
BUSINESS PLAN FOR

Flip Cards

PREPARED BY RISING INNOVATOR ON NOV 11, 2022



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Flip Cards

DESCRIPTION

Greeting cards

CUSTOMERS

Businesses and individuals that require to seek attention over an event or occasion.

GOALS

Our company's goal is to celebrate joyful occasions.

STRATEGY FOR MEETING GOALS

We will initiate our services starting with showcasing to near friends and family. We will then promote our company's growth by further advance our service by expanding our target market and variety.

FLIP CARDS MISSION STATEMENT

With unique, inventive, and quality greeting cards, Flipcards is dedicated to changing the greeting card industry. They strive to give clients the greatest product, the best selection, and the best experience possible so they may share happiness with those who are important to them.

CRITICAL STAFF MEMBERS

Each manager makes choices on their area of expertise and the departments into which the workers are separated. The key players in a creative firm, however, are the creators and designers who have expertise in creating and adapting cards to suit the needs of the client. Additionally, every employee is crucial to the company's success.

LEGAL STRUCTURE OF FLIP CARDS

Sole proprietor where the company and the owner are not two different entities.

TRACKING MONEY

Excel will be used to comprehend the business's cash influx and outflow, and we will establish a department dedicated to financial activities. The manager of each department will be responsible for creating a monthly report outlining their intake and outflow. At the conclusion of each fiscal year, we will total our accounts to make sure the money is being spent appropriately.

LEGAL COMPLIANCE

Our strategy for complying with laws and regulations is to have a proper set of rules and

regulations that each employee must follow. These rules will be implemented by adhering to the necessary guidelines, thereby bridging the gap between the security and legal teams

PRODUCTS AND SERVICES

Our company called Flip Cards produces wedding, business, and greeting cards. For our customers, we provide a wide range of customization and design options. We provide a wide range of options for the wedding cards, including origami-folded cards and straightforward one-paper cards. We offer greeting cards for everyone, from children to adults, for occasions like birthdays and anniversaries. We provide the customer with a wide range of fonts and paper options for business cards. All of our clients' requests can be accommodated by customising our cards. We want the customer to feel comfortable and receive the high-quality item they desire.

PRICING

1. Wedding Card Rs250 – 3000, depending on the customer, 2. Greeting Card Rs100 – 500, 3. Business Cards Rs 100–600

BRANDING

To create a great product, we will assemble a team of people with relevant experience and skills. Spending time understanding the customer will be our top priority because it will provide us with useful information about their likes and dislikes, allowing us to provide them with a better product. To help people recognise us, we will include our logo on the packaging and use our standard colours.

RESEARCH THAT MUST BE PERFORMED

We will have a research team looking into our target audience and competitors to see how we can do our work more effectively and efficiently. We will also investigate various types of sustainability ideas and concentrate on recycling leftover papers in various projects.

REGULATIONS THAT APPLY TO FLIP CARDS

All regulations will be followed by FlipCards. we will be needing to get a sales license

Market Research for Flip Cards

DESCRIPTION OF THE INDUSTRY

The market size, measured by revenue, of the Greeting Cards & Other Publishing industry, is \$4.8bn in 2022 and is expected to grow 10% every year

DESCRIPTION OF CUSTOMERS

our customers come from all over the world. we cater to all types of customers from middle class to rich businessman. our wide range and variety offers the client all the price range from 100 to 5000.nn

DESCRIPTION OF COMPETITORS

We have many competitors which include other greeting card companies and printing press.

HOW FLIP CARDS IS DIFFERENT FROM COMPETITORS

our handmade comes from north ildia by the local peasents

Sales and Marketing Strategy

HOW FLIP CARDS WILL SELL ITS PRODUCTS OR SERVICES

We will sell our cards through various channels such as an online website and a offline store

HOW FLIP CARDS WILL REACH ITS CUSTOMERS

we will use online advertisements as our main way to reach customers and also use word of mouth

HOW FLIP CARDS WILL USE MARKETING TO REACH ITS GOALS

we hope to sell enough to work with big clients and have more stronger customer base



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Projected Cashflow for Year 1

FOR FLIP CARDS

INCOME

CATEGORY	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Savings at start of period	1000000	1016000	1022000	1078000	1084000	1025000	984000	860000	559000	658000	663000	672000
Loans	30000	20000	20000	20000	15000	20000	20000	10000	10000	20000	20000	25000
Sales in this period	500000	500000	550000	500000	300000	350000	400000	250000	550000	450000	450000	450000
Other income	----	-	-	--	-	-	-	--	-	-	-	-

EXPENSES

CATEGORY	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Supplies	150000	150000	150000	150000	10000	50000	200000	200000	100000	100000	100000	100000
wages	300000	300000	300000	300000	300000	300000	300000	300000	300000	300000	300000	300000
marketing	20000	20000	20000	20000	20000	20000	-	20000	20000	20000	20000	-
accounting and legal	-	---	---	-	--	--	-	--	-	-	--	
travel	-	--	----	--	--	---	--	-	-	--	-	10000
utilities	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000
taxes	30000	30000	30000	30000	30000	30000	30000	30000	30000	30000	30000	30000
other expenses	4000	4000	4000	4000	4000	1000	4000	1000	1000	5000	1000	2500

NET

	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Income less expenses	1016000	1022000	1078000	1084000	1025000	984000	860000	559000	658000	663000	672000	694500