



SIA "ANNIE"

NR.V5040152017

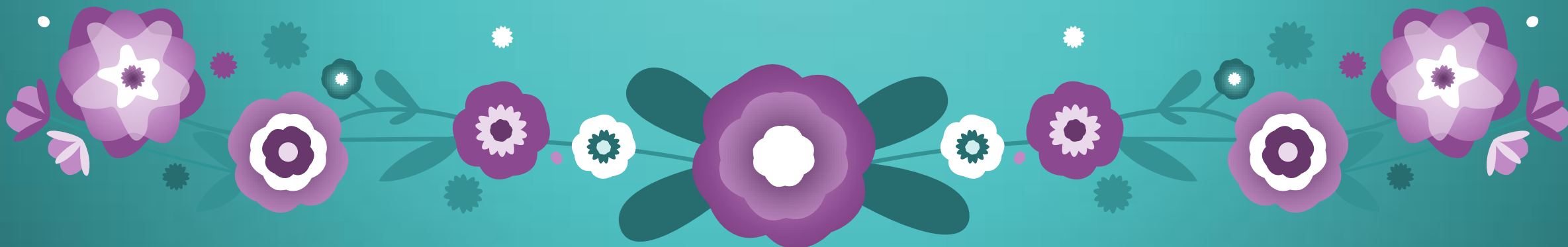
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ANNIE





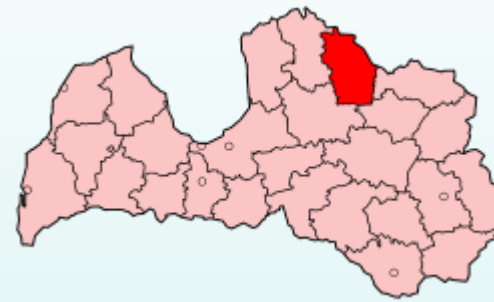
Business plan goal

- Gain profit
- Satisfy the customer
- Further a hobby into a business
- Develop creativeness



Company description

- Valka, Latvia
- Date of foundation:
01.02.2018.
- Interior and floristics products



- Reason for the idea –
Hobby of my mother turned
into a hobby of mine
- Goal for the business:
 - To try something
new
 - To earn extra money
 - To make others
happy
 - To popularise
possibilities of
floristics to other
young people



Product description

Candy bouquet



Decorations



- Quality
- Keeps its original form for a long
- Without a special smell
- Done after individual orders
- From imitated material



Company leadership

- Owner Enija Stahovska
- Skills:
 - Creativity
 - Responsibility
 - Comunicabilty





Target audience

- People aged from 14 years

Why?

- ❖ They own money
- ❖ They have other thoughts about gifts
- ❖ Orders depends on celebrations



Competitors

SIA «Ingra»

- Bigger offer
- Haven't got advertisement and logo
- More customers
- Location in Valka centre



SIA «Elston»

- Bigger offer
- Less advertisement
- More customers
- Location in Valka centre



SVID analysis

+

- Production
- Advertisement
- Price
- Production capacity
- Competitors
- New market opportunities



• Location

-

- Customer
- Popularity
- Employee
- Celebrations





Marketing

Sales type

- Markets
- By order + supply

Advertisement forms

- Poster
- Business card
- Album

SIA SMU "ANNIE"

ANNIE

Handmade

Candy Bouquet → Original ideas for the perfect present → Decorations

A great way to complement your home interior

From € 5.00

From € 7.00

Time for a present!

Your idea - our execution!

Call us at 29439622
E-pasts: anniedavana@inbox.lv

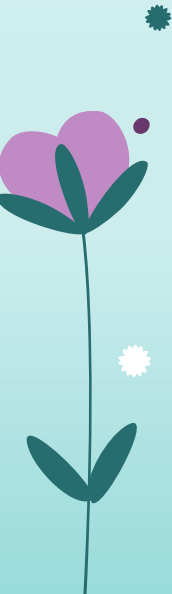
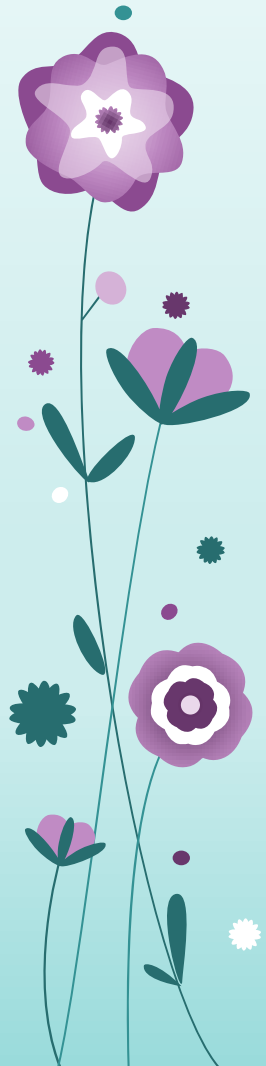
RISKS

- New competitors
- Decline in demand
- Unexpected changes in production process
- Lots of orders in a short time



Future plans

- Advent wreaths
- Gift packing
- Making competitions





Thank you for your attention!

