



FUNDA TAKI AKSESUAR

FUNDA

BUSINESS PLAN



Erasmus+



RESUME

Name Fundanur Coşkun

Legal address - İnönü Mah. İnönü Cad. No: 48 / 1 / 7 Sancaktepe / İSTANBUL

Founders of the company and the staff

Fundanur COŞKUN & Mehtap COŞKUN

Description of the product, the most essential qualities.

Handmade jewelry and accessories

The most important competitors

Offering high quality handmade products with reasonable price, we not only offer our own designs but also make the jewelry considering the customers' private wishes.

Target group

Especially teenagers, men and Women of all ages

Main marketing activities

Booklets and advertisements in social media

Planned income, expenses, profit -

1500 TL income , 500 TL expenses, 1000 TL profit



DESCRIPTION OF THE COMPANY

Name Funda Takı ve Aksesuar

Legal address İnönü Mah. İnönü Cad. No: 48 / 1 / 7 Sancaktepe / İSTANBUL

Contacts +905343856508 f-nur1992@hotmail.com

Entrepreneurship form choice argumentation

Equity capital with the help of family

Company idea history or how the business idea started, the planned direction

Being interested in designing jewelry and accessories, people's adoration of my products on Instagram.

Assessment of the necessary means of production

Having a few tools to make jewelry, buying new materials

Assessment of the location of the company Designing and making products at home, Instagram is the best place to advertise and sell products.

Company goal

Selling the products firstly in İstanbul then all the country



DESCRIPTION OF THE PRODUCT

Rings, earrings, bracelets, necklaces, berets and scarves

Picture of the products

Necessary equipment and facilities, possibility to buy or rent them, expenses.

Buying the tools for making products with the help of family

Necessary raw - materials, potential suppliers, organization of supplies.

Raw materials are bought from the potential suppliers in İstoç which is a very big place for suppliers of all kinds of raw materials.

Description of production process.

All the products are handmade with the necessary tools and materials.





Forecasts for sales, factors influencing it

Table of Production sale

Product	January	February	March	April	May	June	July	August	September	October	November	December	Total
Jewelry	75	75	75	75	100	200	200	150	100	100	100	75	1325
Accessories	50	35	-	-	-	-	-	-	25	35	50	50	245



POTENTIAL PRICE

Product	Expenses	TL (Price)
Jewelry and accessories	Earrings	5 - 25 TL
	Necklaces	10 - 75 TL
	Bracelets	10 - 50 TL
	Rings	5 - 40 TL
	Beret	10 - 30 TL
	Scarves	15 - 75 TL
	Packaging	0.75 TL
	Transport	5 TL





Company management and the staff

There is only one manager responsible for production and selling.

Company structure



Motivation of the employees, planned payment system, working load, planned staff costs

We are highly motivated to design and make new products. We share the profit.





4. Market analysis

4.1. Target group

Our potential customers are adolescents, young people and adults.

Target groups	Age, years	Intensity of buying the product			
		Often	Rather often	Seldom	Extremely seldom
Children	7-11			x	
Adolescents	12-15	x			
Young people	16-25	x			
Adults	26-60	x			
Pensioners	60-...			x	

Main factors influencing buyers

Quality, advertisements, price, service, reputation



4.2. Analysis of competitors

There are a lot of competitors on the internet which sell the similar products but we are among the few ones to make special products for customers.

Analysis of competitors				
Data to analyze	Funda Takı aksesuar	Takı Kraliçesi	Takı sepetim	Sancak Takı
Location	Online	Online	Online	In the center of Sancaktepe
Service quality	Excellent, we always fulfill customer's wishes	Good	Good	Not very good
Types of advertising	Adverts on Instagram, on Facebook, booklets	Adverts on Instagram, on Facebook.	Adverts on Instagram, on Facebook.	Brochures, business cards, local newspapers
Product quality	Very good	Good	Good	Good
Company reputation	Good	Very well-known	Well-known	Good
Assortment	Many	Many	Only jewelry	Too many products
Is/not handmade	Yes	No	Yes	No
Price	Reasonable.	Reasonable	Expensive	Expensive



- ▶ **4.3. Market tendencies and development possibilities**
- ▶ In Turkey especially women are very interested in jewelry and accessories. According to the statistics, 78 % of women spend most of their money on these. There has been a great demand for private design products since they are unique.
- ▶ At the end of year we plan to increase the number of our followers to 100.000.



4.4. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none">*Buyers love our products and make positive comments on Instagram.*Products are very good quality ,handmade.*Our products are accessible to everyone*We advertise on social media and booklets. <p>Our prices are reasonable We have a wide range of products We are popular in Çekmeköy now.</p>	<p>We don't pay much attention to marketing, dependent on social media Accessories selling is slower during summer Having less followers at the beginning Having less equity capacity at he beginning of the work</p>
Opportunities	Threats
<p>The statistics showing that most of women are spending their money on jewelry.</p> <p>The pictures uploaded on Instagram.</p>	<p>People want to buy more valuable products like gold or silver.</p> <p>Economic situation in the country</p>
Positive	Negative



5. MARKETING PLAN

5.1 Price policy, discount policy

Comparing with the prices in the market, we determine the cost by considering the time we spend, work labour, design and materials.

5.2. Sale possibilities

Product distribution, Sale on Instagram , direct sale, sale over the phone by using WhatsApp.

Assessment of sale possibilities

We create a strong sense of value for the special design product itself in order to get higher sales prices and greater margins. To pay less, we make contract with the transport companies.



5.3. Product promotion in the market

Payable adverts	Cost per unit	January	February	March	April	May	June	July	August	September	October	November	December	Total (TL)
Booklet	0,50	100												50
Adverts on Instagram with special offers		5	5	5	5	5	5	5	5	5	5	5	5	60
Total advert expenses		105	5	5	5	5	5	5	5	5	5	5	5	110





6. Risks and activities to minimize them

Risk: The product can be damaged during transport.

Solution: The packaging materials will be good quality.

7.1. Planned income

Planned production volume and monthly profit

Product	Price per (TL)	January	February	March	April	May	June	July	August	September	October	November	December
Jewelry	20 TL	75	75	75	75	100	200	200	150	100	100	100	75
Accessories	10 TL	50	35	-	-	-	-	-	-	25	35	50	50
Total (TL)		2000	1850	1500	1500	2000	4000	4000	3000	2250	2350	2500	2000



7.4. Calculation of profit and loss

A profit and loss statement provides information of the company, it reflects income and expenses, also profit or losses, it is a formal record of financial activities and the results in a certain period of time.

Indicators	TL
Line 1 - net turnover (total income from the main activity)	28900
Line 2 - manufacturing costs of the sold product	8500
Line 3 - gross profit (line 1 - line 2)	20400
Line 4 - expenses (the rest of expenses)	10470
Line 5 - profit before taxes (line 3 - line 4)	9930
Line 6 - company income tax (line 5*tax rate)	1986
Line 7- net income (line 5 - line 6)	7944



7.5. Balance

Here is the balance table .

ACTIVE (where one spends money)			PASSIVE (where one gets money)		
Index	Start balance Sum (TL)	End balance Sum (TL)	Index	Start balance Sum (TL)	End balance Sum (TL)
Current Assests:			Current liabilities		
Cash	1000		Account payable	2000	
Account receivable	3000		Income tax payable	1986	3986
Prepaid expenses	500				
Banks	1986	6486	Own capital :		
			equity capital	1000	
Long-term assests:			retained profit	500	1500
fixed assets(car)	15000	15000			
			Long- term liabilities		
				15000	15000
			Short- term liabilities		
				1000	1000
Total:	21486		Total :	21486	



7.7. Financial indices analysis

To assess the affectivity of a company a number of ratios are calculated which allows taking decisions for further development. To find ratios, data from profit and loss calculations and balance data are used.

Turnover profitability : $20470 / 28900 * 100 = 70.83\%$

Gross profit/net turnover*100 (it shows what part of each net turnover TL makes gross profit).

Own funds profitability : $7944 / 1000 * 100 = 794 \%$

Net profit/own funds*100 (it shows how much each liras invested in the company earns).

Liquidity ratio

L=Current assets/Current liabilities 6486 / 3986 : 1.63

If $L < 1$, risk, incapacity to pay off

If $L > 2$, blocked capital, hindrance for development



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THANK YOU FOR LISTENING

Fundanur Coşkun