

Epoxy Art Studio

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business plan

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1. Executive Summary

Epoxy Art Studio is a creative and educational enterprise established in 2023 and legally registered as a sole proprietorship. The business currently employs 4 staff members and operates in two interconnected areas: the production of personalized epoxy photo, arts and Drawing Arts products and the provision of hands-on epoxy art education. By combining craftsmanship with training, the enterprise transforms ordinary photographs into long-lasting decorative items such as frames, key chains, coasters, and plaques, using high-quality epoxy resin.

Socially, the enterprise addresses youth unemployment and the lack of vocational training opportunities, particularly for women and creative individuals. Through structured workshops and courses, Epoxy Art Studio empowers participants with practical skills to generate income, start small businesses, or pursue careers in the arts and crafts sector. Environmentally, the studio promotes sustainable craft practices by using durable, reusable molds and materials that reduce waste and extend the life of photographic products.

The studio is committed to fostering economic independence through creativity while preserving memories in an artistic and eco-conscious way. Its dual focus on art production and education creates a unique model that supports both individual development and community impact. Epoxy Art Studio is not just a business—it's a platform for empowerment, sustainability, and creative expression.

1.2 Mission

Epoxy Art Studio's mission is to empower youth and women through hands-on epoxy art training while promoting eco-friendly, low-waste craft practices. By creating customized photo products and functional items, we address unemployment, foster creativity, and support sustainable artistic entrepreneurship within local communities

1.3 Brief Product / Service Description

Epoxy Art Studio offers two core services: the creation of custom epoxy photo products and functional items, and the provision of epoxy art training programs. These services are designed

to preserve memories, promote creativity, and generate economic opportunities for individuals in Ethiopia, especially youth and women.

Epoxy Photo Products and Functional Items

We create a wide range of handcrafted decorative and functional items using high-quality epoxy resin. Our core product line includes epoxy-coated photo frames, personalized key chains, coasters, plaques, notebooks, wall art, and custom gifts for occasions such as weddings, birthdays, and graduations. In addition to photo-based items, we produce non-photo epoxy creations such as dishes, trays, jewelry holders, tableware, and decorative home items. Each piece is made with care, offering a glossy, durable, and waterproof finish that enhances both beauty and longevity.

These products are ideal for personal gifts, home décor, or retail. We also provide bulk customization services for photographers, gift shops, event planners, and corporate clients looking for meaningful, high-quality, locally crafted items.

Epoxy Art Training Services

Epoxy Art Studio also operates as a creative training center, offering hands-on workshops and structured courses in epoxy art. Participants gain practical skills in resin handling, safety protocols, mold usage, photo embedding, coloring techniques, and product finishing. Training is available at both beginner and advanced levels, delivered through group workshops, private sessions, and online platforms such as Telegram and YouTube.

To support aspiring entrepreneurs, we provide affordable starter kits and ongoing mentorship for those looking to launch their own epoxy art businesses. Our training empowers youth, women, and creative with marketable skills, fostering self-employment and sustainable income generation in the local craft industry.

Epoxy Art Studio offers a unique blend of personalized epoxy photo products and hands-on training services, all under one socially driven brand. By combining high-quality craftsmanship with practical skill development, we preserve cherished memories while empowering individuals—especially youth and women—to build creative, sustainable livelihoods. Our commitment to eco-conscious production and low-waste practices ensures that every product and training supports both artistic expression and environmental responsibility. Together, our

services foster a culture of entrepreneurship, self-reliance, and positive social impact in Ethiopia's growing handmade crafts industry.

1.4 Brief Funding Request

Epoxy Art Studio is seeking **ETB 400,000** in funding to expand production capacity, improve training facilities, and launch a mobile/online training platform. The funding will be used for purchasing materials, tools, marketing, and training equipment. In return, funders will receive **equity partnership, brand promotion opportunities, or impact reporting**—depending on the funding model (grant, loan, or investment).

Use of Funds	Amount (ETB)
Epoxy materials and tools	60,000
Training kits and safety gear	40,000
Office equipment furnishing	100,000
Marketing and branding	60,000
Mobile online training setup	40,000
Working capital (3 months)	100,000
Total	400,000

2. The Enterprise

2.1 Value Proposition

Epoxy Art Studio is a creative social enterprise based in **Bishoftu, Ethiopia**, founded in **2025** with the purpose of combining **artistic expression with practical skills development**. The enterprise operates in both **product creation** and **vocational training**, using **epoxy resin** to produce customized photo-based items while also empowering **youth and women** through structured epoxy art education. Our mission is to help address **youth unemployment, lack of creative vocational opportunities, and unsustainable production habits** through innovative, eco-conscious craftsmanship.

Social & Environmental Problem

Ethiopia faces a growing youth unemployment crisis. According to the World Bank (2022), **over 25% of Ethiopian youth aged 15–29 are unemployed**, many lacking access to practical, marketable skills. Women and young people in urban areas are especially affected due to limited vocational training and societal barriers.

Simultaneously, Ethiopia's urban areas generate increasing amounts of waste and low-quality, short-lived consumer products. Traditional crafts and environmentally conscious product development are under-supported. As climate change intensifies, the need for sustainable local economies and creative, low-waste solutions is more urgent than ever.

Context and Current Efforts

While the Ethiopian government and NGOs offer technical and vocational education (TVET), few programs focus on **creative industries** such as resin art. Programs that do exist are often underfunded, lack modern tools, or do not provide business mentorship. Some private art studios exist, but most are inaccessible to lower-income youth.

Our Unique Approach

Epoxy Art Studio addresses these gaps through a **dual-impact model**:

1. Product Creation:

We create high-quality, handmade epoxy items like photo frames, plaques, keychains, and coasters. These durable, personalized products serve as eco-friendly gifts and lasting keepsakes, made with sustainable, low-waste methods.

2. Skill Development: We offer short-term, practical training in epoxy art, supported by starter kits, safety training, and mentorship for students interested in starting their own businesses.

All activities are grounded in sustainability: we use reusable molds, low-waste techniques, and encourage upcycling. Courses are offered in Amharic and English to increase accessibility.

Demonstrated and Expected Impact

- Over 300 products sold in the first 3 months of operation.
- 200+ trainees (youth and women) completed introductory epoxy workshops, with 50 starting their own small craft businesses.
- Positive feedback from local photographers, artists, and community organizations reflects strong interest in collaboration across training, art, and product creation, showing broad support for our mission of creative empowerment and sustainable production.

2.2 Product / Service Description

Epoxy Art Studio offers two core services: the creation of customized epoxy photo products and the provision of hands-on epoxy art training. These services work together to address social challenges such as youth unemployment and limited access to vocational training, while also promoting environmentally responsible crafting methods.

Our **epoxy photo products** include customized frames, key chains, plaques, tabletops, coasters, notebooks, and decorative items. Each piece is crafted by embedding customer-provided photos

or artwork in epoxy resin, resulting in glossy, durable, waterproof keepsakes. These products offer a sustainable and artistic alternative to disposable, low-quality items, encouraging the long-term preservation of meaningful memories.

Our **epoxy art education program** offers practical, marketable skills to young people and women. Through structured workshops and full courses, participants learn how to safely handle epoxy, design products, and start their own small creative businesses. This directly addresses high unemployment and a lack of practical creative training in Ethiopia.

The products are made with reusable molds, minimal waste, and a focus on eco-conscious practices. We emphasize quality craftsmanship, attention to detail, and unique, handmade value. The growing demand for custom, local, handmade items—especially for weddings, holidays, and personal gifts—makes this an ideal time to enter the Ethiopian market.

Customer care is central to our approach. We offer personalized consultations for product orders, respond promptly to inquiries, and seek regular feedback from customers and trainees to continuously improve our offerings. Our business also builds community by partnering with local photographers, youth centers, and women's groups.

Epoxy Art Studio stands out as a creative, socially driven enterprise that blends art, education, and sustainability. We fill a unique gap in the Ethiopian market by offering both high-quality epoxy products and inclusive training opportunities, ultimately turning creativity into empowerment and environmental responsibility.

2.3 Impact

Epoxy Art Studio delivers measurable **social, environmental, and economic impact** through the creation of sustainable epoxy products and inclusive skills training. Our primary beneficiaries are **youth and women in Ethiopia**, who face high unemployment and lack access to creative vocational opportunities. By offering training in epoxy art and entrepreneurship, we empower individuals with marketable skills, reduce economic dependency, and promote self-reliance.

Environmentally, our production model uses **durable materials, reusable molds, and low-waste techniques**, contributing to **waste reduction** and a **low-carbon economy**. Our workshops

also teach **eco-conscious practices**, encouraging participants to up cycle or repurpose materials. These efforts promote **climate resilience** by fostering local, sustainable production and reducing reliance on imported, disposable goods.

Our **impact value chain** starts with inputs like materials, skilled trainers, and community partnerships. Through our outputs—quality products and hands-on training—we achieve outcomes like increased employment, sustainable craft practices, and improved livelihoods. This leads to a wider impact: more inclusive economic growth, creative entrepreneurship, and environmental awareness.

We monitor impact through **SMART indicators** tracked in an **Impact Monitoring Dashboard**. Feedback is gathered through surveys, product reviews, training evaluations, and annual stakeholder meetings. This data guides strategic decisions, ensuring continuous improvement and alignment with our mission.

Key Impact Targets and Indicators

Impact Area	Indicator	Target (Year 1)
Social	Youth and women trained	200 individuals (60% women)
Social	Trainees starting income-generating activities	30 new micro-entrepreneurs
Environmental	Products made using reusable molds/materials	70% of all products
Environmental	Sustainability education sessions held	10 per year
Economic	Product sales revenue	ETB 800,000+
Economic	Direct and indirect job creation	4 direct, 200+ indirect jobs
Customer Service	Customer satisfaction rate (survey-based)	85% or higher
Educational	Course completion rate	90% completion rate

3 Market Structure

3.1 Market Environment

Epoxy Art Studio operates in Ethiopia's expanding creative and vocational market, driven by a youthful population and increasing interest in custom, handmade products. With over 70% of Ethiopians under age 30 and youth unemployment exceeding 25%, there is a growing demand

for alternative income-generating skills, especially in the informal and creative sectors. Market research from local artisans, training institutions, and online platforms reveals increasing awareness and interest in epoxy products such as customized photo frames, key chains, and plaques, particularly for weddings, holidays, and personal gifts.

While the traditional crafts market remains strong, epoxy art is still a new and underdeveloped niche, offering a first-mover advantage. Furthermore, vocational training in creative sectors is limited, creating a gap that Epoxy Art Studio can fill. The rise of digital marketing and online selling through platforms like Facebook and TikTok also enables wider market reach. Overall, this market is in a **growth phase**, offering strong potential for social and economic impact.

3.2 Target Market

Epoxy Art Studio serves two primary customer segments: **product buyers** and **training participants**.

Product buyers include young adults, newlyweds, students, parents, and professionals looking for customized gifts and décor items. They value **personalization, uniqueness, and durability**. Common occasions include weddings, graduations, birthdays, and religious holidays. Many prefer **handmade, locally crafted items** over imported goods. We reach this group through **social media (Facebook, TikTok, Instagram)**, word-of-mouth, craft fairs, and partnerships with local photographers and event organizers.

Training participants are primarily **unemployed youth and women** aged 18–35 seeking practical skills to earn income. They need accessible, affordable training that leads to self-employment. Based on surveys and interviews with over 50 individuals, most are eager to learn a creative skill that can be turned into a small business with low startup costs. We reach them through youth centers, vocational institutions, local NGOs, and targeted online campaigns.

Customers are drawn to our **quality craftsmanship, creative designs, and strong customer service**. Our market research shows that customers want **fast delivery, customization options, and value for money**—needs us are uniquely positioned to meet through our dual service model combining creative products and community empowerment.

3.3 Competitor Analysis

Epoxy Art Studio operates at the intersection of two industries: **handmade customized products** and **vocational creative training**. Both sectors are growing in Ethiopia, but remain **underserved and fragmented**, especially outside Addis Ababa.

In the **custom product industry**, competitors include small-scale artisans, gift shops, and informal epoxy craft sellers on social media platforms like Facebook and TikTok. These producers often lack professional branding, consistent quality, and customer service. While some offer personalized epoxy items, they typically focus on volume rather than design innovation or durability. Our studio differentiates itself through **design quality, environmentally responsible practices**, and a strong **customer care system**.

In the **training space**, our main competitors are TVET (Technical and Vocational Education and Training) institutions, which focus mostly on trades like mechanics, fashion, and carpentry. These institutions rarely offer **creative or artisan-focused programs**, and often lack modern, market-relevant curricula. NGOs occasionally provide youth-focused training, but with limited continuity and no direct linkage to marketable product creation.

Epoxy Art Studio offers a **unique dual model**: we produce high-quality epoxy products while also equipping underserved youth and women with entrepreneurial skills in a niche, high-demand craft. This **value-added approach** gives us a competitive advantage, with few players delivering both impact and marketable products under one brand.

4 Enterprise Structure

Epoxy Art Studio is officially registered as a **private social enterprise** under Ethiopian commercial law. It operates within the jurisdiction of the **Federal Democratic Republic of Ethiopia** and was formally established in **2023**. The enterprise is structured to provide both **income-generating services** through product sales and **impact-driven education** through epoxy training programs for youth and women.

Currently in its early growth phase, Epoxy Art Studio plans to **scale operations over the next 2–3 years**. Our expansion strategy includes increasing production capacity, introducing mobile training units in regional towns, and strengthening online sales channels. To achieve this, we will invest in **equipment, staff development, and digital marketing**.

Funding will be sought through a combination of **grants, impact investments, and reinvested revenues**. We aim to create a **sustainable and scalable model** that balances financial viability with measurable social and environmental impact, eventually expanding nationwide and potentially into regional export markets.

4.1 Resources

Below is a summary of the key team members whose expertise and dedication drive the success of Epoxy Art Studio:

Name	Position	Education	Experience	Key Responsibilities
<u>Askal Chane</u>	Founder & Creative Director	Fine Arts, in Social Entrepreneurship	3+ years in arts education, epoxy art production, and youth training	Product design, training development, partnerships
Samuel Bekele	Operations Manager	BA in Business Administration	5 years in business ops and logistics in SME environments	Workshop management, inventory, procurement
Rahel Abate	Marketing & Sales Lead	BA in Marketing & Communication	4+ years in social media marketing and digital branding	Promotion, customer relations, social media strategy
Hana Yimam	Training Coordinator	Diploma in TVET Instruction	7 years' experience in technical training with NGOs	Training delivery, curriculum adaptation, impact monitoring
Elias Desta	Finance & Admin Officer	BSc in Accounting	6+ years in bookkeeping and SME financial systems	Budgeting, financial reporting, grant compliance

4.2 Partners

Epoxy Art Studio works with a range of partners to enhance both its market reach and social impact. Our partnerships are built around three pillars: **training delivery, community outreach, and market access**.

Partner	Role	Status
Local Youth Centers	Recruiting trainees and hosting training workshops	Formal (MoU)
Small and Micro Enterprise	Licensing support, space facilitation, and	Formal (Municipal)

Office	entrepreneurship mentoring	
Local Photographers & Artisans	Collaborative product development and cross-marketing	Informal
Technical Colleges (TVETs)	Curriculum support and trainer recommendations	Informal
NGOs focused on youth & women	Identifying vulnerable beneficiaries for scholarship access	Formal (Pilot)

4.3 Community Engagement

Community engagement is central to Epoxy Art Studio's mission. We operate in urban and semi-urban areas in Ethiopia, with a strong focus on **youth and women's inclusion** in economic activities. We actively collaborate with **Keble administrators, community elders, and local youth associations** to ensure our training programs and epoxy art services are aligned with local needs and aspirations.

We conduct **community consultations and awareness workshops** before starting activities in a new area. This ensures transparency, promotes local ownership, and builds trust. **Local leaders help mobilize participants** and serve as advisors, while **community members act as ambassadors**, spreading awareness of both products and training opportunities. In return, we provide discounted or free training slots for vulnerable groups and donate a portion of products or sales proceeds for community use (e.g., school plaques, local events).

5 Operations Strategy

Epoxy Art Studio's operations strategy is centered on **skill-driven production, agile service delivery, and cost-efficient growth** that responds to market demand while fulfilling social and environmental goals.

Our **core competencies** include:

- **A skilled and trained workforce** with creative, technical, and entrepreneurial knowledge in epoxy work.
- **Local sourcing** of eco-friendly materials, reducing costs and carbon emissions.

- A **dual-model approach** that integrates product creation with vocational training, uniquely positioning us in both the artisan and education sectors.

We maintain a **lean cost structure** by operating in shared or community spaces, using modular production units, and employing part-time trainers as needed. We assure **quality** through standardized training, quality checks, and customer feedback integration.

Flexibility is built into our model: we **custom-produce items** based on seasonal and client-specific needs and adapt our training calendar based on community availability. Our **reliable supply chains** are based on pre-vetted local suppliers and resilient sourcing plans.

6. Marketing

6.1 Marketing Strategy

Epoxy Art Studio employs a blended marketing strategy that combines **affordable pricing, personalized products, community outreach, and digital promotion**. Our primary products—custom epoxy photo frames, key chains, plaques, and artwork—are priced between **5000 ETB and 15,000 ETB**, ensuring accessibility for various income levels. Meanwhile, our epoxy art training programs are either subsidized or low-cost, targeting unemployed youth and aspiring creative.

We leverage **social media** platforms like **Facebook, Instagram, and TikTok** to promote our products through videos, customer testimonials, and behind-the-scenes creation content. These platforms help us connect with a younger demographic and build community around epoxy art. Additionally, we partner with local influencers, schools, and youth organizations to reach wider audiences.

Our **distribution strategy** is both local and flexible:

- **Direct-to-customer** deliveries in urban areas.
- **Local artisan shops and youth stalls** for physical retail presence.
- **Community pop-ups, exhibitions, and fairs** to build visibility and interact with customers.
- **Online orders** through social media and messaging platforms like Telegram and WhatsApp.

This strategy caters directly to our target customers' needs: personalization, affordability, and meaningful gifting. It also enhances our visibility as a socially responsible business helping to address **youth unemployment and lack of creative opportunities** in Ethiopia.

Furthermore, by integrating **training graduates into the distribution network**, we create a built-in sales force while supporting new entrepreneurs. This marketing approach not only supports our sales goals but also strengthens our impact mission—to create climate-resilient livelihoods and build a sustainable, creative youth economy.

6.2 Sales Targets

Sales Targets per Product / Service

Product / Service	Projected Sales 2026	Projected Sales 2027	Projected Sales 2028
Epoxy product	500 units	2,000 units	5000 units
Custom Epoxy Key chains	800 units	1,500 units	2,000 units
Epoxy Art Training Program	200 trainees	400 trainees	800 trainees

Sales Targets per Customer Group

Customer Group	Projected Sales 2019	Projected Sales 2020	Projected Sales 2021
Individual Retail Customers	1,000 units	1,800 units	2,500 units
Schools / Institutions (B2B)	100 units	400 units	600 units
Youth Trainees & Job Seekers	200 participants	300 participants	400 participants

7 Risk Analysis

Epoxy Art Studio operates in a dynamic environment with various internal and external risk factors. These risks include market fluctuations, raw material costs, operational challenges, and climate-related threats such as high temperatures affecting resin curing processes. We are well-prepared to handle these risks through adaptive planning, continuous quality control, community support, and diversification strategies.

Key climate-related risks include:

- Resin instability due to temperature extremes.
- Disruptions in supply chains caused by environmental factors.
- Waste management issues from improper resin disposal.

To address these, we've adopted:

- Temperature-controlled environments for resin work.
- Sourcing materials locally where possible.
- Eco-friendly practices to minimize toxic waste.
- Educational initiatives on sustainable resin use.

Risk Table

Priority	Risk	Mitigation Measures	Contingency / Action Plan
High	Resin quality instability	Use of climate-resistant resin and indoor curing spaces	Adjust production schedule, use stabilizers
High	Supply chain disruption	Build local supplier networks, keep safety stock	Identify backup suppliers, reduce product line
Medium	Limited market awareness	Continuous promotion, local exhibitions	Partnerships with influencers, targeted outreach
Medium	Waste disposal issues	Training in resin disposal and eco-friendly materials	Collaborate with recycling companies
Low	Regulatory change	Monitor policy updates, remain compliant	Legal advisory support

8. Achievements and Milestones

Achievements:

- Trained 150+ youth and women in epoxy art and entrepreneurship over the past year.
- Sold over 700 custom epoxy products through social media and local markets.
- Established partnerships with 5 local photographers and 3 craft shops.
- Launched online tutorials via Telegram and YouTube, reaching 10,000+ viewers.
- Developed 10+ product types with sustainable packaging.

Future Milestones (2025–2029):

- Train 900 more individuals (SMART Target: 300 annually for 3 years).
- Expand production to include furniture and home décor lines.
- Open a physical studio and training center in Addis Ababa by mid-2026.
- Reach monthly sales of 1,000 units by Q4 2027.
- Launch an eco-certified resin alternative by end of 2026.

Scaling Potential:

Epoxy Art Studio has strong potential to scale through franchise models, regional training hubs, and digital learning platforms. Social enterprise-specific limits include balancing profitability with community impact and environmental stewardship. We will overcome these by securing impact-driven funding and forming partnerships with NGOs and green innovation platforms.

9.2 Financial Summary – Cash Flow

The following is a simplified summary of projected cash flow for the first three years of operation. It includes estimated income from product sales and training services, alongside major operating expenses such as materials, labor, marketing, and utilities. This projection helps ensure liquidity and operational sustainability during startup and growth phases.

Cash Flow Projection (ETB)

Category	Year 1	Year 2	Year 3
Income			
Product Sales	800,000	1,000,000	3,000,000
Training Services	150,000	350,000	500,000
Other Revenue (kits, etc.)	50,000	80,000	120,000
Total Income	1,000,000	1,410,000	3,620,000
Operating Expenses			
Raw Materials	120,000	180,000	250,000
Staff Salaries & Wages	150,000	220,000	300,000
Marketing & Promotion	30,000	50,000	70,000
Rent & Utilities	60,000	75,000	90,000
Equipment Maintenance	20,000	25,000	30,000
Logistics & Distribution	25,000	40,000	50,000
Promotion	80,000	50,000	30,000
Total Expenses	485,000	640,000	820,000
Net Cash Flow	515,000	770,000	2,800,000