



Erasmus+

Developing young entrepreneurs by running a mini company on a European learning level





# PERFECT CRAFT MINI-COMPANY

“DIMITRIE BOLINTINEANU “  
TECHNOLOGICAL HIGH SCHOOL  
BOLINTIN VALE , GIURGIU COUNTY

# Our mini-company



**PERFECT CRAFT SRL has started his activity in 2015 with a share capital of RON 200.**

**The main activity is the production and marketing of handmade products.**

**CAEN Code 4789**

**Since its establishing, the team has participated in fairs and exhibitions where it has obtained:**

- 5 awards I,**
- 6 awards II,**
- 6 awards III**
- 3 mentions.**



# Our actual team



Administrator: Zamfir  
Daniel



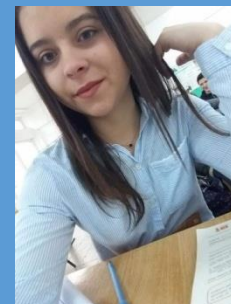
Confectioner: Covrig Burcea  
Marius



Marketing Agent:  
Vasilica Raluca



Designer: Preda Andreea



# GENERAL INFORMATION

UNIQUE REGISTRATION CODE :  
R0110012951

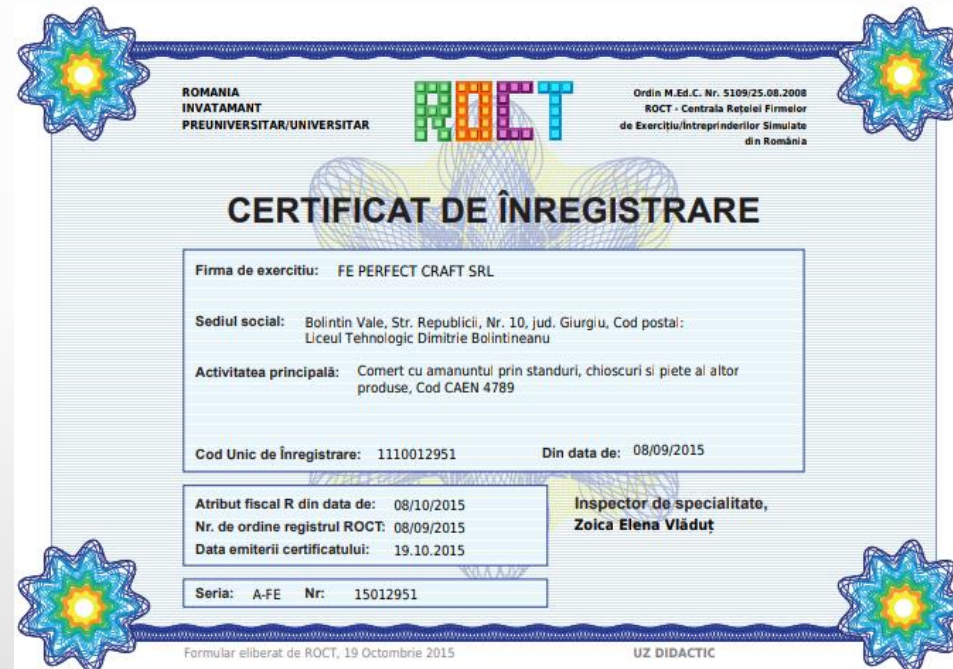
NR. ORD. IN REG. ROCT: J52/113

FORM OF LEGAL FORMATION: LIMITED  
LIABILITY COMPANY

SOCIAL CAPITAL: 200 RON

ADDRESS, PHONE, E-MAIL :  
DIMITRIE BOLINTINEANU TECHNOLOGICAL  
HIGH SCHOOL  
2B REPUBLICII ST,, BOLINTIN VALE  
PHONE: 0736695942,  
EMAIL PERFECTCRAFT@YAHOO.COM

ON-LINE PROGRAM-  
MONDAY - FRIDAY FROM: 9 - 17.



ROMANIA  
INVATAMANT  
PREUNIVERSITAR/UNIVERSITAR

ROCT

Ordin M.Ed.C. Nr. 5109/25.08.2008  
ROCT - Centrala Rețelei Firmelor  
de Exercițiu/Intreprinderilor Simulate  
din România

## CERTIFICAT DE ÎNREGISTRARE

Firma de exercitiu: FE PERFECT CRAFT SRL

Sediul social: Bolintin Vale, Str. Republicii, Nr. 10, jud. Giurgiu, Cod postal:  
Liceul Tehnologic Dimitrie Bolintineanu

Activitatea principală: Comerț cu amănuntul prin standuri, chioscuri și pietre al altor  
produse, Cod CAEN 4789

Cod Unic de Înregistrare: 1110012951 Din data de: 08/09/2015

Atribut fiscal R din data de: 08/10/2015  
Nr. de ordine registrul ROCT: 08/09/2015  
Data emiterii certificatului: 19.10.2015

Inspector de specialitate,  
Zoica Elena Vlăduț

Seria: A-FE Nr: 15012951

Formular eliberat de ROCT, 19 Octombrie 2015 UZ DIDACTIC



- **View :**

A top position on the Romanian market in the handmade products segment.

- **Mission:**

To develop the company's activity in the field of producing and selling handmade products, by providing advantageous offers to our clients.

# COMMUNICATION



We intend to have permanent and diversified communication with our customers:

Detailed presentations of products and services offered by our company:

- Permanent contact with customers through our site
- participation in fairs and exhibitions;
- developing thematic catalogues (winter, spring, summer, autumn);
- launching special promotional materials on the market;



# OBJECTIVES

- **Maintain market share;**
- **Increase revenue;**
- **Customer loyalty by granting discounts;**
- **Increasing the number of customers;**
- **Obtaining quality label for our mini-company.**







## CUSTOMERS

We address all categories of customers, especially those who appreciate handcrafted objects.



# SWOT ANALYSIS



## Strong points

- ❖ The company's team has professional training in production and marketing of handmade products;
- ❖ The offer is diversified both in terms of products and in terms of prices;
- ❖ **The company has contracts with major mini companies registered on the ROCT platform;**
- ❖ **Superior product quality;**
- ❖ Excellent value for money.

## Weak points

- ❖ Limited number of transactions
- ❖ The staff is made up of a small number of people.

## Opportunities

Partnership with ROCT;  
The possibility of concluding alliances, advantageous agreements;  
Possibility of expanding contracts with companies in different fields (food - trade, tourism, etc.);  
Increasing the number of loyal customers;

## Threats

- Strong native competition; Costul ridicat al materiilor prime;
- Increase of taxes and taxes on the state budget;
- Decrease in purchasing power of Romanians.

# Staff

- Employed on individual employment contract basis
- Fixed salary payment, bonuses



# Perfect Craft Products

- ❖ They have the advantage of being unique, made by skilled craftsmen, with artistry and originality, based on the customer's concept.
- ❖ They are made to meet the customer's requirements (freedom to choose: color, size, model).

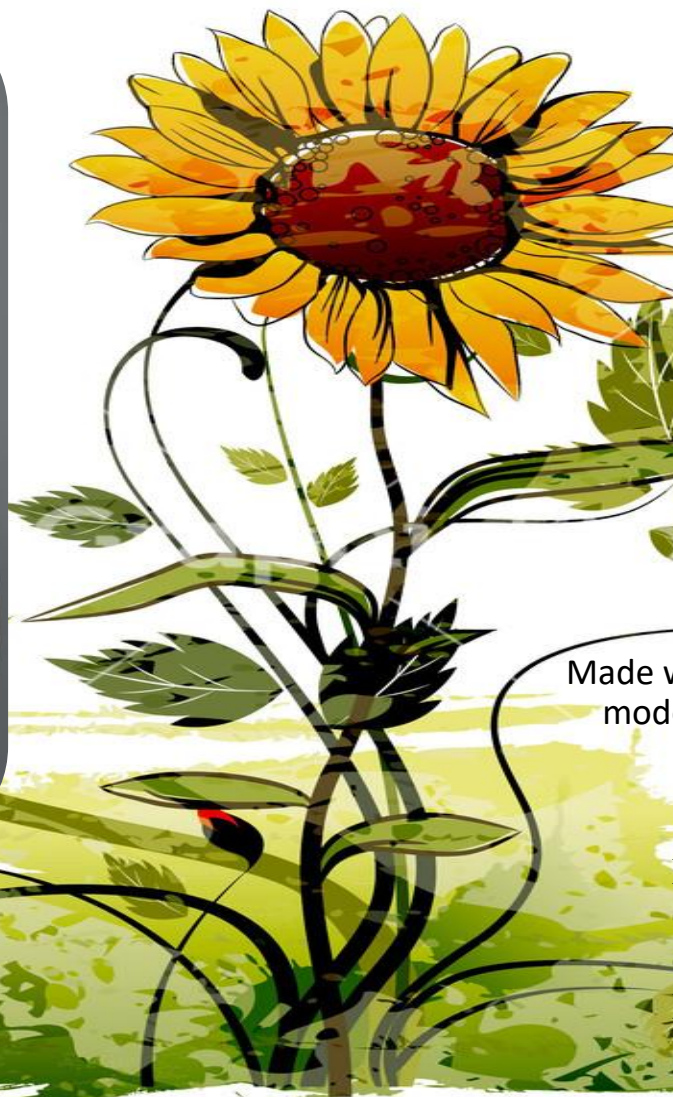




*OFFERS OF PERFECT CRAFT SRL MINI  
COMPANY*



# Traditional but always trendy



Made with popular motifs in various models

1. Authentic Romanian traditional blouse

Material: floss silk

Color: white and brown

Code: 001

Price: 100,00 lei

Be always chic!

***Eco-friendly bags made from over 200 pieces of plasticized cardboard or pages of plasticized magazines.***



2

**2. Wallet**

Material: the magazine page

Code: 011

Price: 35,00 lei



1

**1. Bag**

Provided with chain

Material: plasticized  
Cardboard

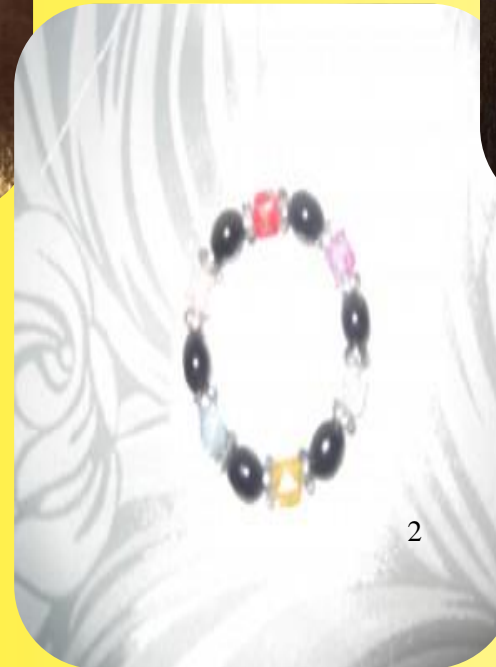
Code: 010

Price: 40,00 lei

# Beaded bracelets



1. White bracelet  
Material: beads  
Color: white  
Code:018  
Price:15,00 lei



2. Multicolor bracelet  
Material: beads  
Color: at your choice  
Code:019  
Price: 15,00 lei



3. Bracelet with  
multicolored beads  
Code: 020  
Price: 30,00 lei



Perfect Craft takes care of you every season .  
We produce and sell knitted, warm sweaters for children and adults

We take into account the current fashion, but also your preferences, because we want you to be pleased with your purchase.



1. Sweater "Ursil" Knitted  
Material: mohair  
Color: green  
Code: 002  
Price: 50,00 lei

1



2. Yellow sweater  
Knitted  
Color: yellow  
Code: 003  
Price: 60,00 lei

# The holidays are coming!

**Toys and decorations. Perfect Craft will bring great joy to your family of holidays.**



**1. Beads decorations**

Material: beads

Color: red

Code:053

Price: 3 lei/meter



**2. Christmas socks**

Material:cotton

Color: red and gray

Code:052

Price: 50,00 lei



**3. Toy**

Material: cotton

Color: red and green

Code:051

Price: 30,00 lei



## CHOOSE THE PERFECT CHAINS!

- Arrangements "Christmas Magic Day"



1. "Magic Christmas Day" Arrangement - Snowman  
Code: 084  
Price: 70 lei



2. Arrangement "Magic Christmas Day" – book  
Code: 085  
Price :70 lei



3. "Christmas Magic Day" Arrangement - Santa Claus  
Cod: 086  
Pret 65 lei



## WINTER WINNERS WITH PERFECT SETS!



1

### 1. Set TRIO

Set colier, bratară și cercei

Code: 103

Price: 160 lei



2

### 2. Set RED

Code: 104

Price: 200 lei



3

### C3. Set WHITE\_BLUE

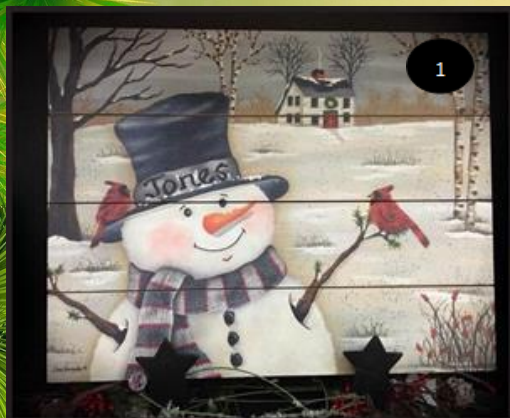
Code: 105

Price: 200 lei





## CREATING A SUNNY ATMOSPHERE IN YOUR HOME



1. Snowman painting Made on wood, size 28x28 cm

Code: 096

Price: 150 lei



2. The painting of Brad Made on wood  
Dimensions 35 x 20 cm

Code: 097

Price: 120 lei



3. Bird picture Made on wood  
Dimensions 35 x 20 cm

Code: 098

Price: 120 lei



4. The Creanga picture Made on wood  
Dimensions 35 x 20 cm

Code: 099

Price 120 lei



5. Picture of Cerb Made on wood  
Dimensions 35 x 30 cm

Code: 100

Price 175 lei

# Special occasions



1. Wedding Invitation

Material: paper

Code: 061

Price: 5,00 lei



3. Ring for a napkin
- Color: pink / purple /  
blue / white / green
- Code: 060
- Price: 5,00 lei

*Products that give a special touch to special moments in everyone's life.*



2. Floral arrangement for the wedding
- Code: 062
- Price: 15.00 lei



# THANK YOU FOR YOUR INTEREST!



- ***“Dimitrie Bolintineanu” Tehnological High School Bolintin-Vale, Giurgiu County, 2B Republicii St.***
- **Phone: 0736 695 942**
- **E-mail: [perfectcraft@yahoo.com](mailto:perfectcraft@yahoo.com)**
- **<https://www.facebook.com/Perfect-Craft-413854695477670/timeline/> (Perfect Craft)**



"Success in business requires training, discipline and a lot of work. If you're not scared of these things, the opportunities are great."

*David Rockefeller*