

## **1. Business Case:**

### **a. Executive Summary:**

This document will outline the business case for the launch of a DIY project app called CreationBox, which will directly address a growing consumer trend favouring unique, personalized items over mass-produced goods, which will leverage the popularity of online content creators and the desire for hands-on creative experiences by providing customers with all the necessary materials and instructions to build and customize their own high-quality, everyday items. We considered 3 different options, launching nothing, a full-scale launch with multiple products, and a minimum viable product launch that would test the waters of the market before going all-out. The cost-benefit analysis shows that the MVP launch is the most ideal option, with an investment of \$40,000, it projects a first-year gross profit of \$55,000, yielding a net benefit of \$15,000, and a 37.5% return on investment, while balancing the risk of committing to a larger, more costly launch, and the risk of failing to capture a significant audience. This plan also takes into account key risks such as budget overruns and low market adoption, and will be proactively managed through a risk management plan, and including a contingency reserve as well.

### **b. Proposed Project:**

For my ENG2001 Management Project, I will be planning the launch of an app that aims to help people start projects, named CreationBox. The idea of the app will be that there are pre-made projects, that can be as small as a DIY wallet that you put together yourself, or as big as a whole garden shed, that will come as pieces, but also with paint and other customization options, so that no two wallets and no two garden sheds look the same. This way, instead of everyone having the same cookie cutter Ikea desks and mass-produced wallets, they would each be unique and identifiable as your own, rather than something bought from a store that you happened to assemble yourself. Launching a product like this would need a manufacturer to produce the components in the boxes, it would need an app developer to write the code for the app and host the servers, and it would need a shipping service to get it to customer's doorsteps. Alternatives to this project would include selling them directly to a store or other business, but that way would incur more costs, and could risk a failure or bankruptcy due to high costs.

### **c. Date of business case creation:**

The business case was created in early 2025, after the surge in popularity of unique and personal items over standard and mass-produced item trend of 2024.