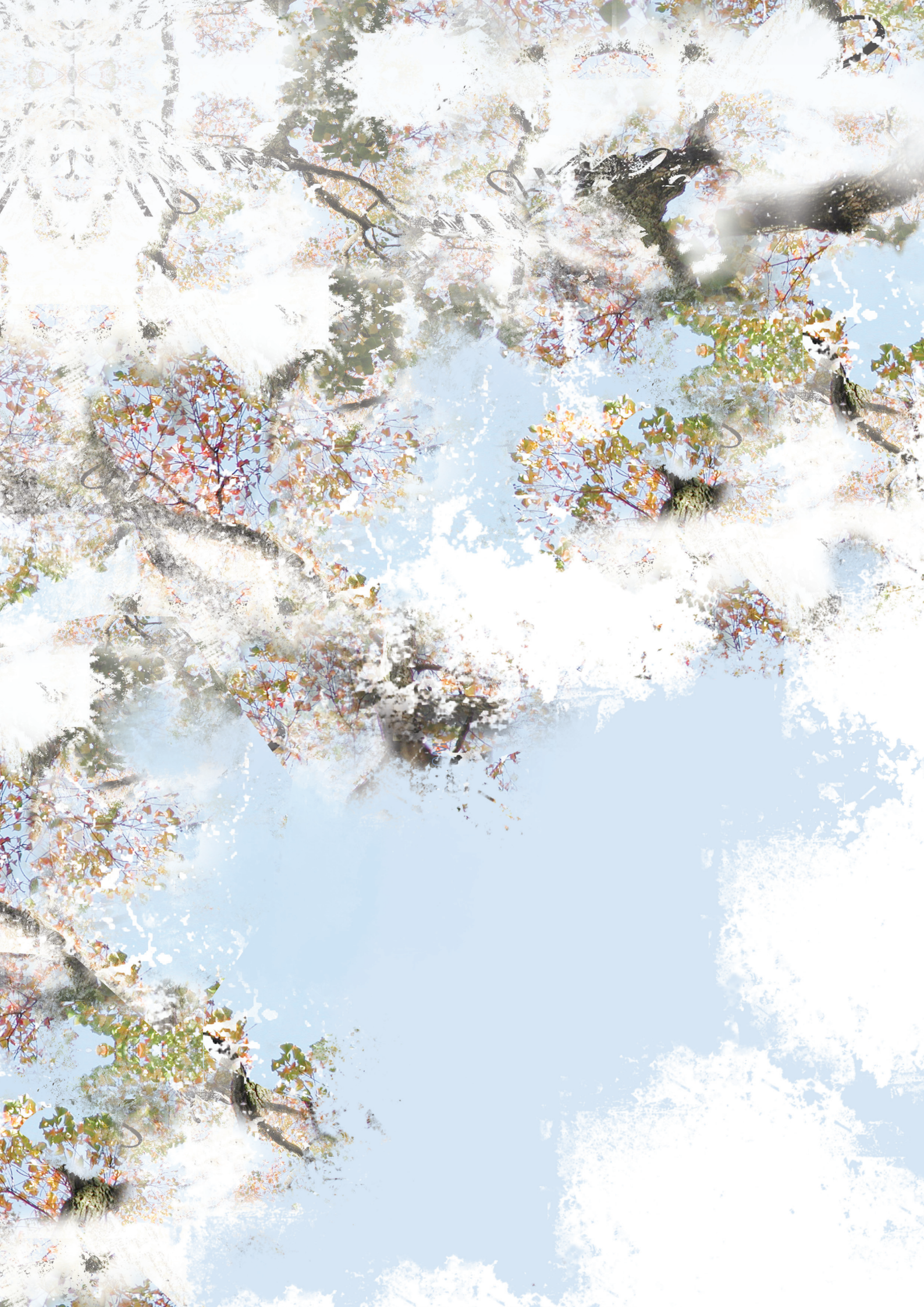




introducing  
**customised graphics**  
...art inspired by you

customised graphics business plan - june 2005

sean torstenson





hi there

allow me to introduce myself ...my name is sean torstensson.

I was told that the simplest way to start a business plan is to begin with these three questions:

1. what do you want?
2. why do you want it?
3. how are you going to do it?

...so here are my answers.

1. I want to put myself in a position where my main focus is creating art. I want to create art for people's places that will make them feel great ...about themselves, about the place they live in ...and also about the life they've lived.
2. why I want to do this is because being able to express myself in a creative manner is an endless source of happiness. being happy is what I feel is the purpose of my life. being able to perform the act of giving is another reason why I want to do this. one way I like to give is through my art and do think that all the energy that I put into an artwork will be reflected back for many years to come. knowing this and seeing it become a reality will give me the happiness that I desire.

...so you could say that from my first two answers I've worked out a way to bring two important joys together and in turn have created a vehicle for myself to be where I want to be, doing what I love.

the following pages will contain the answer to the last question. it's all the nitty-gritty details which will hopefully concrete your faith in this business plan

...and more importantly ...me.

## EXECUTIVE SUMMARY

### **MISSION:**

I feel the purpose in life is to experience happiness. My mission is to accomplish this by putting myself in a position where I can do what I love and set an example for others to follow.

### **BUSINESS NAME:**

Customised Graphics

### **DESCRIPTION OF BUSINESS:**

Customised graphics is a service translating your likes , interests and personality into a visual aesthetic that will enhance and complement the space in which it is set in.

### **BUSINESS LOCATION:**

Home Based - Ultimo, Sydney

### **BACKGROUND/EXPERIENCE**

Tertiary qualification include Certificate in Design Fundamentals and Associate Diploma in Graphic Design. Have been running own web and print design studio for 4 years as well as having worked for other large and small companies in the area of web and print design.

### **MARKET EVIDENCE OF UNSATISFIED DEMAND/RESEARCH UNDERTAKEN**

After conducting research there is no other entity which provides a service to the same level of detail that Customised Graphics offers.

### **TARGET MARKET:**

Anyone with disposable income to spend on an interior space.

### **COMPETITIVE ADVANTAGE:**

- This is a unique service that does not have any direct competitors.
- Unique artistic ability of Sean Torstensson.

### **MARKETING STRATEGY TO BE EMPLOYED**

- Presentation to companies working in the areas of interior design, interior decoration, architecture, stylists and art dealers.

- Having a launch party after the completion of each Customised graphics project and inviting people from the previously mentioned areas.
- Being featured in design magazines and others relevant publications
- Viral email marketing.

**PRICING METHOD AND BREAK-EVEN:**

Pricing method will be on a project by project basis, using an hourly rate and the estimated duration of a Customised Graphics project.

The Break even point will be reached in the fifth month of the financial year.

**STRENGTHS:**

- No Direct competition
- Potential to expand into other similar areas

**WEAKNESSES:**

- Lack of awareness and exposure to target markets
- New enterprise/ lack of knowledge/ experience in some areas

**IS FINANCE REQUIRED?**

No:

**PROJECTED BUSINESS OPERATION CASH FLOW SUMMARY FOR:**

|                               | First Year | First Quarter Year 2 |
|-------------------------------|------------|----------------------|
| Total business cash inflows   | 25000      | 2200                 |
| Total Business cash outflows  | 11316      | 3052                 |
| Cash on hand at end of period | 8831       | 9714                 |
| Debtors                       | n/a        | n/a                  |
| Creditors                     | n/a        | n/a                  |
| Stock on hand                 | n/a        | n/a                  |

**PROSPECTS OF BUSINESS BEING SELF-SUPPORTING AFTER 12 MONTHS:**

Very High

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## I N T R O D U C T I O N

### **VISION AND PURPOSE**

The vision I have for Customised Graphics is to provide a sense of self worth, to inspire people feel good about themselves, about the space the work is set in and about their lives that they've lived.

Why I want to do this is because being able to express myself in a creative manner is an endless source of happiness. Being happy is what I feel is the purpose of my life.

Being able to perform the act of giving is another reason why I want to do this. One way I like to give is through my art and do think that all the energy that I put into an artwork will be reflected back for many years to come. Knowing this and seeing it become a reality will give me the happiness that I desire.

### **PURPOSE OF BUSINESS PLAN**

This business plan will consolidate my will and desire to get to where I want to be. To put myself in a position where I can do what I love and to be able to run a successful prosperous business.

## R E S E A R C H I N G   A N D   E V A L U A T I N G   T H E   B U S I N E S S   C O N C E P T

### **OWNER PROFILE - SWOT**

**Strengths:** Creative, talented, driven, positive and optimistic attitude, ability to get along with anyone, approachable. good at networking

**Weaknesses:** Lack of knowledge in certain areas of business. Can be too nice. Could be more assertive.

**Opportunities:** Creating a new area of business with potential to expand into a number of other areas.

**Threats:** Lack of knowledge in certain areas of business. Can be too nice

## **OWNER PROFILE “WHO I AM”**

Sean Torstensson is one 27 year old who knows where he is headed. Just like anyone else his age, he enjoys going out with his friends enjoying life and having a good time. You've probably seen him on the bus, at the pub or on a dancefloor. Here's a few questions to get a better understanding of who he is and what he's all about.

**q So Sean, tell me about where you are in life and the plans for the near future?**

**A:** Well, it's been a little while now that I've had this idea of Customised Graphics which I've been doing my best to get off the ground and up and running. It's been very exciting as it's always been a thing of mine to do something different to everyone else and to have something that will allow me to do what I love and make a living from it will be super satisfying.

**q: So what is Customised Graphics?**

**A:** It's service where I create art but the art is inspired by you (the client) so what I'm doing is translating your likes, interests and personality into a visual aesthetic. Not only will it be a reflection of you, it will totally complement the space in which it sits in.

**q:...and why would people want something like this?**

**A:** Well it's all about taking positive aspects from one's life and having that as a reminder to why you should feel good about yourself ...that and it will make your space look and feel great! For me not only do I get a kick out of being able to express myself artistically, I've been able to combine that with another joy which is the act of giving. Knowing that I have pieces out there that are making people happy is extremely satisfying. It's something that I can see myself doing for quite a while. People are always interesting. It's one aspect of running your own studio and having to deal with clients. It's something I've always enjoyed. I don't think I'll tire of not only being able to make people happy but by doing so, making myself happy too.

**q: Where are you from originally? Where did you grow up?**

**A:** I was born in Helsingborg, Sweden. My parents decided to move to Australia just before I was 2 and have grown up and currently reside in the inner west of Sydney.

**q: What lead you to where you are now and this enterprise?**

**A:** After completing 2 courses – Design Fundamentals and Graphic Design at the Design Centre, Enmore, I entered the workforce in my chosen field of Graphic Design, gaining experience working for both small and large sized companies. In 2001, I found myself being retrenched and with this opportunity decided to start my own design studio with my partner which was always something I wanted to do in my career. After 4 years of running a business I thought it was necessary to create a niche into which I could

move into so not have to compete with the many other companies in my field. I reviewed everything from my skills set to what I really enjoy doing in life and came up with the concept of Customised Graphics.

**q: What are you passionate about? What do you love, what do you hate? How does this relate to your enterprise?**

A: As mentioned on the opening page of this business plan, one of the things that I get a lot of joy from is being able to express myself artistically. I receive a lot of positive energy from something that I've created. Something else which I find highly satisfying is the act of giving. With Customised graphics I will be able to combine these two things.

**q: What industries have you been employed in? What experience have you had and how are you able to maximise this in this new enterprise?**

A: I entered the workforce in 1999 starting my career at a small sized graphic design company Rochfort Thomas Mackintosh. At RTM I was made aware of the processes involved in running a design studio. Leaving RTM to work for a much larger company, Leo Burnett Connaghan and May, I was able to gain insight into the running of a much larger company and could compare how processes differed between the two.

**q: What skills, abilities and resources have you accumulated up until now and how will these serve you being very successful in your enterprise?**

A: I've always enjoyed playing around in Photoshop. It's the program or tool in which I am most comfortable using. When I have some time free I really enjoy 'having a play' by opening up a blank canvas and letting my imagination go wild to see what I can create. I have created a personal portfolio which features 24 digital works. This can be viewed here: <http://www.cyan60.com/art> Every time I start a new piece I feel like I learn something new ...adding to my ability to express myself artistically.

At RTM I was given an excellent environment in which I could hone my skills working on print based projects. The experience of my colleagues which was passed onto me has given me a solid skill set in the area of print design. This will be very applicable to Customised Graphics as I'll be producing works that will use the print medium.

Running my own design studio has opened up my skills in dealing with clients in the creative process. The time spent doing this has allowed me to refine a process that I'll be able to borrow and utilise in creating a Customised Graphics project.

**q: What are the common threads throughout your life and vocations? If there was a realm of knowledge and area of expertise that you have either by design or default focused on? What makes you unique as a person?**

A: Ever since I was a kid I've always spent a lot of time in my own imagination. This has been something that I've always been able to draw a lot of inspiration from.

My imagination fuels my desire to be creative and provides me with the ability to create something new and different. This inherently is what I would say makes me unique artistically and as a person.

## **OVERVIEW OF BUSINESS CONCEPT/ DESCRIPTION OF BUSINESS/ THE OPPORTUNITY AND STRATEGY**

### **What is the essence of the idea/concept?**

Customised Graphics is a service translating ones personality interests and likes into a visual aesthetic that will enhance and complement the space in which it is set in.

## **SWOT OF BUSINESS**

**Strengths:** New unique service, no direct competition

**Weaknesses:** Business is reliant on myself. As it is a new business it is untested.

**Opportunities:** Expansion in other similar areas.

**Threats:** Maintaining cash flow, lack of awareness by target markets, expanding into other areas too quickly.

## **EXTERNAL INFLUENCES**

### **What forces, events could influence the demand/desire for your product/service?**

The effectiveness of a marketing strategy to target markets. A growing trend towards people spending money on home furnishing.

### **What is the current state of the economy?**

Stable

### **Interest rates? What level are interest rates currently at?**

5.5%

### **What is the forecast for interest rate movement? Gross domestic product? (The total of all goods and services produced in this country).**

Steady but is expected to have small increases.

### **What are latest figures on GDP growth? Inflation? What level is inflation currently at?**

GDP is increasing at 6%

What is the forecast for a movement in inflation? Consumer sentiment? What is the current consumer sentiment? Leading economic Indicators? (LEI) What do these currently reveal? Does changes in specific policies/rules by Government Agencies and governing bodies such as ACCC or ASIC, unions affect your enterprise? Interest rates change the amount of disposable income for everyone which impacts all business.

## **OVERVIEW OF TRENDS**

What patterns have been exhibited in relation to this product or service? Is this product or service part of a trend?

“Growing interest in home furnishings and design is making consumers more receptive to innovative products and increasing their willingness to spend more on traditional products. Consumers are moving upmarket in terms of style and spend” - *Viewpoint Issue #17 “House Community, living and the art of the 21st-century home” Released by London’s pre-eminent forecasters, The Future Laboratory*

At what point on the trend line is this product or service? Are there any major or minor trends, which are effecting or will likely affect demand for this product or service? What assumptions underlying there being a demand for this product/service? What trends could influence the demand/desire for your product/service?

There is a growing trend in the public’s perception of what they want from a product or service – “As companies finally cotton onto the creative potential of the Consumer Inclusion or Conc- lusion is the latest trend to emerge. Tapping into this newfound talent pool, corporations are adopting a more consumer centred approach to create goods services and experiences in close co-operation with the end user.” - *Viewpoint Issue #17 “House Community, living and the art of the 21st-century home” Released by London’s pre-eminent forecasters, The Future Laboratory*

From this information one can assume that a service like Customised graphics is well positioned to be received by consumers.

## **OVERVIEW THE INDUSTRY**

What are the underlying assumptions of the industry?

There will always be an awareness and a need fulfilled for humans in how they interact with interior spaces.

**What need does this industry fill? When did the industry begin and how has it evolved? What is the strength of the industry? Is there any new technology in the industry or is there likely to be that will significantly change the industry for better or for worse?**

The industry fills the need for humans to be happy with the spaces in which they spend time in on both a functional level and one that pleases aesthetic sensibilities. This has been around since early man's first need to have control over his immediate environment. The strength of the industry is that there will always be a need.

Printing technology is constantly evolving. The ability to print on a number of materials that can be applied to different surfaces is steadily increasing. This would open up the possibilities for what Customised graphics could be applied to. For example a new durable material for exterior spaces.

**What is the anticipated growth of the industry? What has the revenue growth of the industry been? What has the earnings growth of the industry been? Are the markets within this industry expanding or contracting? Is there any funding for research and development being channelled into this industry? Are investor funds flowing in or out of this industry currently? Are financial analysts reporting that this industry is undervalued or overvalued?**

Due to lack of information available these questions cannot be answered as this is a new area of business.

## **OVERVIEW OF COMPETITION**

**Who are the top 12 competitors who already fulfill the customers need? What is the extent of current competitor activity?" Also refer to competitors within the marketing section.** There are other companies that fulfill a similar need but not to the same extent as what Customised graphics offers.

Pixel bros have a service where clients can commission an artist from a range of different artists that are aligned with Pixel bros to produce artwork to suit a particular project.

Blue and Brown are a company which have ready made images /artwork that can be altered to suit an interior but their customisation only goes as far as the physical space ie matching colour schemes from a set range of images.

Other forms of competition which one could draw comparisons to would be an artist dealing directly with the client creating a work in their particular style to suit an interior space.

### **ENTRY CONDITIONS**

How will I know whether to proceed with this business enterprise and commit resources and schedule events?

After completion of business plan, a feasibility study will be undertaken to properly assess the answer to this question ie. A breakeven analysis will be carried out.

### **DECISION MAKING TIME**

Based on my evaluation at this point in time is it probable that this enterprise will meet all of my needs and requirements? Is it suitable to proceed?

Yes and Yes

### **EXIT CONDITIONS**

How would I know to exit the enterprise? How would I exit?

Lack of cashflow, market share, loss of motivation , ill health. Selling the business could be a possibility.

### **RISK MANAGEMENT**

How will I safeguard my resources-time/money against possible loss?

By taking out the necessary insurances, monitoring financials, and having quality assurance measures in place.

# BUSINESS ENTERPRISE PLANNING AND MEASUREMENT

## PRIMARY OUTCOMES FOR BUSINESS ENTERPRISE

What are all the results you desire to achieve with this business?

The results that I desire are; to establish an economically viable business, to put myself in a position where I can do what I love ie express myself artistically, to become recognised within certain industries, to produce pieces that will make people feel great about themselves and the spaces which the piece is set in.

## PURPOSE FOR BUSINESS ENTERPRISE/MOTIVES FOR BUSINESS

Why create the business? What will creating these results give you?

My motive for creating this business is to put myself in the position doing something I love. By doing this it will give me a huge amount of satisfaction.

## 12 MONTH OUTCOMES FOR BUSINESS ENTERPRISE

What are the outcomes for the business enterprise to accomplish within the next 1 year?

To establish an economically viable enterprise.

What are the outcomes for the business enterprise to accomplish within the next 2 years?

To increase profit at a steady rate and become highly recognised within certain industries.

## PROBLEMS AND SOLUTIONS

| anticipated problem/challenge                   | possible solution  |
|---|--|
| Getting exposure to target market               | Review marketing strategies                                  |
| Clients being indecisive in development process | Charge for changes   |
| Commissions from overseas                       | Make the discovery and development process accessible online |
| Supplier no longer operating                    | Create a list of preferred suppliers.                        |
| Exposure to liability                           | Register business as a LTD PTY                               |

## **BUSINESS ENTERPRISE PLANNING SYSTEMS**

**How often will I undertake business planning?**

Business planning will occur monthly.

**What systems will I put in place to ensure this occurs? Who is the person who will be ultimately responsible for tracking the progress of this enterprise and its associated projects? What guidelines will this person operate within? Who do they report to? How often will they report?**

A specified day will be set aside each month to review all business processes. This will be carried out by myself for which I will assume all responsibility.

**What specific form will report take? How specifically will Quality of product/service be measured and monitored?**

Quality assurance in the form of surveys will be carried out at the completion of each project.

**How specifically will Quality of customer service be measured and monitored?**

Specific questions in a survey will be used to ascertain information regarding certain areas.

**How specifically will overall development and execution of the project and its alignment of actuals to budgeted targets be measured and monitored?**

This will be done by reviewing financials quarterly.

## **MODELLING SUCCESS IN YOUR INDUSTRY**

**Worlds Best Practice 'Who is already succeeding in this area'?**

Blue and Brown have a similar service although not exactly the same.

**What specifically are they doing differently? Who on planet earth is at this point in time producing outstanding results in this area?**

Blue and Brown are able to give the consumer the idea that their products can be customised to a certain degree to suit their needs.

**Who on planet earth has produced outstanding results in this area at one point in time? What specifically are they doing differently?**

Blue and Brown are able to manipulate set patterns and images to complement an existing space and alter the products size to fit a space.

## M A N A G E M E N T

### LEGAL (INC/ CONTRACTS)

What are the legal obligations you have with this business?

I am aware of the Trade Practices Act and any terms and conditions in a contract so not to breach them.

### TAXATION

What taxation system applies to your business?

Pay As You Go

### INSURANCE

What specific insurance/s do you require for this business? Who is already in the industry who is successful and what insurance policies do they have in place and why? Public Indemnity insurance will be required as it is a government regulation. No information is available as to who else in my industry is successful and what insurance policies they have in place.

### ABN AND GST

Is your business likely to turnover greater than \$50,000 in the first year?

No

Do you intend to claim back the GST claimed on items purchased for your enterprise?

No

Have you registered for GST? Am I planning to register for GST?

No. I will register for GST if it appears that I will earn more than 50K in income.

### LICENSES

What specific license/s do you require for this business?

None

## **STRUCTURE/TRADING NAME**

### **What structure will the business be in? Will it have a name?**

I will be operating the business as a sole trader. This will be either under my own name or that of the name of the service – Customised Graphics.

**What business structure will the business commence with? Why has this been chosen?** The business will commence with a structure of just a registered business name. This has been chosen for its simplicity as far as taxation is concerned.

### **How specifically will the enterprise be organised for decision-making and execution of those decisions?**

Being the only person in the business all decisions will be made by me.

### **Who will be ultimately responsible for the decisions and the consequences?**

Being the only person in the business I will be solely responsible for all decisions and their consequences.

### **Why was this structure adopted? How is it already succeeding in this area and what organisational structure do they have in place?**

This structure was selected for its simplicity as far as taxation is concerned.

### **Upsides of this structure:**

Simple taxation

### **Downsides of this structure:**

No protection for personal liability

### **Is there a point where the enterprise may take another structure?**

Yes, depending on how successful the business is after 12 months customised graphics may be turned into a Pty Ltd company

### **Why has this been chosen?**

This would be to for legal liability and taxation reasons.

### **What is the name that has been chosen for the business?**

The name would remain the same – Customised Graphics

### **What were some of the other possible options leading up to this choice?**

Hmmmm. never really occurred to me to think of something else. The tagline "...art inspired by you" complements the name well.

**Why has this name been chosen?**

The name chosen describes what the service is. Simple.

**What are associations that the public has to this name/word?**

It is hoped that one would assume that the business has something to do with the creation of graphics/art to suit ones' needs.

**Who else uses or has used this word/name in part or full? If you are planning to expand or do business overseas, what are the associations that the overseas community/ public has to this word/name in the countries where you will likely be doing business?**

No one as yet uses this as their business name. If there was an opportunity to expand overseas one would assume that the name would be unaffected by any cultural and lingual misinterpretation.

**What measures have you taken to protect this name?**

This will be registered as business name with the department of fair trading NSW.

**Will you be using a logo? What was the psychology behind developing this? What does it represent?**

Not at this point in time.

**LOCATION/ OFFICE, COMPARISON AGAINST OTHER LOCATIONS**

**Where will the business primarily operate? Where will this enterprise be primarily located?** The primary place of business will be 213/2-12 Smail Street, Ultimo NSW

**What city and country? What suburb has been chosen and why?**

Sydney, Australia. Ultimo is the suburb where the business is located as this business will operate from my own residence.

**Do you require an office? Do you require somewhere to meet with clients/possible clients?** Yes, although due to the nature of the service I would assume I'll be carrying out most of my meetings from the clients place of business /residence.

**What other requirements does this enterprise need and have these been fully accommodated in the current choice of location?**

No other requirements will be needed.

### **RESTRICTIONS/REQUIREMENTS**

Are there any other requirements/restrictions?

No

### **SUPPLY AND DISTRIBUTION STRATEGIES**

How will the raw materials/components be acquired? How will the finished product be distributed?

Not applicable.

### **EQUIPMENT OWNED, DESCRIPTION, MAINTENANCE**

What equipment is required?

Equipment needed are a computer and camera.

### **CUSTOMER RELATIONSHIP MANAGEMENT (INC COMPLAINTS, GRIEVANCES, TERMS OF PAYMENT)**

How will you develop and nurture key relationships?

Key relationships will be nurtured and developed through various networking techniques that will ensure periodic contact whether it will be in the form of a meeting, telephone call or email.

What system will you use for managing the information on each client/relationship associated with the business?

A system will be developed by creating a database for clients and suppliers with their details.

### **EMPLOYEE. CONTRACTOR RELATIONSHIP MANAGEMENT (INC KEY ROLES)**

How will you develop and nurture key relationships?

Not applicable.

## FINANCIALS

### FIRST LOOK

#### **What are the potential financial upsides with this enterprise?**

The upsides would be achieving personal satisfaction, making money enabling myself to have a better lifestyle.

#### **What are the downsides?**

The downsides would be, losing interest and not making money meaning not being able to live the lifestyle that I desire.

#### **What is the worse that could occur?**

Not having a viable business.

#### **Am I willing to take that risk?**

Yes, after doing a break even analysis.

**What is the probability that my personal financial outcomes will be achieved with this vehicle?** There is a good chance that all my personal financial goals will be achieved through this business enterprise.

#### **What is the anticipated return on equity for this enterprise?**

The anticipated return is 625%

#### **What is the total amount you plan to draw out of the business in the first 12 months?**

The total amount drawn from the business will be \$9600 but hopefully less to increase equity in the business.

**What does this equate to in dollars per hour input? What is the total amount of after tax profit that you anticipate the enterprise will produce in the first 12 months of operation?** Based on working for 35 hours per week for 48 weeks in the year, my hourly rate will be \$14.88.

#### **Do you anticipate there being a re-sale value of this business? What have you based this on?**

No, the business is reliant on my skills and talent which is unique to myself

At what point of time do you anticipate reaching the breakeven point? What type of capital input is required to start the enterprise and sustain it until it past breakeven?  
 I plan on reaching the break even point in my 8th month. An opening balance of \$1000 would ensure that the enterprise can sustain itself past the breakeven point.

**PERSONAL FINANCIAL PLAN**

What income do you intend to derive from the business within 1yr, 2yrs, 5yrs, 10yrs?  
 I have planned to earn 25k in my first year with a steady increase of 10% for each year after that.

**COST ANALYSIS/SPENDING PLAN**

| <b>%</b>      | <b>cost/expense</b> | <b>date of expense</b> | <b>7 day allocation</b> | <b>monthly expense</b> | <b>additional cost</b> |
|---------------|---------------------|------------------------|-------------------------|------------------------|------------------------|
| 14            | Entertainment       | monthly                | 61                      | 242                    | 2900                   |
| 11            | Food/groceries      | daily                  | 46                      | 184                    | 2210                   |
| 9             | Utilities           | monthly                | 38                      | 151                    | 1810                   |
| 64            | Rent                | monthly                | 270                     | 1080                   | 12960                  |
| 3             | Insurance           | monthly                | 14                      | 55                     | 660                    |
| <b>TOTALS</b> |                     |                        |                         |                        | <b>\$20440</b>         |

**PERSONAL 1 YEAR CASH FLOW FORECAST**

| Details                        | Jul-04      | Aug-04      | Sep-04      | Oct-04      | Nov-04      | Dec-04      | Jan-04      | Feb-04      | Mar-04      | Apr-04      | May-04      | Jun-04      | 12 Mth total |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| <b>Income</b>                  |             |             |             |             |             |             |             |             |             |             |             |             |              |
| NEIS                           | 901         | 901         | 901         | 901         | 901         | 901         | 901         | 901         | 901         | 901         | 901         | 901         | 10812        |
| Biz income                     | 800         | 800         | 800         | 800         | 800         | 800         | 800         | 800         | 800         | 800         | 800         | 800         | 9600         |
| <b>Total income</b>            | <b>2501</b> | <b>2501</b> | <b>2501</b> | <b>2501</b> | <b>2501</b> | <b>2501</b> | <b>2501</b> | <b>2501</b> | <b>2501</b> | <b>2501</b> | <b>2501</b> | <b>2501</b> | <b>30012</b> |
| <b>Variable expenses</b>       |             |             |             |             |             |             |             |             |             |             |             |             |              |
| Entertainment                  | 200         | 220         | 220         | 260         | 240         | 290         | 280         | 280         | 240         | 240         | 230         | 200         | 2900         |
| Food/ groceries                | 200         | 190         | 180         | 170         | 180         | 210         | 180         | 170         | 190         | 190         | 170         | 180         | 2210         |
| Utilities                      | 170         | 170         | 160         | 150         | 140         | 140         | 140         | 140         | 150         | 140         | 150         | 160         | 1810         |
| <b>Total variable expenses</b> | <b>570</b>  | <b>580</b>  | <b>560</b>  | <b>580</b>  | <b>560</b>  | <b>540</b>  | <b>600</b>  | <b>590</b>  | <b>580</b>  | <b>570</b>  | <b>550</b>  | <b>540</b>  | <b>6820</b>  |
| <b>Fixed expenses</b>          |             |             |             |             |             |             |             |             |             |             |             |             |              |
| Rent                           | 1080        | 1080        | 1080        | 1080        | 1080        | 1080        | 1080        | 1080        | 1080        | 1080        | 1080        | 1080        | 12960        |
| Insurance                      | 55          | 55          | 55          | 55          | 55          | 55          | 55          | 55          | 55          | 55          | 55          | 55          | 660          |
| <b>Total fixed expenses</b>    | <b>1135</b> | <b>1135</b> | <b>1135</b> | <b>1135</b> | <b>1135</b> | <b>1135</b> | <b>1135</b> | <b>1135</b> | <b>1135</b> | <b>1135</b> | <b>1135</b> | <b>1135</b> | <b>13620</b> |
| <b>Surplus/deficit</b>         |             |             |             |             |             |             |             |             |             |             |             |             |              |
| Surplus/deficit                | 796         | 786         | 766         | 786         | 806         | 826         | 766         | 776         | 786         | 796         | 816         | 826         | 9532         |
| Balance b/f                    | 0           | 796         | 1582        | 2348        | 2134        | 3194        | 4020        | 4786        | 5562        | 6348        | 7144        | 7960        |              |
| <b>Running balance</b>         | <b>796</b>  | <b>1582</b> | <b>2348</b> | <b>3134</b> | <b>3194</b> | <b>4020</b> | <b>4786</b> | <b>5562</b> | <b>6348</b> | <b>7144</b> | <b>7960</b> | <b>8786</b> |              |

## PERSONAL BALANCE SHEET NOW AND 2 YEAR PROJECTIONS

| balance sheet            | @ 01.07.05    | @ 12 months   | @ year 2      |
|--------------------------|---------------|---------------|---------------|
| <b>Assets</b>            |               |               |               |
| Furniture                | \$3000        | \$2400        | \$1920        |
| Electrical appliances    | \$2000        | \$1600        | \$1280        |
| <b>Total Assets</b>      | <b>\$5000</b> | <b>\$4000</b> | <b>\$3200</b> |
| <b>Liabilities</b>       |               |               |               |
| n/a                      | 0             | 0             | 0             |
| <b>Total Liabilities</b> | <b>0</b>      | <b>0</b>      | <b>0</b>      |
| <b>Net Worth</b>         |               |               |               |
|                          | <b>\$5000</b> | <b>\$4000</b> | <b>\$3200</b> |

### BUSINESS FINANCIAL PLAN Forecasting assumptions

What assumptions were made in creating the business plan? Eg-How many weeks of the year will you be trading? Will you be physically present full the entire time?

The assumptions made were based on working a minimum of 48 weeks in the year of which I'll be present for the whole time.

How many hours per 7-day period will you show as contact time (billing period)?

In total it would be approximately 50 hours with a minimum of 35 hours.

How much time per 7-day period will be in travel? How much time per 7-day period will be required for preparation time?

Working from home would suggest minimal travelling time however travel to meet with clients would be approximately 4 hours a week.

How much time per 7 day period will be required for record-keeping (including book-keeping)?

Given the low amount of transactions per month, 1 hour each week will be sufficient

How do you invoice the clients or receive payment for services?

Invoices will be sent via email or delivered in person. Payment will be either in the form of cash, cheque or EFT.

Are you paid in advance or in arrears for services rendered?

I'll be using a payment scheme of 50% at the beginning and 50% at the completion of a project.

### What provision for tax has been made?

The appropriate tax amount based on expected net profit will be set aside.

### What tax rate has been used to calculate the provision for tax? Why was this used?

The tax rate that has been used is 17 cents in the dollar in excess of the \$6100 threshold with a small allowance for Medicare.

### SALES FORECAST/INCOME GENERATION

|                                     | <b>pessimistic</b> | <b>realistic</b> | <b>optimistic</b> |
|-------------------------------------|--------------------|------------------|-------------------|
| Unit of time measured               | quarter            | quarter          | quarter           |
| Number of clients/period            | 1                  | 2                | 4                 |
| \$ Value of transaction             | \$3000             | \$4000           | \$6000            |
| Frequency of transaction per period | 1                  | 2                | 2                 |
| <b>Gross turnover</b>               | <b>\$3000</b>      | <b>\$8000</b>    | <b>\$12000</b>    |

### COST ANALYSIS/SPENDING PLAN

| <b>%</b>      | <b>cost/expense</b>   | <b>date of expense</b> | <b>7 day allocation</b> | <b>monthly expense</b> | <b>12 month total</b> |
|---------------|-----------------------|------------------------|-------------------------|------------------------|-----------------------|
| 6             | Electricity           | monthly                | 14                      | 60                     | 720                   |
| 8             | Telephone             | monthly                | 16                      | 70                     | 840                   |
| 11            | Equipment             | yearly                 | 23                      | 100                    | 1200                  |
| 2             | Stationary            | quarterly              | 5                       | 20                     | 240                   |
| 38            | Rent                  | monthly                | 83                      | 360                    | 4320                  |
| 7             | Insurance             | monthly                | 15                      | 63                     | 756                   |
| 6             | ISP                   | quarterly              | 14                      | 60                     | 720                   |
| 8             | Mobile                | monthly                | 18                      | 18                     | 960                   |
| 13            | Advertising           | quarterly              | 28                      | 120                    | 1440                  |
| 1             | business registration | Every 3 years          | 3                       | 11                     | 130                   |
| <b>TOTALS</b> |                       |                        |                         |                        | <b>\$11326</b>        |

## 2 YEAR CASH FLOW FORECAST

| Details                        | Jul-05     | Aug-05     | Sep-04      | Oct-05      | Nov-05      | Dec-05      | Jan-06      | Feb-06      | Mar-04      | Apr-04      | May-06      | Jun-06      | 12 Mth total | Yr2 Q1      | Yr2 Q2      | Yr2 Q3      | Yr2 Q4       | Year 2 total |  |
|--------------------------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|--------------|--------------|--|
| <b>Income</b>                  |            |            |             |             |             |             |             |             |             |             |             |             |              |             |             |             |              |              |  |
| Biz income                     | 400        | 600        | 1000        | 1000        | 2000        | 1000        | 2000        | 2000        | 3000        | 4000        | 4000        | 4000        | 25000        | 2200        | 4400        | 7700        | 13200        | 27500        |  |
| <b>Total income</b>            | <b>400</b> | <b>600</b> | <b>1000</b> | <b>1000</b> | <b>2000</b> | <b>1000</b> | <b>2000</b> | <b>2000</b> | <b>3000</b> | <b>4000</b> | <b>4000</b> | <b>4000</b> | <b>25000</b> | <b>2200</b> | <b>4400</b> | <b>7700</b> | <b>13200</b> | <b>27500</b> |  |
| <b>Variable expenses</b>       |            |            |             |             |             |             |             |             |             |             |             |             |              |             |             |             |              |              |  |
| Electricity                    | 50         | 50         | 50          | 50          | 50          | 50          | 50          | 50          | 60          | 70          | 100         | 110         | 720          | 165         | 165         | 176         | 286          | 792          |  |
| Telephone                      | 60         | 60         | 60          | 60          | 60          | 60          | 60          | 60          | 70          | 70          | 110         | 120         | 840          | 198         | 198         | 209         | 330          | 924          |  |
| Equipment                      | 240        | 60         | 70          | 80          | 90          | 100         | 100         | 100         | 100         | 120         | 130         | 140         | 1200         | 407         | 287         | 330         | 429          | 1320         |  |
| Stationary                     | 5          | 10         | 10          | 15          | 20          | 5           | 15          | 20          | 20          | 30          | 40          | 50          | 240          | 28          | 44          | 61          | 132          | 264          |  |
| <b>Total variable expenses</b> | <b>355</b> | <b>180</b> | <b>190</b>  | <b>205</b>  | <b>170</b>  | <b>215</b>  | <b>225</b>  | <b>230</b>  | <b>260</b>  | <b>290</b>  | <b>380</b>  | <b>420</b>  | <b>3120</b>  | <b>798</b>  | <b>649</b>  | <b>787</b>  | <b>1199</b>  | <b>3433</b>  |  |
| <b>Fixed expenses</b>          |            |            |             |             |             |             |             |             |             |             |             |             |              |             |             |             |              |              |  |
| Rent                           | 360        | 360        | 360         | 360         | 360         | 360         | 360         | 360         | 360         | 360         | 360         | 360         | 4320         | 1188        | 1188        | 1188        | 1188         | 4752         |  |
| insurance                      | 63         | 63         | 63          | 63          | 63          | 63          | 63          | 63          | 63          | 63          | 63          | 63          | 756          | 217         | 217         | 217         | 217          | 868          |  |
| ISP                            | 60         | 60         | 60          | 60          | 60          | 60          | 60          | 60          | 60          | 60          | 60          | 60          | 720          | 198         | 198         | 198         | 198          | 792          |  |
| Mobile                         | 80         | 80         | 80          | 80          | 80          | 80          | 80          | 80          | 80          | 80          | 80          | 80          | 960          | 264         | 264         | 264         | 264          | 1056         |  |
| Advertising                    | 120        | 120        | 120         | 120         | 120         | 120         | 120         | 120         | 120         | 120         | 120         | 120         | 1440         | 396         | 396         | 396         | 396          | 1584         |  |
| <b>Total fixed expenses</b>    | <b>683</b> | <b>683</b> | <b>683</b>  | <b>683</b>  | <b>683</b>  | <b>683</b>  | <b>683</b>  | <b>683</b>  | <b>683</b>  | <b>683</b>  | <b>683</b>  | <b>683</b>  | <b>8196</b>  | <b>2254</b> | <b>2254</b> | <b>2254</b> | <b>2254</b>  | <b>9016</b>  |  |
| <b>Surplus/deficit</b>         |            |            |             |             |             |             |             |             |             |             |             |             |              |             |             |             |              |              |  |
| Surplus/deficit                | -638       | -263       | 127         | 112         | 1147        | 102         | 1092        | 1087        | 2057        | 3027        | 2937        | 2897        | 13796        |             |             |             |              | 15176        |  |
| Provision for tax              |            |            |             | -249        |             |             |             | -249        |             |             |             | -249        | -747         | -274        | -274        | -274        | -274         | -1096        |  |
| Loans/funds in                 | 1000       |            |             |             |             |             |             |             |             |             |             |             | 1000         |             |             |             |              |              |  |
| Balance b/f                    | 362        | 362        | 99          | 226         | 89          | 1236        | 1338        | 2430        | 3517        | 5574        | 8601        | 11538       |              |             |             |             |              |              |  |
| Running balance                | 362        | 99         | 226         | 89          | 1236        | 1338        | 2430        | 3517        | 5574        | 8601        | 11538       | 14435       | 10937        |             |             |             |              |              |  |

## BREAKEVEN ANALYSIS AND GRAPH

At what point will the total income = total expenses?

This will be reached in the 8th month of the financial year.

How many units are being produced at this point?

3-5 units

What is the exact labour requirement at this point?

Nil. I will not be employing people at this stage.

What specific length of time into the project will this occur?

This is not applicable to my business.

## FINANCIAL RATIOS

|            |                         |                    |         |
|------------|-------------------------|--------------------|---------|
| <b>GTO</b> | GROSS TURNOVER          | S X #TA X TC       | \$25000 |
| <b>TVE</b> | TOTAL VARIABLE EXPENSES | FROM COST ANALYSIS | 3120    |
| <b>TFE</b> | TOTAL FIXED EXPENSES    | FROM COST ANALYSIS | 8196    |
| <b>TE</b>  | TOTAL EXPENSES          | TVE+TFE            | \$11316 |

## BUSINESS PROFIT AND LOSS PROJECTION

| PROFIT AND LOSS FOR 12 MONTH PERIOD ENDING.... | @ 12 MONTHS  | @ YEAR 2     |
|--|--------------|--------------|
| INCOME   |              |              |
| Business                                       | 25000        | 27500        |
| <b>TOTAL INCOME</b>                            | <b>25000</b> | <b>27500</b> |
| EXPENSES                                       |              |              |
| Rent   | 4342         | 4476         |
| Insurance                                      | 756          | 832          |
| ISP  | 720          | 792          |
| Mobile   | 960          | 1056         |
| Advertising                                    | 1440         | 1584         |
| Business registration                          | 130          | 143          |
| <b>TOTAL EXPENSES</b>                          | <b>8196</b>  | <b>9016</b>  |
| <b>NET PROFIT</b>                              | <b>16804</b> | <b>18484</b> |

## BUSINESS BALANCE SHEET

| balance sheet            | @ 01.07.05    | @ 12 months   | @ year 2      |
|--------------------------|---------------|---------------|---------------|
| <b>Assets</b>            |               |               |               |
| Cash at bank             | \$1000        |               |               |
| Computer/ camera         | \$3000        | \$1800        | \$1280        |
| <b>Total Assets</b>      | <b>\$4000</b> | <b>\$1800</b> | <b>\$1280</b> |
| <b>Liabilities</b>       |               |               |               |
| n/a                      | 0             | 0             | 0             |
| <b>Total Liabilities</b> | <b>0</b>      | <b>0</b>      | <b>0</b>      |
| <b>Net Worth</b>         |               |               |               |
|                          | <b>\$4000</b> | <b>\$1800</b> | <b>\$1080</b> |

## DEPRECIATION SCHEDULE

| Item     | Current Value and date | % Dep | \$ Dep. | Residual Value and date |
|----------|------------------------|-------|---------|-------------------------|
| Computer | \$3000                 | 40    | 1200    | 1800                    |

## FINANCIAL RATIOS

|     |                      |                    |       |
|-----|----------------------|--------------------|-------|
| GP  | GROSS PROFIT         | GTO-TVE            | 21880 |
| GM  | GROSS MARGIN         | GP/GTO X 100       | 114%  |
| TFE | TOTAL FIXED EXPENSES | FROM COST ANALYSIS | 8196  |
| TE  | TOTAL EXPENSES       | TVE+TFE            | 11316 |
| NP  | NET PROFIT           | GTO-TE             | 13684 |
| NPM | NET PROFIT MARGIN    | NP/GTO X 100       | 55%   |

## FINANCIAL ASSISTANCE REQUIRED

An opening balance of \$1000 will be required to ensure the running balance remains “in the black”.

## SUMMARY

After producing financial forecasts it can be deemed that this enterprise will be a viable business provided all marketing and milestones are met as scheduled.

## **M A R K E T I N G**

### **OVERVIEW OF THE MARKET (SIZE, SHARE)**

**What is currently in the market that is similar or close to your product/service -in fulfilling a specific need?**

There is not anything that is exactly the same as far as a service that is currently being offered by another company but something that one could say is somewhat similar is a service offered by Blue and Brown. They offer a service customising artwork to suit an interior space. The artwork is derived from a set of pre made images.

**If this product/service is currently in the market what type of people are originating it?** People who have a background in design/creative arts and run their own business.

**Who is currently fulfilling the need or requirement of the customer?**

Blue and Brown is one company that offers a similar service but only to a certain degree.

**How is product/service being embraced by the public/customers?**

Showcasing their wares at the Australian embassy as part of Tokyo design Week. Their range of products and designs were well received by the Japanese buyers and international design community.

**What is the direct value that the product or service adds to the customer?**

A Customised Graphics piece will provide a sense of self worth, it will inspire people feel good about themselves, about the space the work is set in and about their lives that they've lived.

**What has prevented it from having mass appeal?**

As it is a fairly new service, awareness by the public is low. It would also be considered an luxury item and therefore being priced accordingly.

**How advanced are the competitors in market penetration?**

Competitors of which there are few, would have only have made a small impression on the market place as this is a service that is generally unknown.

**How advanced are the competitors in the adoption of worlds best practice?**

Have not been able to find out enough information to answer this question.

**How responsive are the competitors?**

See previous answer

**What do I see that I can add to this idea/product/service to be of greater service to the customer? (Eg. greater simplicity, more features, more user friendly etc)**

With the discovery process that I have already developed and will continue to even further fine tune, I will be able to ensure that the end result we satisfy and surpass expectation.

**Who are the people that currently use a product/service of this type?**

The type of people that this service appeals to are those who have an appreciation of art and have an awareness of how their home or office environment affects them.

**What economic climate is required for people to use this product/service consistently? One that is stable or more preferably booming.**

**When did this type of product/service first originate?**

Hard to say when this service first originated. Artists have been commissioned throughout history to produce work to fulfil a certain need or purpose.

**Who were the first people to adopt usage? In dollar terms what is the current size of the market?**

Hard to say as to who were the first people but one could assume those who were wealthy enough to be able to spend money on something that would generally be considered a luxury item. The size of the market in terms of a dollar value extends well into the millions which was made evident in a recent corporate art auction where many records were broken for the Australian market.

**How many users currently make up the market?**

Have not been able to find relevant info to answer this question.

## **MARKET SEGMENTATION, CUSTOMERS PROFILES. PROFILE OF TARGET MARKET**

**Who is your ultimate customer?**

Someone who loves my work and has a large budget to spend on a Customised Graphics piece.

**Where are they located?**

Ideally in Sydney but not that important.

**What is their average transaction size with you?**

About \$4000

**How often do they transact with you? (How often do you provide them with goods or services?)** Generally I would say it would be a one off transaction.

**How do they pay you (mode-Credit card, CASH, CHQ)?**

Cash or Cheque

**Are you paid in advance for your services? What period of time?**

I'll work on a 50% upfront basis with the second 50% being paid at the completion of the piece.

**What other qualities do you see the ultimate customer having? Design the describe them in your ideal terms.**

One who is considerate of the process involved in creating a Customised Graphics piece and is involved in social circles in which their opinion is highly regarded and has influence over others. More importantly, is happy to refer the service onto their friends and has a large budget to spend.

#### **CUSTOMERS MOTIVE FOR PURCHASING DECISIONS**

**Buying Motives "why do customers purchase goods and services of this nature?"**

Motives include owning a unique piece of art that will match an interior space.

**What specific needs will the product/service fulfil?**

Customers will use the service to fulfil a certain need in finding an artwork to match an interior space that is unique to them and unlike no other.

**In what ways will you be fulfilling this need better than your competitor?**

The discovery process will be a key attribute to the service which will ensure that the end result more than satisfies the customers needs and surpasses their expectations.

#### **MARKET RESEARCH, TESTING AND TEST RESULTS, ONGOING COLLECTION OF RESEARCH**

**How specifically will the market research be collected?**

A survey will be conducted after the completion of each Customised Graphics project to see if there are certain aspects to the service that could be improved.

**Methods "How specifically will we find out precisely what the customer now wants and how to best fulfil their requirements? What specific methods will you use to elicit the specific needs and wants of the customer?"**

This information will be uncovered through the discovery process. The client will be

taken through a portfolio of artworks and will be asked to describe each one. This will uncover their likes and dislikes and will also provide a reference to their use of language and terminology.

**Questionnaires and Surveys Used “What information do you need to know from your customer in order to attract them and precisely and elegantly fulfil their needs?”**

A customised graphics piece will be realised through a discovery process that will reveal the clients likes, interests and personality. This will also reveal what the piece will need to look like to complement the space in which it is set in.

**What questions if you knew the answer to would make your marketing more precise? In summary what responses were received from the Questionnaires?”**

Questions which make my marketing more precise are: How much do you think the service is worth? What is the best way for you to have information presented to you? What would be the biggest influence in deciding on using the service?

See appendixes for example.

**SUMMARY**

**What patterns surfaced in the responses?**

From the survey's completed I have been able to ascertain information in regards to what I could charge for the service, the most popular form of communication and how well received the overall concept is for the service.

**What new decisions could I now make with a high degree of certainty as a result of this information?**

No degree of certainty can be made from the surveys as a higher number of participants would be needed to gain a more accurate consensus. Results will be better if participants belong to the target demographic.

**Are there any common themes or patterns exhibited in the responses?**

Yes, lots of positive feedback from all participants so far.

## COMPETITOR ANALYSIS, SWOT OF COMPETITORS

| Competitor Name | Competitor Ranking # |
|-----------------|----------------------|
| Blue and Brown  | 1                    |
| Pixel Bros      | 2                    |
| Magnitude       | 3                    |

## OUR COMPETITIVE ADVANTAGES VS. COMPETITORS

**Competitor:** Blue and Brown

**Strengths:** Established with international presence, range of products, customisation of products

**Weaknesses:** Only limited customisation of products. Limited choice of aesthetics.

**Opportunities:** Expand range of products

**Threats:** Competitors delivering a better product. Products fall out of fashion.

### Defining the product/unique selling proposition/competitive edge

#### What is the specific product service that has been decided upon and why?

Blue and Brown have a service where they are able to customise a range of products such as art, table tops and stationary with different aesthetics to suit a certain space or budget.

#### What is unique about the product or service that is being offered by this enterprise?

This gives a sense of choice and freedom for the consumer allowing them to have a certain amount of control of the design process.

#### How will the consumer evaluate this product/service compared to the competitors?

Given that the service allows for the opportunity for the consumers involvement of the final outcome of the product, one would assume that the level of satisfaction would be much higher compared to a service or product that doesn't involve the consumer in the design process.

#### Do you consider your service/product outstanding?

It's a great concept however their choice of aesthetics I find to be very pedestrian.

The edge that I have over my competitors is.... my unique talent being my artistic ability to create new aesthetics.

My current charge out rate (amount I expect back from every hour in my business) is \$80.00

I am extremely good value in what I offer because of the process that is involved combined with my unique artistic talents to reach a unique end result.

### MARKETING OBJECTIVES

Short Term – What number of customers will I be servicing 30,60 and 90 days from now?

|               | Period ending | New customers for period | Total customers serviced |
|---------------|---------------|--------------------------|--------------------------|
| 30 day target | 31/07/05      | 1                        | 1                        |
| 60 day target | 31/08/05      | 1                        | 2                        |
| 90 day target | 30/09/05      | 1                        | 3                        |

Long Term –What number of customers will I be servicing 12 months from now?

|               | Period ending | New customers for period | Total customers serviced |
|---------------|---------------|--------------------------|--------------------------|
| 30 day target | 31/07/05      | 1                        | 1                        |
| 60 day target | 31/08/05      | 1                        | 2                        |
| 90 day target | 30/09/05      | 1                        | 3                        |

I currently have 0 customers who match my desired profile.

For me to be on target I require in total 7 customers who match my desired customer profile. The difference is 7. Therefore my objective is to attract 7 new or additional customers plus 10% for attrition equals 8 in total. These total new customers will have been reached by 01/07/06 And will occur with the following milestones:

| Milestone | New Customers for Period | Total customers | Date     |
|-----------|--------------------------|-----------------|----------|
| 1         | 1                        | 1               | 01/08/05 |
| 2         | 1                        | 2               | 01/10/05 |
| 3         | 2                        | 4               | 01/12/06 |
| 4         | 2                        | 6               | 01/02/06 |
| 5         | 2                        | 8               | 01/04/06 |

## MARKETING STRATEGIES/ PROMOTIONAL STRATEGY

### How specifically will we promote the product/service to the customer?

The service will be promoted through a few different avenues such as bringing awareness of the service to certain people ie. interior designers, architects, stylists, art dealers through use of a presentation giving information and showing examples of the Customised Graphics service. Viral marketing will be another method used to gain exposure. 'Unveiling' parties are another idea which will take place at the completion of each piece.

### How will the ultimate customer find out about my service/product?

The ultimate customer will find out about this service by word of mouth or through another professional which they have enlisted their services.

### How will the customer be reached and influenced? What is the most effective way to attract the required quality and quantity of customers?

Hard to answer at this point in time as to what will be the best form of communication to reach the required quality and quantity of customers.

| Resources required & costing | Specific Strategy |               | Period ending | New customers for period | Total customers serviced |
|------------------------------|-------------------|---------------|---------------|--------------------------|--------------------------|
| nil                          | presentaion       | 30 day taget  | 01/08/05      | 1                        | 1                        |
| nil                          | presentation      | 60 day target | 01/11/05      | 0                        | 1                        |
| nil                          | presentation      | 90 day target | 01/02/06      | 1                        | 2                        |

## DECIDING THE PRICE, CREDIT POLICY, PRICE COMPARISON

### What is the specific pricing decided upon for products and services and what is the psychology behind this choice is?

Pricing of a customised graphics piece will be on a project by project basis. However there is a minimum cost that has been established based on an hourly rate and an estimation of the duration of a customised graphics piece.

The psychology will be similar to that of one buying property where it comes down to what the market will pay.

## MARKETING SUMMARY

All marketing strategies will need to be tested therefore effectiveness of communication can only be measured once they have been put in place. Survey's will be utilised to gain this information. Cost effectiveness will be the key to which strategies are put in place until cashflow can justify a larger budget for implementing new marketing ideas.

## **O P E R A T I O N S**

### **ADMINISTRATION**

**What specific record keeping procedure has been chosen for the following functions?" Include who will carry out the task and what system they will use.**

A spreadsheet will be set up in Microsoft Excel to account for all of the following items - Bank reconciliations, Petty cash transactions, Business Activity statements, GST reversals, Tax return preparation, Paying accounts, Accounts receivables, Managing loans/finance, Financial measurement and analysis, Filing and storage of receipts and business documents. This will be done by myself.

### **SYSTEMS AND PROCEDURES**

**What operating systems are necessary for this business to be highly effective?**

Ensuring that the discovery process is conducted thoroughly in the realisation of a customised graphics piece.

**What are the major functions that must be carried out and who will carry these out?**

The discovery and the development processes are major functions of the service which will be carried out by myself.

**Marketing - Who will be responsible for generating customers for the business? What guidelines will they operate within?**

Customers will be generated utilising the existing client base of companies such as interior design firms, architecture firms, art dealers, and stylists. This will be carried out by myself.

**Who will oversee their actions and results? Record Keeping/Financial measurement/taxation/GST-Who will complete these responsibilities? Who will track them and oversee them?**

Not applicable as I do not intend to employ anyone at this stage.

### **PRODUCTION SCHEDULE/PROJECT SCHEDULE**

**What are the top 5 outcomes for the enterprise in the next 12 months? Why must this be achieved? What are the consequences of not achieving these?**

1. To have an economically viable business. 2. To gain exposure and awareness to the target market. 3. To be featured in design publications. 4. To produce 3 "marquee" Customised Graphics pieces. 5. To build a network of clientele that will lead to further

commissions. The consequences of not achieving these outcomes will mean a review of all processes and marketing strategies to see where they can be improved and necessary changes being made to ensure that outcomes will be achieved.

**When must these outcomes be achieved by? Specifically how much time is required?**

Ideally these outcomes will be achieved in 12 months.

**What specific skills and abilities are required to create these outcomes?**

Discipline, dedication, determination will definitely be required to ensure that outcomes are achieved.

**What specific resources are required?**

A computer, camera, lots of time and dedication to ensure that the process works successfully.

**Who will responsible for these outcomes being achieved?**

Me.

**How will the action items that go into creating these outcomes/projects be scheduled?** Depending on the action it will vary from weekly, monthly or quarterly

**What are the major milestones that we will use to measure progress towards the outcomes by?** Progress will be best monitored in monetary terms. Milestones would include receiving payment for the first 50% and then the remaining 50% at the completion of a Customised Graphics project. 8 Customised Graphics projects have been set as milestones for the first 12 months of the business operating.

## OPERATIONS SUMMARY

|             | <b>operations</b>   | <b>marketing</b>      | <b>financial</b>  |
|-------------|---|-----------------------|---|
| 1st Quarter | completion of 1st project, start of 2nd + 3rd projects              | 12 presentations made | payment of first project, first 50% of 2nd + 3rd              |
| 2nd Quarter | completion of 2nd + 3rd projects, start of 4th and 5th projects     | 24 presentations made | 2nd 50% of 2nd + 3rd project, first 50% of 4th + 5th projects |
| 3rd Quarter | completion of 4th and 5th projects. start of 6th+7th + 8th projects | 36 presentations made | 2nd 50% of 4th and 5th, first 50% of 6th, 7th+ 8th projects   |
| 4th Quarter | completion of 6th, 7th and 8th projects                             | 48 presentations made | 2nd 50% of 6th, 7th + 8th projects                            |

## S U M M A R Y   A N D   C O N C L U S I O N

In conclusion I feel there is enough evidence to support that this is a viable business. This will put myself in a position where I can do what I love and experience the happiness that I desire which I feel is the purpose of my life.

## A P P E N D I X E S

1. Insurance quotation \*
2. Qualifications/resume of key people \*
3. Marketing material