


Business Plan	
<b>Participant Profile</b>	
Name	SHAIKH AMINA MOHAMMAD SALIM
Education	12 <sup>th</sup> , Pass, B.Com and Fashion designing
Address	[REDACTED]
Phone Number	[REDACTED]
Email ID	[REDACTED]
<b>Product/Service</b>	
Name of your business and logo.	Handicraft Studio- 
Is there anyone who is supporting you in the business? (friends, family etc.)	Yes, my Family Supporting me.
Main product/service that you want to provide	Yes I want to more Product add in my listening

Which problem of customers will your product/service resolve?	many people don't find good-quality affordable handmade accessories in local markets. my product solves this by offering trendy handmade accessories at <del>low</del> <sup>good</sup> price.
Why is your idea better than others in the market?	my products are affordable, handmade, and customized. I use good-quality materials, &
<b>Product/Service Idea—Customers</b>	
Who will be your customers?	College girls, working women, and mothers looking for stylish accessories for themselves or their children.
What have you found about your customers through market research?	Customers prefer low-cost, desirable, and stylish accessories. They also want something unique and different from what's available in big shops.
Why do you think the customers will buy from you?	Because, I <del>will</del> provide good quality at affordable prices, and even allow them to customize the design.
<b>Product/Service Idea—Competitors</b>	
Are there competitors/other options for your product/service in the market?	Yes, there are many sellers in the market who sell similar products both online and offline. But most of them sell mass-produced items. My products are handmade and customizable which makes them different.



How is your product/service better than your competitors?	my handmade accessories are more stylish, customized, and affordable than the factory-made ones sold in shops.
Is there a difference in the price of the product/service that you are offering compared to your competitors?	yes, my Product costs a bit more, but I offer custom designs and better materials, which gives more value for money.
How will you price your product or service with respect to your competition?	I will keep my prices slightly high than the market (Because my product quality is good).
<b>Product/Service Idea—Resources</b>	
What infrastructure will you need to setup and run this business? (For example: office space, storage space, phone, power supply etc.)	I will need a small workspace
What raw materials will you require for this business?	For Bag :- fabric, zipper, emb Thread Brandable. For accessories, beads, fabric flowers, glue gun, clips. (and Packing materials)
Where will you get the raw materials for the business?	From local craft materials market or online platforms

Will your business require transport for transfer of raw materials and finished products?	Yes, I will need transport to bring raw materials from the market and deliver finished product to customers.
How many people will you need to employ to setup and run your business?	At the beginning, I will manage it alone with help from my family. later, I may hire 1 person for <del>pack</del> packaging and delivery.
Will there be overhead expenses on a regular basis? (For example: Rent, accounting and legal expenses, license and government fees, property taxes and employee salaries etc.)	Yes, I will have some small expenses like internet, delivery charges, and packaging materials. Since I'm working from home, I will not pay rent.
<b>Place</b>	
Do you plan to setup a shop/ office for your business?	Yes, I want to open a Boutique
If so, which area or locality have you selected?	Near the <del>main market</del> market in Bandra
Why did you choose this place?	It is near a busy market with many potential customers.
How will your customers reach you?	Through whatsapp, Instagram, Phone calls, and local word-of-mouth or They can visit my shop or place and orders online also



**Price—Business Setup Phase (First Month)**

**(A) How much money will you spend for the setup of your business in the first month?**

(Please fill up the table in Annexure A with item description and estimated cost)

**Example:** Rental deposit, First month rental, Business Registration and legal paperwork, Office/Shop setup and interiors, Furniture and equipment, signage boards, and Insurance

**Total Business Setup Cost (First Month) = Rs. 95000**

**(C) Deficit Amount = Estimated Cost of Business Setup (A) – Your Investment(B)**

$C = A - B$   
 $C = A - B$

**( 95000 - 45000 )**

**Rupees 50,000**

**(D) Loan Requirement for Business Setup Phase (First Month) = Deficit Amount (C)**

Enter value of C in this box.

**Rupees 50,000**

**Price—Business Sustenance Phase (2 – 7 Months) – No/few employees**

**(E) What is the estimated fixed costs for the business per month?**

(Please fill up the table provided in Annexure B to include item description and estimated cost)

**Example:** Monthly rent, electricity, water and telephone bills, equipment maintenance, business promotion, and minimum owner's salary

**Rupees 45000**

**(F) –Desired**

# Entrepreneurship Development Program

profit per month (Set Realistic and Achievable Goal)	Rupees <u>25,000</u>
(G) – Expected Total Value of Sales per month	(E+F) $(45,000 + 25,000)$ Rupees <u>70,000</u>
(H) – Unit Price = Target sales of products/services to be achieved per day	G/30 $(70,000 \div 30)$ Rupees <u>2,333</u>
(I) – First Loan requirement for business sustenance phase (2 - 7 months)	E * 6 $(45,000 \times 6)$ Rupees <u>2,70,000</u>
Expected profit at the end of business sustenance phase	F * 6 $(25,000 \times 6)$ Rupees <u>1,50,000</u>
<b>Price—Business Expansion Phase (8 - 12 Months) – Hiring of Employees</b>	
(J) - What is the estimated fixed cost for the business per month?  (Please fill up the table provided in Annexure D to include the item description and estimated cost)	Example: Monthly building rentals, electricity, water and telephone utilities, equipment maintenance, business promotion (Refer promotion plan for expense minimum owner's salary and employee salary)  Rupees <u>64,000</u>
(K) - Desired profit amount per month (Set Realistic and Achievable Goal)	Rupees <u>50,000</u>

(L) - Expected Total Value of Sales per month	$(J + K)$ $(J + K)$ Rupees <u>1,14,000</u> $(64,000 + 50,000)$
(M) - Unit Price = Target sales of products/services to be achieved per day	$L/30$ $L/30$ Rupees <u>3800</u> $(1,14,000 \div 30)$
(N) - Loan requirement for business expansion phase	$(1,00,000 - D - I)$ or $(J * 5)$ , whichever is lower Rupees <u>3,20,000</u> $(64,000 \times 5)$

Promotion - Promotion Plan

Purpose of my business	the purpose of my business is provide good quality products / services at affordable prices. Support my family financially and create something of my own that helps people in my community.
What is the USP of the product/service?	I offer handmade, trendy accessories at good prices with customization options.
Who is my customer?	College girls, young women, office working women, and anyone looking for stylish and affordable accessories.
What my customers want from me	my customer want from me - good quality product, <del>and</del> Stylish and affordable Prices.
What I want to achieve this year:	this year, I want to start my business properly build a loyal customer base and earn a steady monthly income to support my family.



How will I achieve my goals? and I will also manage my time and money properly to grow my business step by step	I will achieve my goals by Promoting product through social media like Insta, and Facebook, offering good quality at offerdable price giving excellent customer service and taking feedback seriously
My promotional methods	I will promote my business through whatsapp status, Instagram, word of-mouth, referrals, and by giving offers to attract new customers
Money needed to promote	I will need around ₹2000, ₹3000 to promote my business online through Instagram, whatsapp, Facebook.

Annexure A – Business Setup Costs – Cash Book		
S. No	Expense Description	Estimated Cost (Rupees)
1	Rental deposit	20000
2	First month rental	12000
3	Business Registration	3000
4	Office/Shop setup and interiors	10000
5	Furniture and equipment	10000
6	Signage boards	2000
7	Insurance	57000



8	Product expensive	20,000
9	other expensive	5000
10	marketing Activibies	10,000
	Packing expensive	3000
Total		95000

Annexure B – Business Running Costs (2 to 7 Months) – Cash Book		
S. No	Expense Description	Estimated Cost (Rupees)
	monthly rent	12,000
	Marketing Add	10,000
	Electricity Bill	1000
	Product expensive	10,000
	Packaging expensive.	3000
	Transportation Charges	9000
		45000

# Entrepreneurship Development Program

	Product Expense	20000
	Marketing Expense	10000
	Electricity Bill	1000
	Packaging Expense	5000
	Transportation Charge	10000
Total		45000



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