



LOLLIPOP KITTEN

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Rēzija Ķīkule



BUSINESS PLAN DEVELOPMENT GOAL

- find out the size of the necessary funding, the amount of resources
- evaluate the reality of business idea.





CHARACTERISTICS OF THE COMPANY

- Raiņa street 28a , Valka, Latvia
- was established in November 1
2016
- jewelry
- to get first knowledge of business



PRODUCT DESCRIPTION

- bracelets
- necklaces
- earrings





PRODUCT DESCRIPTION 2

- chains, ribbons

product	costs	EUR
bracelet	chain	1.20
	ribbon	0.40
	work	0.80
	The cost of	2.40
	increase of price	0.60
	The price	3.00



MANAGEMENT OF THE COMPANY

- business manager Rēzija Ķīkule, graduated from art school
- have one employee, my sister Letīcija Ķīkule





TARGET AUDIENCE

women of all ages





COMPETITORS

- other jewelery manufacturers

OUR ADVANTAGES

- hand-made products
- high quality
- reasonable price



MARKETING

- student company markets
- local markets
- advertisement at school



RISK

- new competitors
- demand reduction
- raw material prices increase
- material quality deterioration



FUTURE PLANS

- learn new jewelery-making equipment
- acquire new materials
- create new jewelry designs





**THANK YOU FOR
YOUR ATTENTION!**



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