1. **Business Idea (Description & Name):**

**Name**: YazSport

**Main Idea**: My business would sell sportswear & accessories

**Good or service**: Goods

**Why will people want to buy my product**: Because people want good quality and comfortable sportswear and cool, unique designs at a reasonable and affordable price.

 Objectives:

 To Sell all leading brands of sportswear, shoes, sports equipment to all age groups and genders.

 Mission:

 Is to deliver the best quality, affordability, and availability in my country

 Vision:

 Is to grow the business into multiple stores in my country to expand its presence into other countries by franchising the business.

What does this name say about your business?

The name clearly identifies the business as a Sports Outlet and it ties the Sports to its owner Yazan so, it is YazSports. It is unique because I am planning to become a famous footballer, so the brand will be identifiable to fans of mine and within the football industry.

This will also make it memorable because customers will be able to get signed memorabilia of jerseys, shoes and other accessories by famous sports champions from around the world.

The brand name is very easy to pronounce and easy to remember.

1. **Target Markets & Demographics:**

Target Audiences: All age groups and genders with a focus on kids, teenagers, and adults.

Competitors: GoSport, Sports4Ever and other online competitors.

Location: strategically located within short distances from schools, universities and busy streets with high traffic.

Reach: YazSports products will be sold out of several outlets in addition to our website platform that will sell online with free delivery for any order above JD20.

1. **Financial Information:**

Sources of Capital: Through the banks who will receive a more detailed business plan that will highlight all the capital expenses needed to start the first outlet and to develop the e-commerce channels.

Our aim is to achieve Gross Income of 30% and net income of 10% (Expenses not to increase above 20%).

Our competitive advantage is to position our products at a competitive price compared to other businesses that sell similar products. We shall achieve that by negotiating excellent prices with the suppliers and sourcing suppliers from all over the world who have better prices.

Therefore, our predicted profit shall be: Revenue (Sales) 100% – Cost of Goods Sold 70% = 30% Gross Income

Gross Income 30% - Overheads (Operational Expenses) 20% = 10% Net Profit

1. **Owners Details**
2. **What will I do with the money I make if the business is profitable?**

I will use the net profit to grow and expand the business.