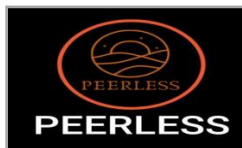




Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



PEERLESSGLOBE LTD Business Plan

- Sadaf Naqvi (2133610)
- Gisela Chavez (2131880)
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Managing Enterprise in the 21st Century
(BMS4006_LON)

Teacher: Rexon Nting

Our Team



Business Description and History

- Ownership
- Business sector
- Business History
- Peerless Portable Humidifier
- Amazon FBA
- Website



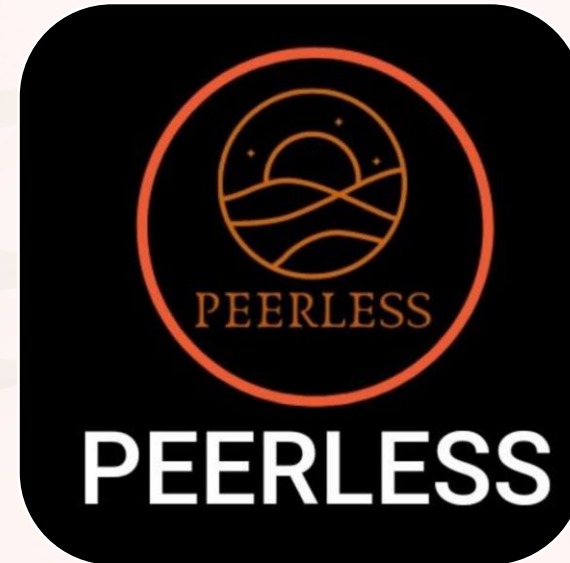
AIMS AND OBJECTIVES

FINANCIAL AIMS

- Increase Product Awareness
- PL (Private Label)
- Increase Profit Margins

NON FINANCIAL AIMS

- Customer Satisfaction
- Social Responsibility
- Relation With Suppliers

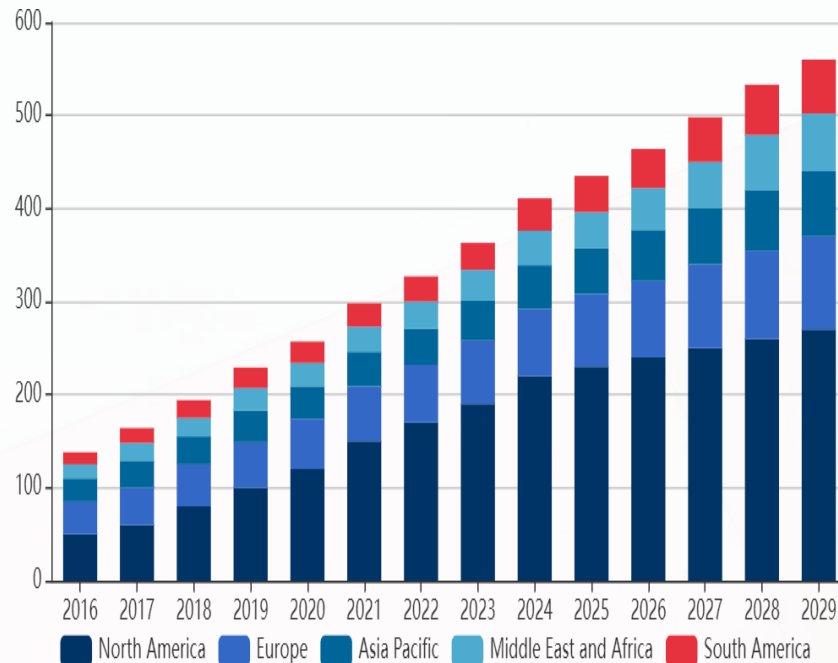


Product or Service Description



- Reliable
- Portable
- Light modes
- Two Spraying Modes
- Easy To Clean

Marketing Plan



- It is estimated that the Portable Air Humidifier and Dehumidifier Market will grow by \$ 348.1 Mn between 2022 and 2026, increasing at a CAGR of 5.37% during this period. (Clare ,2022)
- Potential margin is net Sales which 150k divided by cost multiply by 100

Swot Analysis

Weakness

- Too much humidity in a room can be dangerous
- An increase in dust mites and mold

Opportunities

- Health benefits
- When the indoor air is dry, these problems can be soothed by humidifiers.



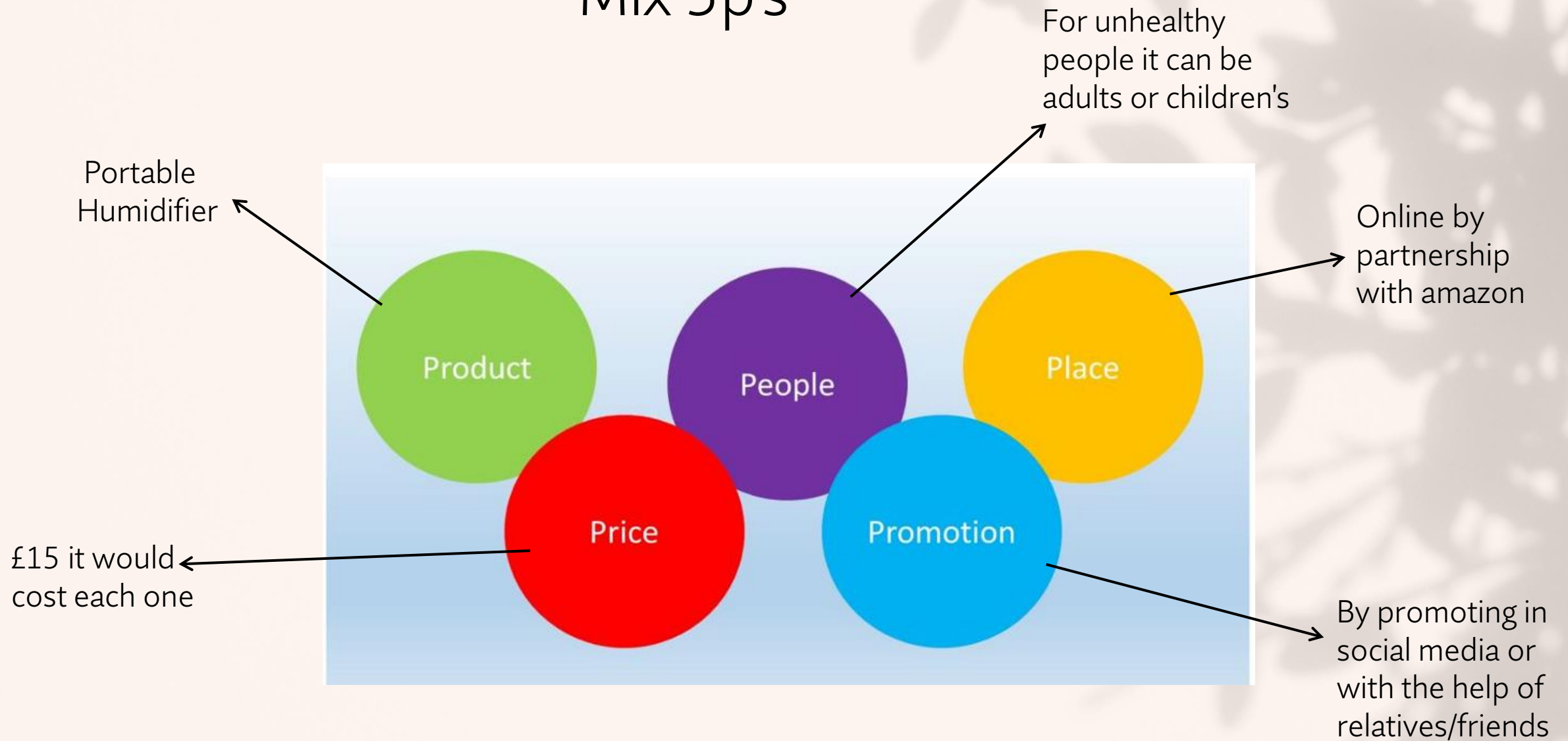
Strengths

- That you can carry it with you
- Is best for sleeping

Threats

- Those with health conditions might be aggravated by using a humidifier e.g., Asthma

Mix 5p's



Market summary



Remote work is more popular than ever, and companies are thinking about tools that create effective communication across teams.



Market trends will continue rising based on projections, which provides an opportunity for greater business reach in the region.



Our product cost is low, which gives us a market advantage.

Management and Organization

- Pro Breeze: 20L per Day, removes up to 20 Litres of water per a day with low energy consumption. Ideal for dampness ,mould and moisture in the home , basements and bathrooms.
- Special Laundry Mode: Reduce the drying time laundry indoors by absorbing moisture in the air from wet cloths. Turn of you're the tumble dryer and reduce energy.
- Large water tank: 5.5L water tank automatically shuts off when it's full. It's easy to move it with the 4 wheels to all the rooms.

Social Responsibility and Sustainability

Automatic Humidity sensor: The built-in humidity sensor allows you to set your desired room humidity between 30%-80%. Once this level is reached, the compressor will turn off to conserve energy.

Social Responsibility and Sustainability



This product comes with Extended Warranty. 3 Years Protection Plan (+29.99)

First on the market

Good publicity for the product so far, and we can build momentum from that scenario

Product testing with high-value clients have shown no issues

TDM	729.89	915.51	185.62	▲25.43%	FLR	660.27	745.28	85.01	▲12.88%
HUM	749.73	924.29	174.56	▲23.28%	UVD	155.59	181.57	25.98	▲16.70%
DMW	833.72	1004.01	170.29	▲20.43%	QUV	440.55	540.21	99.66	▲22.62%
YZJ	903.49	1127.46	223.97	▲24.79%	HZT	285.51	344.98	59.47	▲20.83%
GLY	982.07	1219.39	237.32	▲24.17%	PCW	811.44	1029.66	218.22	▲26.89%
VDA	113.74	143.41	29.67	▲26.09%	AIK	361.77	451.39	89.62	▲24.77%
UVV	468.08	535.41	67.33	▲14.38%	ZJJ	858.36	994.57	136.21	▲15.87%
HJS	545.49	659.05	113.56	▲20.82%	RHJ	894.79	1046.68	151.89	▲16.97%
EQC	566.96	664.69	97.73	▲17.24%	VQV	425.08	509.95	84.87	▲19.97%

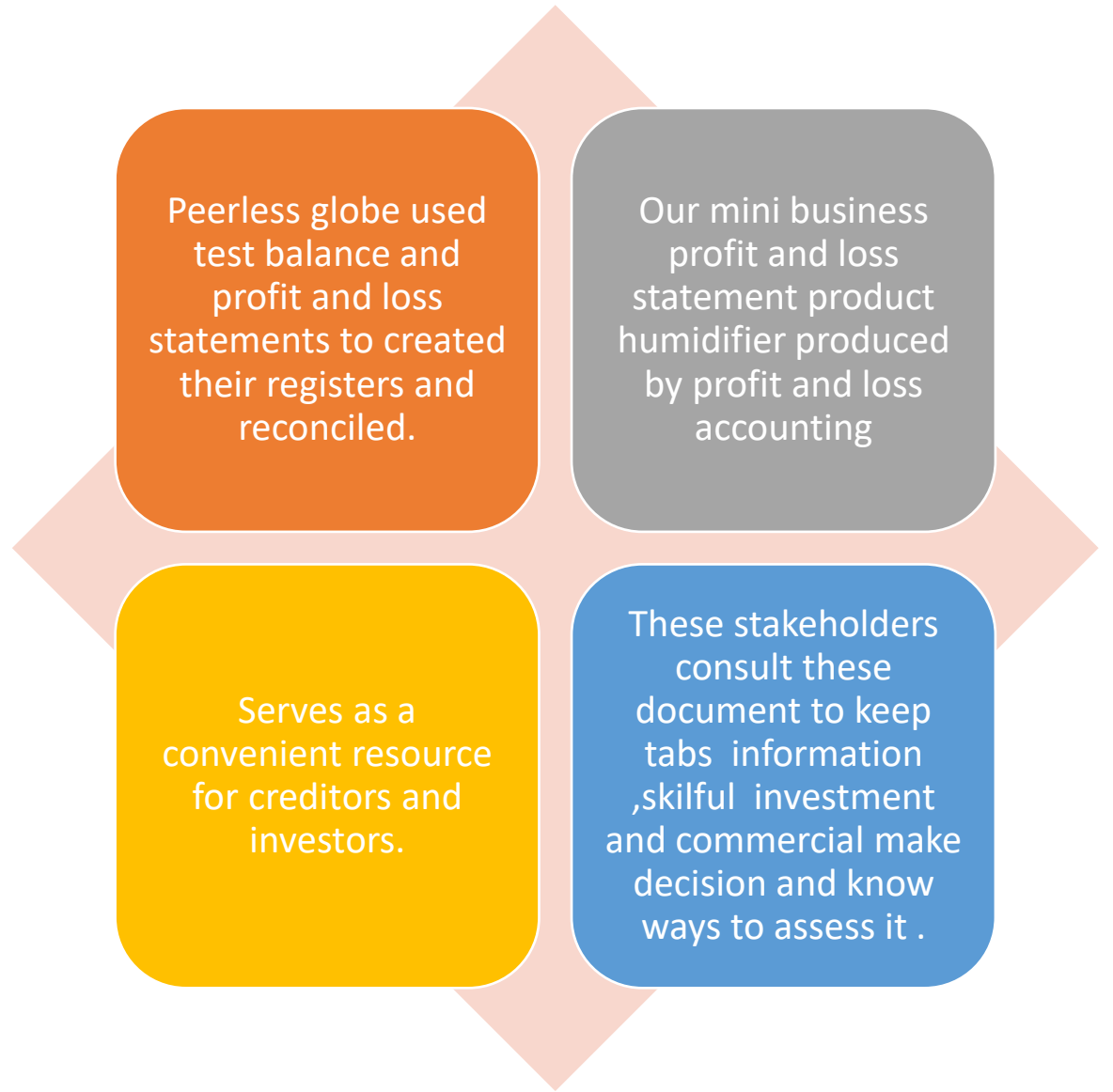
PPJ	912.63	1038.36	125.73	▲13.78%	ZGK	391.59	491.48	99.89	▲25.51%
UAQ	1309.55	1655.62	346.07	▲26.43%	BNY	969.21	1130.65	161.44	▲16.66%
DAQ	1295.17	1641.66	346.49	▲26.75%	SDM	735.44	913.39	177.95	▲24.20%
PNR	654.33	775.84	121.51	▲18.57%	TQQ	1323.91	1646.42	322.51	▲24.36%
ZTM	181.19	217.12	35.93	▲19.83%	OIS	543.42	667.24	123.82	▲22.75%

Financial Forecast

The forecast also aids in forecasting future possible challenges. It aids in calculating sales and customer interest expense, revenue for a specific project, and other help support for continued business management.

- Start new business promotion, Budget development enables businesses using their investments to support big projects and ventures.

Profit and Loss Account



Cash Flow Statement

- For the financial statements, balance sheet, and cash flow statement, Peerless globe made different output section groups. To make the model easier to understand and inspection,
- Peerless globe will only focus on the assumption and the operating income in this column revenue, the cost of goods and gross that contain all income statement input expectations,
- Starting with revenues and finishing with EBIT. Forecasted costs also added Backup Timetables unit where precept and processing calculations is adjusted properly.

References

- <http://amazon.co.uk>
- <http://peerlessglobe.com>
- [The Portable Air Humidifier and Dehumidifier Market is expected to grow by \\$ 348.1 mn during 2022-2026, accelerating at a CAGR of 5.37% during the forecast period \(yahoo.com\)](#) (Clare ,2022)
- [Global Portable Humidifier Market Report 2022, Market Size, Share, Growth, CAGR, Forecast, Revenue \(cognitivemarketresearch.com\)](#) (no name ,2022)
- [Humidifiers: Ease skin, breathing symptoms - Mayo Clinic](#) (mayo clinic staff,2021)
- [Air Humidifiers Market Analysis, Size And Trends Global Forecast To 2022-2030 \(thebusinessresearchcompany.com\)](#) (no name ,2022)

The background of the slide features a close-up of green leaves on the left and right sides, with a central pink panel containing the text.

Thank you

WEBSITE

<http://peerlessglobe.com>