

## Executive Summary

Our company, **Junction Arts & Prints**, is a full-service printing and branding company that offers a wide range of high-quality printing and branding services to businesses and individuals across Phuentsholing town. With a team of experienced professionals and state-of-the-art equipment, we strive to provide our clients with the best possible solutions for their printing needs.

We aim to become the go-to printing and branding solution for businesses and individuals across Bhutan by offering affordable, high-quality printing services that are tailored to the specific needs of our clients. Our services include offset printing, digital printing, branding, graphic design, and more.

Our company is committed to sustainability and minimizing our environmental impact. We have implemented eco-friendly practices in our operations and use eco-friendly inks and papers to minimize waste.

To expand our services and improve our capabilities, we plan to invest in new equipment such as a CNC rougher machine, Co2 3x4 machine, Eco solvent machine 10ft, Skycut 4ft cutting plotter, and more. These investments will allow us to offer new services to our clients and improve our efficiency and quality.

Based on our financial projections, we estimate that we will require a total investment of Nu. 4,368,000 to cover the costs of operations, sustainability measures, recurring expenses, equipment purchases, and contingency expenses. We plan to generate revenue through a combination of B2B and B2C clients, advertising, and marketing efforts.

In conclusion, Junction Arts & Prints is a full-service printing and branding company that is committed to providing high-quality, affordable printing solutions to businesses and individuals across Bhutan. With our experienced team, state-of-the-art equipment, and commitment to sustainability, we are confident in our ability to meet the needs of our clients and achieve long-term success in the printing and branding industry.

**Business Description:**

Junction Arts & Prints is a creative and innovative design and printing service located in the bustling town of Phuentsholing, Bhutan. We are proud to be one of the leading printing service providers in the region, known for our exceptional quality, fast turnaround times, and excellent customer service.

We have been providing printing services to businesses and individuals in Phuentsholing since 2020, and we have gained a loyal customer base due to our commitment to excellence. Our range of printing services includes digital printing, offset printing, large-format printing, and graphic design services. We take pride in delivering high-quality prints that meet the exact needs and specifications of our customers.

As a result of our success and strong reputation, we are now expanding our services and target customer groups. We aim to broaden our reach by expanding our services to new industries, such as the hospitality and education sectors. We believe that our printing services can benefit these industries by providing them with high-quality marketing materials, such as brochures, menus, flyers, and banners, that help them stand out in the crowded market.

In addition, we will be expanding our digital printing capabilities to offer more personalized printing services, such as customized calendars, photo books, and promotional items. We believe that offering personalized printing services will help us attract a new customer base that values unique and customized products.

We are committed to delivering exceptional quality, affordability, and convenience to our customers. To support our expansion plans, we will be investing in new printing equipment, hiring more skilled professionals, and expanding our marketing efforts. Our team of dedicated professionals will continue to work hard to ensure that our customers receive the best service possible.

We are excited about our expansion plans and look forward to serving new customers and growing our business. Our mission is to provide high-quality printing services that meet the needs of our customers while exceeding their expectations. We are confident that with our commitment to excellence and innovation, we will continue to be one of the leading printing service providers in Phuentsholing and beyond.

**Mission:**

Junction Arts & Prints is committed to providing high-quality printing and creative services to businesses and individuals. Our mission is to exceed our clients' expectations by delivering excellent customer service, innovative solutions, and timely delivery of their projects.

**Vision:**

Our vision is to be the leading printing and creative service provider in Bhutan, recognized for our exceptional quality, customer service, and creativity. We aim to continuously improve our processes, invest in new technology, and develop our employees to ensure that we exceed our clients' expectations.

**Goal:**

Our goal is to establish long-term relationships with our clients and become their trusted partner for all their printing and creative needs. We aim to offer a wide range of innovative solutions to meet their ever-changing demands and to be recognized as the go-to printing and creative service provider in Bhutan. We strive to contribute to the growth and development of our community by providing employment opportunities and supporting local businesses.

## **SWOT Analysis**

### **Strengths:**

- Junction Arts & Prints has established a strong reputation for providing high-quality printing services in Phuentsholing.
- The company has a team of skilled professionals who are committed to delivering excellent customer service and meeting the unique needs of each customer.
- The company has a diverse range of printing services, including digital printing, offset printing, large-format printing, and graphic design services, which enables it to serve a wide range of industries and customers.
- The company is investing in new printing equipment and hiring more skilled professionals, which will help it to expand its services and offer more personalized printing options.

### **Weaknesses:**

- Junction Arts & Prints is relatively new in the market, having been established in 2020, which means that it may have limited brand recognition compared to more established printing companies.
- The company's expansion plans will require significant investment, which may pose financial risks.

### **Opportunities:**

- Junction Arts & Prints has identified new industries, such as hospitality and education, as potential areas for growth, which could lead to new customers and revenue streams.
- The company's expansion into personalized printing services presents an opportunity to attract a new customer base that values unique and customized products.

### **Threats:**

- There is a risk of increased competition as other printing companies may also target the same industries and customer groups that Junction Arts & Prints is aiming to serve.
- The ongoing COVID-19 pandemic has caused economic uncertainty and may impact demand for printing services in the short term.
- There may be challenges associated with sourcing and procuring the necessary raw materials for printing, especially if supply chains are disrupted due to global events or economic factors.
- Overall, by leveraging its strengths, mitigating its weaknesses, and taking advantage of opportunities while being mindful of potential threats, Junction Arts & Prints can achieve its expansion goals and continue to thrive in the competitive printing industry.

## **Risk, Barrier, and Mitigation**

**Risk:** Increased competition

**Mitigation:** To mitigate this risk, the company could focus on building and maintaining its reputation for quality and excellent customer service. The company could also differentiate itself by offering a wider range of printing services and investing in new printing technologies to stay ahead of competitors.

**Risk:** Economic uncertainty due to COVID-19

**Mitigation:** To mitigate this risk, the company could take steps to reduce its fixed costs, such as renegotiating its lease or rental agreement, and diversifying its revenue streams by expanding into new industries and offering new services. Additionally, the company could focus on building and maintaining its online presence and offering online ordering and payment options to ensure customers can access its services even during lockdowns or restrictions.

**Risk:** Financial risks associated with expansion

**Mitigation:** To mitigate this risk, the company could develop a detailed business plan that includes a comprehensive financial analysis and projections, which will help to identify potential financial risks and opportunities. The company could also consider securing financing from a reliable source, such as a reputable bank or financial institution, to support its expansion plans.

**Risk:** Supply chain disruptions

**Mitigation:** To mitigate this risk, the company could diversify its supplier base to reduce its dependence on a single supplier. Additionally, the company could establish relationships with multiple suppliers for the same raw materials to ensure continuity of supply in the event of a disruption. The company could also maintain adequate inventory levels of key raw materials to mitigate the impact of any supply chain disruptions.

By proactively identifying potential risks and implementing appropriate mitigation strategies, Junction Arts & Prints can minimize potential impacts and continue to achieve its expansion goals.

## **Marketing Strategies:**

**Develop a strong online presence:** In today's digital age, having a strong online presence is essential for any business. Junction Arts & Prints could develop a user-friendly website that showcases its range of services and provides customers with the ability to place orders online. The website could also be optimized for search engines to increase its visibility and attract new customers. Additionally, the company could leverage social media platforms such as Facebook and Instagram to engage with customers, promote its services, and run targeted advertising campaigns.

**Expand into new industries:** Junction Arts & Prints could identify new industries such as hospitality and education that may require printing services, and develop targeted marketing strategies to reach potential customers in those industries. For instance, the company could attend trade shows or conferences in these industries, advertise in industry publications or websites, or develop partnerships with other businesses that serve these industries.

**Offer personalized printing services:** The company could expand into personalized printing services such as custom t-shirts, mugs, and stationery, which could attract a new customer base that values unique and customized products. To promote these services, the company could partner with local businesses or influencers to showcase the unique products and services it offers.

**Leverage customer testimonials and referrals:** Junction Arts & Prints could leverage its existing customers by encouraging them to provide testimonials and referrals. The company could create a referral program that rewards customers for referring new customers, and feature customer testimonials on its website and social media channels to demonstrate its track record of providing high-quality services.

**Participate in community events:** The company could participate in community events such as fairs, festivals, and local markets, to showcase its range of services and reach a wider audience. Additionally, the company could sponsor local events or teams to increase brand visibility and build goodwill within the community.

By implementing a combination of these marketing strategies, Junction Arts & Prints can increase its brand awareness, reach new customers, and achieve its expansion goals.

## Financial Plan

### Operations:

The company should allocate a budget for day-to-day operations, such as salaries, rent, utilities, and office supplies. Based on the size of the company and the location, the annual cost could be estimated at Nu. 400,000.

### Sustainability:

The company should allocate a portion of the budget towards sustainability measures such as energy-efficient lighting, eco-friendly inks, and waste reduction programs. Based on the company's size and environmental goals, this could be estimated at Nu. 100,000 annually.

### Recurring expenses:

The company should allocate a budget for recurring expenses such as advertising, marketing, maintenance costs for existing equipment, and employee salaries. Based on the company's marketing goals and size, this could be estimated at Nu. 800,000 annually.

### Equipment and tools:

To expand its services, the company needs to invest in new equipment and tools. The following are the estimated costs for each item:

- |   |  |
|---|--|
| • CNC rougher machine: Nu. 500,000                      | • Polymer seal making machine 1 set: Nu. 150,000 |
| • Co2 3x4 machine: Nu. 400,000                          | • Presto seal making machine 1 set: Nu. 150,000  |
| • Eco solvent machine 10ft: Nu. 800,000                 | • Round badge making machine 1 set: Nu. 100,000  |
| • Skycut 4ft cutting plotter: Nu. 100,000               | • Paper cutting machine 1 set: Nu. 100,000       |
| • Computer 4 sets: Nu. 200,000                          | • Die cutter machine 2 sets: Nu. 200,000         |
| • A3 Konica Minolta bizhub 205i: Nu. 300,000            | • Cutting plotter 2ft 1 set: Nu. 50,000          |
| • Cup printing machine: Nu. 200,000                     | • Epson I805 A4 2 sets: Nu. 50,000               |
| • Lamination machine 2 sets: Nu. 300,000                | • HP LaserJet P1108: Nu. 30,000                  |
| • Heat machine for t-shirt printing 2 sets: Nu. 200,000 |  |

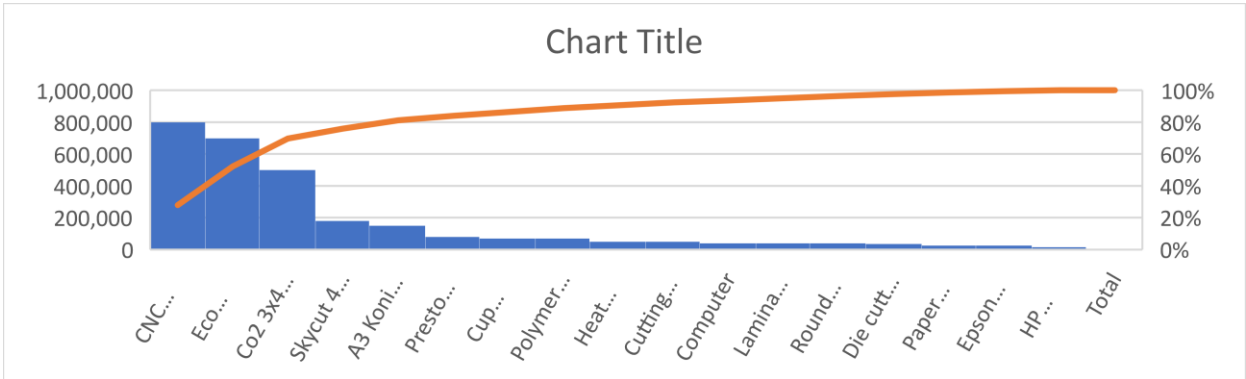
The total estimated cost for the equipment and tools is Nu. 3,380,000.

### Contingency:

It is always recommended to allocate a contingency budget of at least 10% of the total budget to cover any unforeseen expenses. In this case, the contingency budget is Nu. 338,000.

Therefore, the total budget required for operations, sustainability, recurring expenses, purchase of new equipment and tools, and contingency is estimated to be Nu. 2,968,000.

It is important to note that this is an estimated budget and the actual cost may vary based on factors such as location, size of the company, and market conditions. It is recommended that the company consults with a chartered accountant to develop a more accurate and comprehensive financial plan.



Item	Quantity	Unit Price (Nu.)	Total Cost (Nu.)
CNC rougher machine	1	800,000	800,000
Co2 3x4 machine	1	500,000	500,000
Eco solvent machine 10ft.	1	700,000	700,000
Skycut 4ft cutting plotter	1	180,000	180,000
Computer	4	40,000	160,000
A3 Konica Minolta bizhub 205i	1	150,000	150,000
Cup printing machine	1	70,000	70,000
Lamination machine	2	40,000	80,000
Heat machine for t-shirt printing	2	50,000	100,000
Polymer seal making machine	1	70,000	70,000
Presto seal making machine	1	80,000	80,000
Round badge making machine	1	40,000	40,000
Paper cutting machine	1	25,000	25,000
Die cutter machine	2	35,000	70,000
Cutting plotter 2ft	1	50,000	50,000
Epson l805 A4	2	25,000	50,000
HP laserjet p1108	1	15,000	15,000
Total			2,400,000



## **Conclusion**

In conclusion, the business plan outlines a comprehensive strategy for establishing a successful printing and branding company. The business will cater to a diverse range of customers and offer a wide range of printing services, from paper printing to custom apparel printing. By leveraging modern technology and equipment, the company will deliver high-quality and affordable services to its clients.

The market analysis suggests that there is a high demand for printing and branding services in the region, and the company is well-positioned to capture a significant market share. The SWOT analysis identifies the strengths, weaknesses, opportunities, and threats facing the company, and the strategies outlined in the plan aim to mitigate risks and capitalize on opportunities.

The financial plan estimates the costs associated with establishing and running the business, including expenses related to operations, sustainability, equipment, and contingency. It is important to note that these are estimated costs, and the actual expenses may vary based on a range of factors.

Overall, the business plan presents a clear and actionable roadmap for establishing and growing a successful printing and branding company. By following the strategies outlined in the plan and making necessary adjustments along the way, the company is poised to achieve its goals and deliver value to its customers, employees, and stakeholders.