

# **MAGANELUX FAMILY LEGACY**

The business called Maganelux was founded in 2020 by Magane family .

## **THE TARGET AUDIENCES**

The business's target audiences are people who love love style from both men and women from the age 20-45 ,that is why the business is selling jewelry that accommodates both genders from watches, necklaces, earrings and rings and other jewelry .

## **GOALS OF THE BUSINESS**

Our aim is to produce and sell good quality jewelries for our customers and to built a good relationship with our customers and gain their trust. We also working to expand our business to be known by all countries in international and to open more stores in our country and other outside countries for our customers to be able to access our stylish products .

## **THE PROJECT PLAN FOR OUR BUSINESS**

### **1.MARKET STRATEGY**

As MAGANELUX we are marketing our products internationally and also selling the products at an affordable price and also offering discounts to our customers who spend more than R1,800 0n our products .

### **2.PRODUCTION PLAN**

Our plan is to ensure that good quality products are produced by our businesses and also we ensure that the business buy good quality materials to produce the quality products .

### **3.ECONOMIC PLAN**

As MAGANELUX we ensure that the business contributes to the GDP of the country . And also we contribute to the economy by reducing the unemployment rate and offer more jobs as more store are opened by the MAGANE LEGACY .

#### **4.SALES PLAN**

**The business ensure that goods/products from MAGANELUX are well presented to customers and also that the prices of product are affordable to our customers andwe also make sure that the products are also sold through digital and also that the prices are good .**