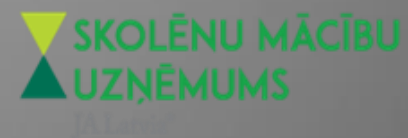


"Carrent"

V5040162017

—

Markuss Beļakovs



<Carrent>



Reasons for creating a business plan?

- Form our ideas and goals
- Find ways of achieving them
- Look for possible outcomes

Business Description





Located in:

*Valka Janis Cimze gymnasium,
Latvia*

Established:

February 1, 2018

Industry:

*Electronics/Bluetooth
speakers*

Our Goal:

*Gain profits from reusing old
electronics to fit a modern
environment.*





Product Description

Our Product

*Speakers with an old,
vintage design yet modern
features.*





Needed Materials

- Old radios (€5-€20)
- Bluetooth amplifiers (~€5 - €8)
- Rechargeable batteries / Chargers
(~€5)
- USB ports, speakers and other
miscellaneous components

Production Process

1. Inspect the condition of the used radio

1. Clear the old components

1. Install the new hardware

1. Test the product



Management





Leadership

Business is owned by Markuss

Beļakovs

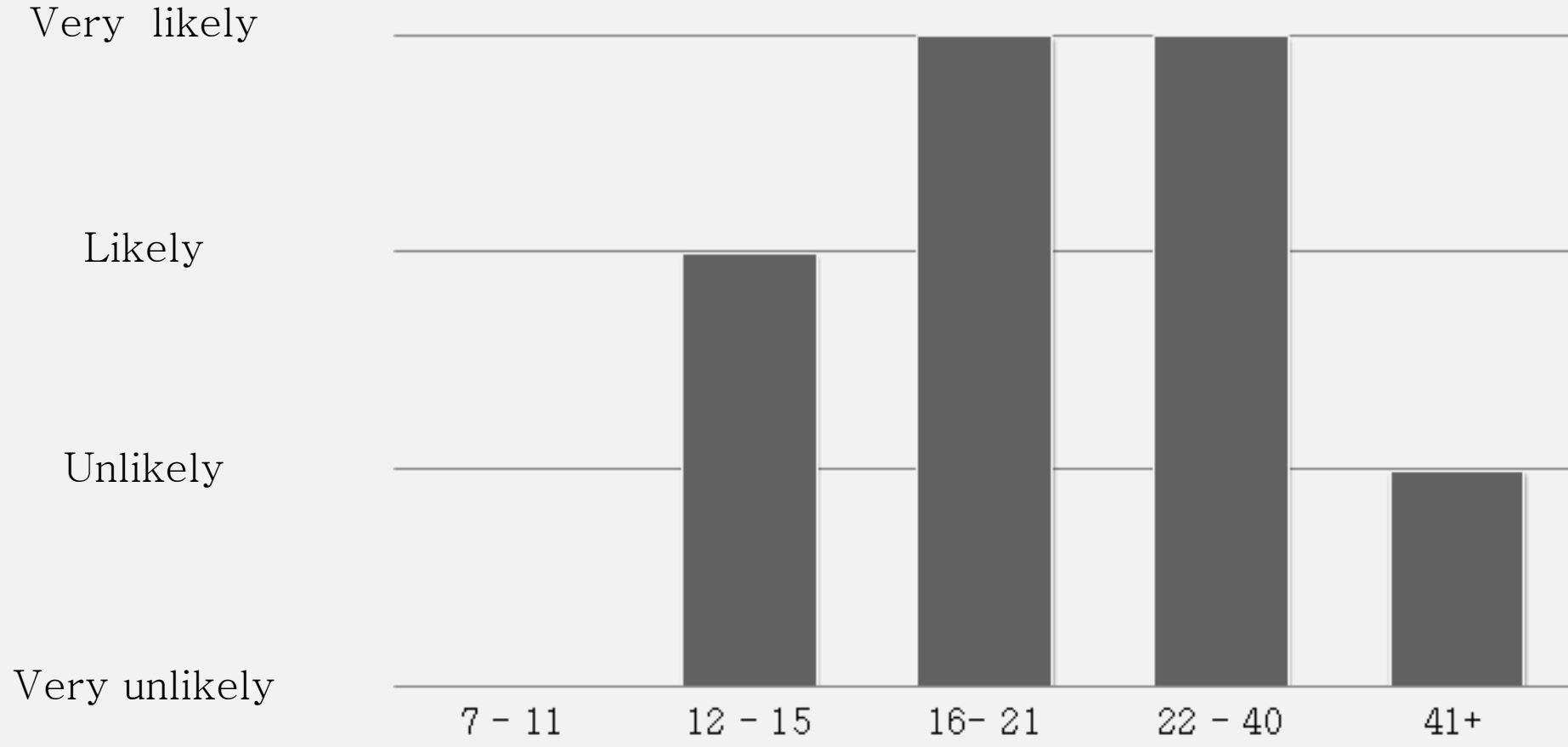
Employees

Currently none

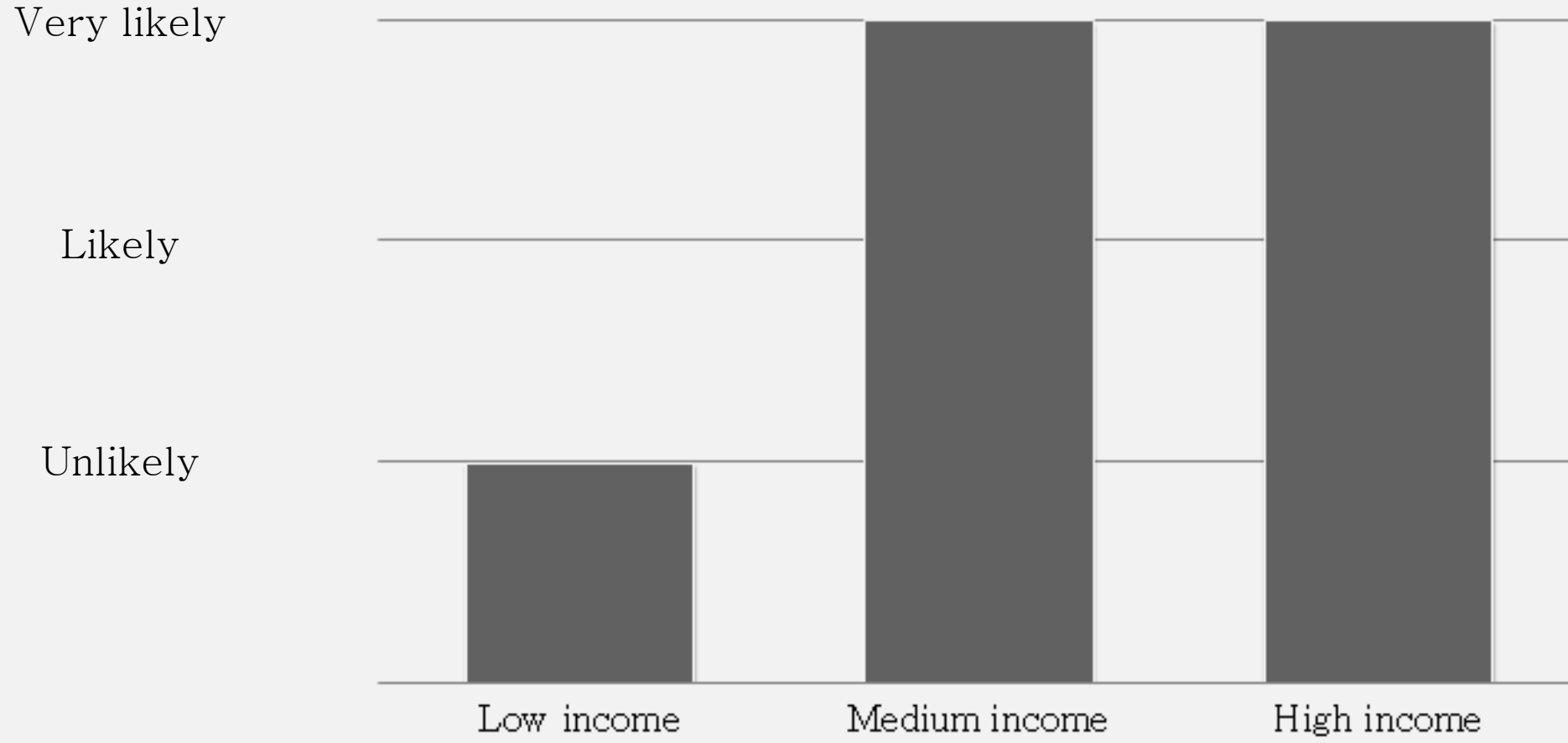
Target Audience



Age groups most likely to buy



Possible clients by income



Competitors





JBL Bluetooth Speakers

- High reputation
- Well-advertised
- Very high quality products
 - Simple design
 - High price

YKON Radios

- Less known
- Similar design
- Offer a guarantee
 - High price



SWOT Analysis



Strengths:

- Uncommon and unique product
- Can be found online
- Enough starting capital

Opportunities:

- Not many competitors
- Available online, can expand
- With rising minimum wage, more potential clients

Weaknesses:

- Unknown business
- Long, inefficient produce time

Threats:

- Many cheaper speakers available
- With a lowering minimum wage, less potential clients

Marketing





Marketing Channels

*Products will be sold in
markets in our school, city,
as well as online.*

Advertisement types

- Posters
- Business cards
- Facebook



Business Risks



- New competitors
- Drop in demand
- Unforeseen changes in production
 - Loss of suppliers
 - Defective products
- Loss of trained workforce



Plans for the future





Hire skilled employees

Find more ways to improve our
product

Create a more efficient
development process

Further develop marketing

Improve the image of the business

Thank You!

