**Business Name: Aboriginal Bush Traders**

**Business Type: Art Work Dealer Supplier**

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**Location: Knuckey St, Darwin NT 0800, Australia**

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# Introduction

## Executive Summary

**Business Industry Analysis**

Australia had been the place of the aboriginal people for more than 50,000 years but the population now has decreased up to 2.7 %, with the gradual disappearance of their traditional lifestyle. (<http://ngm.nationalgeographic.com/2013/06/aboriginal-australians/finkel-text>). Art and crafts depicting the ancient history, major events, lifestyles, religions, traditions etc. is the integral part of the community. The art work generally includes painting either on the floor, wood or even rock, body painting, sculptures, jewellery, clothes, music etc. each portraying the story of the ancient culture and lifestyle.

With the main motto to preserve the art and culture of aboriginal people in Australia, different events and programmes are organized in regular interval. With the increase in awareness of the people about the importance of the culture and the tradition of the aboriginal people, efforts have been made to preserve them hence increasing the popularity of such arts. Also, with the government’s grants and incentives topping over $11 million through Indigenous visual art industry support (IVAIS) programme for 115 activities involving over 6500 artists in 2011, this sector looks ahead in brighter prospects**.** (Ministry for the Arts Australian Government)

### History of the business

Aboriginal art movement started in Australia on 1971, with the initial market value of 2.5 million (AUD) in 1979-80 with approximately 60 communities and 5000 artists. By 2002 the market value was estimated around 100-300 million (AUD). Aboriginal art market then has skyrocketed with 76-fold increase in the market whilst non-aboriginal art market has only increased by 8- fold. The aboriginal market has increased at 25.7 % compound annually between 2001 and 2007. (<http://www.aboriginalartcollection.com/stastics.htm>)

There are more than 110 art centres in Australia selling arts and helping the communities and the artist earn their living. The Lockhart River Art Centre of Queensland, established in 1995 is among the renowned aboriginal art centres in Australia that has been able to provide enough financial support to the aboriginal community through their art works and keep the centres running along with national and international recognition. The Lockhart River Art Centre has average annual revenue of $750,000 (AUD) and distributes two-thirds of its income to artists.

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# Company

## Overview of “*Aboriginal Bush Traders”*

Aboriginal Bush Traders is a retail store selling aboriginal products along with supporting local aboriginal artist. The main objective of the company is to provide the authentic aboriginal products like arts, music, clothes etc. for the people and help aboriginal community in the process. Along with the retail store, there exists a café and a function space for people to relax and enjoy the art along with the local recipe food and coffee.

### Uniqueness of the Business

## Goals and Objectives

# SWOT and PEST Analysis

## SWOT Analysis

**STRENGTHS:**

**WEAKNESSES:**

**OPPORTUNITIES:**

**THREATS:**

## PEST Analysis