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SIA "BEAUTY"

NR.V5040012017

The owner : Dita Ikšele
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The purpose of the business plan

Estimate business development and potential risks



Company description



- Location :

Valka, Latvija, LV-4701

- Date of foundation:

01.11.2017.

- Direction of action:

Manufacture of cosmetic products

- The emergence of the idea:

1. Hobby to make body scrubs
2. Interest in business



Product description

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This sugar body scrub will help you to get very smooth, healthy and silky skin. Sugar makes skin clean and smoother, but oils nourishes and moisturizes your skin.



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Company management and staff

- Owner Dita Ikšele
- The employee must be:
 1. Creative
 2. Careful
 3. Flexible



Target audience

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People aged from 7-80 years old



Competitors



- «Selver»
- SIA «Alianse»
- «Maxima»
- «Rimi»
- SIA «Top»
- Aptieka
- Mego



SVID analysis



- Customers are satisfied with the products
- The product is made from organic vegetable oils
- A great opportunity is to expand the business
- The company has a positive image



- Customers need more choice
- The company is far from the largest cities in Latvia
- Business needs more promotion
- Big competition in the commodity market



Marketing

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Sales channels

- Retail
- By order
- Markets



Forms of advertising

- Business cards
- Billboards



Risks

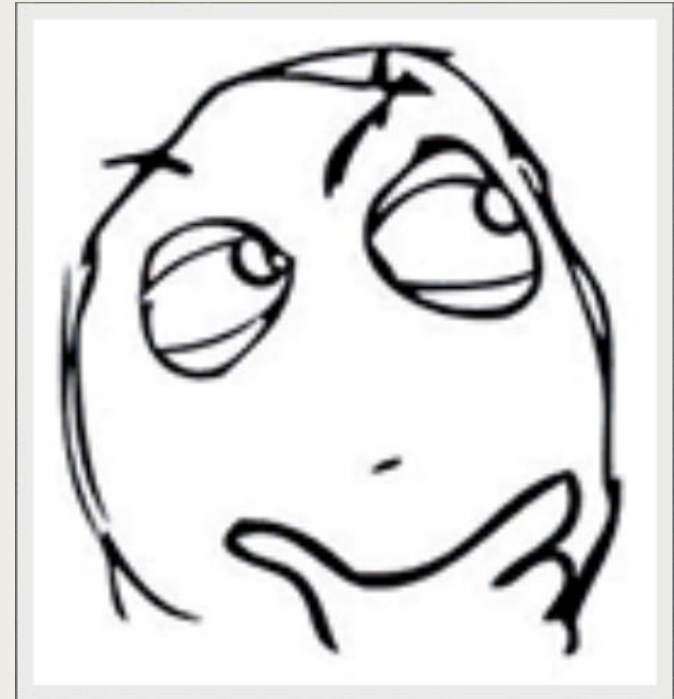
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Problem

- New competitors
- Decrease in demand

What to do ?

- Improve products quality
- Create new products
- Lower prices
- Make bigger products advertisement
- Lower prices





Future

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- Create new products
- Improve product quality
- Improve product design
- Get new customers



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Thank you for the attention !

