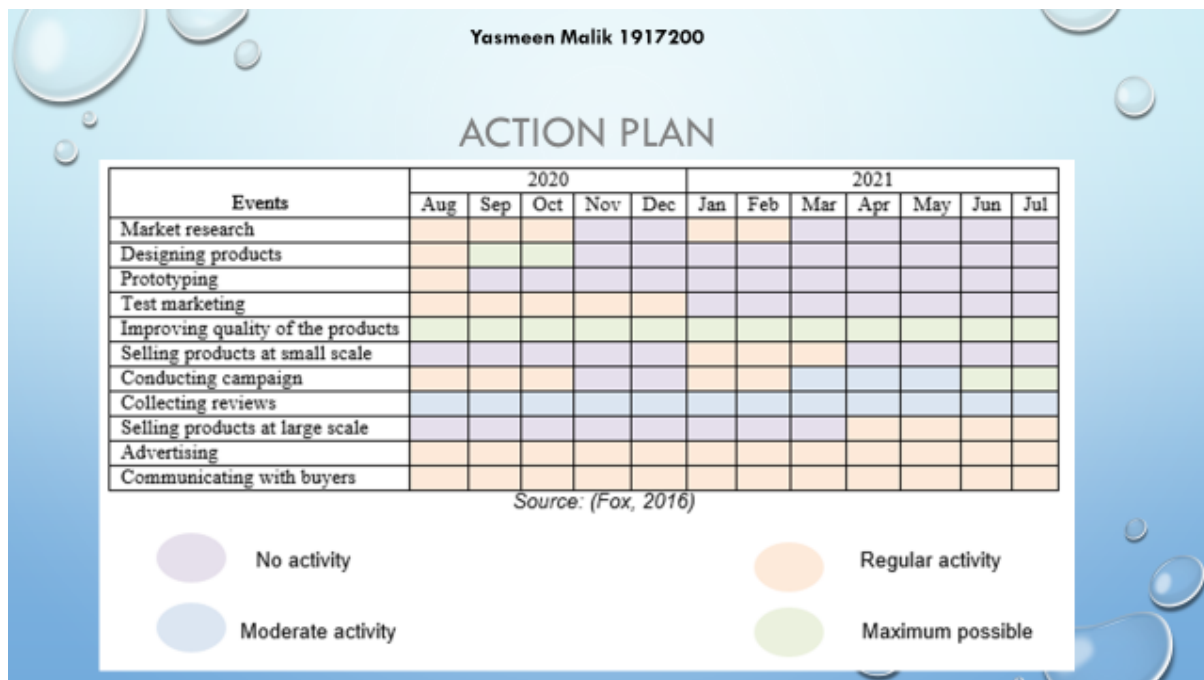
Promotional activities: Without those women from whom I collected information by conducting primary research, majority are unaware about my products. For this reason, they may not buy my products which can demotivate me not to sell products (Ortiz, 2017) Promotional activities help the buyers to get the information about the products. With the help of promotional activities, buyers can know the feature of my products. By the application of different promotional tools, the attractiveness of the products can be enhanced in the significant manner that can increase the sales of the products to market.

Collecting reviews: Collecting reviews is important for improving products. After buying products, buyers give reviews about the products. Their reviews can be positive or negative (Huxley, 2014). At the time of giving negative review, they complain about different features of the products. I hope I will get positive review from buyers which will help me to expand my business.

ISSUES AND GAPS

I have faced a lot of problems at the time of collecting information. When I collected information through conducting primary research, some woman didn't want to share their health issues for various reasons e.g. they were shy, they hadn't mood for sharing those information, they thought these are common issues, and issues of leaking personal information etc. But when I assured them, I will try to my best for keeping their personal information secret then they share their information (Lorber and Fladell, 2018). I couldn't collect information from some woman due to these issues which are mentioned. I also faced problems at the time of collecting information from secondary sources. As I used my personal email id, I didn't get access to different popular website. I think that if I got access to those websites, I can acquire better information. I also can design my products in a better way if I could collect information from those women.

3.5. ACTION PLAN



Yasmeen Malik 1917200

CONCLUSION

- A LOT OF PROBLEMS WERE FACED HERE IN COLLECTING THE DATA REQUIRED THROUGH PRIMARY AND SECONDARY METHODS REGARDING HEALTH ISSUES OF WOMEN.
- ASSURANCE TO ENSURE CONFIDENTIALITY OF THEIR INFORMATION HELPS TO COLLECT THE INFORMATION
- MATCHING EXACTLY MATCHED JOURNALS AND WEBSITES TO COLLECT THE DATA WAS THE PROBLEM IN CASE OF SECONDARY RESEARCH.

I have faced a lot of problems at the time of collecting information. When I collected information through conducting primary research, some woman didn't want to share their health issues. But when I assured them I will try to my best for keeping their personal information secret then they share their information. I also faced problems at the time of collecting information from secondary sources. As I used my personal email id, I didn't get access to different popular website. In this report, there are discussions on goals & objectives, STP analysis, action plan, marketing activities, marketing channel etc.

4. TARGET MARKET – TELETHA DUBERRY

Teletha Duberry 1917189

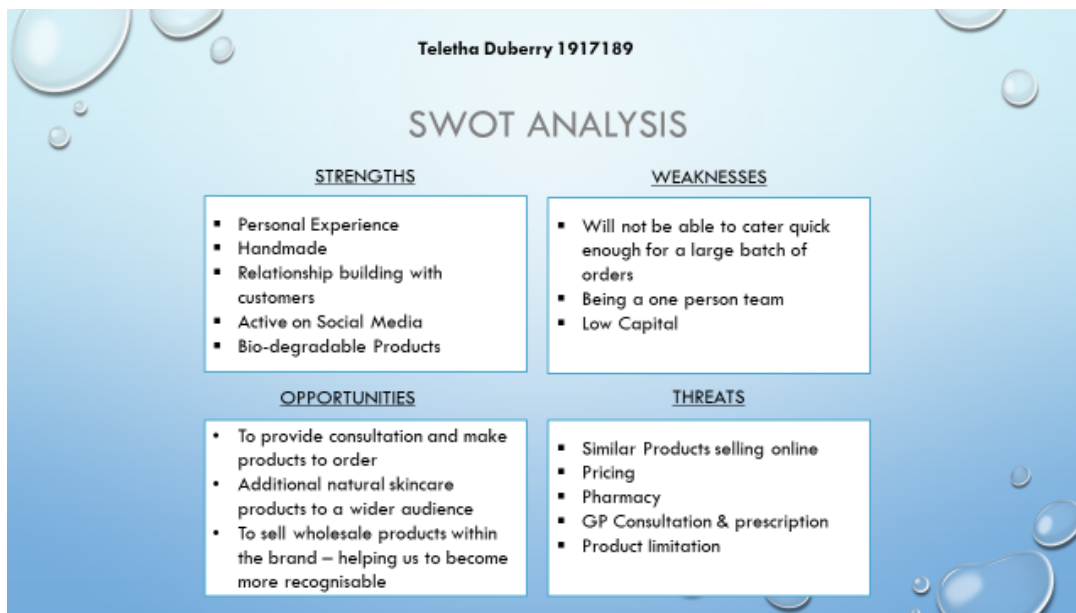
TARGET MARKET

<u>TYPICAL CUSTOMERS</u> ➤ FEMALES LIVING IN THE UK ➤ FEMALES SUFFERING FROM HEALTH AND HYGIENE ISSUES IN THE INTIMATE AREA ➤ FEMALES INTO HOLISTIC/SPIRITUAL HEALING ➤ FEMALES INTO NATURAL SKIN CARE AND HEALTH <u>WHAT PROMPTS YOUR CUSTOMERS TO BUY YOUR PRODUCTS/SERVICES?</u> ➤ A NATURAL PRODUCT SPECIFICALLY FOR THE INTIMATE AREA ➤ LEARNING MORE ABOUT SPIRITUAL HEALING ➤ THE OWNER UNDERSTANDING THE RISKS AND REQUIREMENTS DUE TO RELATION	<u>WHAT FACTORS MAKE CUSTOMERS WANT TO PURCHASE FROM REGAL KARE RATHER THAN ANOTHER BRAND?</u> ➤ BASED ON RESEARCH THERE ISN'T A BRAND SOLEY FOCUSING ON NATURAL FEMININE HEALTH AND HYGEINE IN THE UK ➤ THE OWNER INTERACTING WITH CUSTOMERS AND EMPOWERING VIA SOCIAL MEDIA OR IN PERSON <u>PRODUCTS/SERVICES SOLD ALREADY?</u> ➤ 16 YONI BAR SOAPS SOLD ➤ 6 YONI HERBS & CRYSTAL CLEANSE SOLD <u>CUSTOMERS WAITING TO BUY FROM THIS BRAND?</u> YES
--	--

THE TARGET MARKET

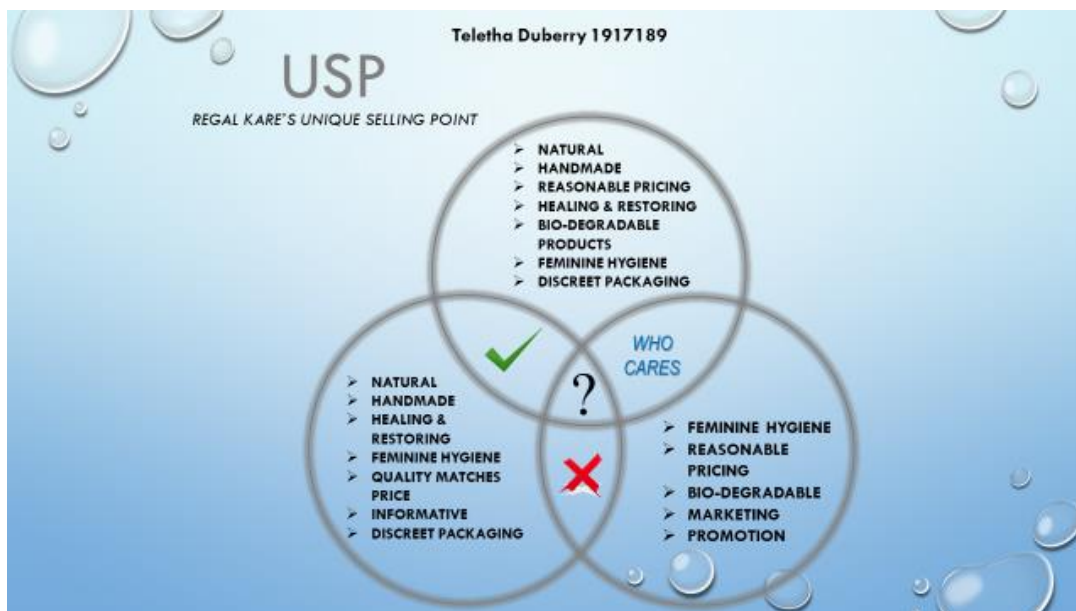
- Females
- There is no age restriction as females can suffer from some of these issues as young as 10 years maybe younger, right up until 60 years +
- This will be a UK Brand
- I will use my business social media platform to educate, empower and encourage as well as sell – So posting empowering quotes for females in regards to feminine health and spirituality, posting educating facts on traditional rituals for healing etc.
- Speaking and educating other females on their feminine hygiene has made them interested in the brand I am about to create and I am pretty sure I will have a good amount of women waiting to try out my products, as they can relate to some of the issues highlighted.
- There isn't another UK brand selling or promoting these type of products. Speaking to other ladies and doing my own research, I have only come across brands in the US that sell these type of products.
- As women are maturing, dealing with hormonal changes and STI's soaring in the UK according to statistics, I feel like Regal Kare could possibly be a brand that grabs the attention of women who want to take extra care in their feminine health and hygiene.
- I have a handful of women waiting to purchase products from me, and a couple of them have written a letter of intent.
- I have sold some products already and received positive feedback which had proved that there is a market for the Regal Kare brand.

4.1. SWOT ANALYSIS – TELETHA DUBERRY



Regal Kare's SWOT Analysis highlights how the business will aim to be an outstanding brand compared to other natural healing, health and beauty brands. Although the brand may face some threats, in terms of competition and pricing, I am positive Regal Kare will be open to opportunities that will allow room for improvement as well as a unique touch to the brand.

4.2. UNIQUE SELLING POINT (USP)



Regal Kare's Unique Selling Point (USP) shows that the brands product focus is in alignment with the target markets' wants and needs. Although our competition may be a threat to us in pricing, marketing and promotion, we also know that over time these things will improve with financial growth.

4.1. PESTEL ANALYSIS

Teletha Duberry 1917189

P	E	S	T	E	L
POLITICAL	ECONOMIC	SOCIAL	TECHNOLOGICAL	ENVIRONMENT	LEGAL
CHANGES IN GOVERNMENT POLICY E.G BREXIT	COVID-19 UNEMPLOYMENT	AGING FEMALE POPULATION GROWING VEGAN POPULATION GROWTH IN THE HOLISTIC HEALING MARKET	TAKING ADVANTAGE OF ALL THE MEDIA PLATFORMS TO GAIN A WIDER REACH & EXPOSURE PROTECTION AGAINST FRAUD IMPROVING EQUIPMENT BANKING	BIO DEGRADABLE INGREDIENTS	DATA PROTECTION GDPR HEALTH AND SAFETY LAW

Regal Kare's PESTEL analysis highlights the macro-environmental elements that would most probably have a serious impact on the performance of the business.

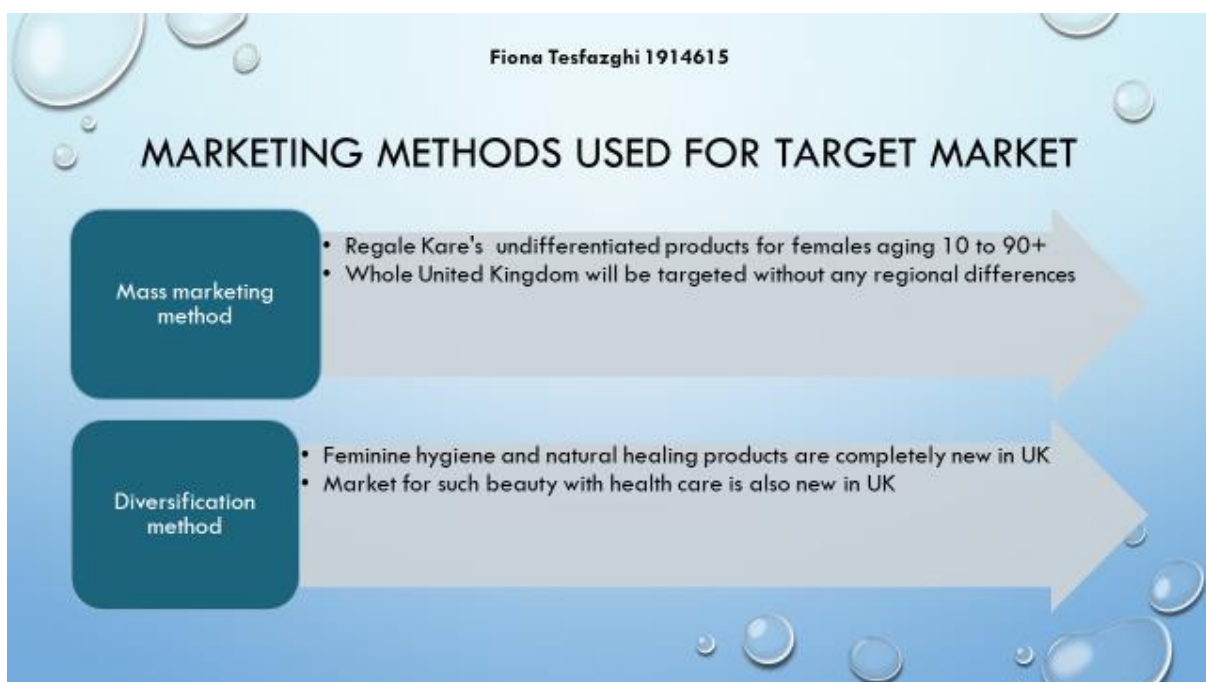
As a business we will ensure that all of these elements are closely monitored, including the brand representing what they stand for, along with the correct policy's being put in place, in alignment the Government's legislations.

5. MARKETING PLAN - FIONA TESFAZGHI



Marketing plan for starting the beauty products' business "Regal Kare" mainly includes the ways through which its products will be sold to the targeted customers. Several specifications of the products to be sold for giving clear message to the customers and the whole process of marketing with other relevant considerations have been explained under this Marketing Plan for "Regal Kare" Business.

5.1 MARKETING METHODS



MARKETING METHODS USED FOR TARGET MARKET

Mass Marketing: The business Regal Kare will be mostly targeted in terms of mass marketing methods because it will produce beauty products for all females putting no age restriction like- 10 to 60+ years of females can be targeted customers and the market is also targeted by all regions of UK; no regional differences in marketing. In terms of mass marketing, Regal Kare will be focusing on women's physical health, hygiene issues, spiritual and natural healing which is one of the most common and almost similar feminine crises among all women.

Diversification: According to the four marketing strategies of Ansoff Matrix; Market Penetration, Market Development, Product Development and Diversification, this marketing plan for Regal Kare will focus in Diversification marketing methods mainly. Because there is no such product claiming specifically feminine health, spiritual well-being, natural healing, cleaning and

restoration. Also, as the products are completely new for the customers of United Kingdom, there is no such clearly established or existing markets for selling such kinds of products and that's why the market for selling this solely feminine health concerned beauty products is new in UK. So, Regal Kare will develop this new market through enlightening the females about products' necessity for developing female hygiene, improving their spiritual states. Market for Women's Beauty in terms of restoring their feminine health, nourishing hygiene issues will be addresses by Regal Kare's beauty with natural healing products.

ACTION TO BE TAKEN TO REACH EACH TARGET

The target market and targeted customers of Regal Kare will be mostly reached through social media and content marketing. There will be several actions taken by Regal Kare for reaching to the targeted customers and developing the targeted market such as-

- **Advertisement:** This is the most common and traditional approach to reach target where TV, Radio, Newspapers, Magazines will be used for marketing products of Regal Kare.
- **Maintaining blog:** Releasing real stories of customers in Blog is a very effective technique in online marketing. The blog will be maintained for educating customers about different health and hygiene issues, problems and their reasons with natural remedies. There will e also reviews options by which customers can write their reviews and reading those reviews, sharing opinions about using Regal Kare's products are crucial ways for reaching to new customers.
- **Social media:** This is a vast place for marketing and the most effective ones are- Instagram, Twitter, Facebook, YouTube, WeChat, TikTok, Tumblr etc. the number of internet users have been increasing every year and also the rate of consumers' buying pattern through social media. That's why Regal Kare's products will be detailed, communicated to the customers through this vast area of marketing. Regal Kare will post lots of female health issues by empowering their spiritual needs, female health concerning quotes etc. in its social media business platform.
- **Content marketing strategies:** It refers to the creative content making of the products to be sold and Regal Kare will make contents about feminine health, hygiene issues, PH imbalances, hormonal changes, STI's soaring etc. so that they can be reached.
- **Email marketing:** This is very common where Regal Kare will make lists of email addresses of potential customers and will send emails about products' information, special offers, etc.
- **Conversational bots:** These bots are crucial for consulting feminine health issues directly with customers who make questions to the official page. Bots will provide instant communication and will help customers learn more about Regal Kare.

- Affiliate marketing: This way is mostly done through YouTube videos, Facebook Videos etc. where some relevant businesses to Regal Kare are affiliated and thus Regal Kare can do its marketing over those businesses and reach targets.
- SEO or Search Engine Optimisation: This strategy will be undertaken by Regal Kare so that customers searching about related words of the products' information, feminine beauty, health issues will be suggested about Regal Kare from the very first point.

5.2. TIMETABLE FOR MARKETING

Each marketing process will be progressed through following certain time specifications so that all the marketing strategies undertaken by Regal Kare can be tracked, updated and placed at one time after another one. The timetable has been specified without any ending dates rather only the starting dates because marketing processes do not have any ending points rather only starting points and the processes will continue for an unlimited period of time till the business continues with regular updates of the processes. The marketing process will be followed as per the following time table-

Fiona Tesfazghi 1914615

TIMETABLE FOR EACH MARKETING PROCESS

Marketing Processes of Regal Kare	Targeted months
Offering "Yoni Bar Soap" as sample to close customers for getting review	20 th Sept, 2020
Posting about the importance of feminine health, natural healing through blogging	1 st October
Providing consultancy, products' information through Regal Kare's conversational bots	5 th October
Creating innovative, educative contents for Content marketing	10 th October
Traditional advertising through TV, Radio, beauty and health magazines mostly	15 th October
Grabbing all sorts of popular social media marketplaces like Twitter, LinkedIn, WeChat	18 th October
Email marketing for reaching to the targeted customers	22 nd October
Affiliate marketing through YouTube, web pages	1 st November
Undertaking SEO (search Engine Optimisation Strategies)	5 th November

5.3. ESTIMATED COSTS FOR MAKETING (BUDGET) REGAL KARE'S PRODUCTS

Marketing processes will incur a significant amount of cost for Regal Kare and that's why budgeting the expected cost for each process is one of the most crucial part of Marketing Plan. As most of the marketing processes of Regal Kare will be largely concentrated in online marketing, the estimated costs have been expected to be low and as the marketing scope widens for Regal Kare, the cost will rise. It has been estimated that around 7-8% of revenue earned by Regal Kare will be spent for marketing purposes but the initial marketing budget will be born by its owner. Following table shows the estimated initial marketing costs-

Fiona Tesfazghi 1914615

ESTIMATED COSTS FOR MARKETING (BUDGET) REGAL KARE'S PRODUCTS

<u>Marketing Areas of Regal Kare</u>	<u>Estimated costs</u>
Taking places in different platforms of Social Media	£50
Affiliate Marketing	£100
Content creation and blog posting	£200
Email Marketing	£20
Advertising on TV, Radio and magazines	£100
Developing conversational bots of Regal Kare	£ 400
SEO	£ 200
Total Estimated Costs	£1070

It has been estimated that around 7-8% of revenue earned by Regal Kare will be spent for marketing purposes but the initial marketing budget will be born by its owner.

This estimated marketing cost (£1070) will not needed to be incurred very initially rather it will take time from 2-3 weeks of production and after hand. Several costs will be incurred in a feedback style where each marketing strategy will be reviewed firstly before bringing any new strategy and the scope of the strategy will also very based on the success of the old one.

5.4. WAYS TO MONITOR AND REVIEW

Fiona Tesfazghi 1914615

WAYS TO MONITOR AND REVIEW PROGRESS

- REVIEWING CUSTOMERS' SUGGESTIONS ABOUT EACH MARKETING INITIATIVE
- CUSTOMER SURVEY WILL BE TAKEN TO UNDERSTAND THE LEVEL OF CUSTOMER SATISFACTION ABOUT REGAL KARE
- CALCULATING ROI IN COMPARISON WITH ESTIMATED MARKETING C
- TRACKING THE TIMING OF EACH PROMOTION AND MARKETING STRATEGIES
- SALES TRACKING OVER DIFFERENT TIME PERIODS AND COMPARISON
- GETTING FEEDBACK FROM EXPERT ONLINE MARKETING ANALYSTS

Monitoring and reviewing progress are very crucial because it helps the business owner identifying which area of the marketing processes are performing well and which areas are performing poorly. It also helps making necessary changes as per the requirements reviewed throughout the marketing process. Regal Kare will also be monitored and reviewed in this regard for tracking whether the

marketing processes have been producing expected outcomes or not. If the actual results and performance of marketing strategies are not in line with the marketing plan, necessary steps will be undertaken addressing the necessary solutions for meeting the gaps. Following ways can be used for monitoring and reviewing-

- Customer survey will be taken to understand the level of customer satisfaction about Regal Kare. As marketing is one of the biggest factors of operation for an organisation, it can be determined through rate of customers' satisfaction
- Calculating ROI in comparison with estimated Marketing costs is another way to review progress. If ROI is monitored overtime with increased return, it will show good progress and vice-versa
- Tracking the timing of each promotion and marketing strategies is also one important strategy for monitoring progress by which Regal Kare will track timing of each marketing activity from initiation to different interval periods compared to the sales during that time
- Sales tracking over different time periods and comparison is also one common approach for reviewing progress
- Getting feedback from expert online marketing analysts will help in monitoring the progress that what their expertise suggests about the progress of Regal Kare
-

5.5. WAYS TO HANDLE THE RESPONSE MARKETING



The response to marketing should be handled very closely by the Regal Kare so that necessary recommendations, required actions can be undertaken by the company over time. Handling customer response is as much crucial as taking newer strategies. Generally, marketing technique are undertaken to grab new customers, reach to maximum potentials etc. Regal Kare will handle the response to marketing in the following ways-

- Positive responses will be considered very carefully so that customers making the positive responses feel valued and find better changes
- Negative responses should be handled more strategically so that females not understanding about the importance of feminine hygiene related products can be educated, enlightened with informative contents of the products
- Sales, production, delivery, inventory teams of Regal Kare will work very closely to handle the responses whether it comes to improve quality, delivery speed, inventory backups etc.
- Automated communicative techniques like- conversational bots of Regal Kare will be used for immediate response to marketing
- Marketing strategies of Regal Kare will be set in a continuous, flexible patterns where strategies will be changed as per the responses to marketing

5.6. FOUR P'S OF PRODUCT, PRICE, PROMOTION AND PLACE OF 'REGAL KARE'

Fiona Tesfazghi 1914615

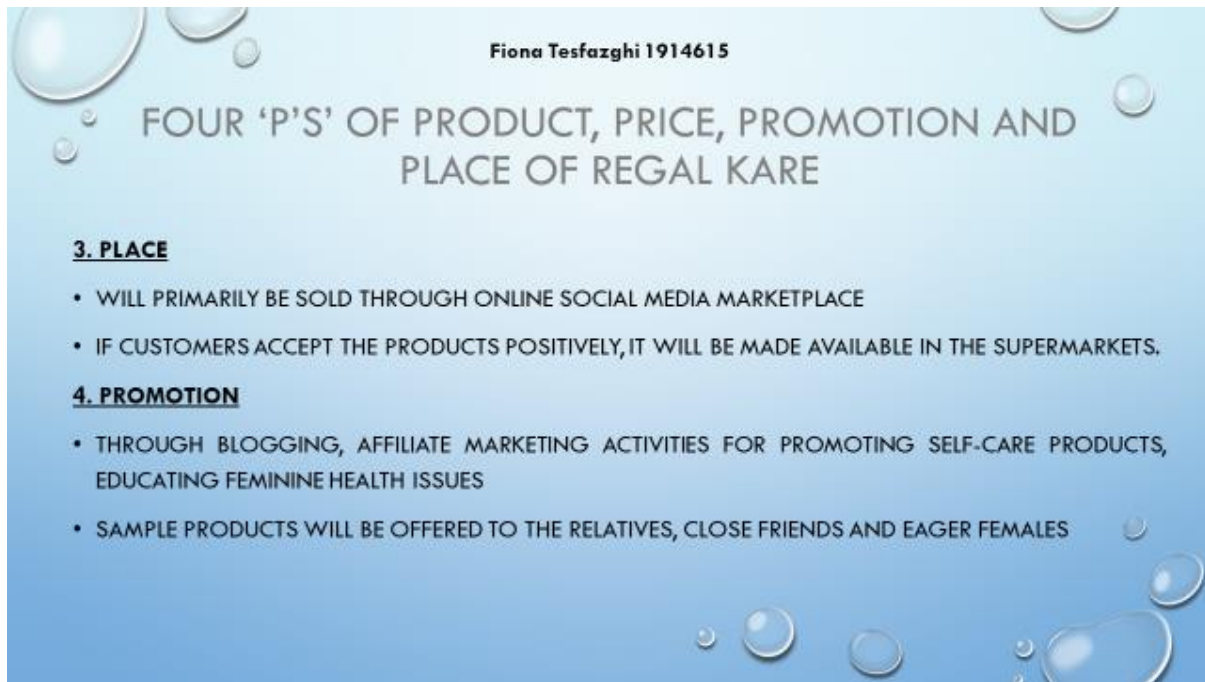
FOUR 'P'S' OF PRODUCT, PRICE, PROMOTION AND PLACE OF REGAL KARE

1. PRODUCT

- FEMALE HYGIENE PRODUCTS ADDRESSING THEIR FEMININE COMPLEXITIES, HORMONAL IMBALANCES, NATURAL HEALING AND RESTORING HEALTH AND BEAUTY
- MAJESTIC YONI BAR, IMPERIAL YONI BAR, REGAL YONI BAR, YONI STEAM BLEND AND SPIRITUAL HEALING PRODUCTS LIKE- INCENSE STICKS, CRYSTALS AND CANDLES.
- INGREDIENTS WILL BE ALL SORTS OF NATURAL RECIPES AND HERBAL INGREDIENTS.

2. PRICE

- VALUE-BASED PRICING STRATEGY WILL BE USED
- PRICING HAS BEEN SET AS £500-£600 FOR EACH ORDERED STOCK OF PRODUCTS



These Four Ps are called marketing mix and the most important elements to be considered very closely for any business organisation before they bring any products of service to the targeted customers. Regal Kare will consider the marketing mix elements very strategically every point any consideration arises. Following are the specifications of the marketing mix of Regal Kare-

Product: Regal Kare will sell female hygiene products addressing their feminine complexities, hormonal imbalances, natural healing and restoring their health and beauty. Soaps and bars to be sold by Regal Kare have been named as- Majestic Yoni Bar, Imperial Yoni Bar, Regal Yoni Bar. The natural healing product has been named as- Yoni Steam Blend and spiritual healing products will also be sold like- incense sticks, crystals and candles. Ingredients for making the products will be all sorts of natural recipes and herbal ingredients. Regal Kare has also planned to expand product range over time. The production costs have been incurred by £200 for buying different equipment.

Price: Value-based pricing strategy will be used for pricing the products of Regal Kare as it is differentiated in terms of bringing new products and developing new markets for its offering. Pricing has been set as £500-£600 for each ordered stock of products. Each product of Regal Kare will be produced with love and care and the business has been established mainly for medication, self-care purposes of women health and that's why pricing will be higher as the products' recipe is the outcome of lots of research, love and care not just beauty.

Place: The products of Regal Kare will primarily be sold through online social media marketplace. Home and office delivery both options will be available with 2-5 days expected delivery time period. After successful completion of the business initiation stage of Regal Kare, if customers accept the products positively, it will be made available in the supermarkets.

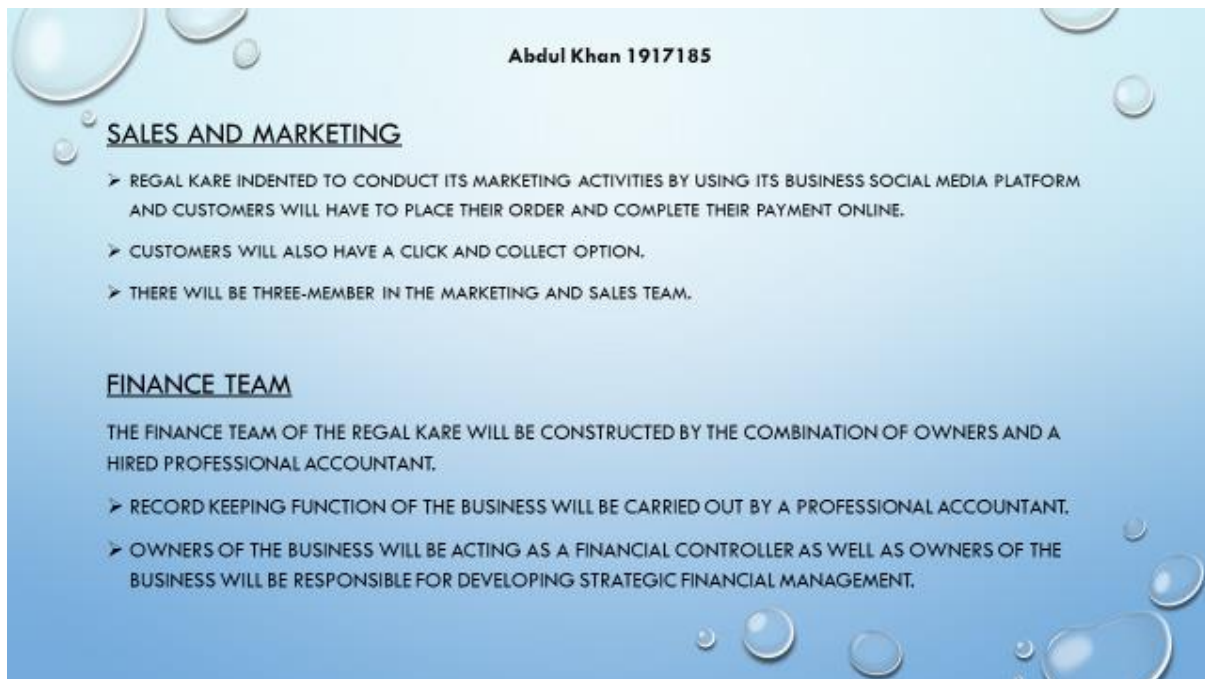
Promotion: There will be several promotional activities for conducting the Regal Kare business and attracting potential customers. Promotion for Regal Kare will be mostly done through blogging, affiliate marketing activities so that females can learn about its self-care products, be educated about feminine health issues. Sample products will be offered to the relatives, close friends and eager females who have learned about the products of Regal Kare and are highly interested in improving their mental, physical and spiritual well-being.

6. MANAGEMENT PLAN – ABDUL KHAN



A single manager may not have the combination of expertise or skill set that a management team might have. As every member of the management team has specialisation in their area of expertise, they can fully concentrate on their area thus contribute to the fastest development of the business organisation. So, if a particular business wants to grow as a whole, they must develop a strong and efficient management team especially when business is operating more than one location, operating more than one branch or type of business and has different cultures or orientations (Honts, Prewett, Rahael and Grossenbacher, 2012). Regal Kare is a totally new dimension of business with a natural and spiritual solution of healing disease and abnormal condition of female skill and body. This is a UK based brand with no competitors in the market. So, it is considered a unique proposition and requires an efficient management team to sustain in the market. As a part of the Regal Kare business plan, this report aims to develop a structure of the management team.

6.1. MANAGEMENT TEAM



Marketing and Sales: Regal Kare is a UK based brand and there is no other brand selling these types of products for female's skins and hygiene. Females of all ages are the target market for this business. Where it intends to use a business social media platform to educate, empower and encourage as well as sell. Its promotional strategy will consist of posting empowering quotes for females in regard to famine health and spirituality, posting educating facts on traditional healing etc.

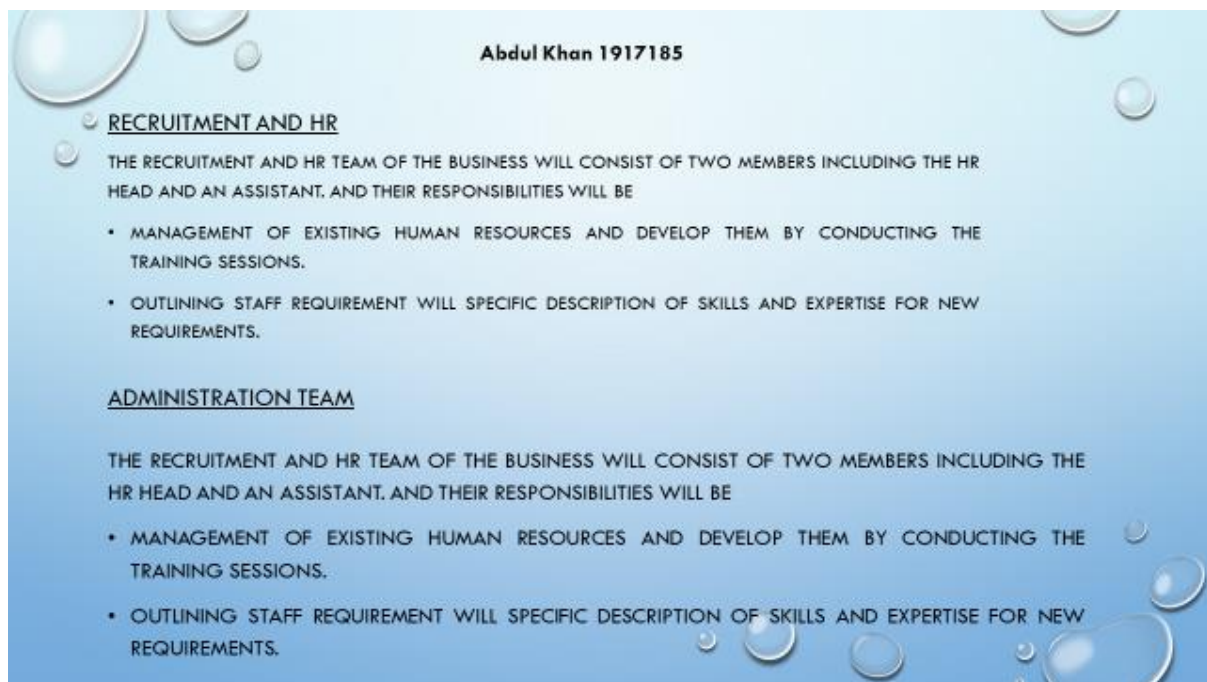
Regal Kare is an online operating business where customers will have to pay online before the order is processed and dispatched and order will take 3-5 days to reach via Royal Mail. There will also 'Click and Collect' option where local customers can order and purchase online but collect during business hours.

This marketing and selling reality of Regal Kare requires a three-member team of marketing and sales. Where marketing officer will be responsible for collection and integrate data on market trends and analyse buyer personas, develop digital promotional content, craft positioning and massaging through using business social media platform. The other two members of the team are sales representatives, they will be responsible for processing and dispatching the ordered product, delivery of customer's order in Royal mail counter, handed over the products to the local customer at the in-house sales counter.

Finance: In a larger business organisation finance team will be more specialised, whereas in a smaller business organisation like Regal Kare this function is usually conducted by the owner or small finance team. The role and responsibility of the finance team in Regal Kare can be split into two sections, including Accounting and reporting and Strategic financial management. In this case, at the initial point of constructing the financial team, a professional accountant will be hired to perform these functions. And I will be assisting the accountant as I have an AAT level 2 in accounting. Responsibilities of the finance team will be the management and preparation of balance sheets, financial statements, cash-flow reports, day-to-day record keeping, and reporting include all payroll, accounts payable and receivable.

In record-keeping and reporting function, the accountant will track all transect, maintain all documents and records of financial events, manage accounts receivable and payable in due time and manage payroll department which includes calculation and payment of taxes, pension contributions and other benefits to ensure good accounting. Whereas owners of the business will be responsible for financial control as financial controllers at an initial level of business.

In strategic financial management function, owners and accountants will be responsible for forecasting and planning strategic financial management to ensure growth, manages and mitigate risk, manage budgets, identify sources of finance and manage investors, and to optimise financing options.



Recruitment and HR: “Regal Kare” is a sole proprietorship and small start-up. It is at its initial stage of operation. But we will need more personnel in various departments once we get up and running is not sufficient. A human resource team with specific responsibilities will facilitate our business operation. So, at the initial point of constructing our recruitment and human resource (HR) management team, we will create a team with two members with a head and assistant. The recruitment and human resource (HR) team will carry the following responsibility.

- ❖ Determining how many employees the business will require at each stage of expansion and what will be the cost of requirement.
- ❖ Describing how human resources can be met to attain performance objectives and goals. Should the business operate with contract workers or freelancers?
- ❖ Outlining staff requirements, including a description of particular skills and expertise required.
- ❖ Calculating labour costs and the number of employees requires to serve customers.
- ❖ Designing a duty roster and developing worker’s salary and compensation insurance plan. Such as company-sponsored medical and security plans.

Abdul Khan 1917185

PRODUCT DEVELOPMENT TEAM

THE PRODUCT DEVELOPMENT TEAM OF THE BUSINESS WILL CONSIST OF FIVE MEMBERS. THEIR RESPONSIBILITY WILL BE

- IDENTIFYING NEW TRENDS AND DEMANDS OF CUSTOMERS.
- DESIGN AND DEVELOPMENT OF NEW PRODUCTS.
- THE COMPLETE PROCUREMENT PROCESS OF REQUIRED STOCKS.
- TEST THE PRODUCT TO ENSURE QUALITY.

GENERAL MANAGEMENT TEAM

AT THE INITIAL LEVEL, THE GENERAL MANAGEMENT TEAM WILL BE CONSTRUCTED BY THE OWNERS. AND THE WILL BE RESPONSIBLE FOR

- SUPERVISE AND OVERSEES THE OVERALL FUNCTIONS OF THE BUSINESS.
- IDENTIFY THE SCOPE OF IMPROVEMENT AND MODIFY OFFICE POLICY IF REQUIRED.
- SMOOTHING THE OPERATION OF BUSINESS BY STRATEGIC DEVELOPMENT.

Abdul Khan 1917185

ADMINISTRATION TEAM

AT THE INITIAL POINT OF REGAL KARE'S OPERATION, THE ADMINISTRATION OF THE BUSINESS WILL BE CONSTRUCTED BY THE OWNERS OF THE BUSINESS. THEIR RESPONSIBILITIES WILL BE

- SUPERVISING AND OVERSEEING THE OVERALL FUNCTIONS OF THE BUSINESS INCLUDING DAY TO DAY FIELD OPERATIONS AND ACTIVITIES.
- DETERMINING SHORT-TERM AND LONG-TERM GOALS AND OBJECTIVES FOR THE ORGANISATIONS.
- REVISION AND MODIFICATION OF ORGANISATIONAL POLICIES AT REGULAR INTERVALS.

PERFORMANCE – OBJECTIVES AND TARGET ANALYSIS TEAM

PERFORMANCE – OBJECTIVES AND TARGET ANALYSTS TEAM WILL CONSIST OF TWO MEMBERS INCLUDING A PROFESSIONAL PERFORMANCE ANALYST. THEIR RESPONSIBILITY WILL BE

- ANALYSE OVERALL PERFORMANCE OF THE REGAL KARE.
- IDENTIFY ERRORS AND RECOMMEND THEM IMMEDIATELY FOR RECTIFICATION.
- SETTING NEW PERFORMANCE STANDARDS, OBJECTIVES, OR TARGETS FOR THE BUSINESS.

Product Development: Regal Kare is a UK based brand specialising in natural feminine care products. The main products that Regal Kare intends to design and produce include handmade oils, dried herbs, and butter with natural ingredients. Regal Kare also intends to produce and sell wholesale products includes crystals, incense sticks and candles for healing, relaxing and restoring proposes. Inboard, products of Regal Kare can be categorised as Yoni Bar Shop, Yoni Steam Blend and other Wholesale Products. In the case of production, Yoni Bar Shop will be handmade with three different recipes and combinations of ingredients. Such as Majestic Yoni Bar, Imperial Yoni Bar, and Regal Yoni Bar.

These different types of products will be blended, packed, and stored awaiting orders. So, to develop these products, Regal Kare requires to construct a product development team. At the initial stage of constructing the product development team, Regal Kare will create a team with five members including Team leader, designer, and manufacturing engineer, quality engineer, and procurement.

General Management: General Manager is an executive who is responsible for coordinating and overseeing the overall function of the business's function of marketing and sells, managing revenue and cost elements of the business as well as day to day operations of the business. Frequently, the general management team is responsible for strategic planning, effective coordinating and delegating, appropriate staffing and organising and proper decision making to optimise wealth maximising objectives of the business. Generally, members of this team are titled as the chief financial officer (CFO), chief operating officers (COO) or chief marketing officer (CMO) (Yusubova, Andries and Clarysse, 2020).

In Regal care, the general management team will consist of owners and they will be responsible for controlling and overseeing all functions of the business including the development of products, marketing and positioning of the brand, human resource management, customer experience management and management of growth strategy of the business. For example, at the primary level, the owners of Regal Kare will determine what will be their further market segmentation, what will be the marketing and promotional strategies, what amount of budget will be appropriate for their equipment purchase, and what will be their expansion strategies etc.

Administration: Administration team of a business or company carries out essential administrative duties to effectively manage professionals within a business. Its role is to ensure the smooth operation of business by carrying out the day-to-day running of the office and other company departments. From the perspective of management and leadership, the admiration team of business also covers fields that consist of accounting, finance, project management and marketing (Shiraishi, Ishihara and Mori, 2011).

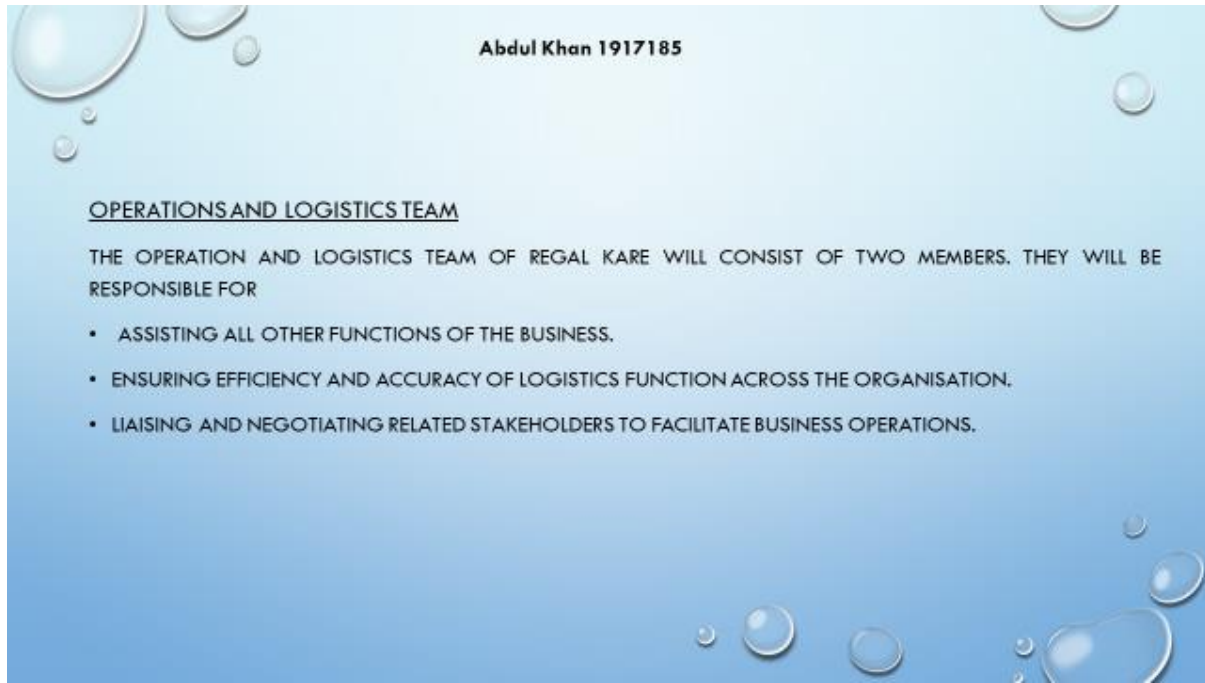
At the initial point of Regal Kare's operation, the administration of the business will be constructed by the owners of the business. They will supervise and oversees the overall functions of the business including day to day field operations and activities. Their responsibility will be managing order and supply of office stock, preparing the regular document on office budgets and expenses, updating database of the company at a regular basis, developing a filing system for confidential documents of a business, answering the question of customer and employees, modifying office policies if required, preparing report and presentation to distributors, correspondents and stakeholders with statistical data, arrange refreshment, travel events and accommodation, and scheduling in-house and external events, etc.

6.2. PERFORMANCE – OBJECTIVES AND TARGETS

Performance analyst of an organisation is primarily responsible for analysing all areas of operations including manufacturing, ordering and payment system, monitoring of activities, forecasting, and recommending immediate corrective action if performance is below standard. Quick identification of root causes of issues, communication of recommendations that drive the fastest solution is considerate as key expertise and skills of a performance analyst (Zhang, 2019).

Regal Kare initially determined three levels of performance goals including, short-term goal, mid-term goal and long-term goal. In short-term operational goals, it intends to sell Yoni Bar Shop, Yoni Steam Blend & Wholesale products and make a profit. In mid-term goals, it intends to make Yoni Bath Bombs and Yoni Liquid Wash sell additionally to the original product. In the long-term goal, it intends to grow its brand image and get products manufactured and sold in high street supermarkets.

Regal Kare is intended to develop a team consist of two members including a professional performance analyst to setting performance- Objectives and targets, analyse the performance- Objectives and targets after a special interval. This team will also be responsible for projecting and analysing financial performance, manufacturing and product development goals, determining operational activities and strategies and other performance and activities of the business relative to standards of organisation or other regulatory bodies.



6.3. OPERATIONS AND LOGISTICS

Operation and logistics team of Regal Kare will be responsible for assisting production, orders and delivery, payment, supply chain management and management of transportation and equipment. As every other linked department have their own personnel, Regal Kare intends to develop an operation and logistics team of two members. The responsibilities of the logistics manager will be planning and management of logistics, warehouse, transportation and customer services. This department will ensure the safe delivery of products through Royal Mail and facilitate payment and online shopping of customers through the online payment system of debit/credit card and PayPal. Thus they will be responsible for directing, optimising and coordinating the full order cycle. They are also responsible for smoothing business operations through liaising and negotiating with suppliers, manufacturers, retailers or customers.

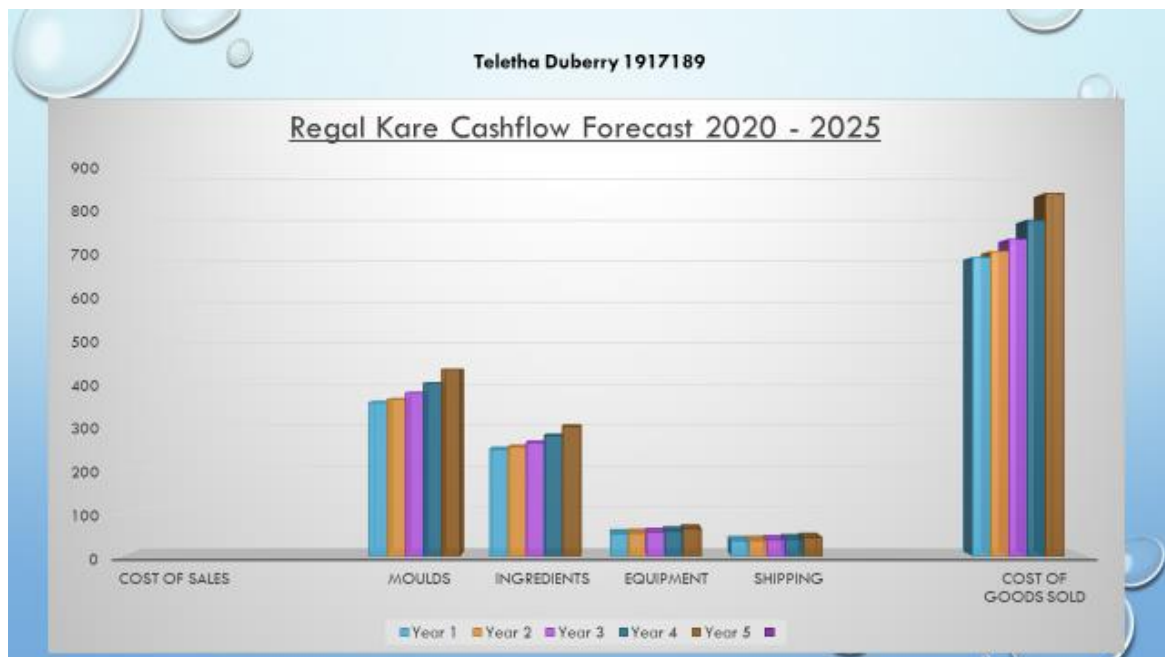
The operation and logistics team of Regal Kare will manage the equipment and logistics required to conduct manufacturing activities include utensils- mixing spoons, spatula etc. Soap moulds, wooden soap cutter, measuring jugs, kitchen scale, mixing bowls, hand blender, heat sealing machine and protective wear –plastic gloves, goggles etc.

Thus the operation and logistics team of Regal Kare will contribute to enhance business development and increase the sustainability of customer satisfaction through keeping track of quantity and quality of stock levels, maintenance of delivery times, efficiency and cost-effectiveness of transportation supervising and training warehouse workforce and complying with laws, regulation and ISO requirement.

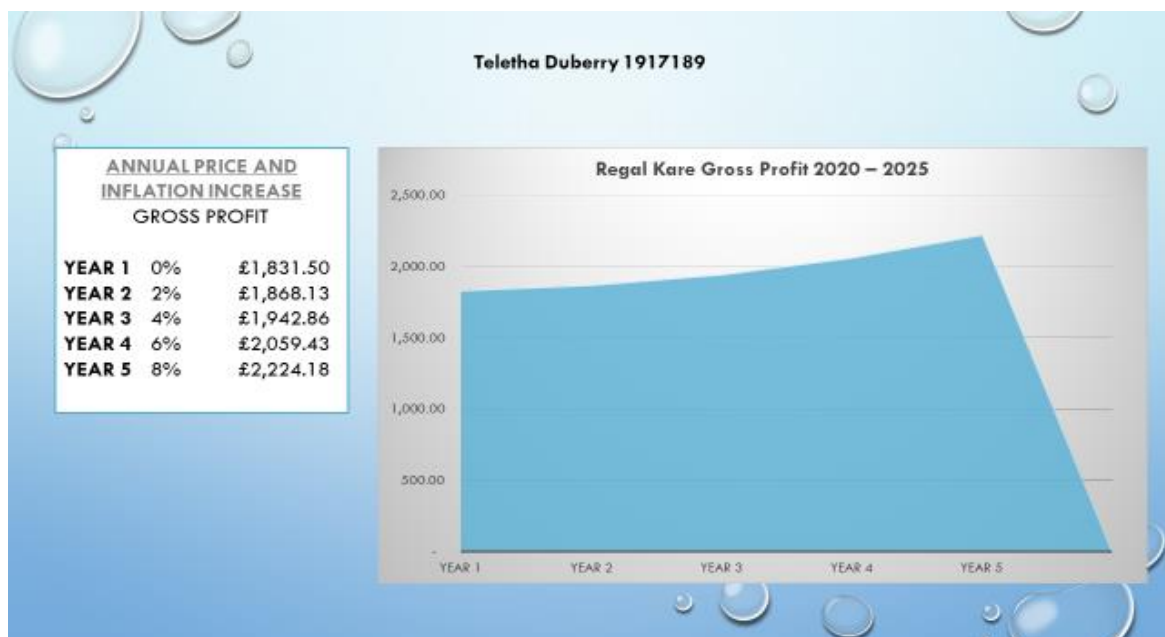
7. FINANCIAL PLAN – TELETHA DUBERRY

Teletha Duberry 1917189	
FINANCIAL PLAN	
➤ START-UP COSTS -	ESTIMATED £600-£700
➤ PERSONAL BUDGET -	£1000 (PERSONAL AND OUTSIDE INVESTMENTS) £500 FROM FAMILY £500 SAVED FROM PERSONAL INCOME
COST OF GOODS SOLD	
➤ MOULDS-	£360.00 WITH AN EXPECTED GROSS MARGIN OF 30%
➤ INGREDIENTS-	£250.00 WITH AN EXPECTED GROSS MARGIN OF 25%
➤ EQUIPMENT-	£52.50 WITH AN EXPECTED GROSS MARGIN OF 25%
➤ SHIPPING-	£36.00 WITH AN EXPECTED GROSS MARGIN OF 30%
FORECASTED REVENUE	
➤ YONI BAR SOAP-	120 SOLD AT £10 PER UNIT = £1200
➤ YONI HERBS AND CRYSTAL CLEANSE-	100 SOLD AT £10 PER UNIT = £1000
➤ REGAL CRYSTAL PACK-	30 SOLD AT £7.00 PER UNIT = £210
➤ INCENSE GIFT SET-	10 SOLD AT £12 PER UNIT = £120





Due to unforeseen circumstances, I will not be able to forecast the kind of loss that Regal Kare could suffer. I do see steady growth for this brand over the next 5 years, however based on the current climate and how Covid-19 had a sudden impact on the economy, a lot of businesses have been effected. The only advantage for Regal Kare, is that this will be an online selling brand for the first 4-5 years, so the effects may not impact as much due to the Pandemic resulting in a wider reach for online businesses. What WILL impact, is the buying power of potential customers due to the current unemployment rate and not earning, this could be an issue for Regal Kare due to the implications mentioned in the SWOT Analysis as threats.



I am working on the basis that Regal Kare will be a going concern, I have allowed for a 2% mark up on expenditure as well as income, I am in this business to make a profit and to be able to pay myself an income. More importantly, I am working on the premise to break even at the least, even if I don't make a profit.

BIBLIOGRAPHY

Bodden, V. and Smith, E., 2013. *Doing Primary Research*. Mankato, Minn.: Creative Education.

Basak, S. and Croitoru, B., 2016. *International Good Market Segmentation And Financial Market Structure*. London: Centre for Economic Policy Research.

Chow, M., 2020. *Yoni Steaming: The Sacred Origin, How To Steam, & Choosing Your Herbs*. [online] Birth Song Botanicals Co. Available at: <<https://www.birthsongbotanicals.com/blogs/birth-song-blog/yni-steaming-the-sacred-origin-how-to-steam-choosing-your-herbs>> [Accessed 2 September 2020].

Ehrhardt, M.C. and Brigham, E.F., 2011. *Financial management: theory and practice*. South-Western Cengage Learning

Ford, M., 2017. *Woman's Progress A Comparison Of Centuries*. Charlottesville, Va.: University of Virginia Library.

Foster, M., 2017. *How To Succeed As A Small Business On Instagram - Online Marketing Institute*. [online] Online Marketing Institute. Available at: <<https://www.onlinemarketinginstitute.org/blog/2017/03/succeed-small-business-instagram/>> [Accessed 2 September 2020].

Fox, J., 2016. *Affirmative Action Plan Workbook*. Chicago: CCH Inc.

Hochrein, S., 2014. *New Scientific Insights On Purchasing And Supply Management Research For Scientists And Managers*. Würzburg: B + G, Wissenschaftsverlag.

Honts, C., Prewett, M., Rahael, J., and Grossenbacher, M., 2012. The importance of team processes for different team types. *Team Performance Management: An International Journal*, 18(5/6), pp.312-327.

Huxley, T., 2014. *Lay Sermons, Addresses And Reviews*. Toronto: Adam, Stevenson.

Lorber, R. and Fladell, E., 2018. *The Gap*. New York, N.Y.: New American Library.

Mager, R., 2015. *Preparing Instructional Objectives*. Mumbai: Jaico Pub. House.

Myers, G., 2014. *Targeting The New Professional Woman*. Chicago, Ill.: Probus.

Ortiz, R., 2017. *Promotion*. Alexandria, VA: Alexander Street Press.

Owen, M., 2017. *Qualitative Market Research*. London: Sage Publications.

Shiraishi, H., Ishihara, N., and Mori, A., 2011. The two roles of middle managers: business implementation driver and business creation promotor. *Japanese Journal of Administrative Science*, 24(2), pp.149-169.

Venugopal, P., 2015. *Marketing Channel Management*. New Delhi: Response Books.

Yusubova, A., Andries, P., and Clarysse, B., 2020. Entrepreneurial team formation and evolution in technology ventures: Looking beyond the top management team. *Journal of Small Business Management*, pp.1-30.

Zhang, T., 2019. Equity Entry Mode and Enterprise Performance: A Meta-Analysis. *Open Journal of Social Sciences*, 07(12), pp.210-222.