

Business plan

Executive summary

The name of my business is 'tote-it-up' I sell tote bags with a simple design on them. The bags are made of cotton, so they are durable and not harmful to the environment

Introduction

The products that I am going to design, and sell are tote bags. They will be made from environmentally friendly materials such as cotton so that customers can effectively reuse the bags without worrying about damaging them quickly or harming the environment if they need to get rid of them. The tote bags will have a custom design printed onto them to signify my brand. The design is printed on by using a heat press machine. The logo that will represent my business is a simple drawing of a leaf, this is to symbolise how the product is environmentally friendly, whilst also looking trendy at the same time.

Legal status

I am a sole trader. I am run and oversee everything that happens in this business.

Marketing

I will be marketing my business by using social media such as, Facebook and Instagram. I will also do some paid posts on those social media platforms so that a larger audience can be introduced to my products.

My unique selling point is that my product is environmentally friendly. The material used to make the tote bags are cotton. Cotton is known to be natural material that does not harm the environment. The reason why I have decided that this should be my unique selling point is because people are focused on trying to save the environment now more than ever. This selling point would prompt people to choose my business over others that may not have the same qualities.

SWOT analysis

Strengths: product is not harmful to the environment, and it is durable for a long time. It is simple and up to date with current trends.

Weaknesses: due to the fact that I am a sole trader it will be difficult for me to produce a large amount of my product. It may be hard for me to process a large number of orders too.

Opportunities:

Threats:

Competitor analysis

In my area there are no other businesses that exclusively sell tote bags. My tote bags will be friendly for the environment, and they are guaranteed to last for a long time.

However, competitors that have been in the business for a while will have the advantage of customers being loyal to them and their services. Bigger businesses will also be able to produce large amounts of orders, making it easier for them to sell large quantities.

Market segmentation

For my geographical segment I am choosing to target people who live in Cardiff as customers can order the products and they will be delivered to them.

The demographic I am targeting are mainly teenagers and young adults, particularly from the ages of 15 to 25.

Revenue and pricing

Each tote bag will be priced at £4.65.

I came to this decision because a pack of ten tote bags cost £9.49 and 400ml of ink for the heat press cost £50.09. I decided that the profit margin should be 300% and that is why I chose this price. I will have a £1.00 delivery fee as well as the original price.

In my business I will have one income stream as I am only selling one product, tote bags.

A heat press will cost me £169.54, and my phone bill costs £40.00 per month. However, I do not need to worry about rent or bills since I live with my parents. Adverts on Instagram will cost me £2.70, while adverts on Facebook will cost £3.57. These factors will affect my cash flow.

Operations

The location that my business will take place in is my home. I will be selling the products online. When someone places an order, I will package it and then it will be delivered to them. Since I am a sole trader, I will be working alone. I have no other staff members that are helping with the production.

Cash flow

[illegible]