

Startup *Business* Plan

The Curtain Studio

November 2025



Presented Temogo Silowa



Style it. Hang it.
Love it

33 Lemonwood Eco Park Estate

Table of Contents



**THE CURTAIN
STUDIO**



I. <u>Executive Summary</u>	1
II. <u>The Organization</u>	2
III. <u>Business Description</u>	3
IV. <u>Product List</u>	4
V. Industry Background	5
VI. <u>Competitor Analysis</u>	6
VII. <u>Market Analysis</u>	7
VIII. <u>Marketing Plan</u>	8
IX. <u>Financial Plan</u>	9
X. <u>The Future</u>	10

Tip: Use links to go to a different page inside your template.

How: Highlight the text, click on the link symbol on the toolbar, and select the page you want to link in your document.

Executive Summary

Curtain Studio is a growing décor brand specialising in custom curtains, curtain rods, rails, accessories, and professional installation services. We operate using a deposit-based, low-risk model, ensuring steady cash flow, trust, and excellent customer satisfaction. Our vision is to transform Curtain Studio into a full interior décor and woodwork brand, offering shelving, headboards, TV stands, wall panels, and blinds. To achieve this expansion, we are seeking strategic investment to build a workshop, hire staff, and increase production capacity.



MISSION

To deliver affordable, stylish, and high-quality curtain and décor solutions to households and small businesses



VISION

To become a trusted home décor brand in South Africa, offering complete curtain and woodwork solutions.

The Product

YCurtain Studio offers custom curtains, rods, rails, and professional installation services. Products include blackout, sheer, velvet, and layered curtain styles, plus decorative rods and rails. Services also cover measurement, rod cutting, repairs, and reinstallation.

The Leadership

Founded and led by Temogo Silowa, who manages sales, customer relations, bookings, and business development.

The Overall Industry

Curtain Studio operates in the growing home décor and interior styling sector, with rising demand for affordable, custom solutions in South African homes, guesthouses, and lodges. The business aims to disrupt traditional curtain retail by offering mobile consultations and tailored installations.

The Competitors

Competes with large retail chains and local curtain installers. Curtain Studio stands out through:
Personalised service
Deposit-based model
Expansion into wood décor and furniture accents

The Financial Status

Monthly profit potential: R4,000–R12,000 depending on client volume
Average profit per job: R900–R1,100
Seeking investment to fund tools, stock, marketing, and workshop setup
Offers equity or fixed-return investor models

Future Plans

Year 1: Strengthen curtain business, acquire tools
Year 2: Launch wood décor line, hire staff, open showroom in Sekgosese
Year 3: Expand to Gauteng, add blinds and motorised rails, scale online sales

The Organization

An organization chart for Curtain Studio



TEMOGO SILOWA

Title: Founder & Managing Director

Role:

Temogo oversees all aspects of Curtain Studio's operations—from sales and customer relations to bookings, marketing, and strategic growth. With a background in business administration and supply chain systems, she brings both creative flair and operational discipline to the brand.

Experience: 8+ years in client-facing roles, tender administration, and SAP consulting

INSTALLATION TEAM

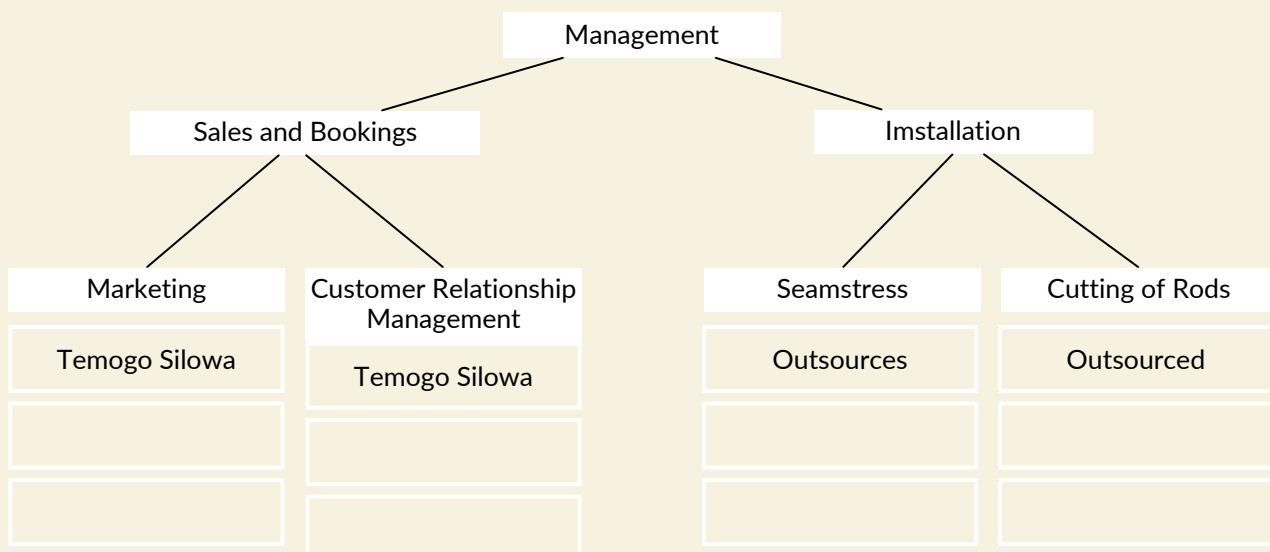
Title: Freelance Installers (Outsourced)

Role:

Curtain Studio partners with skilled freelance installers to deliver professional curtain fittings. These experts are vetted for quality, punctuality, and experience, ensuring every job meets our standards.

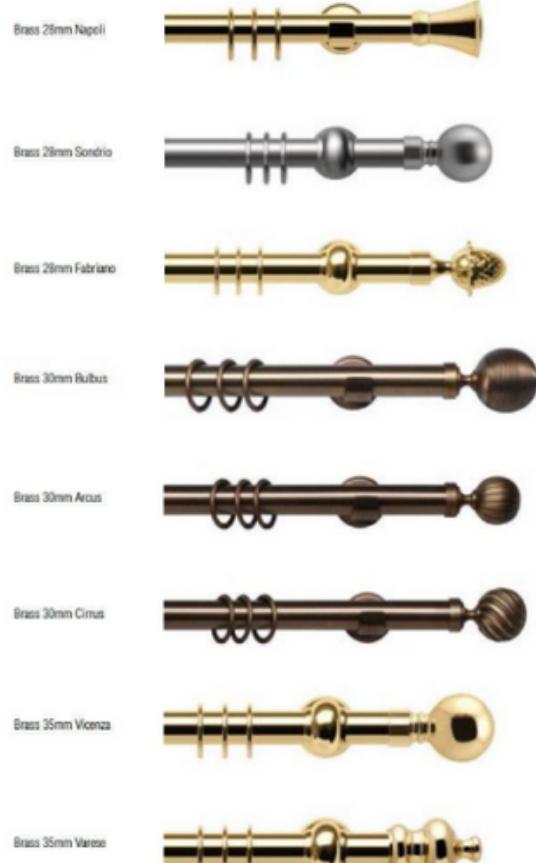
- Scope: Rod fitting, curtain hanging, adjustments, and reinstallation
- Coordination: Bookings and quality checks are managed by Curtain Studio
- Flexibility: Available for homes, guesthouses, lodges, and small businesses
- Fun Fact: Some installers have worked on boutique lodges and luxury homes—bringing high-end precision to everyday spaces

Map of the Organization



Business Description

Curtain Studio provides custom curtain solutions, installation services, and home décor enhancements. We cater to homeowners, lodges, guesthouses, rental apartments, Airbnbs, small businesses, and décor enthusiasts.

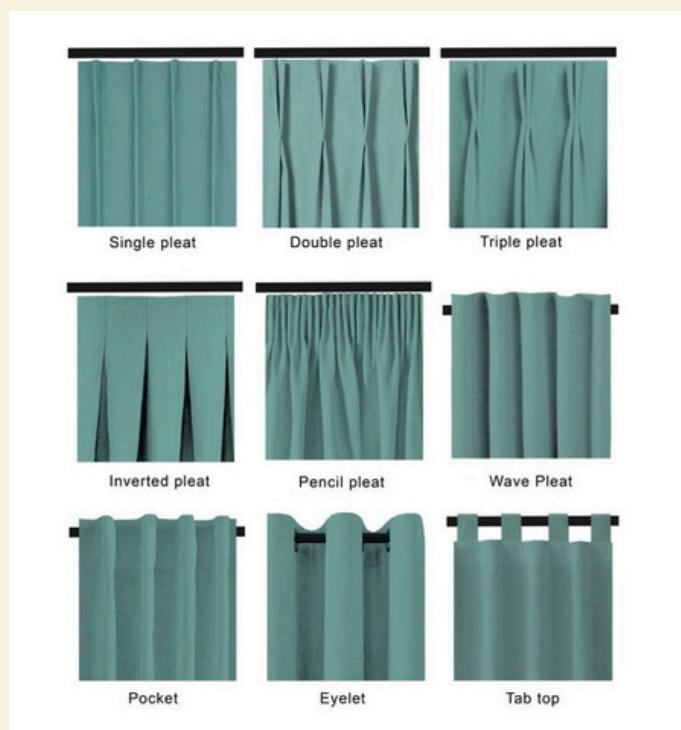


What Makes Us Different?

- Fully customised curtain designs
- Affordable installation services
- Mobile service (we travel to clients)
- Deposit-based model reduces risk
- Expansion into wood décor (unique in our segment)

Growth Opportunities

- Blinds (Venetian & Roller)
- Motorised rails
- Wood décor (shelves, headboards, panels)
- Complete home makeover packages



Product List

Give a brief explanation for the page

1

Curtain Range

Curtain Design	Type	Fabric	Colour Options	Price Range (ZAR)
Modern Wave	Eyelet	Linen Blend	Cream, Grey, Teal	750–1,200
Classic Touch	Pencil Pleat	Velvet	Burgundy, Mustard	900–1,500
Breeze Light	Sheer	Voile	White, Beige	450–700
Cozy Home	Blackout	Cotton/Polyester	Charcoal, Navy	800–1,300
Elegant Layers	Layered	Sheer + Satin	Gold, Blush Pink	1,000–1,800

2

Curtain Rods & Rails

Type	Material	Features	Price Range (ZAR)
Single Rod	Metal	Basic & durable	180–250
Double Rod	Metal/Wood	For layered curtains	250–400
Extendable Rod	Metal	Adjustable	220–350
Decorative Rod	Metal/Wood	Finials – leaf, globe, crystal	300–500
Aluminium Rail	Aluminium	Sleek & strong	250–400
Ceiling Rail	Plastic/Aluminium	Hidden system	280–450

3

Services

Service	Description	Fee (ZAR)
Curtain Installation	Rod fitting + curtain hanging	250–500 per window
Measurement Consultation	Sizing + fabric advice	FREE with purchase
Rod Cutting	Custom sizing	Included
Repairs/Reinstallation	Fixing, adjusting, rehanging	From 200

4

Future Décor Additions

- Pelmets
- Wooden shelves
- TV stands & pedestals
- Headboards
- Wall panels
- Blinds & motorised systems

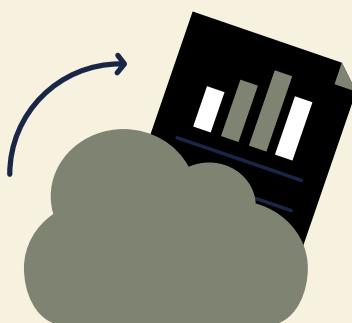
Competitor Analysis

Competitor analysis helps The Curtain Studio understand the décor industry, identify gaps in the market, and position itself effectively. By examining retail chains, boutique installers, and online platforms, the Studio learns their strengths and weaknesses, anticipates threats, and spots opportunities. This ensures the business can differentiate itself through mobile consultations, a deposit-based model, and expansion into wood décor and blinds, while showing investors that it has a clear strategy to compete and grow.

Redditech Networks

Duplicate the SWOT table as you evaluate other competitors.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">Large product variety, established brand recognition, strong supply chain	<ul style="list-style-type: none">Generic designs, limited personalization, higher overhead costs	<ul style="list-style-type: none">Collaborations with décor influencers, expansion into online sales	<ul style="list-style-type: none">Price-sensitive customers shifting to smaller flexible businesses, rising demand for custom solutions



Beyond Calls and Texts

Curtain Studio competes with retail chains, boutique installers, and online décor platforms. Retailers offer scale but lack personalization, boutique installers provide quality but are costly, and online platforms give convenience but struggle with service. Curtain Studio stands out by combining affordability, mobile consultations, and tailored installations.

Market Analysis

Talking The Talk

The Curtain Studio targets a growing market of homeowners, guesthouses, lodges, rental apartments, and small businesses across South Africa. These clients seek affordable, stylish, and professionally installed curtain solutions. The business operates in both urban and semi-urban areas, with mobile consultations allowing flexible service delivery. The market is segmented into:

- Middle-income families upgrading home décor
- Hospitality venues needing durable, elegant curtains
- Landlords and tenants looking for quick installations
- Entrepreneurs and small offices enhancing customer-facing spaces

Curtain Studio's clients value convenience, customization, and affordability. The business responds to this demand with tailored designs, deposit-based bookings, and expansion into wood décor and blinds.

User Persona

Duplicate the table as you analyze other personas

 <p>Age: 32 Occupation: Guesthouse Owner Location: Polokwane</p>	<p>Goals</p> <ul style="list-style-type: none">• graduate university• receive honors• secure an internship <p>Likes</p> <ul style="list-style-type: none">• Modern and minimalist décor• Locally crafted products• Soft textures and neutral tones• Efficient service and mobile consultations• Décor that balances elegance with affordability• 	<p>Challenges</p> <ul style="list-style-type: none">• Limited time, sourcing reliable suppliers <p>Dislikes</p> <ul style="list-style-type: none">• Delays, generic retail options
	<p>Personality</p> <ul style="list-style-type: none">• Lerato is practical, warm, and detail-oriented. She values professionalism, clear communication, and stylish yet affordable décor.• 	<p>Products They Enjoy</p> <ul style="list-style-type: none">• Custom curtains, decorative rods, layered blackout styles

Marketing Plan

Reaching Up and Out

This section outlines how The Curtain Studio will attract customers, promote its products and services, and achieve sales targets. It explains the marketing strategies, channels, and pricing models used to reach the target audience. The plan also highlights how Curtain Studio offers a fresh solution in the décor industry by combining affordability, mobile consultations, and custom installations.

The 4Ps of Marketing

Product the brand, its features, its packaging	Price discounts, bundles, credit terms
<ul style="list-style-type: none">Custom curtains, rods, rails, and installationStyles: blackout, sheer, velvet, layeredIncludes style guides and care instructionsSolves poor fitting and generic décor issuesOffers personalized, stylish, and affordable solutions	<ul style="list-style-type: none">Competitive pricing with clear rangesDeposit-based bookingsBundles and seasonal discountsAffordable compared to retail chainsHigh value for personalized service
Promotion print & broadcast ads, social media, email, search	Place physical stores, website, online marketplace
<ul style="list-style-type: none">Instagram, Facebook, WhatsApp marketingBefore-and-after visuals and client testimonialsReferral incentives and local décor exposFamiliar platforms for target audienceCost-effective and community-focus your product or service?What promotional approaches are most familiar to your audience?What resources are available to you?	<ul style="list-style-type: none">Mobile consultations and online bookingsService areas: Gauteng and LimpopoPlanned showroom in SekgoseseDirect-to-client deliveryConvenient and personalized experience

Financial Plan

Capital Requirements

A. Start-up & Expansion Costs Breakdown

We are seeking investment to cover the following key areas:

- Tools & equipment (curtain + woodwork): R35,000
- Initial stock (fabric, rods, rails): R25,000
- Marketing & branding: R15,000
- Transport & fuel buffer: R10,000
- Working capital reserve: R15,000
- Total Desired Capital: R100,000

B. Revenue Model

Income is generated through:

- Curtain product markup (28%-45%)
- Installation fees (100% margin)
- Rod & rail sales
- Accessories
- Future woodwork décor items

C. Monthly Revenue Projection

	Minimum	Moderate	Strong
Monthly Clients	4	8	12
Avg Profit per Client	R1000	R1000	R1000
Total Profit	R4000	R8000	R12000

Product /Service	Avg Cost Price	Avg Selling Price	Profit Margin%
Curtains	R700	R1100	36%
Curtain Rods	R180	R280	36%
Curtain Rails	R250	R350	28%
Accessories	R50	R90	45%
Installation Fee	R150	R400	100%
Average Profit per Job	-	-	-

Financial Outlook

You will also provide a projection of the business's financial performance within a certain time frame. Investors will want to know when they will receive a return on their investment.

US\$ B	FY'26	FY'25	YOY change
Revenue	R450,000	R789,000	+75%
Expenses	R300,000	R244,000	-18%
Profit	R150,000	R445,000	+196%
Dividend per share	R10	R20	+100%

Future Plans & Milestones

Curtain Studio is focused on scaling from a curtain installation service into a full interior décor brand. Over the next three years, the business will expand its product range, team, and physical footprint



2026

Open Sekgosese showroom and expand mobile services

2027

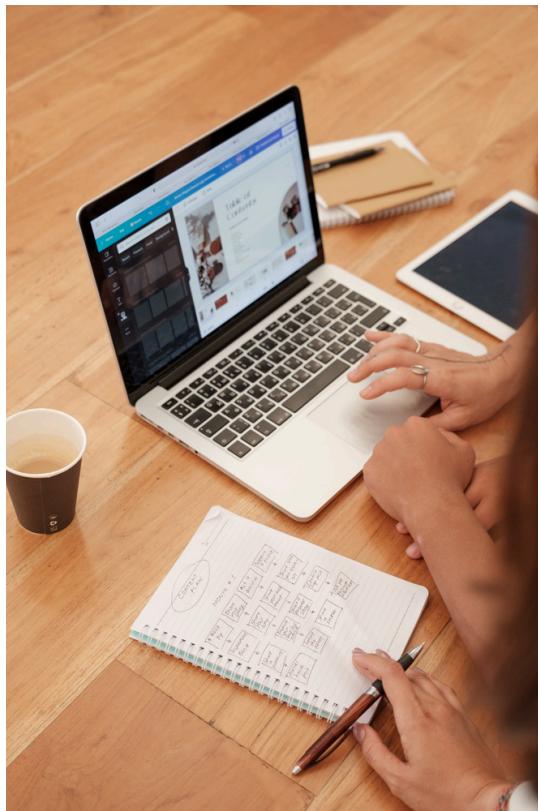
Establish Gauteng workshop and introduce motorised blinds

2028

Launch online store and grow digital catalogue

2030

Reach 10,000 clients served across South Africa



Striving For Excellence

Curtain Studio aims to transform everyday spaces with locally made décor that blends style and function. By investing in tools, talent, and technology, we will scale operations while staying true to our client-first values. Our goal is to bring lasting impact to the décor industry one window, one wall, one home at a time.

Contact us for
further inquiries

Thank you!



The Curtain Studio

temogosilowa95@gmail.com
+27 (0) 63 501 5824