

Erasmus+



Manager in an Efficient and
Innovative
Leather Company

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Innovative Leather Product Competition

Competition
documentation

Author: Foundation for Promotion
of Entrepreneurship

Business plan for stakeholders group / idea originators

2A. SMALL BUSINESS PLAN

Name **Andrei**
Surname **VESA**
Firm **A&A VESA SRL**
Address **str. Magurei nr.1, Sebis, jud. Arad**
E-mail **contact@vesa.ro**

1. Project title **On-line commerce with accessorized fur coats**
2. Registration number **#4**
3. The idea of the project and its innovation

VESA Company is a Romanian tannery & fur items producer. The sale is based on classic and on-line stores. We intend to add accessories (caps, hats, gloves etc.) from different selected suppliers to provide the customer a complete dress ensemble. On VESA's website (www.vesa.ro) will be developed a special innovative section dedicated to this idea.

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

After a selection, from the entire offer, in an on-line variant, the proposed system offers the image of a fur coat clothing ensemble (accessorized)

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 (n)	Year n+1
1.	Planned revenue (by type), EURO		
	- sales volume revenue	15.000	25.000
	-		
2.	Total:	15.000	25.000
3.	Planned costs (by type), EURO		
	- create a sales platform	4.000	-
	- webmaster	1.000	1.000
	- webhosting	1.200	1.200*
	- marketing & promotion	4.000	4.000
	- customer service	2.000	3.000
	- administrative costs, bank taxes including	2.000	2.500
4.	Total:	14.200	11.700

*100 Euro/month = 1.200 Euro/year

7. Options of project financing:

No.	Sources of funding	Planned amount (EURO)
1.	Own resources	6.000
2.	Other sources of funding (what?) <i>National Funds for SMEs (in the case they will be allocated by Romanian authorities)</i>	3.000
3.	Crowd-funding	5.200
4.	Total:	14.200

8. Goal of crowdfunding

Increasing sales volume and consumers' satisfaction on the markets by innovation and digitalisation.

its justification

Digitalisation of the VESA's business based on EU initiative/measures to Digitise European Industry

and proposal for sponsor rewards

Publicity, further partnership & collaboration development; negotiated commission on sales revenue.