My Business Plan

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| **My Business Plan** |
| **Business idea (Description &Name)**  | 1. What is your idea?
2. Is it a good or a service?
3. Why will people want to buy (objectives, mission & vision)?
4. What does this name say about your business? Is it unique? Memorable? Easy to pronounces?
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| **Target market & Demographics**  | 1. Who will your customers be? Kids? Teenagers? Men? Women?
2. Who are your competitors?
3. Business location and how products will reach customers
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| **Financial Information**  | 1. Sources of Capital.
2. How much you will Charge? And what are your competitors charging?
3. Predicated Profit. ( Selling price – Total cost).
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| **Owners Details** |
| **What you will do with the money you make if it was profitable?** **Reinvest in the Business?** **Save it for collage? Donate?** |

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| **My Business Plan** |
| **Business idea:** KIKO Milano( Makeup Company ) | 1. What is your idea? To Sell Natural & Medical Makeup Products.
2. Is it a good or a service? It is a good.
3. Why will people want to buy?

 1. **Mission**: To give all their customers the chance to experiment in all areas of makeup and treatments with top quality shades, packaging and formulas which are always on trend.2.**Objective and vision**: to allow all women to treat themselves to quality skincare and color cosmetics without having to sacrifice their budget.  |
| **Target market & Demographics** | 1. Who will your customers be? My customers will be women of all ages.
2. Who are your competitors? Sephora , L'Oreal, Revlon, Avon Products and Kylie Cosmetics.
3. Business location and how products will reach customers? Amman Jordan and few places around the world like Italy, customers can always come to our places .
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| **Financial Information** | 1. Sources of Capital? Savings
2. How much you will Charge? And what are your competitors charging? It depends on the prices of the raw materials, supply and demand in the market in a specific area
3. Predicated Profit? 1000000 JOD ( Selling price – Total cost).
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| **Owners Details** |
| 1. **What you will do with the money you make if it was profitable? Investing in new products, ideas, donate and save for collage**
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