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INTRODUCTION

- The Solstice Smartwear innovation and sustainability
- To encourage environmentally responsible behaviour while providing people with cutting-edge wearable technology to enhance their agency.

OVERVIEW OF BUSINESS IDEA

Solar-powered smartwatches of solstice smartwear

Synthesis of cutting-edge technology and environmentally responsible design

Smartwatches have extensive features for tracking fitness and health

Incorporation of solar charging technology

Solar energy to lengthen the battery life

Reduces their dependency on conventional means of charging

MANAGEMENT TEAM

- CEO and Founder
- CTO (Chief Technology Officer)
- Head of Operations
- Head of Marketing and Sales

MARKETING STRATEGIES

Product

Place

Price

Promotion

DIFFERERENTIATION STRATEGIES

- **The primary differentiating factors are the one-of-a-kind value proposition offered by solar charging technology and the general commitment to acting responsibly towards the environment (Furstenau et al., 2020).**

FUNDING REQUIREMENTS

Month	Opening Balance (£)	Sales Revenue (£)	COGS (£)	Operating Expenses (£)	R&D Expenses (£)	Miscellaneous Costs (£)	Closing Balance (£)
Month 1	1,000,000	50,000	20,000	100,000	80,000	10,000	840,000
Month 2	840,000	70,000	28,000	100,000	60,000	10,000	712,000
Month 3	712,000	90,000	36,000	100,000	40,000	10,000	616,000
Month 4	616,000	110,000	44,000	100,000	30,000	10,000	542,000
Month 5	542,000	130,000	52,000	100,000	20,000	10,000	490,000
Month 6	490,000	150,000	60,000	100,000	10,000	10,000	460,000

CONCLUSION

The business plan presents an attractive strategy for penetrating the UK market with solar-powered smartwatches.

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