

DECORARTE – online art gallery

Business plan

January 2020.

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Summary

Being a full time artist in Serbia is beautiful but hard and rare. Artists have difficulties to present and sell their art and find potential buyers. It's not very known that artist are very good masters of all kind of crafts from painting the walls on requested theme, making decoration elements, they can paint wallpapers and even build sinks of different materials, etc. which can be very useful when decorating/reorganizing our homes and spaces.

In past few years, the real estate purchases in Serbia have been significantly increased, and by building this portal with big base of artist, where people can find unique pieces or skills which they can utilize to create perfect artsy home.

Job description and vision

“Decorarte” is social network type of portal with wide base of artists and their portfolios and available art for selling. The main goal is to attract people who are willing to embed some creative and unique style in their interior or exterior without visiting galleries or Instagram search for the style they want.

The shop has wide range of products like paintings, sculptures, posters, wallpapers, vases, hand painted curtains and blankets, all kind of home décor. Also, client can search through base of artist by skills they need – sculptors, painters, wood cravers, metal/wood/plastic workers and other.

Market research

Considering the fact that a lot of people are buying homes every day and that house decoration can be time, money and energy consuming and the fact that people are looking constantly for special, unique details for their homes in sometimes wrong places, our mission is to ease the access to great artist and their skills, who can make your home modern and beautiful oasis, without dealing with often slow, untidy and disobedient work constructors.

Although social medias are place to find anything you want, search for right fit can be long lasting, slow and making a connection can be hard. On 'Decorarte' easy access and contact the author/artist or just shop things you like.

The number of artist and craftsman who are looking for main or side job is big and competitive.

Product and services description

Artists should create their profiles, fill their resumes, occupation, skills and portfolios.

Items will be categorized in few types:

- Painting
- Sculptures-installations
- House supplies
- Decorations
- tbd

Services will be categorized in few types:

- Painting
- Carving
- Making plaster decorations and elements
- Sewing
- Textile processing
- etc

Web shop will constantly been updated with new creations. Customers are free to ask for art service they need.

Management and organization

The team that will be creating web site consist of 2 programmers and web designer. Programmers will be also responsible for site maintenance. Another person will be responsible for customer service.

Web shop and portal will be used for making a payments to an artist, to prevent potential problems with delays or rejection of payment.

Artist will be sending art to customer addresses and organization is responsible for tracking delivery, but not physical sending.

As the business grows, more employees will be necessary.

Marketing and sales plan

Power of social networks will be used for promoting portal and attract customers and also artist, via Instagram, Facebook, Google and YouTube ads. Portal will be regularly updated with products, artist and performed works via 'How it looks' page where people can insert pictures of bought artwork or services. In first year of go live, artist will be paying to the portal small commission of 5%, and after the first year commission will be increased by another 5%.

Financial plan

Budget	Average per unit	Number of units	Risk	Total
Developers	1 500 EUR	2	0.00%	3000
Web designer	1 000 EUR	1	0.00%	1000
Customer service	600 EUR			600
Advertisement	500 EUR	1	20.00%	500
Total				4100 EUR