**BUSINESS PLAN**

1. Defines your business

2. Clarifies the market

3. Defines your product

4. Outlines the go-to-market strategy

5. Creates an operating plan

1. **THE PROBLEM TO SOLVE**
   1. ***Who has the problem?***

* Individuals who have the skills to knit but they are facing the challenge of meeting their clients.
* Clients who are willing to buy knitted wears but they still struggle to find good quality, even when they find one it takes time for them to get what they want since they have to pre-order.
* Businesses which are into selling clothes, shoes, other accessories in general; but still struggling to get clients.
* Clients who are busy and do not want to go to shops for buying those clothes, clients are what specific brands but for each brand they have to go to their websites/Instagram to order
  1. ***How big is the problem?***
  2. ***How does the problem come about?***
* Lack of access to the potential clients
* Time spend to go through all those business people
* Pre-order dependencies
* Inability to get good quality products

1. **PROBLEM STATEMENT**

“*Knitwear platform is going to make sure that every potential client gets personalized good quality product in time”*

1. **MARKET DEFINITION**

3.1. The market of knitwear consists of businesses and consumers since the platform going to be wear they both meet and exchange their services

3.2. *How big is the market?*

3.3. ***How does the market self-organize?***

It is organized but product category (tops, scarfs, cardigans?? Or men, women), it is also organized by product category (accessories, shoes, shirts, men, women) Or it is also organized by season??

3.4. What are the common characteristics of the customers in market?

3.5. How big is the profit in the market?

1. **PRODUCT DEFINITION**

4.1. Explain product in simple terms

4.2. Describe benefits in a concrete way.