



BUSINESS PLAN CHECKLIST

Работу выполнили студентки ЭКО-21 Гудина
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1.Details of the business

The Soap with a toy inside. Initially the business will be registered as a limited company with 2 shareholders.



2. Personal details

There is no work experience yet, but there is good potential.



3. Personnel

5 full-time employees: a technologist, two soap makers, a cleaner and a seller.



4.Product

A retail outlet selling a wide range of soap with a toy inside. Sales will be carried out directly to customers as well as by mail.



5. Market

Potential clients are women, most often young mothers or their girlfriends. Competitors can be soap manufacturers in the form of animals, cars, snowflakes and others. Such soap will quickly lose its shape, and it will not be interesting to use it. Soap with a toy inside, on the contrary, it will be more interesting to use each time, since the receipt of this toy will be approaching.



6. Marketing

We plan to advertise on the Internet also on local radio.



7.Premises / machinery / vehicles

The shop is close to the town center. The surface area is 60 square meters at a rent of 9,000 rubles per month. The premise is divided into 3 halls: for soap making, for packaging and storage, for sale.



8.Objectives

We need to bring the business to profit. If we succeed, then we can think about finding other objects in the city area, and then in the country.



Thank you for your attention!

