

ONE-PAGE BUSINESS PLAN FOR (GROUP 5)

1-2						
WHAT + HOW + WHO	WHAT do we do?	Selling antiques and artworks.				
	HOW do we do it?	Connecting owners of art pieces and shops to customers by displaying pieces on the website.				
	WHO do we serve?	<ul style="list-style-type: none">- Shop owners.- People who want to buy antiques and artworks.				
WHY	DEFINE CUSTOMER PROBLEM	Wasting time and effort by searching for a specific piece of art.				
	DEFINE SOLUTION PROVIDED	Save time and effort by displaying art pieces on the website.				
REVENUE	PRICING + BILLING STRATEGIES	Pricing based on cost.				
	INCOME STREAMS	<ul style="list-style-type: none">- Membership.- Selling commission.- Advertisements on the page.				
MARKETING	CUSTOMER REACH STRATEGY	<ul style="list-style-type: none">- Soical media.- Local events.				
	REFERRAL GENERATION STRATEGY	<ul style="list-style-type: none">- Gold Member.- Discount on commission percentage for selling the piece lump sum or auction.- Cancellation of auction entry fees.				
COMPETITION	TOP COMPETITORS	<ul style="list-style-type: none">- Mosaic Land for Oriental Antiques - Madaba.- Al Afghani shop for oriental antiques - Amman.				
	OUR COMPETITIVE ADVANTAGE	<ul style="list-style-type: none">- Certified and trusted parts.- Diversity of delivery methods.- The ability to review the product from all exhibitions without moving.- The presence of an advisory service and a quick response during auctions process.				
METRICS	SUCCESS MILESTONE MARKER 1	<ul style="list-style-type: none">- Repeated customer entry to the site.				
	SUCCESS MILESTONE MARKER 2	<ul style="list-style-type: none">- Increase the number of membership.- Access to a specific number of buying and selling through the site.				
SITUATIONAL ANALYSIS (SWOT)						
	STRENGTHS (+)				WEAKNESSES (-)	
	Authenticated and approved by the Ministry of Tourism and Antiquities				New website	
	Giving discounts				Lack of products and scarcity	
	Discount of membership to shops to display their products				Gain the trust of customers	
	EXTERNAL FACTORS					
	OPPORTUNITIES (+)				THREATS (-)	
	Open a special section for Artworks in sand				New competitors appear in the market	
	Open a special section for Handmade masterpieces				Weak demand for tourism in some months of the year	

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