

# **BUSINESS PLAN**

Program of Study: Certificate in Higher Education

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Assignment Title: Business Plan

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## 1. Executive Summary

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Graphicool is a new startup focusing on insuring business both large and small get outstanding posters and other creative adverts in a post AI world while maintaining a fair price for our services, we will operate as a limited company in an office that has been rented and we seek £5850 through a start up loan to cover all the expenses we plan to break even before four months of starting up

## 2. Overview of the Business Idea

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### Product/Service

The business plan company is for a graphic design company that goes by the name Graphicool that helps to assist established businesses both small and large with designing promotional materials such as flyers, billboards and websites with an experienced in-house team of designers. Although it might seem like graphic designers are no longer needed due to the rise of Generative AI that is far from the case as there a studies that indicate that generative AI will affect how your business is perceived to the general public as its associated with low effort and will affect the credibility of your business (Miller, 2026) so this company aims to help your business stand out from the rest and boost its recognition with our attention grabbing work

### Management Structure

The structure of the Business structure will follow a hierarchical pyramid structure which typical for the kind of business, it will include An Creative Director who oversees all projects, a project manager that manages timelines of projects and and gives out tasks to the rest of the team, a senior graphic designer who is an experienced member of the team and helps mentor the junior staff, and mid and junior staff who handle a majority of the workload

### Legal Format

Graphicool will be registered as an LLC to appear as a more credible business and protect our personal assets.

### 3. Market Research

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#### PESTEL Analysis

- Political:taxation policies and international tariffs can affect getting equipment
- Economic:Cost of renting out a suitable office as the place work and buying personal computers for each employee with good specs to handle the workload
- Social:a shift to the preferring of remote work after the 2020 pandemic(choudhury, 2026)
- Technological:the rise of generative AI will look appealing for companies looking to save money on advertising despite its drawbacks(Rust, 2025)
- The cost of getting software such as photoshop for all employees
- Environmental: energy consumption from our hardware
- Legal:licensing fees and agreements to use the work that we produce including IP protection
- intellectual property laws and copyright laws

#### Competitor Analysis

A few potential competitors that may challenge Graphicool include Upwork and Fiverr which are focused on hiring individual freelancers but a major issue with sites like that is that is very easy to trick unsuspecting customers into a scam and with the prominence of generative AI it's even more easier for a scammer to create convincing images to lure targets. We are different as we have verified designers that work for us with extensive portfolios on sites like Behance and Artstation

### 4. Marketing Communications

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Our goal is to establish ourselves on major sites such as Instagram and Tiktok as it's an easy way to build a community around our business and also we will develop our own company website within the first two months of our launch, our rates and the combined portfolio of all our employees. We are looking to target small businesses for collaboration, preferably ones that fit in the creative industry as they are far more likely to agree with our anti AI art stance.

### 5. Financials

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#### Funding Required

The method of funding selected will be a business start up loan provided by the government to keep all equity as investors will have to take out a share of the business, they also have the benefit of being unsecured personal loans meaning personal assets aren't put at risk and additionally during the first year we will get free business planning and assistance from government backed schemes.

Computer with strong memory:£600 x4

Graphics table x 4 :£250

Design Apps such as Adobe Creative Cloud :£60

Marketing and ads: £200

Renting an office£2000

Website set up:£200

Total:£5860

## Reference List

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