

DECORARTE

Online art gallery platform

Business Plan for web portal

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Are you an artist? Do you need more jobs?

Are you having difficulties to sell your artwork and to find customers?



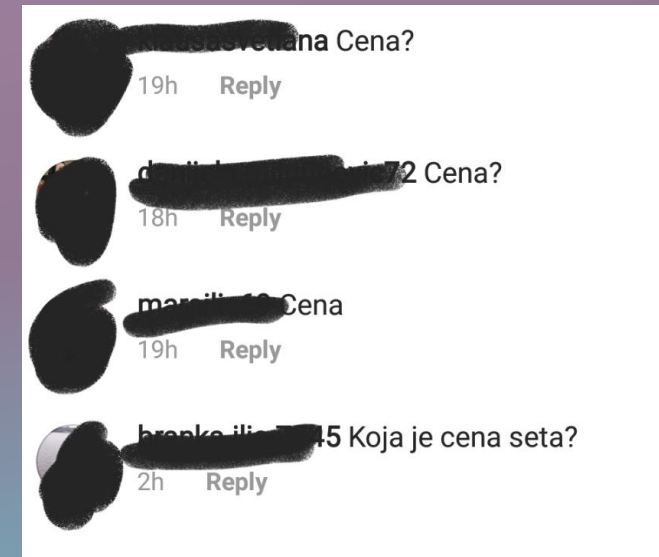
Did you just move in a new apartment or want to spice up your space?

**How often do you buy art?
Do you know where to buy it?**

- In Serbia, online gallery system does not exist
- Search for artworks is limited to galleries who resale and take big commissions
- Foreign sites are available but taxes and shipping costs are high, but also - act locally!
- Instagram searches are exhausting

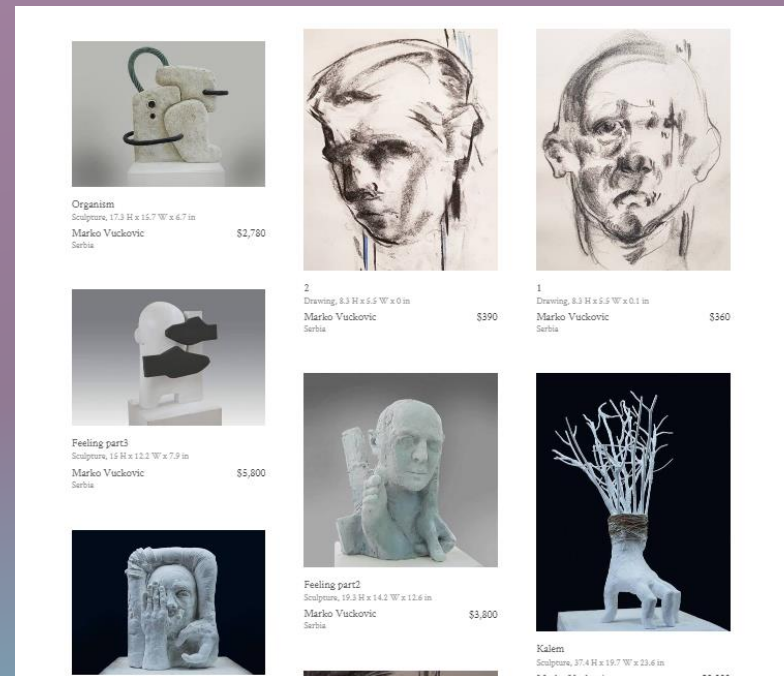
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We're sorry - we don't ship to Serbia at the moment



We provide you a solution

- Unique place with wide range of artwork, artist and their skills
- Custom art requests
- Insight into other customers satisfaction and result
- Artist on a plate 😊



- Artists can create their profiles, fill their resumes, occupation, skills and portfolio
- 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

- 2 developers
- Web designer
- Customer service representative
- Payments to artists via portal
- Artist will be in charge for sending art to customer
- As the business grows, more employees will be necessary

Marketing and sales plan

- Social networks promotion via Instagram, Facebook, Google and YouTube ads
- Portal will be regularly updated with products, artist and performed works
- 'How it looks' page where people can insert pictures of bought artwork or services
- On first year only 5% commission to artists
- After the first year 10% commission

Impact

Buy some
art to stare
at in case
your phone
dies.

local

**“There is
no greater
compliment
than having
people buy
our art.”**

global

Financial plan

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

Thank you for your attention!

Please provide feedback.