

LTD. «SELF-MADE PHOTO MAFIA»



Owners: Ēriks Zirnis

Co-owner: Kārlis Skutāns

REG. № V5040192017



WHY SHOULD WE MAKE BUSINESS PLAN?



COMPANY DESCRIPTION

Location – Latvia, Valkas municipality, Valka Raiņa street 28a

Founded in 2018 on 28 January

T-Shirt, Mug and phone case printing.



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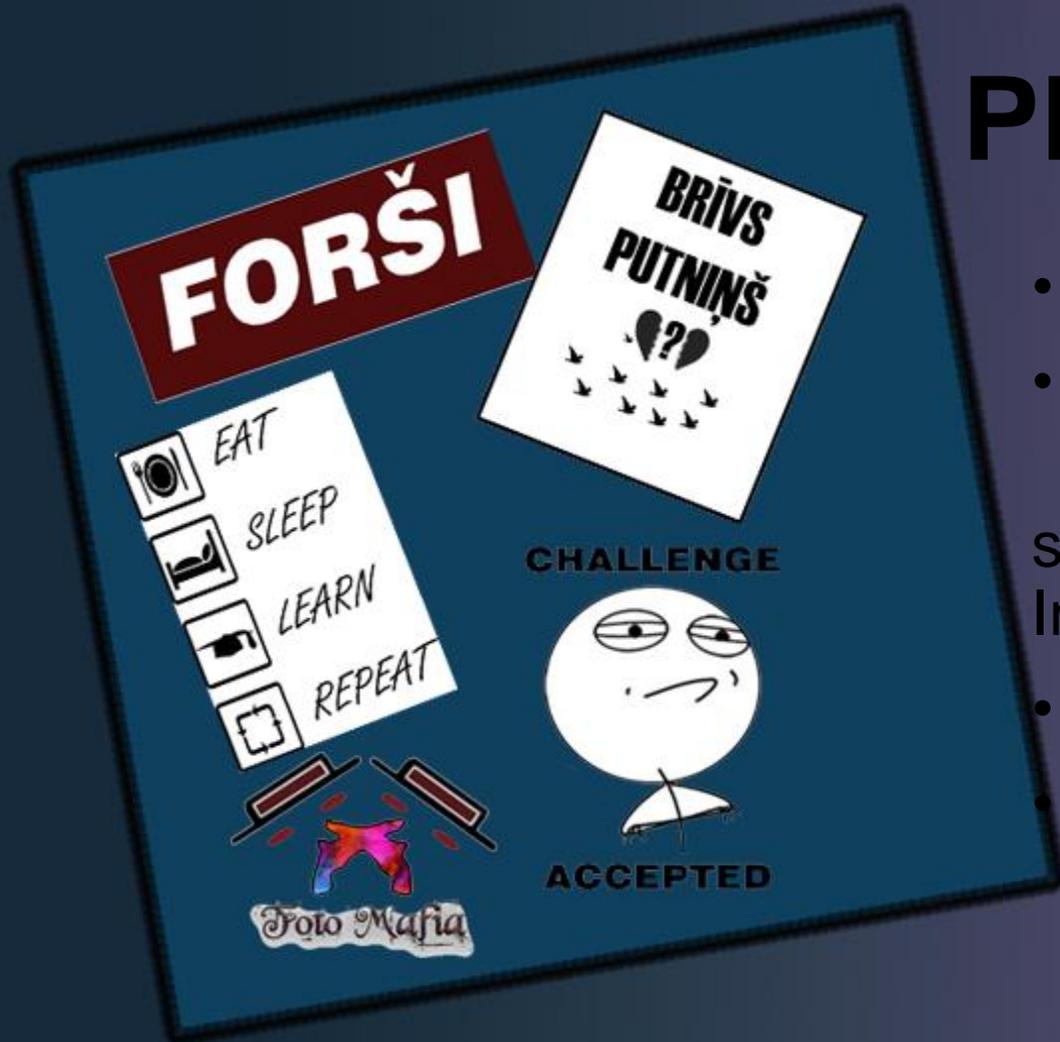
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IDEA HOW ALL IT STARTED



PRODUCT DESCRIPTION



- T-SHIRT, mug, phone case printing.
- Necessary things – Iron(Heat press), heat transfer paper, sublimation paper, phone cases, t-shirts, mugs. Ink-jet printer
- Product is in good quality, washable.
- Product price comprises of WORK, MATERIALS.



PRODUCTION

1. Print picture(text) on Heat transfer paper with mirrored image
2. Iron fabric before applying paper with mirrored image
3. Apply paper and start ironing on max temperature 5-10minutes
4. Peel of paper and stretch fabric out.
5. Take silicon paper or printing paper and apply it on the print
6. Iron a few seconds(10-15) and peel it off
7. READY





STRUCTURE

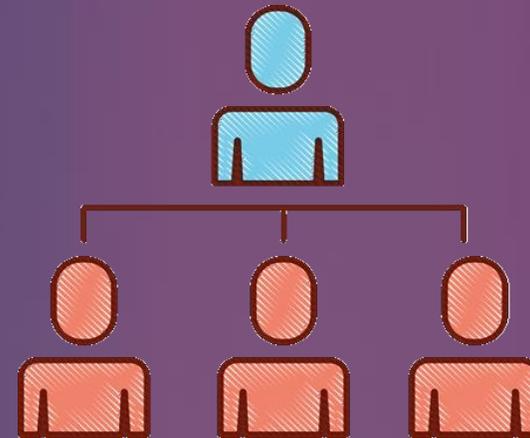
(WORKERS, QUALIFICATIONS)

Ēriks Zirnis

- Leadership
- T-shirt printing
- Graphic design
- Advertising

Kārlis Skutāns

- T-shirt printing
- Advertising
- Design ideas



TARGET AUDIENCE



Audience	Age	Buying intensity of product			
		Often	Sometimes	Rarely	Very rare
Children	7-11				x
Teenagers	13-17			x	
Adults	18-45	x			
Middle age	45-60		x		
Older	60-...			x	



COMPETITION

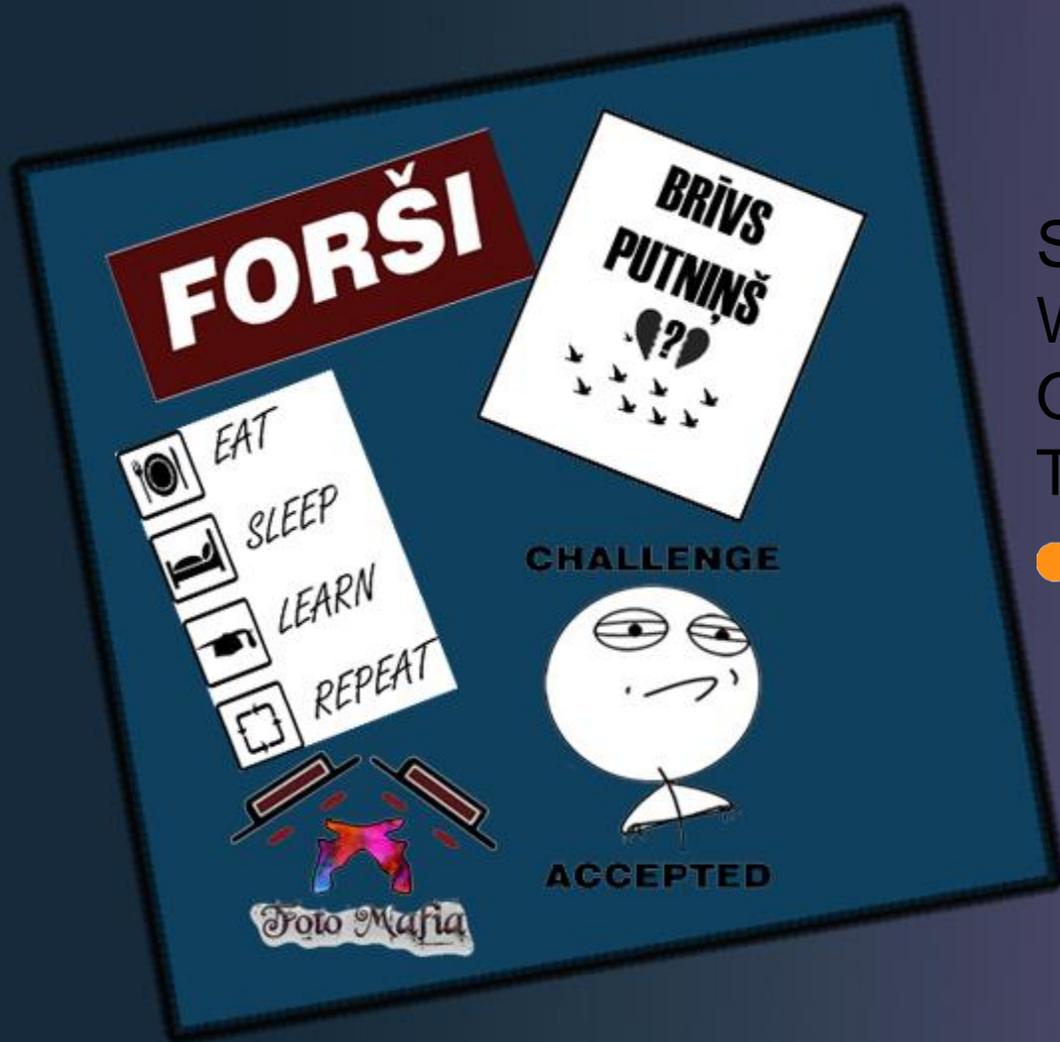




Data	SIA "Print happy"	SIA "T-Bode"	SIA "Artifex plus"
Location	Rīga(150km)	Valmiera(50km)	Valmiera(50km)
Service	Good	Good	No information
Advertisement ways	Advertisements on the Internet	Advertising on the Internet	Advertising on the Internet
Product's quality	Good	High	No information
Company's reputation	High	High	Good
selection	Offers any kind of printing, includes t-shirt, mug printing	Offers any kind of printing, includes t-shirt, mug printing and also makes puzzles	Offers T-shirt and Mug printing
Ecological Yes/No	No information	No information	No information
Price	High(20-30 Euro)	High(15-30 Euro)	High(20-25 Euro)



SWOT analysis



STRENGTH
WEAKNESS
OPPORTUNITY
THREAT



MARKETING

Product realisation(+/-)

+ Advertisements are made by us. It is not expensive.

Easy to advertise on the Internet, social media.

- Expensive to distribute in local news paper, new company, hard to stand out.

- Product advertising

Advertisements on message boards, advertising through friends,

family. Giving away t-shirts, mugs, phonecases in competitions or

taking part

in events and advertising our company in these such activities.



PRINTING

T-SHIRT
MUG
PHONE CASE

Price starting from 6 Euro
(Send to email your design&we can offer our designs)
Information will be provided in EMAIL
about payment/shipping/product quality



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RISK FACTORS

- New competitors
- VAT increases(Demand reduces)
- Out of materials
- Printing ink price increases
- Not enough heat to transfer the ink(bad quality)



Future plans

- Heat press
- Website
- Taking part in local markets
- Advertising world-wise(Social media-Instagram, facebook)



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THANK YOU FOR
YOUR ATTENTION!

