

# Startup *Business* Plan

The Curtain Studio

November 2025



Presented Temogo Silowa



Style it. Hang it.  
Love it

33 Lemonwood Eco Park Estate

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**THE CURTAIN**  
STUDIO



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

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# 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**

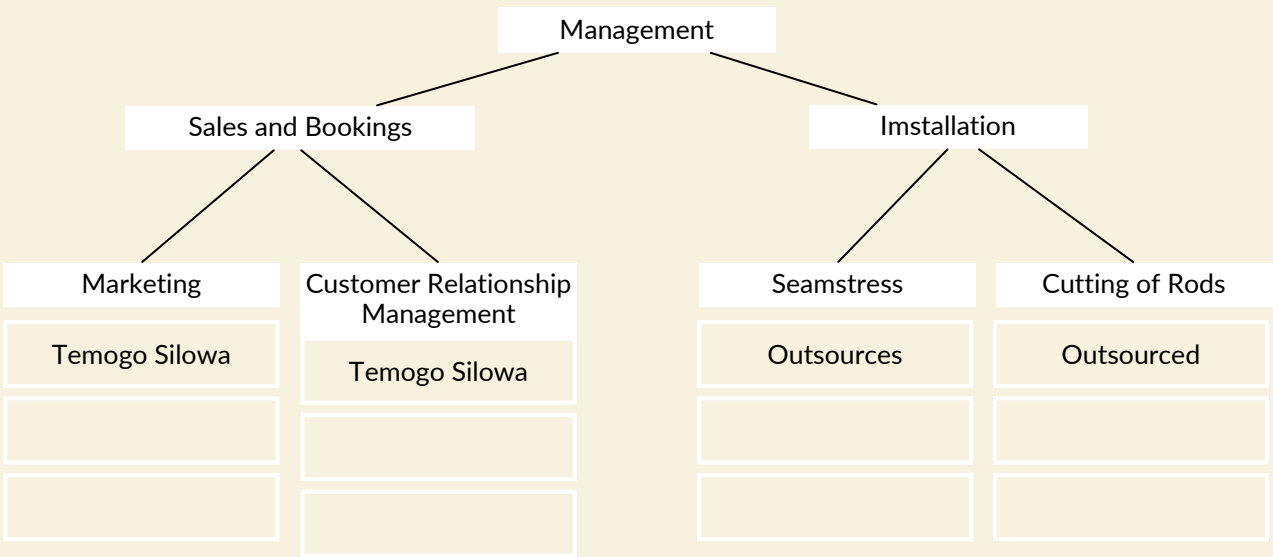
**Role:**  
Temogo oversees all aspects of Curtain Studio’s operations—from sales and customer relations to bookings, marketing, and strategic growth. With a background in business administration and supply chain systems, she brings both creative flair and operational discipline to the brand.  
**Experience:**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

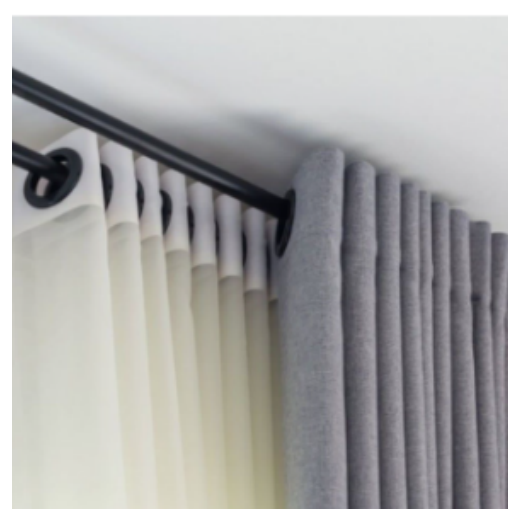
- **Scope:** Rod fitting, curtain hanging, adjustments, and reinstallation
- **Coordination:** Bookings and quality checks are managed by Curtain Studio
- **Flexibility:** Available for homes, guesthouses, lodges, and small businesses
- **Fun Fact:** Some installers have worked on boutique lodges and 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.

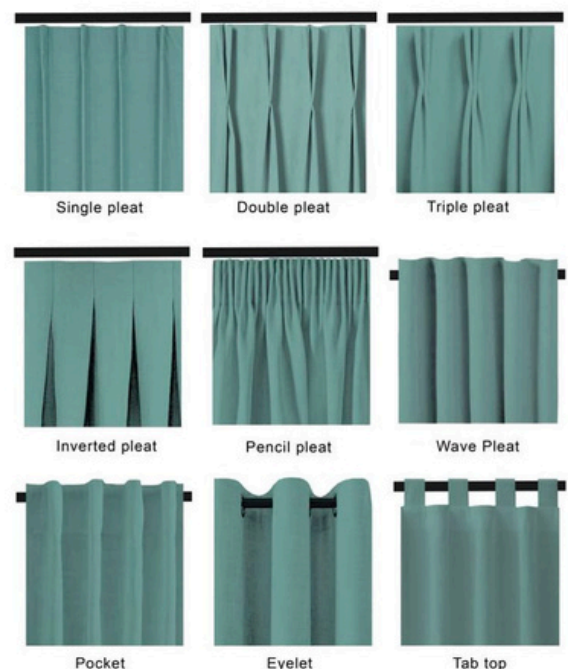


## What Makes Us Different?

- 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       |

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## 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           |

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## 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           |

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



### 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  |  |   |                     |
| <div></div> <div><p>Age: 32</p><p>Occupation: Guesthouse Owner</p><p>Location: Polokwane</p></div> <div><p>Trisca is driven and focused on achieving her goals and making a change.</p></div> | <p><b>Goals</b></p> <ul style="list-style-type: none"><li>• graduate university</li><li>• receive honors</li><li>• secure an internship</li></ul>  | <p><b>Challenges</b></p> <ul style="list-style-type: none"><li>• Limited time, sourcing reliable suppliers</li></ul>                          |                     |
|  | <p><b>Likes</b></p> <ul style="list-style-type: none"><li>• Modern and minimalist décor</li><li>• Locally crafted products</li><li>• Soft textures and neutral tones</li><li>• Efficient service and mobile consultations</li><li>• Décor that balances elegance with affordability</li><li>• </li></ul> | <p><b>Dislikes</b></p> <ul style="list-style-type: none"><li>• Delays, generic retail options</li></ul>                                       |                     |
|  | <p><b>Personality</b></p> <ul style="list-style-type: none"><li>• Lerato is practical, warm, and detail-oriented. She values professionalism, clear communication, and stylish yet affordable décor.</li><li>• </li></ul>  | <p><b>Products They Enjoy</b></p> <ul style="list-style-type: none"><li>• Custom curtains, decorative rods, layered blackout styles</li></ul> | <p>WTS   Page 7</p> |



# 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

| <b>Product</b><br>the brand, its features, its packaging  | <b>Price</b><br>discounts, bundles, credit terms   |
|---|--|
| <ul style="list-style-type: none"><li>• Custom curtains, rods, rails, and installation</li><li>• Styles: blackout, sheer, velvet, layered</li><li>• Includes style guides and care instructions</li><li>• Solves poor fitting and generic décor issues</li><li>• Offers personalized, stylish, and affordable solutions</li></ul>   | <ul style="list-style-type: none"><li>• Competitive pricing with clear ranges</li><li>• Deposit-based bookings</li><li>• Bundles and seasonal discounts</li><li>• Affordable compared to retail chains</li><li>• High value for personalized service</li></ul>       |
| <b>Promotion</b><br>print & broadcast ads, social media, email, search  | <b>Place</b><br>physical stores, website, online marketplace   |
| <ul style="list-style-type: none"><li>• Instagram, Facebook, WhatsApp marketing</li><li>• Before-and-after visuals and client testimonials</li><li>• Referral incentives and local décor expos</li><li>• Familiar platforms for target audience</li><li>• Cost-effective and community-focuse your product or service?</li><li>• What promotional approaches are most familiar to your audience?</li><li>• What resources are available to you?</li></ul> | <ul style="list-style-type: none"><li>• Mobile consultations and online bookings</li><li>• Service areas: Gauteng and Limpopo</li><li>• Planned showroom in Sekgosese</li><li>• Direct-to-client delivery</li><li>• Convenient and personalized experience</li></ul> |

# 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 | -              | -                 | -              |
|                        |                |                   |                |

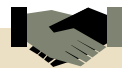
## Financial Outlook

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

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