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Assignment 1

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Introduction

A new business in the economy contributes with several outcomes by utilizing the resources and people in local and national perspective that generates economic products or service. The circulation of funds and resources are properly used with a business organization. The emergence of new business idea in economy helps in brining new products and services along with new processes (Abrams, 2013). This report is about the explanation of a new business plan and its detailed aspects. The whole report explains the business emergence and the processes that will be followed in this new business. The business is about printing and selling on demand t-shirts.

Business description / Market Opportunity

Products

The product for an organization is the value that is offered to the consumers in the market (Aldridge, 2005). The consumers in the market are served with the production of products and services. For the new organization, the designed and printed t-shirts are the main products for the consumers. The idea of business is to create unique design of t-shirts and sell them in the market.

Aims and Objectives

The aim of the organization is to create unique experience for the consumers in the market with unique design of t-shirts.

The objectives of the business circle around utilizing resources for producing t-shirts. The motive of business is also collecting effective revenue.

Overview

The idea of business is to apply effective design in printing t-shirts for consumers. The name of business will be Print Alchemy. The in-demand t-shirt printing design would be more effective for the consumer to attract them. The consumers can also customize the design for their own t-shirt printing.

Potentiality of market

The market for the t-shirt design is effective in the market. With this idea, the market is more potential while targeting specific movements and trends. For instance, different social awareness movements are promoted with white t-shirts written with some messages. The t-shirt orders from such movement can produce maximum potentiality for an organization.

Industry Analysis

VRIO analysis

The industry analysis with VRIO analysis takes consideration of contributing to competitive advantage. The VRIO analysis frame work states value of products and different influences for an organization (Bank, 2006). The valuable, rare, inimitable and organized production are mostly relative to competitive advantage. The analysis for the t-shirt printing organization is presented below:

- **Valuable:** Value for products in the market attains while the demand for products is more in the market. The value of printed t-shirts is increasing in market with different movements and trends.
- **Rare:** Rarity of products and services in the organization takes consideration of different aspects of products and its availability in market (Barrow, Barrow and Brown, 2015). The printing of t-shirt with unique design is rare in the market fostering its demand.
- **Inimitable:** The inimitability of products is with the development of products in the market. The design quality and uniqueness make it more inimitable for the market.
- **Organized:** The organized value of products and services in the market are determined with the products and its distribution channel. The direct marketing channel will be promoted for the organized products with printing t-shirts.

Porter's five forces model

- **Threat of New Entrants:** New entrants in the market generates competition for an organization. For the new T-shirt organization Print Alchemy, the new entrants and its potentiality is high making it competitive in the market. The idea of printed t-shirt can be copied in the market. Since business entrance in London is easy, this makes threat intense for Print Alchemy.
- **Bargaining Power of Buyers:** Buyers hold the maximum power to influence the sales of the organization (Didier Mutel, 2010). The buyers while like the products they tend to buy more. The organization Print Alchemy products have high potential to be liked by the consumers.
- **Bargaining Power of Suppliers:** The bargaining power of suppliers is relatively low, given the availability of printing equipment and materials from various sources. However, building strong relationships with reliable suppliers is essential for ensuring a steady supply of quality materials and negotiating favourable terms. The ability to switch suppliers easily helps in maintaining control over costs. The power of buyer is extreme in the market.
- **Threat of Substitutes:** Substitute products are those products and services that are bought by the consumers with sacrifice of original products and services (Ferrell, 2018). The substitute products and services for Print Alchemy are those companies with t-shirt production, jersey and customized t-shirt selling. The company with substitute has a moderate competition in the market.

- **Competitive Rivalry:** Competition in the market is extreme in clothing fashion in UK. The UK fashion industry has been competitive with large organizations (Genadinik, 2018). For Print Alchemy, the t-shirts are sold by several organizations dealing with t-shirt production and selling of t-shirt. The organization has to face competition with the companies like Sports Direct, Primark, Nike, Levi's, Adidas, PUMA, and H&M are major player in the industry.

Target Market

Target market for an organization is the specification of consumers within an area, locality, with target of age, race or ethnic group (Mariotti and Glackin, 2019). The target market for an organization deals with primary targeting for diverse consumer base in London. The individuals and organizations are target for Print Alchemy with direct selling. The customized t-shirt design can promote effective solution for the company.

Segmentation

Customer segmentation in the market is a process of dividing the consumers based on demographic, age or other background so that working with marketing becomes easy with them. The consumers for the organization can be segmented below:

- **Individual Consumers:** The individual consumers are directly targeted by Print Alchemy for selling in the market.
- **Event Organizers:** There are different events organized with different motives like festivals, concerts, sporting events can be promoted with such printed t-shirts in London.
- **Local Artists:** The local artists can be segmented to produce more design with the company. The artists can use their arts printed in the t-shirt.

Positioning

Positioning in market involves dividing products with different qualities and processes. The products and services by an organization are positioned with size, quality, creativity and progress of products (McKeever, 2018). For Print Alchemy, the T-shirt printing services in London specifying different fashion trends. The quality of t-shirt used in printing design determines different services for the organization. The positioning of organization in an organization holds more specification of marginal components of organization in relation to the t-shirt designing process and progress.

Operation and Management team

Business process

The business process is defined with the progress of an organization with explanation of how the organizational production and distribution takes place (Schaffer et al., 2020). The organization Print Alchemy introduces its production model with utilization of printing unique designs on t-shirts. The customizable t-shirts are produced by the company on which different designs are printed. The consumers can also include their own picture or design to

print them on their own t-shirt. It makes more attractive for consumers to print their own design on their t-shirts. Like one can use his dog's or other pet's picture on his t-shirt which is now trendy idea. This will be distributed from a popular location where people gather like shopping mall or popular roads, where people have more access to take these services.

Revenue generation

Revenue for an organization is most important consideration that specifies collection of values in exchange for the products and services. For retail organizations, the collection of revenue is from the consumers by selling the products directly to the consumers. For the organization, the collection of revenue considers how the company is dealing with distribution. Print Alchemy is selling directly to the consumers with customization in design of t-shirts. This fosters its access to consumers to make them happy with the products and services. The revenue loss in this process can be saved with keeping a proper track and planning for administrative expenses within the break-even point of sale.

Employee specification

Employees for an organization is important consideration that explains how the volume of employees contribute to the organization (Sellars, 2019). Print Alchemy in its initiation in local area would require 8-10 employees for generating and providing its services. In the designing and printing section 5 people would be required and other 3 people would work as assistant to serve consumers, track the printing and maintaining the store. Later with expansion of store, the number of people in store will also increase.

Marketing Plan and strategy

Marketing plan for an organization holds an important consideration with detailed planning of how the organization will reach the consumers and how the brand will be promoted in the market. The 4ps of marketing model can be used in this frame to demonstrate the marketing strategies and planning.

Product

Product for the consumers is the physical or tangible that is offered to the consumers to serve them. The quality of products determines the value of products in the market as well as the consumer likeliness (Wood, 2019). The consumers while like the products in the market, the products go high on demand. The Print Alchemy has products which is printed t-shirts with unique design and customization. The consumers with it can print own design or picture on his t-shirt.

Price

Price is the value with which the products or services are exchanged with the consumers. The value of any product is determined with a price which is called on market from the consumers. The price while is lower, the consumers find more accessible range to the products. But while the price is high, it maintains high brand value. The company in this case have to maintain both. But in the initiation of the organization, it needs to offer lower price to attract maximum consumers.

Place

Place is the location where the products or services will be available. In the distribution line, the place is important consideration that explains how the organization would offer its service (Stapleton and Thomas, 2016). Print Alchemy will provide its service in popular location in a local shopping mall where more people gather. The physical outlet will identify the company service from that specific location.

Promotion

Promoting about the brand in the market is to motivate the consumers about buying the products. The promotion of products and services for Print Alchemy will take place with digital marketing and social media. For physical promotion, banners, poster and signboards will be used in different popular locations. The company will also sponsor different events to showcase some unique designs.

Financial plan

Financial Plan Highlights

The financial plan for an organization, the management of financial activities and operations come. The financial plans for the organization will hold more specification with consideration of different financial forecasting (Mazzarol and Reboud, 2020). In the financial plan for Print Alchemy, the competitive pricing for the organization along with cost management and investment process have been included. The company allocates funds accordingly with the motive of expansion of organizational values. The contingency fund is to be set with addressing unforeseen challenges for the organization with reserve funds.

Types of Financing Available:

- **Personal saving:** Personal saving is highly required for starting a business. The personal saving funds can be invested to meet most of the required funds for the organization.
- **Bank Loans:** Bank loan is a common source of funding for small businesses in UK.
- **Investors:** Investors seek for potential investment opportunities who can be convinced to invest in this business.

Months	Revenue	COGS	Operating Expenses	Marketing	Maintenance	Loan Repayment	Net Cash Flow
1	£20,000	£8,000	£8,000	£3,000	£500	£1,000	£5,500
2	£20,000	£8,000	£8,000	£3,500	£500	£1,000	£8,000
3	£20,000	£8,000	£8,000	£4,000	£500	£1,000	£8,500
4	£20,000	£8,000	£8,000	£4,500	£500	£1,000	£8,000
5	£20,000	£8,000	£8,000	£5,000	£500	£1,000	£7,500
6	£20,000	£8,000	£8,000	£5,500	£500	£1,000	£7,000

Closing Summary

A business plan can be made with the insight for utilizing funds and resources. For a new organization, limited resources can be used to establish a small organization to seek for potentiality of boosting the organization. In this report, a small business organization and its establishment has been explained with crucial explanation of different factors in it. The whole report is based on the idea of t-shirt designing organization that sells printed designed t-shirts to consumers with their demand.

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