

# Business plan

## Part 1: Executive Summary-

### **Mission Statement**

To show people that just because something is old, broken, or unwanted doesn't mean it can't be taken apart and used as something else.

- Dangles is a small business started up in Lebanon, KY in June 2009 by 5 teenage girls,
- We produce recycled earrings. We take old, unwanted jewelry and turn it into elegant, everyday wear.
- By doing this we are reducing the amount of metals and plastics that go into our landfill.
  
- Lynn- Team Leader/ Executive in charge of sales and production
- Donna and Nikki- In charge of the production of the recycled earrings
- Lexi- Internet and local retailer of the recycled jewelry
- Leondra- Financial, invoicing and purchasing supplies, shipping merchandise
  
- We also did volunteer work at the Caring Closet, a non-profit retail resale store that gives the money to an abuse center. At this job we learned retail pricing, sorting, and sales strategies.
  
- We also volunteered at Lebanon Village, a long term care facility. By participating in this work, we learned how to deal with a different clientele and how to talk with older adults.
  
- Both of these jobs gave us experience in the world of work, and also served as a way to learn more about our clientele.

## **Part 2: Market Analysis-**

### **Industry Description and Outlook:**

Our business is called Dangles and we sell recycled jewelry. Our major customer groups right now are our friends and family. The current size of our business is estimated to grow by 65% in the first year.

### **Identifying Your Target Market:**

The group of customers that we plan on targeting is mainly our friends and family. Mostly mothers, sisters, aunts, ect. As we grow we plan on broadening our market by selling them to Consignment Stores and small businesses like These Precious Things. We estimate that our business will grow larger around the holidays especially Christmas due to the fact that our earrings make wonderful gifts.

### **Market Tests:**

We have passed out flyers around town and to businesses. We did this to see if anyone would be interested in buying our recycled earrings and to get the word out so that people would know that we were selling recycled earrings. We have received a good response back from the community, asking if we make earrings with certain colors or made out of certain things, so we believe our business will be a success. We have also contacted family members, asking them if they would be interested in buying recycled jewelry. We got a pretty good response; everyone we asked seemed to like the idea.

### **Lead Times:**

Depending on the amount ordered at one time, we have estimated that the time between when a customer places an order and when the product is actually delivered should be within 3 days. This number would go up or down according to the amount of recycled earrings ordered.

**Competitive Analysis:**

While researching the amount of competitors our business would have, we found that on the internet there was only 5 or 6 businesses producing recycled jewelry. One of their weaknesses was the fact that people would have to ship them through the mail to receive them, but if they bought from our business, they would be delivered to them without them having to pay a shipping fee. When we researched the amount of competitors our business would have in Lebanon, Ky. we found that there was only a couple of small businesses that sold handmade jewelry, but none of them sold recycled jewelry. So we believe that would be beneficial to us and our product. The barriers that we would have with entering the market would be finding stores who would sell our jewelry for a certain price and getting the word out.

**Regulatory Restrictions:**

We have looked on the Internet to see if there are any restrictions on selling recycled jewelry. What we found was that there are no restrictions prohibiting selling our product.

**Part 3: Company Description-**

Our company takes donated broken jewelry from friends and family and remakes them into earrings that are fashionable and make great gifts. Then we sell them to the community so that we can make more earrings. The reason we started this business was because there isn't any recycled jewelry companies in Lebanon, Kentucky, making our business successful. We also did it to help save our Earth. You wouldn't think recycling jewelry would help the world much, but it is a small step in cleaning our planet. We plan on delivering the earrings to the customer, making it easier on them, which helps our business.

## **Part 4: Organization and Management-**

### **Organizational Structure:**

- Lynn- Team Leader/ Executive in charge of sales and production
- Donna and Nikki- In charge of the production of the recycled earrings
- Lexi- Internet and local retailer of the recycled jewelry
- Leondra- Financial, invoicing and purchasing supplies, shipping merchandise

## **Part 5: Marketing and Sales Strategies-**

We plan on using the Vertical Strategy to help our business grow. We would use this strategy by continuing to sell the same product but we would offer them at different levels of the distribution chain. We plan on getting the word out by passing out flyers around town, giving small businesses our business cards. When we expand our business we might start putting it in the newspaper or on the radio.

We have a total of 5 people who would help with the selling of our products.

## **Part 6: Service or Products Line-**

The benefits of our earrings are that they are recycled. Won't you feel better about buying jewelry when you know that they are helping the earth? You are not going to find many companies that sell recycled jewelry, and the ones that do are much more expensive than ours. The only problem with our product is getting the word out about it. But we plan on raising enough money to put it into the local newspaper so that we could broaden the amount of people seeing our advertisement. We already have earrings made to sell; we just have to get the word out.

**Part 7: Funding Request-**

As of now, we do not need much money to make these earrings, all we need is donated jewelry and about \$20 for hooks and pins. When our business grows and we sell more merchandise, we will need about \$50 dollars for hooks and pins.