

University of Belgrade  
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# **Business plan Retromanija**

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## **Summary**

In the past few years people's interest in retro stuff has raised.

More and more people tend to like to search for and to buy clothes, gadgets and things that were popular 20 years ago or even earlier. So we came to an idea that we can build a shop where people can find all those antique stuff in one place rather than looking for those things at random places not being sure they'll find it. We have recognized this trend that has become popular and is becoming more popular and decided to make a business opportunity out of it.

## **Job description and our vision**

The main idea of “Retromanija” web shop is to enable quick and easy access of certain products stuff for all the lovers of retro items and to provide easy and comfortable shopping for all the customers . The shop has a vast list of items and you can find the things that you want by a light search through our offer. “Retromanija’s vision is to become well recognizable brand on our market and to even start with opening land stores across the country and region in the future.

## **Market research**

Considering the fact that there is an increasing number of youngsters who are getting interested in items like this, such as the old folks who would love to remember some past times and the items that they used, but now maybe don't have, our mission and goal is to gather all these retro stuff lovers in one mutual place where they can find original antique items . The only shops in Serbia regarding this topic exist maybe on Instagram and Facebook pages, but there is no web store, who can provide maximum comfort while shopping and, thus, we are making it. Most of these Facebook and Instagram pages are unreliable, they offer unchecked products and often there is a problem with the shipment , which makes them not so user-friendly. Our goal is to make a web shop and to make a brand which will be recognizable, firm and that will be another word for reliability and quality.

## **Product description**

Items are divided into few categories.

Some of them are:

- 🎬 Accessories – glasses, watches,...
- 🎬 Household – iron, coffee grinder, vacuum cleaner, retro dishes...
- 🎬 Technical gadgets – Polaroid, Walkman, typewriter, gramophone, telephone...
- 🎬 Souvenirs – various items, music box, toys,
- 🎬 Bicycles

Goal of this web shop is constant growth in products regarding the variety, also we are very open to fulfilling the wishes of our customers by supplying our store with items that we don't currently have but people are interested in buying them.

## **Management and organization**

The crew that will be in charge of making the web shop alive consists of 2 programmers and 1 designer. Once finished and active the store will need 6 workers. Two of them will be maintaining and updating a web shop and store's profile on social networks, 2 of them will be delivering the products to the customer requested addresses and two persons that will be in charge for giving our promotional material to people in the streets. As the business grows we will be in need for more men.

## **Marketing**

As social networks are nowadays most visited media service, we will use it in our advance and do our best advertising on social networks such as Instagram and Facebook. This will for sure attract most of our new customers. These pages will be updated daily with all of our new products sales and interesting info about each item and a story behind it together with ‘why you should own this item?’ section. Also, there are not so rarely held exhibitions of retro stuff whose part we can be and where we could promote our store by sharing our flyers and other promotional material.



## **Finances**

Development price of “Retromanija” web store-a and  
Marketing expenses

| Budget               | Average per unit | Number of units | Total | Risk  |        |
|----------------------|------------------|-----------------|-------|-------|--------|
| Developers           | 1 500e           | 2               | 3000  | 0.00% | 3000   |
| Designers            | 1 000e           | 1               | 1000  | 0.00% | 1000   |
| Promotional material | 8 00e            | 1               | 800   | 0.00% |        |
| Total                |                  |                 |       |       | 3.800e |

Total cost is predicted to be around 3.800 euros.