

Erasmus+



Manager in an Efficient and
Innovative
Leather Company

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Innovative Leather Product Competition

Business plan

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2A. Small business plan

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1. Project title **Funny accessories**

2. Registration number **#1**

3. The idea of the project and its innovation

Artistic necklaces decorated with beads, artificial and semiprecious stones, combined with leather elements. Each necklace is handmade. Designs are unique, not repeated and often made in a single copy. An innovation element is to contribute to the environmental protection by using leather remaining after sewing leather clothing and accessories, and also from recycling. The possibility of individual order.

4. Market analysis (market segment, customers' needs and expectations)

Handmade products are desired by buyers, especially if they are original, made in a limited edition or even in single copies or those that have a regional/ethnic character. Handicraft is currently experiencing its golden age. Customers are bored with repetitive, mass merchandise from online stores and are increasingly looking for original products. As the statistics of online stores shows, artistic jewellery made in small batches and with the greatest care has a great success.

Handicrafts trade takes place mainly in the network, which facilitates access to foreign markets. The promotion turned out to be the most important. Internet and websites such as DaWanda or Pinterest, are very helpful but require some investments (fees and charges for brokerage in sales).

I create jewellery in short series, some copies are unique. Clients are treated very individually by meeting their requirements regarding pattern, colours and size.

I create necklaces in a range of classic, modern and other styles for every occasion. They are elegant, made of good materials and at a reasonable price. Necklaces are designed for women of all ages.

5. Product/service are intended for

- local market
- regional market
- domestic market
- exports

6. Estimated revenue and costs of the project:

No.		Expected in year (2018)	Year n+1 (2019)
1.	Planned revenue (by type), EURO		
	Incomes from the sale of artistic leather jewelry	3 000	3 700
2.	Total:	3 000	3 700
3.	Planned costs (by type), EURO		
	Purchase of raw materials (leather, thread, beads, stones, etc.)	1 000	1 200
	Promotion	250	300
	General administrative costs	600	700
4.	Total:	1 850	2 200
5.	Financial result:	1 150	1 500

7. Options of project financing:

No.	Sources of funding	Planned amount (EURO)
1.	Own resources	850
2.	Other sources of funding	0
3.	Crowdfunding	1 000
4.	Total:	1 850

8. Goal of crowdfunding:

1 000 euro

its justification:

purchase of materials for making necklaces with leather elements, promotion of products on the internet sales platforms (DaWanda, Pintrest).

and proposal for sponsor rewards:

for each 50 euro – brooch,

for each 75 euro – pendant,

for each 100 euro – earrings.