

BUSINESS PLAN



REBRANDSOFT LTD

LONDON

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1. Executive Summary

1.1 Business Concept & Mission Statement

Increase in the lifestyle brand and improvement in the earning rate has triggered individuals to affect the beauty market. Customers have now become more conscious regarding the use of makeup brands in their daily lives to set up their style quotient and overall personality. Makeup plays an essential role in enhancing one's inherent beauty and physical features.

Our Purpose is to become the number 1 priority for beauty and makeup needs, and we are committed to enhancing girls' confidence through our beauty brand. By offering them premium products, Rebrandsoft will help them look better, feel better and become better.

Rebrandsoft is a luxury beauty brand dedicated to offer beauty and makeup products to the girls and women aged 15-60 living in London. The company offers quality products with highest customer care strategy.

1.2 Operating Plan Summary

Rebrandsoft will operate as per the standard procedures and guidelines set by its management. SOP's will be developed by Owner of Rebrandsoft such as, Pre-selling conditions, delivery procedures, return policies and others.

Rebrandsoft will sell all its products through its website and online store. It can also sell through Amazon and other platforms.

Rebrandsoft will purchase all makeup ingredients and other beauty products from well-known suppliers. The business will maintain a strong network with suppliers to purchase the best quality

foundation. Our distribution strategy will be based on online. Rebrandsoft will sell makeup products to London through its online channels such as website and social media pages.

Rebrandsoft will manage its inventory through FIFO method of inventory management, those products which are purchased earlier will be sold earlier, in this way Rebrandsoft will manage fluctuations in rates of makeup ingredients and products due to inflation and other economic factors. Rebrandsoft will set performance standards for its employees, products, and monthly targets. Through these performance standards, Rebrandsoft can gauge the quality level of customer service its employees are providing, product quality as per beauty industry standards.

1.3 Marketing Plan Summary

Rebrandsoft marketing strategies will be based on mainly two pillars, online and offline strategies. Rebrandsoft will put its marketing efforts to create brand awareness, interest, desire, and finally action of our customers to purchase makeup products from us and take our recommendations from renowned instructors.

1.4 Financial Plan Summary

Rebrandsoft will require total of £35,000 investment to purchase inventory and setup its online store. Following is the financial structure of Rebrandsoft:

- Bank loan = £30,000
- Owner's investment = £5,000

Rebrandsoft, after analyzing its expenses and revenue figures, came to know that the business is highly profitable venture. Furthermore, following are the net profit figures for next 5 years.

Net profit in 1st year = £9,256

Net profit in 2nd year = £25,633

Net profit in 3rd year = £48,283

Net profit in 4th year = £79,223

Net profit in 5th year = £121,092

2 Business description

Rebrandsoft is a luxury beauty brand dedicated to offer beauty and makeup products to the girls and women aged 15-60 living in London. The company offers quality products with highest customer care strategy. Our customers are based in mainly London, soon will be expanding to other cities and countries and include female with age group 15-60 years, youth, Image Conscious women, Students, Lifestyle Seekers, Trendy women, Celebrities, and others.

Our company Rebrandsoft's luxurious beauty brand has so much to offer, and this product has been targeted at girls who are sixteen plus and women who reside in London.

The reason for this is that we are a small new company with a developing business who would like to do the London trial run and get the feedback from our female beauty and make up clientele based here in London before we branch out.

Our brand states that "Good ideas, makes everything better" We want to make sure that we push as far as we can without no limitation and make it a priority for our customers to have 100% excellent customer care.

ALL of our products are non alcoholic and are animal free.

The products we have developed were made with a lot of thought and care and with the mind set of, if I were to buy beauty products, why would I purchase from Rebrandsoft and what is it that they have so different to offer?

Starting with our foundation, whereas before we would only have had three types, but now, we have added three brand new foundations to our collections which is specially made for girls and women of colour.

Our brand-new Ebony couture section which also includes powder (both pressed and loose and also in liquid form), bronzer and eyeshadow have all been catered to match all females with a much darker skin tone. The difference with our products is, not only is it water proof, but also oil free and very easy to remove without the messy smudges.

We have carefully hand picked our ingredients to make sure that it meets our policy and matches what we at Rebrandsoft stand for.

2.1 Our makeup products:

Following are the makeup brands in the portfolio of Rebrandsoft to cater the target audience in London.

- **Face Primer**

To get that smooth and even skin tone effect, we recommend using this as it also protects the skin from drying and keeps it glowing while hydrated.

- **Foundation**

Our foundations create an even colour complexion that also helps to mask those who suffer with acne or uneven skin tones. With our new Ebony tones, we have now re named our foundation section "Coffee & cream" All of our foundations are naturally made with a moisturizer base.

- **Blush**

Our top of the range blushers will leave that "Smile again, let me see" affect. Although most blushers can present this. We have three types of blushers "Peach Cobbler" "Naughty Strawberry" and introducing the newest one "Cherry Blossom". The difference with our Cherry Blossom blusher, is its finishing touch leaves a glowing but unique shimmer look to accommodate those cheek bones and even though our Bronzer is there to execute that glamorous look, our blusher can be worn with or without a bronzer.

- **Highlighter**

Our highlighters aim to get that Hollywood look, to create that reflection illusion once the light hits it in the right place. The recommended places to apply this is on the top points of your face, also the nose bridge and cheeks. We only produce this product in powder form.

- **Bronzer**

Our bronzer has five tones with our newest addition from our Ebony range "Coconut delight". This will give that finishing touch with enhancement to the healthy look effect. Our five toned bronzers are only available in pressed powder form.

- **Powder**

Our powders are set to redeem that flawless and smooth look, we aimed to cater for ALL

skin tones and added to our line up our two newest editions coming from the Ebony range, we introduce to you "Caramel cream" and "Choco latté". (They are slightly scented). These products vow to match your skin tone and to keep it looking cool and fresh throughout the day. This product only comes in loose and pressed powder.

- **Eye Primer**

This product maintains the eye shadow hold on the eyelids. Our Primer intends to keep your eyeshadow smooth and in one place, also smudge free. We have seven types to accommodate all skin tones.

- **Eyeshadow**

The eye shadows we have will amaze you as we have added our new "Glow Bug" section. Glow Bug is our newest addition and the name says it all, with our glow in the dark eye shadow, this mimics the illumination glow in the dark fun costume shadows, but could also be used as party make up.

We have our original eight eye shadows, which pretty much draws plenty of attention, here are a few of them: "Starlight" (Shimmery silver), "Sterling" (Grey), "Midnight blue" (A deep sea blue) and "Black widow" (An ash black- Smoky eyes).

These Shadows will aim to give the eyelids that sex appeal and stand out to attract that whom or which you desire.

- **Eyeliner**

Our eyeliner's helps to define the outline and shape of your eyes. With each colour, we have designed them to match perfectly in alignment to the chosen eye shadow. It aims to highlight and indicate the eyelids and to change eye shape. Our nine colours are: Volcano Red, Midnight Black, Deep Sea Blue, platinum Silver, Snow White, solid Gold, Apple

green, Baby blue and Soft Lavender. All products come in Liquid, pressed powder and pencil form.

- **Makeup essentials**

To support our beauty range, we have added a line up of essentials. Make up palettes, make up brushes (which comes in different colours and sizes), Lip glosses and lipsticks which also Come in different colours.... (The lipsticks are matte only).

We also have setting spray which comes in fruits scents and scent free. Contour kits and our special aloe Vera facial wipes. In addition to this, once a purchase is made over £50, you will receive a 15ml perfume spray (animal free) and ten percent off your next purchase. We believe that although beauty is skin deep, the outer appearance will endure tender loving care and with our products, you will be amazed with the finished look and once you have tried our products, you would not look elsewhere.

3 Business Project Description

3.1 The Purpose of our business project

The Purpose of starting makeup brand is to achieve our passion in beauty and makeup as beauty trend for girls in London has been increased during the past years, moreover, this business will make us apply all our business skills that we have learned during our educational life that we can't apply it some of it in our work.

But our inspiration comes from girls that have been neglected by some make up companies. This is because some of the girls have skin problems which evolves when they use make up. They become red faces or damages their skins; this contact it is called irritating contact dermatitis. But

having these problems the girls have been neglected from the make up companies and they do not provide satisfied customer service to them as they have been telling that it is their problems not the companies problem. So we have got inspired from these as we want to make sure that our customers are satisfied with their needs and if they have problems we would like to help them solve everything, as we will be providing high quality products which will be available at prices for every financial situation. We will strive to have as much as possible satisfied clientele without making any allergy reaction as we will be studying what may cause the problem so we can prevent it from happening.

We will be also one of the first business company that will make high quality products now adays available in the market and the factories, and we will be giving it to the public as low prices as possible. Because we want to achieve something that different companies haven't which is called trust. This will allow them to see that we will be available even to the lowest financial class of people and we will be having the best quality

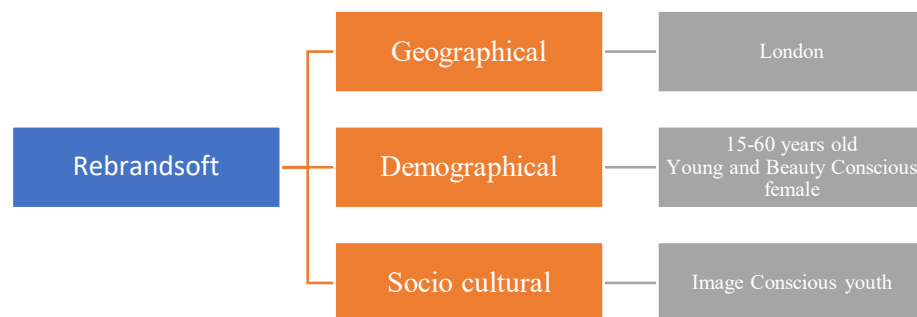
3.2 Our products' market

The products of Rebrandsoft we will be launching them in London, this is because it serves a wide variety of population in the cities which contains girls with the age group of 15-60 years. In this group age we will be also aiming the girls that have been avoiding using make up due to side effects from it, as we will have a formula of the products will be specially created for them, so they have nothing to worry about using make up again, furthermore some of the girls have fears from using make up again due to past molested actions back when they have been using make up and their trying to avoid from happening again. Furthermore, we will be having a range of products

and service that will be including girls who are more conscious about their beauty, celebrities who need makeup consistently for daily uses and work purposes in industries and for those who require beauty foundation. Rebrandsoft will be providing special beauty instructions for those who are using make up for the first time or have forgotten due to not using it recently, the instruction will include every step needed to show how to apply the makeup on their self. We will be also having a leaflet from every benefit that our products will allow the girls to have.

3.3 Who are our customers?

Rebrandsoft target market is divided based on Geographic, Demographics, and socio-cultural segmentation.



As we said earlier Rebrandsoft will be geographically located in the heart of London where we will have a great chance of having people walking in our store to see what we have been up to and how we take care of the service.

Demographically we will be targeting females from the age of 15-60 years old, so we have a quite big age range to target but we will be trying to impress the youngest generation as from there we will gain more customers as the new generation tries to stand out from the others and of the things that they are using is makeup that will help them stand up in this big crucial society. We will be

also having an online website which allow people to have a look without actually going to our store and they can order through our website aswell, and these will help them have the desired things that they need.

Furthermore, we will be having few faces that will represent our social culture as we will start with the youngest, then middle aged and oldest aged female's, which will give kind of trust to the people that will be looking at us.

3.4 What information you need

The Directors (Denislav Kostov and Yana Vasileva) of Rebrandsoft have right skill set with in-depth knowledge about beauty business, so there are more chances of business success. Moreover, the company will require some formal research and information on upcoming trends of beauty products, economical trend, political stability, technological trends, and most importantly socio-economic trends in London.

Yana Vasileva is one of our directors, she has studied beauty program and design which will help us control the company in the correct way. She also had some experience as Assistant Manager of a beauty company which give us lots of credits to us.

Denislav Kostov is the second director of the company, he has studied website design which will help us easily establish our website so it can gain popularity even before we launch. He has also experience as manager in generals' companies which gives the lead to know how run and control companies.

Lubomir Beberov will be the research of the whole market, and he will give us leads how we can success and crush the market without having bad times.

Teodor Dimitrov will be one of our special market officers, as he have studied market management which give us also credit to not spent money at the beginning for extra person to run the campaigns.

Sabrina Weathers and Denis Egbula they will our sales officers as they have great experience in providing and managing sales.

4 Business Environmental Analysis

4.1 Political

Political stability and the governmental initiatives towards the growth of economy will prove as a positive signal to the entrepreneurs who want to start new businesses in any sector, ultimately it will encourage Rebrandsoft to invest and expand its makeup products in overall England.

4.2 Economical

The economy of England is very stable and sustainable, and they are investing in various other sectors of the economy to diversify their risk and overcome many challenges. England has long term plans and strategies as in the past years, London is known a very stable economic city in the UK.

4.3 Social

The England has taken up many responsibilities to serve best its citizens and society. These responsibilities are taken with the rising expectation and needs of their nations. It has built a

governments that is transparent and accountable and empowered entrepreneurs to start their businesses.

The social development in the England is a continuous process and is a part of long-term agenda of the government, the efforts will promote governmental services which effectively and efficiently meets the needs of its nation.

4.4 Technological

England has gained a unique image due to its technological supremacy; it has witnessed a high-level growth in IT development and become rapid growing economies of the world. Due to its infrastructure, it has attracted many national and international investors in different key areas including beauty businesses, makeup products and many other key areas.

4.5 Legal

The legal system of England depicts favorable conditions for new businesses, The country always encourages new startups. Starting a new business is also convenient and does not require any complex procedures. This will also create an ease for Rebrandsoft to start and serve the target market in London.

4.6 Environmental

The country has continuously kept major focus on reducing environmental footprint through various methods such as resource conservation campaigns, green environmental campaigns and establishing carbon emission strategy that focus on all end user sectors, such as developing renewable energy and investing in research and development to innovate green technologies.

4.7 Problems

In general that we have discovered the market of beauty can currently phase are mainly few big ones.

The first one that everybody is scared not to face again is a lockdown due to COVID19, if there is another lockdown business will be forced to close their shops and business until further notice and this will lead to losses of sales. These is due that everybody will have to stay at home, and nobody will be going out so 60% of the population that uses any make up products they will stop having as they will not be seeing anybody, and they will not be able to show their self how beautiful they are. However, there is a small chance that people may order beauty products online due to them working from their home and they might want to be ready and prepared for their meeting with their colleagues.

The second problem that the market might faces is higher prices on the market due to having to big companies having high quality products.

Third problem that we have discovered and that we think it might be the most important one is that some companies might be using in-organic ingredients which damages the skins and have different side effects. As I have mention in our Purpose, this is one of the reasons that we have been inspired to open a brand, that will try to go through all these ingredients so we can improve them and make sure that they will not cause anymore skin allergies and damages.

So, after I have said what the actual niche of beauty might face as a problem in general, now I will talk about a little bit what we as a company we might face.

First problem that we might have as a new company start up, we will face serious social proof problems. These will be due to just launching our company and people will hear it for the first time, so they will be less likely to believe in us what we will be offering. So, to find a solution to this, we will be having lots of online and offline campaigns of advertisement which will be explained later. This advertising campaign will help us gain a little trust from the people we will be targeting.

Second problem that we are expecting to have been not having trust in our products from our customers. We are expecting that to be because we will be using high quality ingredients but at the same time, we will be selling our products as low as possible. Furthermore, for those reasons people are likely to think that we will be not using quality products due the cheapest prices of our product, but we aim to find a solution to this with the advertising campaigns. That will be as more people are starting to see us and follow us around our social media accounts, we will be able to try to win some clients which later after they witnessed and tried our products to have reviews from them so they can see that we are not lying about products. Also, we will be trying to get in contact with some popular influencers around London where we will be sending them sample from our products so they can try it out and later vote our trust in the product, and these think leads to having lots of social proof from our customers, and like that we will be breaking the market and we are more likely to succeed.

5 Industry Background

5.1 Industry Description

Rebrandsoft will operate in beauty and cosmetics industry in London. The cosmetics industry is expected to make £2 billion by the end of 2024, which will lead to registering a CAGR of 8.8% during the upcoming period as per market forecast. Beauty market is the mixture of cosmetics which are made of various chemicals which can enhance the odor of the human body.

The industry also includes sun care, skin care, hair care, deodorants, makeup and color cosmetics and fragrances are some of the beauty products that are pre-dominantly available and used by individuals. Retail stores such as supermarkets, brand outlets, specialty stores amongst the major distribution channels.

There is major rise in the disposable incomes over the last few decades. The growth in global economies, changing lifestyles, and rising demands of beauty and makeup brands due to varying climate conditions encourages the growth of the beauty market for cosmetics.

A major shift in the preference towards natural and organic makeup brands particularly in London fosters the growth of the market in beauty sector. Increase in demand of natural, herbal, and organic beauty products in accordance with the increase in business and manufacturing opportunities in beauty industry to innovate and develop new products and services as per customers' requirements.

The turnover for retail cosmetics increased over the past decade, this is because UK consumers generously spend on the personal care products.

Cosmetics retailers in the UK market reached \$1.9 billion in 2021 with an annualized market size growth of 1.9%. COVID has increased the demand for online beauty industry driving purchasing frequency and volume of the beauty products.

5.2 The Cosmetic Industry during COVID-19

The impact of Covid19 will affect the beauty industry in the next months and years. The pandemic has accelerated existing consumer trends for and widened the gap between luxury goods and the mass market. As a result, Covid19 accelerated macro trends and promoted lasting change. The crisis has also accelerated the distance from makeup and skin care products; pushed the health agenda to the forefront; encouraged brands to re-evaluate their retail products; it forced companies to regard the strong digital proposition as essential to survival. The economic consequences of Covid19 will be felt in the next few years. In fact, consulting firm McKinsey estimates that the global revenue of the beauty industry alone may drop to 30%. With the coming economic recession and the rapid changes in consumer buying habits, beauty companies must adopt agile methods, will take the knowledge learned from Covid19 to the next stage.

However, compared with other industries such as fashion, the beauty industry is not affected by Covid19 to some extent. In the process of shifting to online shopping, GlobalData found that 37.2% of consumers have purchased health and beauty products via the Internet in the past Year. GlobalData also stated last year that by 2024, health and beauty spending in the UK is expected to grow by 8.8%, equivalent to an additional £2 billion. Cosmetics retailers in the UK market reached

\$1.9 billion in 2021 with an annualized market size growth of 1.9%. COVID has increased the demand for online beauty industry driving purchasing frequency and volume of the beauty products.

5.3 Industry Competition.

Following are the beauty and makeup companies in London which are direct and indirect competitors of Rebrandsoft:

Table 1:

Name	Description	Location
Sally Beauty	Cosmetics chain offering brand-name beauty products & supplies, including salon equipment.	394 North End Rd, London SW6 1LU, United Kingdom
Aesop	Australian company known for high-end skincare products & gift kits, plus home & body fragrances.	16 Monmouth St, London WC2H 9HB, United Kingdom
Benefit Cosmetics Beauty Bar	Chain retailer with beauty products including makeup & skincare (plus some kiosks & Brow Bars).	Within House Of Fraser, 68 King William St, London EC4N 7HR, United Kingdom
The Body Shop	Chain with house-brand bath & body products in a variety of scents, plus fragrances & more.	100 Liverpool Street Octagon Mall, Unit LG03B, London EC2M 2AU, United Kingdom

Unless the product is very exclusive and the competition cannot copy it, it is almost impossible for a company to have no competition. In the beauty industry, we are often faced with so-called monopolistic competition, that is, there are a large number of companies in the same market size, and they compete with each other. Because the barriers to entry are not too high, many companies can easily enter the market. Unfortunately, companies without proper resource management will stay in the market for a long time. The ability to cut costs as much as possible will be the only competitive advantage left in the industry.

We researched a few of the biggest company in UK which could be our direct competitors.

Sally Beauty:

This is a large company that offers all kinds of beauty products, as well as furniture and equipment for beauty salons, offers courses for hairdressers and online courses. They also offer and nails products and works with the biggest Brands for nail consumers such as:

ASP, RED CARPET MANICURE, OPI LOS ANGELES and GELISH.

And despite the wide selection of famous brands and offers their review is only 1.8*.

73% of their customers rated them as BAD. Most of the people complaining about their customers service, their products and how they took the money without to receive the order. Also, customers can not contact with them in any way.

AESOP:

They are also one of the largest cosmetics companies in the UK, and in fact we can find them in almost every household. They offer high quality of products for skin, hair, and body care.

Their review is 4.2*, 63% of their customers rated them as Excellent and mostly because of the products.

The Body Shop:

This brand is big a competition to the previous two I mentioned. They also offer face and body care, hair products and makeup. And they offer 10% discount to their members.

But even their review is poor only 2.1*. 53% of their customers rated them as Bad.

Some of the comments about them are:

Great products, terrible online service

Packaging not fit for Purpose!

Two weeks later and still no delivery...

Actually most of the customers complaining about their customer service and delivery service.

6 Market Analysis

6.1 Describe and Define Our Target Market

Following are the target market demographics of UK and London in 2021:

- Current population (as of Sunday, August 01, 2021) = 68,382,792
- Population rank = 21 (0.86% of world population)
- Total area = 243,610 km² (94,058 mi²)
- Population density = 280.7 per km² (727.0 people/mi²)
- Sex ratio = 0.97 (33,672,234 men to 34,711,497 women)
- Median age = 40.2 years

- Life expectancy = 80.1 years (78.0 - men, 82.3 - women)
- Literacy = 99.0 %

6.2 Estimating our market share (expected sales) or demand for our product

The potential target market for Rebrandsoft will be all women, from all ages within London and the overall female population of the United Kingdom, which is 4.49 million females in London as per Statistic, so, our market share would be as it is shown in the chart below when it comes to London. It needs to be taken to mind that there are other competitors who are also selling and offering makeup and beauty products. The chart shows expected market share for our different beauty products for the years 2021 and 2022.

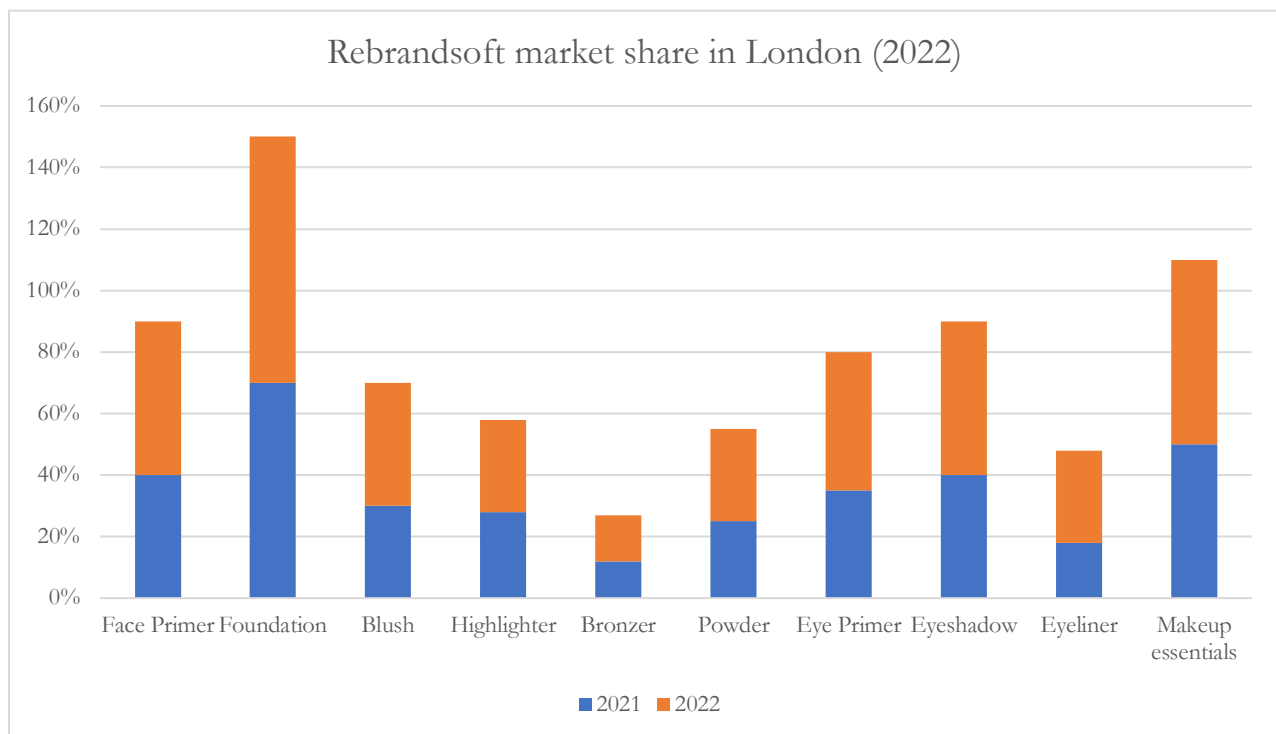


Figure 3:

As per our estimation regarding market share in London, Rebrandsoft products share is predicated till 2022 in Figure 3 above. This also shows the demand of our products and services amongst other competitors in the market.

7 Marketing Plan

7.1 Using marketing plan as a road map

Rebrandsoft will be using marketing plan as a road map and effective tool to market and promote its makeup products. We will set a defined and reasonable marketing budget separately which will be only utilized for paid marketing on social media, local and print advertising, mobile marketing, email boosting, flyers and banners printing and office branding of Rebrandsoft. After developing marketing plan along with proper implementation, the company will set KPI's to measure and gauge the performance of set marketing goals and objectives. Based on set KPI's, Rebrandsoft will develop control mechanism to handle all marketing efforts of the office for all individual products and services.

Rebrandsoft has set following marketing objectives for next 2 years.

- Securing 30% market coverage of London by building loyal customers based on long term relations.
- Portraying our image as a premium makeup products seller in the London.
- Achieve 2000 website visits per month and 10,000 impressions and engagements on our social media channels.

- Maintaining 70% retention rate of our customers with continuous follow up calls and customer relationship management tools.
- 25% increase in organic traffic on Rebrandsoft website.
- Becoming 1st choice of UK women for their beauty and makeup needs.

7.2 Developing our marketing plan

Rebrandsoft marketing strategies will be based on mainly two pillars, online and offline strategies. Following is the detailed guideline, how Rebrandsoft will put its marketing efforts to create brand awareness, interest, desire, and finally action of our customers to purchase makeup products from us and take our business to the next level.

7.2.1 Online strategies

Following are the online tools, Rebrandsoft will use for marketing and promotion.

- Facebook
- Twitter
- YouTube
- Instagram
- SEO
- Google ads
- RebrandSoft's website

It is important to take seriously the social media tools for the promotion of Rebrandsoft, all social media platforms should be integrated into the wide marketing approach for the Rebrandsoft to target its customers in London with a personalized approach.

Rebrandsoft should plan 10-15 posts for each social media platform (Facebook, Twitter, Instagram, and YouTube) to kick off its products and services in initial days towards women and other target audience in London.

Social Media Calendar:

- Create a 6-month social media calendar for Rebrandsoft, this will give a solid plan to act upon.
- Make our social media plan as much constructive as possible, get maximum shares from our friends and family members so that to increase posts impressions and engagements.
- Create social media posts in advance so that schedule will not get disturb in busy days.
- Make a detailed list of tasks and mark off all items for Social media posts of Rebrandsoft.
- Social media posts are the final versions to showcase our makeup products and services to the audience.
- Create some testimonial posts and schedule them every week through Hootsuite on Social media channels.
- Testimonial photos and videos have watermarks, hashtags, or other necessary branding of Rebrandsoft.
- Rebrandsoft team should post from their personal accounts and should make sure links are correct.
- Additional video and picture material where our customers give their feedback would also help to increase sales and promote our products.

Rebrandsoft should have a certain plan behind every channel it is using for promotion and marketing Purpose and that plan should be carried as a guideline for further action and strategy with reliable time frame:

1st month

- Rebrandsoft will create and grow various social media pages such as Facebook, Twitter, Linked In, Instagram and YouTube channel to get as many likes as possible, followers and subscriptions.
- On all social media pages, Rebrandsoft will be continuously posting to create awareness about our products and services.
- We will create few quizzes to let audience know best features of our makeup products and uniqueness of our services.
- Rebrandsoft will publish its logo on various social media pages.
- The company will also create advertisements that will find their place in different youtube and Facebook videos.

2nd month

- Rebrandsoft will run various social media campaigns to attract new customers.
- We will share digital flyers and banners and our product benefits.
- Posting endorsement of customer's testimonial on Facebook, Twitter, Instagram, and YouTube to create trust about our products and services in London.

3rd month

- Rebrandsoft will run promotional campaign to strengthen its position in the market.
- We will plan to use different methods to promote our makeup products and services.
- Advertisement frequency on social media will be increased.

- Once our products become popular we will create a company website in which we will place a catalogue with our products and their prices. We will make it possible for the customers to order straight from the website.

4th month

- Rebrandsoft will increase the time spent on Social media campaigns.
- More content will be posted during the 4th month.
- Poll on social media will be created to get customer insights about our Rebrandsoft products.
- Ensuring that 30% customers are attracted through our social media campaigns.

5th month

- Email marketing campaigns should be increased after ensuring the content is written properly with proofreading again and again.
- Creating a digital referral strategy for our social media and website landing pages.
- Making strategies to re-direct Rebrandsoft customers towards our makeup products and services.

6th month

- Rebrandsoft team will make sure that it is getting positive comments, reviews and it is increasing its social media likes.
- We will make social media marketing and advertisement more aggressive.
- We will begin to post on podcasts, websites, blogs, discussion forums and social media pages.

- We will make it special for our London customers through offering them free makeup and beauty tips.
- We will give special attention, time and effort into developing and popularising our company website.

7.2.2 Offline Strategies

Following are the offline channels, Rebrandsoft will implement to market its products and services throughout London.

1. Beauty magazine
2. Printed flyers
3. Banners
4. Mobile marketing
5. Free samples

1. Beauty magazine

Rebrandsoft will post different ads in local beauty magazine in London, the business can give weekly ad or monthly ad as per its defined budget and magazine frequency. Giving ad on front page will highlight our makeup products and services in a better way even it cost a bit higher to get front page.

2. Printed Flyers

Rebrandsoft will also design beautiful flyers including appealing content and images of our customer testimonials and can print in 500 quantity or so.

The Rebrandsoft will distribute these printed flyers at various places in London and give it to taxi drivers at airport and bus stands so that to attract travel and tourism customers from other than London also. This will help us to expand the field of advertising, by providing us with the opportunity to reach people from different nations.

3. Banners

Rebrandsoft will post different banners with our products branding on various traffic and rush places in London, we can also post banners outside our office.

Total of 3-4 banners are enough at initial stage to place in London, banners will include slogan by Rebrandsoft and the image of any beauty celebrity.

4. Mobile marketing

Rebrandsoft will get data of mobile numbers from internet and telecom companies and will send weekly or monthly promotional message to females in London. Message can contain new makeup products and guides, offers, promotions and discounts. It can also include discounts for new or regular customers, free samples and beauty advice.

7.3 Defining our marketing mix



7.3.1 Product

We have range of makeup products' which are of premium quality and high standard products listed below:

- Face Primer
- Foundation
 - Cushion Foundation
 - Mineral Foundation
 - Matifying Foundation
 - Hydrating Foundation
 - For all skin types
- Blush
- Contour
- Highlighter
- Bronzer
- Face Powder

- Eye Primer
- Eyeshadow
- Eyeliner
- Lipstick
- Mascara
- Lip gloss
- Eyebrow pencils
- BB and CC cream
- Lip pencil
- Makeup brushes
- Beauty Blenders
- Makeup essentials

7.3.2 Price

Rebrandsoft will use a premium pricing strategy because the quality of products is high with excellent customer service. Our products are unique on the market and show quicker results than other competitors' products. Our cosmetics are natural and safe for the environment with a high level of care for the skin. Our products are also clinically tested. We offer a wide choice of lipstick, foundation, eyeshadows, etc. colours and shadows for all skin colours and types. We offer all needed products for full makeup from A to Z. Our Beauty products are recommended and used by some of the most popular makeup artists from all over the United Kingdom.

7.3.3 Place

Rebrandsoft will be using strong placement strategies for its makeup products. The business will use online websites and stores to target women in London. Customers who want to order online can contact us on the provided contact details on the website and social media channels or can leave a message and our team will contact them shortly. In the future, we will make it possible for all our customers to order online straight from our company website.

7.3.4 Promotion

Rebrandsoft will promote its makeup products through various promotional channels including social media marketing, website, forums, discussion boards, online beauty sites, beauty bloggers, influencers, and celebrities.

The business will maintain a strong social media presence on digital channels and will run different marketing campaigns to attract new customers and retain old customers.

Rebrandsoft will have a strong portfolio of customer's testimonial videos, brand recognition programs, affiliate marketing and will create YouTube channels. We will keep and share our customers' feedback. We will also create a physical catalogue which we will distribute free to the people together with flyers. We will place billboards with celebrities advertising our cosmetics in strategic places.

8 Operating Plan

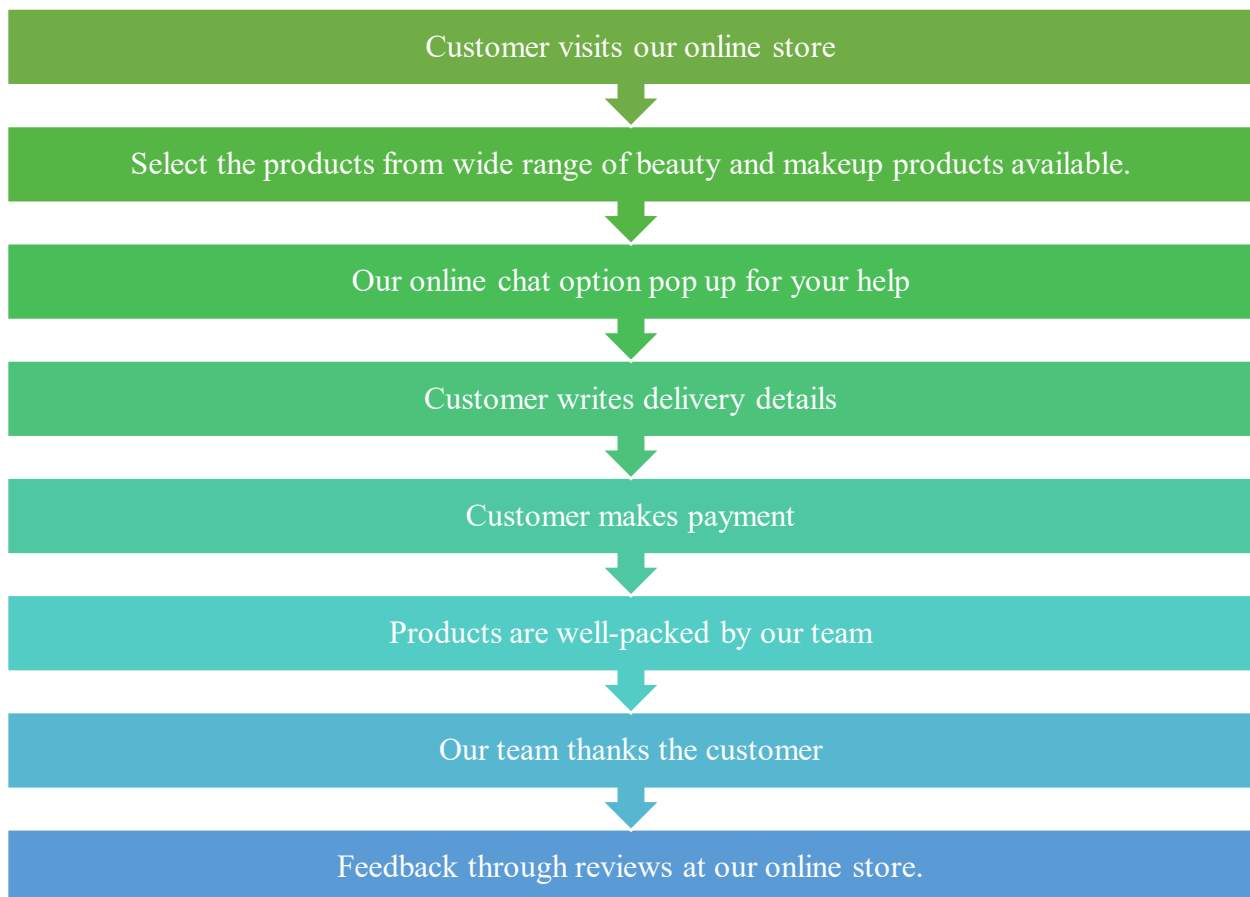
8.1 Operation Procedures

Rebrandsoft will operate as per the standard procedures and guidelines set by its management.

Following are the tasks for SOP's will be developed by higher management of Rebrandsoft:

- Suppliers management procedures
- Administrative procedures
- Beauty tips procedures
- Online selling procedures

The Directors of Rebrandsoft should ensure that the communication about SOP's are properly communicated among all team members.



What is SOP's

As the company reaches a certain size, this form of decision-making will limit its ability to develop further, because the CEO or management team cannot make all decisions or participate in all aspects of the business within a company. appropriate period of time. SOP requirements may also depend on the type of activities your organization performs or the regulations that govern your business.

Why do you we need SOP in our organization?

Programs are not the final solution, they cannot guarantee excellent performance or good results. However, SOP's role is to ensure that you have a structured quality system and process, qualified employees, and a motivating company culture. SOP supports the right people in the right environment in its purest form.

To determine which software to buy, you need to understand how your employees will use the software and how it will affect your business processes. If you have a complete and comprehensive SOP, you can use them to evaluate the advantages and disadvantages of the new software.

Consistency - The main reason for a procedure is consistency in the way people perform specific tasks or activities. The more consistent the process is between people, the less likely there will be quality issues.

Reduce errors: Written procedures detail a set of instructions to accomplish a task. If everyone in the team performs tasks in a written manner, the chances of reducing errors are greater.

Communication- Another important reason you need standard operating procedures in your organization is to facilitate communication. By improving the process and updating the operating procedures, each update requires new training. Updating the SOP provides a way to communicate process changes to employees.

Rebrandsoft will operate as per the standard procedures and guidelines set by its management. Following are the tasks for SOP's will be developed by higher management of Rebrandsoft:

- **Suppliers management procedures**

The main idea of this procedure is to guarantee that the company will receive high quality product at a good price from its suppliers. Periodically, supplier profiles should be analyzed to obtain information on the reliability of each supplier, compare the prices or discounts offered, or the volume of business that may lead to the creation of purchase contracts offering better prices, discounts, or payment terms. Efficient supplier management can generate huge savings for the business through improved conditions, better balance between supplier quality and costs, while improving management cash flow through strict adherence to payment terms.

- **Administrative procedures**

Administrative procedures are a set of formal objective rules formulated by private or governmental organizations for making management decisions. They help establish the

legitimacy of management behavior by ensuring that management decisions are objective, fair and consistent. They also help ensure accountability.

- **Beauty tips procedures**

This procedure will be led by our trained worker who is a professional in the field of beauty and care products, who will give advice on each of our products how and by whom it is most appropriate to use.

- **Online selling procedures**

This is the procedure that we will follow the steps through SOP how to sell online and reach our target. Everything will be followed step by step:

8.2 Purchasing and Distribution

Rebrandsoft will purchase all ingredients and inventory from renowned suppliers overseas. The business will maintain strong network with suppliers to purchase the best quality beauty products. Our distribution strategy will be based on both online. Rebrandsoft will sell makeup products from its online store to Women aged 15-60 years in London, the business can also use social media pages.

8.3 Inventory Management and Control

Rebrandsoft will manage its inventory through FIFO method of inventory management, those products which are purchased earlier will be sold earlier, in this way Rebrandsoft will manage fluctuations in rates of products due to inflation and other economic factors.

We will keep a separate room at our facility to use it as a warehouse to store the inventory. All inventory will be recorded in an excel file in Director's computer.

8.4 Quality Control and Customer Service

Rebrandsoft will set performance standards for its employees, products, and sales. Through these performance standards, Rebrandsoft can gauge the quality level of customer service its employees are providing, product quality sales standards.

Quality supervisor will be hired to check on daily basis as per the set performance standards, supervisor will report to Owner for any kind of quality deficiency.

This will help in developing Rebrandsoft as a brand in the market of London for makeup products as well as related services.

The Directors of Rebrandsoft should ensure that the communication about SOP's are properly communicated among all team members.

9 Management Plan

9.1 Managerial structure of our business

Rebrandsoft managerial structure will outline how key activities will be directed in order to achieve the goals and objectives of the office. These activities will be roles and responsibilities of Rebrandsoft and determines how the information is flowed in the organization.

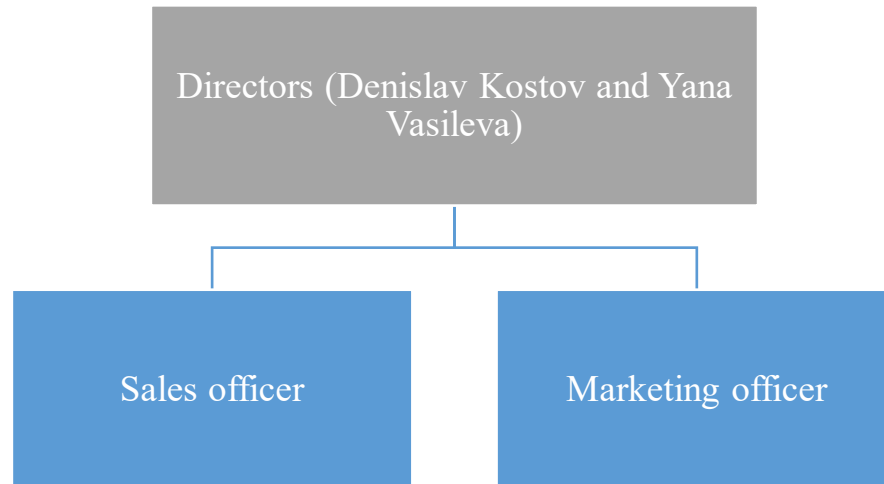


Figure 4.

As shown in figure 4, Rebrandsoft has a straightforward managerial structure with a team of 4 members, including two Directors and two employees. Employees will be compensated as per market-competitive salaries and benefits as other beauty companies provide to their employees.

Our Company has a functional and straightforward structure because of the simplicity of our product and services. But we do liking our organization organizational structure to that of Flat organizational structure that's being used for a smaller upcoming business like ours, which smaller firms commonly use, which contains known and fewer level structure from the Ceo to the key managers –the employees it's also used for a smaller business like ours which is relatively new in the market. A flat organizational structure contains known or fewer upper levels, from the Ceo to the managers to the staff. There are some prone and cons of this structure which are.

- 1. Few layers of management** - There are fewer levels like the Hierarchy or Matrix organizational structure in simple flat managerial and executive plans.

2. **Wide span of control-** managers supervises fewer employees as we are a smaller upcoming Company it more accessible for managers to manages and decisions can be made quickly because we have fewer employees.
3. **Faster communication** –communication engagements is easier because of the fewer employees and managers.

As shown in figure 4, Rebrandsoft has a straightforward managerial structure with a team of 4 members, including 2 Directors and two employees. Employees will be compensated as per market-competitive salaries and benefits as other beauty companies provide to their employees. Rebranding has many qualified marketers and will be using different kinds of marketing strategies to market our products. In RebrandSoft, we have various departments which are:

1. **Accounting department /Compliance**

in our organization employers are skilled with self-motivation, integrity, they can reflect on ones owns work as well as the wilder consequences of financial decisions. They are well known for their organizational skills and abilities to manage deadlines. Business wealth is created in much-closed teamwork with excellent communication and interpersonal skills and proficiency in IT.

2. **Accounting department/internal reporting**

Internal audits evaluate our organization's internal controls, including our appropriate governance and accounting processes that complain about laws and regulations to maintain accuracy in termly financial reporting and data collection.

3. Banking

Our organization is doing business with the bank that accepts cash deposits and provides financial services like loans, shear trading, account funds, etc.

4. Tax Administration

It ensures that it collects all tax revenues reasonably and efficiently with the limited cost for tax papers and tax administrations.

5. Transaction Management.

Our company business transaction insure run traffic's discovers services and dependences identify areas of interest defines transactions access monitoring needs for transactions create scripts.

6. External Management Resource

Dose does not directly store user account information. It is a resource that's external to the working. Our organization has resources like desktop computers, laptops cell phones security badges.

7. Human Resources

In, our Company, is responsible for managing the employee life circle and administrating the employee's benefits./

9.2 Describing team members' qualifications and experiences

Rebrandsoft' team is highly qualified and expert in the beauty business. Furthermore, below is not just that the couple is qualified. They are also on the verge of experience in selection recruitment. We recruit people from all works of life employees from different backgrounds. This gives us an upper age from other built companies. Also, this helps our customers because we have our employees who must be assigned to customers from the same bar-ground and culture.

Rebrand soft have four basic levels of managerial structure

Which are?

- **Directors**- which are Denislav and Yana which are the chief executive managers the complies with government regulations but also are top of our management team
- **Managers**- which is Sabrina and Denis, who are the link between the top managers and the line managers, both encourage, support and foster talented employees within our organization.
- **The first-line manager**- which is Dimitrov closer to the workers and also making sure that our organizational objectives and plans are implemented we are also focused on the internal issues of our organization by also noticing any problem arises, e.g. such as untrained labour, poor quality materials, a machinery breakdown or new procedures that might slow down productions
- **Team Leader**. I Am appointed to manage a particular project and report to the first line and middle manager.

Table 4:

Team member	Qualification	Experience	Roles & responsibilities
Directors			• Supervising overall operations of the Rebrandsoft. • Developing SOP's for Rebrandsoft. • Managing all employees' records, hiring, and firing.
Sales officer	Graduate	4-5 years	• Inbound and outbound selling of all Rebrandsoft makeup products. • Achieving monthly and yearly targets set by Directors. • Ensuring customer retention through effective selling strategies.
Marketing officer	Marketing degree	5-6 years	• Managing social media pages. • Promotions and flyers designing and printing for different makeup products. • Handing all our promotional material.

9.3 Introducing the team as a unit

Rebrandsoft cares about its employees and works as a unit to serve its customers at its best.

Employees consider Rebrandsoft as a family unit and have a strong emotional attachment with

the business. Rebrandsoft will support its team on the professional ground and care about their personal and social life. We are so passionate about the growth of our organization and united as a team.

10 Exit Plan

Rebrandsoft will put its 100% to make its business successful but sometimes the circumstances don't support, and businesses need to act on Plan B.

Planning for the exit of our business is just as critical as the commencement. The objective is to maximise the value of our company before turning it to cash and spend the least amount of time possible.

Merger	Rebrandsoft will merge its beauty and makeup store with any similar business, this will increase the business value and will save it from huge losses. It can either merge with business from similar industry or with a completely different company.
Acquisition	In acquisition, Rebrandsoft will give its ownership to another business. In return, we can get higher price if any competitor buys our business.
Liquidation	With liquidation, business operations end, and assets are sold. But in this strategy, we lose our business concept, reputation, and our customers. Our business will not live on like in other exit strategy options. Our Liquidation alternatives include the following: 1. As a last resort, this is the most typical option for small firms that have major vulnerabilities or solvency difficulties that require an emergency departure.

	- Liquidation may be the quickest and most straightforward exit strategy, allowing the owner to recoup some value while avoiding extra investment prior to exiting the firm. - Consult liquidation specialists to ensure correct procedures are followed, including selling assets, collecting outstanding receivables, repaying debts, resolving contractual responsibilities, terminating workers, and finalising legal and financial requirements prior to shutting the firm.
Selling	Selling a business on which we have worked so diligently to build is rarely an easy option. However, selling may be the best course of action if the following conditions exist: We are ready to retire and have no heirs to continue the business: - We are ready to retire and have no heirs to continue the business. - Our business's owners decide to dissolve the partnership. - One of the proprietors dies or suffers a disability. - The business will run out of working capital. - The firm requires new talents, a different strategy, or resources that you are unable to give. Our company's selling choices include the following: Sell to an established partner The majority of commercial partnerships begin with a formal agreement that spells out the procedure for selling a partnership interest to the surviving partner (s). When this document exists, the specifics of the procedure are fully defined (typically including the purchase price). One significant advantage of selling to an existing partner is that pre-defined partner departure plans minimise disturbance to the firm, its clients, and workers. Make a sale to a family member (s) Consult with attorneys, accountants, and family succession to establish the most advantageous transfer strategy. Business valuation, succession planning, and associated estate planning concerns can be complex. Rarely does a family sale result in a high-dollar transaction. However, it allows for future engagement in the firm to be determined and generally results in a smooth transition for customers and workers. Make a sale to a crucial employee (s) This may be a viable option if a trustworthy employee had the ambition and the means to acquire the firm. To begin, consult an attorney regarding the formation of a partnership and buy-sell agreement.

	Provides many of the same benefits as selling to a family member or family member(s), such as flexibility and a smooth transition. 4. Conduct an arm's length transaction with a person Individuals purchase enterprises in order to achieve the status of entrepreneur while avoiding the risk associated with establishing a firm from beginning. Seller financing makes it easier for new owners to finance a purchase than it is to establish a startup through investment or commercial borrowing. Purchasing an established firm provides a number of advantages, including an established revenue and cash flow stream, established systems, existing clientele, and a respected brand name. If our firm is financially sound, selling to a person frequently provides the finest opportunity to accomplish our business plan exit objectives. 5. Offer your product or service to a competitor or another firm Perhaps an option if our firm operates in a competitive market. Acquisitions typically allow the business owner to join the newly merged company, making them an attractive option for sellers who wish to remain in the industry but are comfortable relinquishing ownership in exchange for a financial payout and the satisfaction of being a part of a larger business with expanded capabilities, market reach, competitiveness, and profitability. Ascertain that we are happy with our newly combined company's new position, if any. Complete understanding of the acquiring company's culture and other characteristics. Consult an attorney for assistance in structuring the acquisition agreement.
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10.1 Tax Considerations in closing

RebrandSoft will consider the following taxes before close its business:

1. RebrandSoft will get advice from an accountant or tax professional when contemplating its business exit strategy.
2. RebrandSoft must file an annual tax return for the year they go out of business.
3. If RebrandSoft has employees, they must file final employment tax returns and make these taxes' last federal tax return deposits.
4. RebrandSoft will also need to file returns to report disposing of business property, reporting the exchange of like-kind property, and/or changing its business form.

11 Financial Plan

11.1 Specifying our business capital requirements

11.1.1 Investment

Rebrandsoft will require a total of £35,000 investment to purchase inventory and set up its online store. Following is the financial structure of Rebrandsoft:

- Bank loan = £30,000
- Owner's investment = £5000

Following is the employment expenditure of Rebrandsoft, which includes team wages and allowances.

Salary statement	
Salary + include allowance (2 employees)	£2000*12*2= \$48,000
Total	£48,000

Following is the rent, marketing, and maintenance expenditure of Rebrandsoft:

Core expenses	Amount (£)
Rent cost	5000
Marketing	12000
Utility (Fuel + water + electricity)	3000
Total	20000

11.2 Providing financial projections in professional ways

Following are the financial projection for Rebrandsoft:

11.2.1 Forecasted Income Statement

Rebrandsoft Ltd					
Projected Income Statement					
Growth Rate 30%	2022	2023	2024	2025	2026
Revenues					
Face Primer	£10,800	£14,040	£18,252	£23,728	£30,846
Foundation	£7,200	£9,360	£12,168	£15,818	£20,564
Blush	£9,000	£11,700	£15,210	£19,773	£25,705
Highlighter	£14,400	£18,720	£24,336	£31,637	£41,128
Bronzer	£12,600	£16,380	£21,294	£27,682	£35,987
Powder	£6,480	£8,424	£10,951	£14,237	£18,508
Eye Primer	£14,400	£18,720	£24,336	£31,637	£41,128
Eyeshadow	£15,120	£19,656	£25,553	£33,219	£43,184
Eyeliner	£18,000	£23,400	£30,420	£39,546	£51,410
Makeup essentials	£25,200	£32,760	£42,588	£55,364	£71,974
Total Revenue	£133,200	£173,160	£225,108	£292,640	£380,433
Cost of goods sold	£53,280	£69,264	£90,043	£117,056	£152,173
Gross Profit	£79,920	£103,896	£135,065	£175,584	£228,260
Operating expenses					
Salaries	£48,000	£52,800	£58,080	£63,888	£70,277
Rent	£5,000	£5,500	£6,050	£6,655	£7,321
Utility expenses	£3,000	£3,300	£3,630	£3,993	£4,392
Marketing & Advertisement	£12,000	£13,200	£14,520	£15,972	£17,569
Total Expenses	£68,000	£74,800	£82,280	£90,508	£99,559

Income before tax	£11,920	£29,096	£52,785	£85,076	£128,701
Tax	£2,664	£3,463	£4,502	£5,853	£7,609
Net Income	£9,256	£25,633	£48,283	£79,223	£121,092

11.2.2 Forecasted Balance sheet

Rebrandsoft Ltd					
Projected Balance Sheet					
	2022	2023	2024	2025	2026
Assets					
Cash and inventory	£30,006	£22,095	£50,422	£87,006	£134,485
Computers and IT setup	£15,000	£14,250	£13,538	£12,861	£12,218
Depreciation	-£750	-£713	-£677	-£643	-£611
Total Assets	£44,256	£35,633	£63,283	£99,223	£146,092
Liabilities and Owner Equity					
Bank loan	£30,000				
Owner Equity	£5,000	£10,000	£15,000	£20,000	£25,000
Retain earnings	£9,256	£25,633	£48,283	£79,223	£121,092
Total Liabilities and Equity	£44,256	£35,633	£63,283	£99,223	£146,092

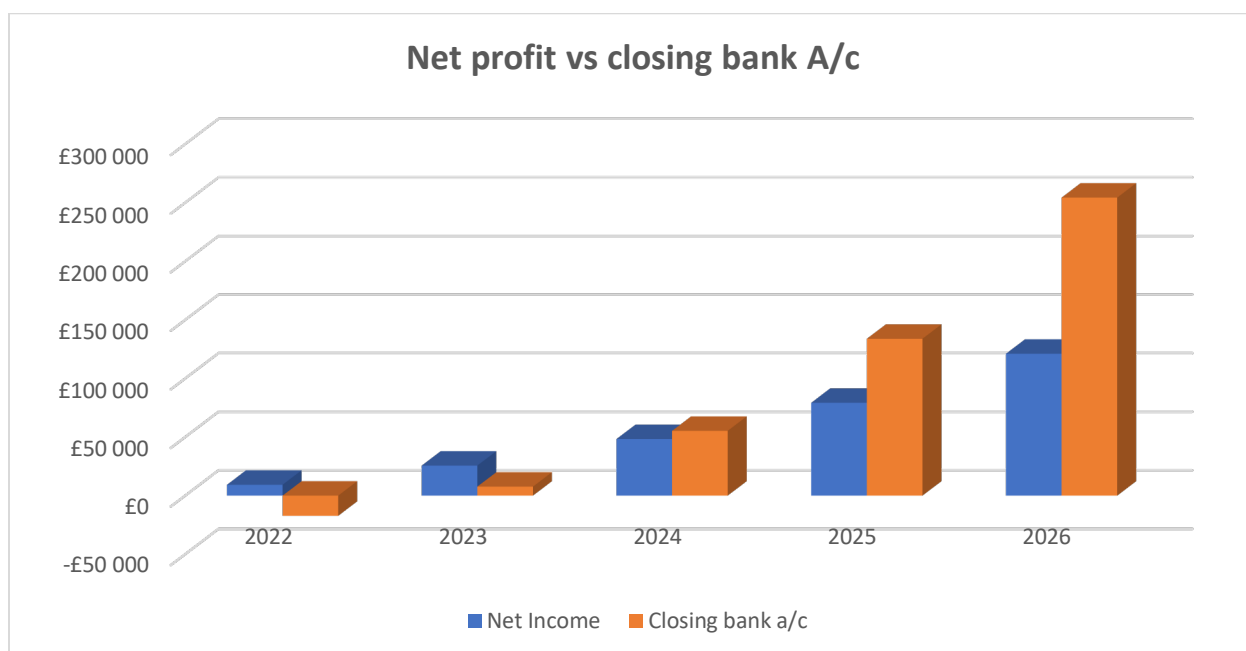
11.2.3 Cash flow statement

Rebrandsoft Ltd					
Projected Cashflows					
	2022	2023	2024	2025	2026
EBIT	£11,920	£29,096	£52,785	£85,076	£128,701
depreciation	-£750	-£713	-£677	-£643	-£611

Operating cash	£11,170	£28,384	£52,108	£84,433	£128,090
Tax paid	£2,664	£3,463	£4,502	£5,853	£7,609
Total cash from operating activities	£8,506	£24,920	£47,606	£78,580	£120,481
Investment	-£35,000				
Total investing activities	-£35,000				
Financing activities					
Capital invested	£9,256				
total cash from financing activities	£9,256				
Total available Cash	-£17,238	£24,920	£47,606	£78,580	£120,481
Beginning Cash	£0	-£17,238	£7,682	£55,288	£133,868
Total ending Cash	-£17,238	£7,682	£55,288	£133,868	£254,350

11.3 Conducting breakeven analysis for sales

Rebrandsoft, after analyzing its expenses and revenue figures, came to know that the business is highly profitable venture in London. Furthermore, following graphs show that the breakeven point is achieved within 1st Year, So in first year we have net profit of £9,256 as shown in the below graph:



11.4 Assessing risks and rewards

Every business has few risks and rewards, same is the case with Rebrandsoft, following is the risk and reward analysis:

Risks:

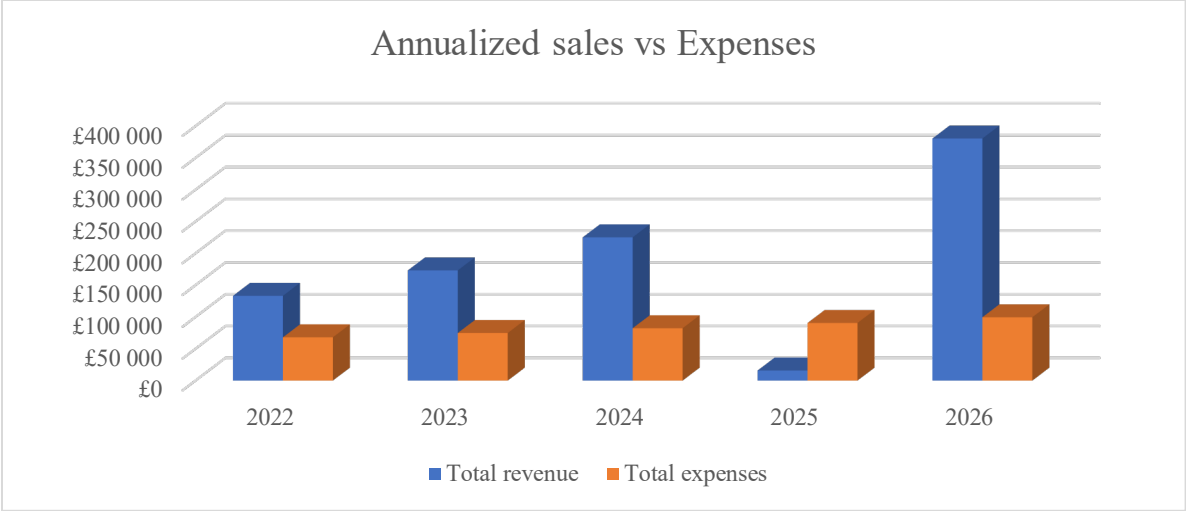
- Political instability can impact Rebrandsoft.
- Legal policies such as lockdown in current pandemic outbreak.
- Climate change and rise in beauty trends can also affect our business.
- Low business growth as compared to forecasted can hurt Rebrandsoft.

Rewards:

- Increase in beauty industry across London.
- London has millions of women population which is positive thing for us.
- Improvement in socio-economic conditions of London.

11.5 Anticipating financial returns

Rebrandsoft business has positive income in 1st year and growth rate is 30% as per 5 years analysis. Below graph shows the revenues and growing trend of Rebrandsoft.



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