

- What is your idea?
- ❖ To sell pearl bracelets
- Is it a good or a service?
- ❖ Good
- Why will people want to buy (objectives, mission & vision)?
- ❖ People will want to buy because these bracelets are made out of a one of a kind material only found in Australia
- What does this name say about your business?
- ❖ The name is glossy pearls, its memorable and easy to pronounce
- Who will your customers be?
- ❖ Teenagers
- Who are your competitors?
- ❖ ASOS, Moon Zeva, Aldo
- Business location and how products will reach customers?
- ❖ Delivery service
- Sources of Capital?
- ❖ Personal savings
- How much you will Charge? And what's your competitors charging?
- ❖ I will charge 5-15 Jds depending on the bracelet
- ❖ ASOS is charging 7-10jds per bracelet
- ❖ moon Zeva is charging 7-13jds per bracelet
- ❖ Aldo is charging 7-15jds per bracelet
- Predicated Profit. (selling price - Total cost)
- ❖ It costs me 4-13jds to make a bracelet so
- ❖ $15jds - 13 = 2jds$ profit from each bracelet
- What you will do with the money you make if it was profitable?
- ❖ Id donate some of it and use the other to expand my business and buy more products to improve



Owners details: My name is Haya Sunna, I will be working independently will be using my personal savings to start this business, I have 1 brother and no sisters.

