**BUSINESS PLAN**

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| **WHAT + HOW + WHO** | **WHAT** **do we do?** | We create and sell dedicated high-quality timepieces. | |  |  | | | | | |
| **HOW** **do we do it?** | 1. We source the finest materials to ensure durability and aesthetic appeal.  2. We work with master watchmakers and artisans who have decades of experience.  3. Our design process involves extensive research, prototyping, and attention to the smallest details. | |  |  | | | | | |
| **WHO** **do we serve?** | We cater to individuals who appreciate the artistry of premium watches as well as those who need watches for daily use. | |  |  | | | | | |
| **WHY** | **DEFINE CUSTOMER PROBLEM** | No variety in designs for the individuals who appreciate fine timepieces.  Strongly built watches are not available at affordable prices. | |  |  | | | | | |
| **DEFINE SOLUTION PROVIDED** | We provide a variety of designs and builds for the individuals who appreciate the style. We provide different types of watches at affordable rates that are strongly built for  daily use. | |  |  | | | | | |
| **REVENUE** | **PRICING + BILLING STRATEGIES** | We price the premium watches **1 lakh INR** onwards.  We price the daily use watches **10000 INR** onwards. | |  |  | | | | | |
| **INCOME STREAMS** | Sales (Online and Offline), Limited Editions, Customization Fees and Subscription services. | |  |  | | | | | |
| **MARKETING** | **CUSTOMER REACH STRATEGY** | Online Presence, Social Media Marketing, SEO,  Retail Presence,  Customer Engagement and Support. | |  |  | | | | | |
| **REFERRAL GENERATION STRATEGY** | Our foremost strategy of generating referrals is to provide excellent customer service in terms of product quality and post-sales support. | |  |  | | | | | |
| **COMPETITION** | **TOP COMPETITORS** | 1.ROLEX  2.HUBLOT  3.TISSOT  4.TITAN | |  |  | | | | | |
| **OUR COMPETITIVE ADVANTAGE** | 1.Watches are available in all price ranges for different economically targeted audience  2.Advertisement in form of visual media will help reach out to more people. | |  |  | | | | | |
| **METRICS** | **SUCCESS MILESTONE MARKER 1** | Achieving 5CR in Sales and Revenue. | |  |  | | | | | |
| **SUCCESS MILESTONE MARKER 2** | Expanding Reach by selling Product through E-Commerce Platforms and going digital. | |  |  | | | | | |
| **SITUATIONAL ANALYSIS (SWOT)** |  |  | **INTERNAL FACTORS** | | | | | | | |
| **STRENGTHS (+)** | | | | |  |  |  | **WEAKNESSES (–)** | |
| Quality Craftsmanship | | | | |  |  |  | Supply Chain Vulnerabilities | |
| Effective Marketing | | | | |  |  |  | Competition | |
| Diverse Product Portfolio | | | | |  |  |  | Brand Recognition | |
| Customer Service | | | | |  |  |  | Production Capacity | |
|  |  | **EXTERNAL FACTORS** | | | | | | | |
| **OPPORTUNITIES (+)** | | | | |  |  |  | **THREATS (–)** | |
| Emerging markets or customer segments | | | | |  |  |  | Intense competition | |
| Technological advancements | | | | |  |  |  | Changing regulations or taxes | |
| Market gaps or unmet needs | | | | |  |  |  | Rising raw material costs | |
| Economic growth or stability | | | | |  |  |  | Supply chain disruptions | |