

**2-Year Business Plan for  
EMPTspace  
3D Printing Solutions**

# Executive Summary

**Vision:** To become a leading provider of innovative 3D printing, modeling, and advanced fabrication solutions.

**Mission:** Start by creating high-quality custom parts, DIY kits, ornaments, and toys, then expand to advanced fabrication services like resin printing and laser engraving.

## Short-Term Goals (Year 1):

- Launch the business from a home setup.
- Focus on building a customer base through affordable and customizable products.
- Achieve profitability by leveraging social media and local networks for marketing.

## Long-Term Goals (Year 2):

- Build a professional webstore to expand online sales.
- Move to a larger workspace to accommodate advanced equipment.
- Invest in resin printing and laser engraving to enhance service offerings.

# Market Analysis

## Target Audience:

- Hobbyists, DIY enthusiasts, and makers.
- Small businesses needing prototypes or custom parts.
- Customers looking for personalized gifts, ornaments, or toys.

## Competitive Advantage:

- High-quality, customizable products at competitive prices.
- Personal consultation and design assistance for unique projects.
- Expansion into advanced services in Year 2.

## Market Trends:

- Rising demand for personalized, eco-friendly, and 3D-printed items.
- Increased adoption of 3D printing for prototyping and custom manufacturing.

# Year 1 Operations Plan

## Workspace:

- Start from a dedicated room at home to minimize costs.

## Equipment and Materials:

- Purchase an FDM 3D printer (e.g., Creality Ender-3 or Prusa i3 MK3S).
- Stock up on PLA, ABS, and PETG filaments in various colors.
- Basic post-processing tools (sanding, painting supplies).

## Services Offered:

- Custom parts and prototypes (e.g., mechanical components).
- DIY kits (robotics kits, hobbyist components).
- Personalized ornaments, toys, and small gifts.

## Marketing Strategy:

- Create social media pages on Instagram, Facebook, and LinkedIn to showcase products.
- List products on platforms like Etsy or Amazon Handmade.
- Collaborate with local makerspaces and schools for workshops and prototyping services.

## Revenue Target for Year 1:

- **Conservative:** ₹4,00,000.
- **Moderate:** ₹6,00,000.
- **Aggressive:** ₹8,00,000.

# Year 2 Expansion Plan

## Workspace Upgrade:

- Move to a larger space to accommodate more equipment and a professional setup.
- Set up dedicated areas for resin printing, laser engraving, and FDM printing.

## Webstore Development:

- Build a professional webstore to streamline online sales and order management.
- Offer customization tools where customers can upload their designs.
- Integrate payment gateways and shipping options.

## New Services:

- Add resin printing for intricate and high-quality designs.
- Introduce laser engraving for custom designs on wood, acrylic, and metal.
- Provide training workshops for 3D modeling and printing.

## New Equipment:

- Invest in a resin printer for fine details and professional finishes.
- Purchase a laser engraver to expand product offerings.

## Marketing and Branding:

- Launch targeted ads on social media platforms to reach a wider audience.
- Collaborate with influencers in the DIY and maker communities.
- Attend maker fairs and exhibitions to showcase products and services.

## Revenue Target for Year 2:

- **Conservative:** ₹6,00,000.
- **Moderate:** ₹8,00,000.
- **Aggressive:** ₹12,00,000.

# Financial Plan

## Year 1 Startup Costs:

- FDM 3D Printer: ₹30,000 - ₹50,000.
- Filaments and Materials: ₹10,000.
- Marketing: ₹5,000.
- Miscellaneous: ₹5,000.

## Year 2 Investments:

- Resin Printer: ₹50,000 - ₹1,00,000.
- Laser Engraver: ₹60,000 - ₹1,20,000.
- Workspace Rent: ₹10,000/month.
- Webstore Development: ₹20,000 - ₹40,000.

# Growth Plan

## **Year 1 Goals:**

- Build a loyal customer base through affordable, high-quality products.
- Optimize workflows and expand local outreach.
- Achieve profitability to fund Year 2 expansion.

## **Year 2 Goals:**

- Scale operations with a bigger workspace and additional equipment.
- Launch the webstore to reach a global audience.
- Diversify product offerings with advanced technologies.