**Applied Learning Week – Enterprise Week**

**Business Proposal Template**

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| Group: | MVLS/SE Group 4 |
| Group Members: | MingMing Liu (P274368)  Dihao Su (P295119)  Ruixuan Zhang (P326075)  DU Xuanchen |
| Business Name/Title: | vintage buyer’s shop with charity |

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| Project description and location |
| A boutique selling vintage items such as bags and clothes, also focus on rare items, with a portion of the proceeds going to charity (there is a specific charity audience, like Cancer or Orphan...)  Location：  Choose a high-traffic mall interior or neighbourhood with a parking lot: many people will attract more customers when it first opens.  On the corner of the building, on two levels (men's and women's clothing and accessories separate, with vintage other items in the corner of each level: gramophone, dishes, etc.) |

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| Project Aims |
| 1. Find worthwhile vintage and sell it 2. put around 30% of the proceeds into charities to help others |
| **Rationale** |
| It is a pleasure to search through vintage shops and find both period and fashionable items. At the same time, charity is also an enjoyable activity. We think it would be great if we could combine the two! |

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| Target Audience |
| 1. vintage collector 2. People who are passionate about charity 3. People looking for a specific style of the item |

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| Materials/Resources |
| Auction houses  bag shows  Buyers from all over the world (Japan, Korea, Europe, and America)  Also Recycling service available: Unused second-hand items from others, but screening required |

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| Project Budget |
| £6 million  Staff：0.9million   * 3 normal staffs: 5k pounds/month (Commissions are additional) * 2 Transport and delivery drivers 5k/month * 2 Appraisers: 10k/month * Decorators are also needed for the front stage: 30k * Cleaning staff ( once a day ) 3.5k/month   Stock：2.6 million  Equipment: 0.5 million   * Lighting: 10k * Air conditioning: 40k * Shelving and bar: 70k * Delivery van: 60k * Cashier and network maintenance systems 50k * Bills : 1.5k/ month * Others ( 0.12 million available )   Marketing：0.8 million  Buildings： 1.2million   * Rentals :1600-2000 pw/ level ----- 0.86—1million * Car parking: 400/pw ---- 11k |
| **Expected Return**  £12 million （ contain 30% charity） |

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| Expected Timeline |
| Half year since the spring of 2023 |

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| Funding and Finance Considerations |
| Financial considerations include  1. purchase funds,  2. rent and billing,  3. training and salaries for appraisers, leatherworkers, and other store staff. |

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| Potential Problems and Solutions |
| 1. possible counterfeits or questions from customers: get a certificate of authenticity, recruit your own team of authenticators  2. few customers when we first open: promote through the internet and self-publishing: ins YouTube, etc. and create our own website. |