



LET'S TALK ABOUT

ENTREPRENEURSHIP LCBB5001

• **Presenter:**

Borislav Nenkov (2242940)

• **Lecturer:**

Dr. Amer Kareem

T-SHIRT PRINTING AS A WAY TO MEET NEW PEOPLE

- Live chats or social networks?
- Let's stop the phone for a moment and look around us.
- People with similar interests are easier to contact.
- Clothes are an indispensable part of the first impression.



OVERVIEW OF THE BUSINESS IDEA

- The idea is to print t-shirts and sweaters with natural landmarks.
- The company's mission is to get people talking face to face.
- The brand for easy recognition will be "**Let's talk about...**"
- The long-term idea is to build brand recognition and awareness.



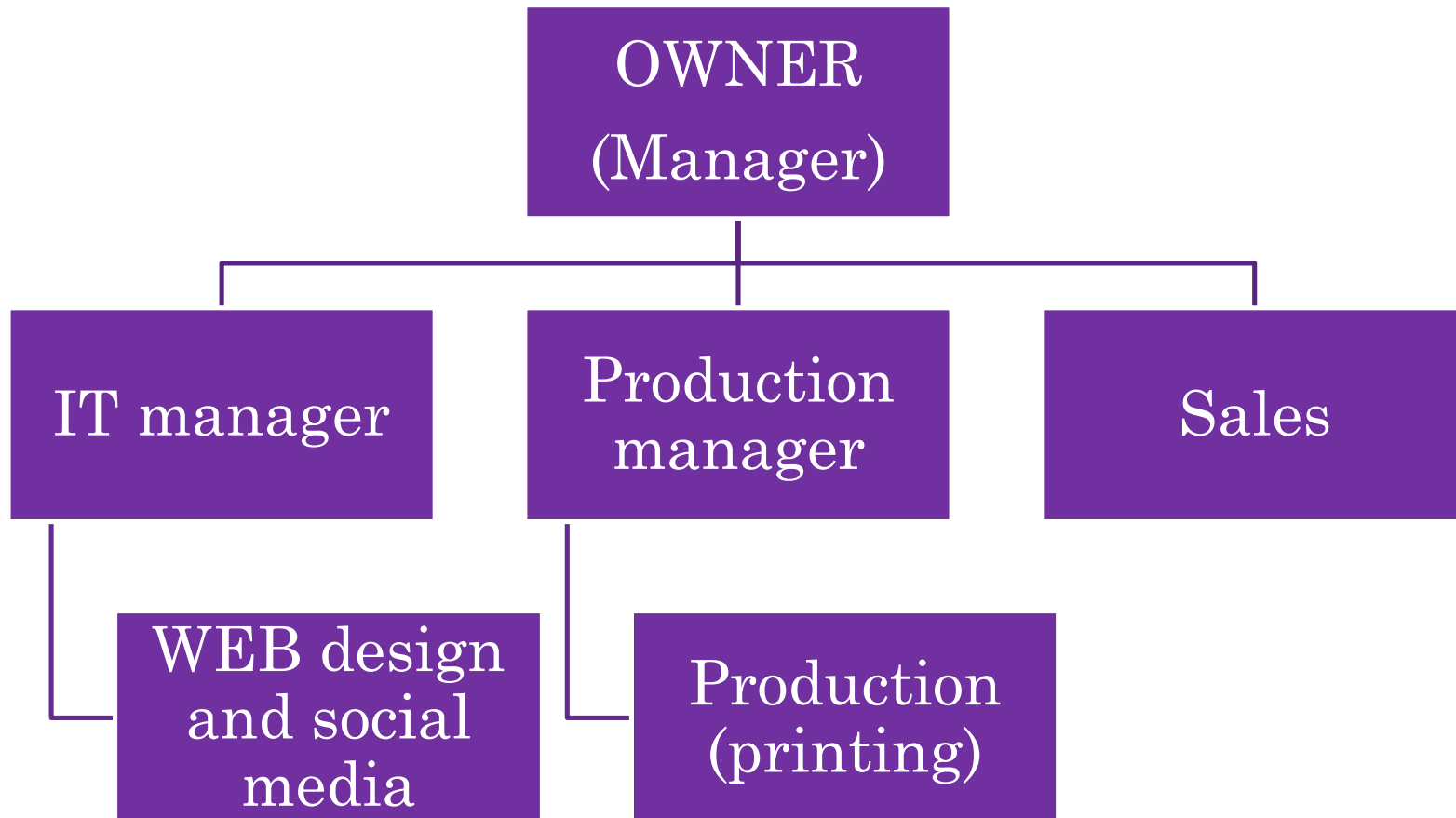
LEGAL FORMAT

- Name of the company will be **Let's talk about** Ltd.
- Personal assets of the owners remain safe.
- Easier to obtain capital by issuing shares.
- Tax-efficient structures.

(BIS, 2011)
(HSBC, 2024)



ORGANIZATIONAL STRUCTURE



SWOT ANALYSIS

- SWOT analysis assesses a company's strategic position and is widely used in the early phases of decision-making.

SWOT MATRIX	
Strengths	Weaknesses
- finding a market niche - small initial investment - potential customers through the Internet - uniqueness of the product - low fixed costs	-limited popularity - lower production capacity -insufficient funding for aggressive market entrance. - lack of a physical store
Opportunities	Threats
- attracting new customers; - making the idea into a brand - easy expansion when more requests appear	- entry of new competitors; - relatively easy imitation of the product - inflation growth -copyright for photographs

MARKETING MIX

- The marketing mix is a collection of controllable components that enable a company to influence its customers' needs. The components include PRODUCT, PRICE, PROMOTION, and PLACE.
- Product will be limited to printing on clothing and mugs
- Price - **competitive pricing** in beginning and later to **value pricing**
- Promotion –main social media and website
- Place of order: company website, and delivery method: using logistics companies

(Kotler et al., 2019)



CASH FLOW FORECAST

Particulars	Month1	Month2	Month3	Month4	Month5	Month6	Month7	Month8	Month9	Month10	Month11	Month12
Starting cash (own and investors)	50 000	29 000	24 000	21 000	21 000	24 000	32 000	47 000	70 000	81 000	89 000	102 000
Machines and equipment	15 000											
Revenue will vary according to sales	5 000	7 000	10 000	14 000	19 000	26 000	36 000	45 000	28 000	24 000	27 000	39 000
Less Fixed cost (Rent, Utilities, Advertising)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
Less Variable cost (Labour cost, Maintenance, operational cost)	10 000	11 000	12 000	13 000	15 000	17 000	20 000	21 000	16 000	15 000	16 000	20 000
Profit/loss	(6 000)	(5 000)	(3 000)	0	3 000	8 000	15 000	23 000	11 000	8000	13 000	18 000



REFERENCE LIST

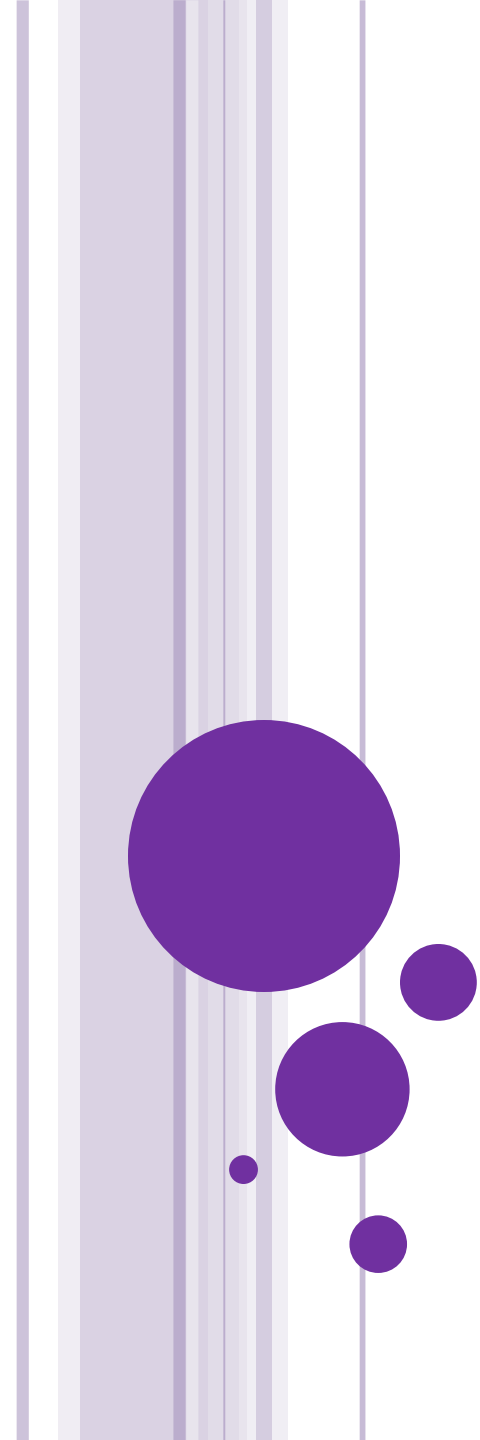
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THANK YOU!

QUESTIONS?