

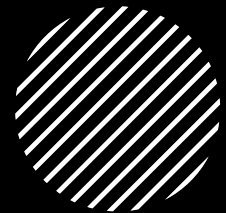


- TITLE – THE FELS SPACE
- STUDENTS- XXXXXX, XXXXXX
- XXXXXXX, XXXXXXX, XXXXX
- GROUP 1
- LECTURE NAME - XXXX XXXX



Executive Summary

***Business
/ Company Overview
Products and Services
Market audit-
Competitor's Analysis
Market Audit-SWOT Analysis
Market Audit-PESTLE Analysis
Target Market
Marketing and Sales Plan
Management Team***



Business / Company Overview

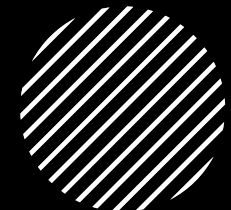
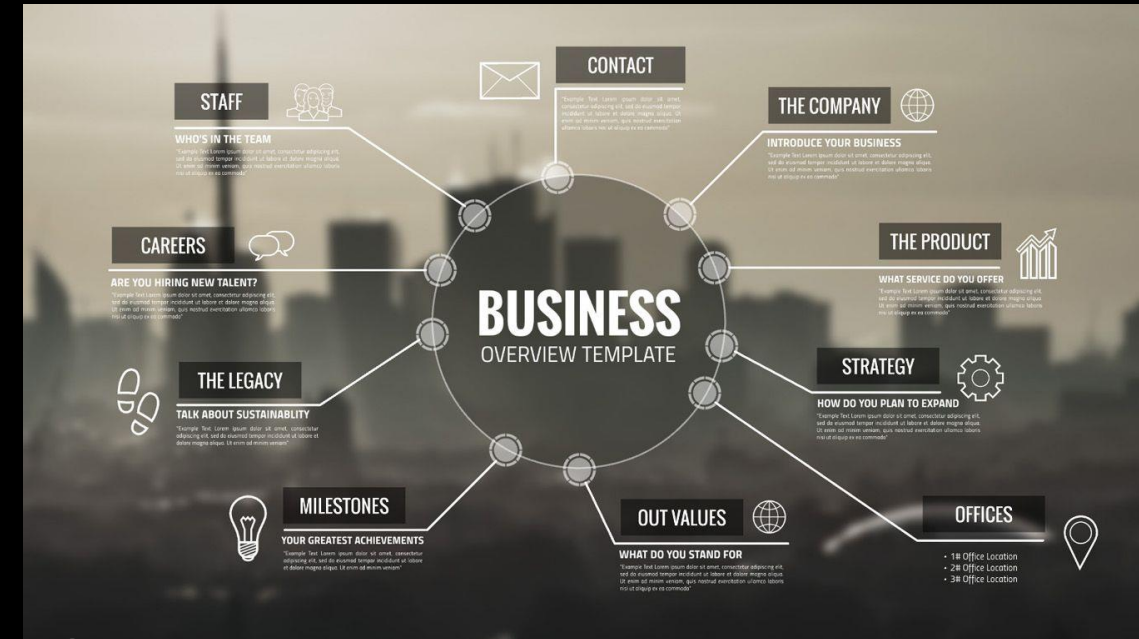


F – fun

**E-
Educational**

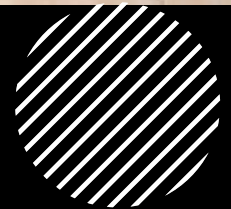
L - Life

S- Skills



Products and Services

- *Homework assistance*
- *Activities to stimulate the kids brain*
- *Library and game room for learning basic life skills*



Market audit- Competitor's Analysis

- 1. Weak points and strength of market competitors***
- 2. Identify similar business in area of our activity***
- 3. Market differences***



Market Audit- SWOT Analysis

- Strength - safety place for kids
- Weaknesses - age limit
- Opportunities - parents can work including overtime
- Threats – other competitors



Market Audit- PESTLE Analysis

- Political - pandemic covid 19
- Economical – financially help
- Social - faster integrate
- Technological – online service
- Legal – health and safety laws
- Environmental – ecological program



Target Market

1. Parents

2. Kids between 2-10 age

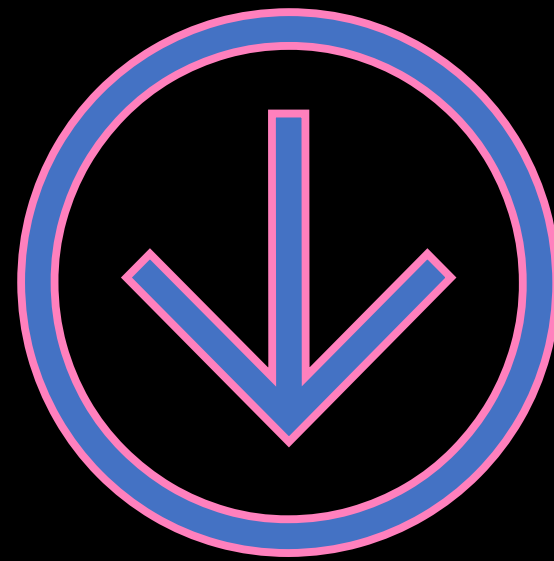
3. Profit

4. Help to people – financial support



Marketing and Sales Plan

- Social media
- Tv
- Radio
- Door to door information
- Magazine
- News paper



Management Team

