

“GOAL POST” 

FOOTBALL GEAR SHOP

BUSINESS PLAN

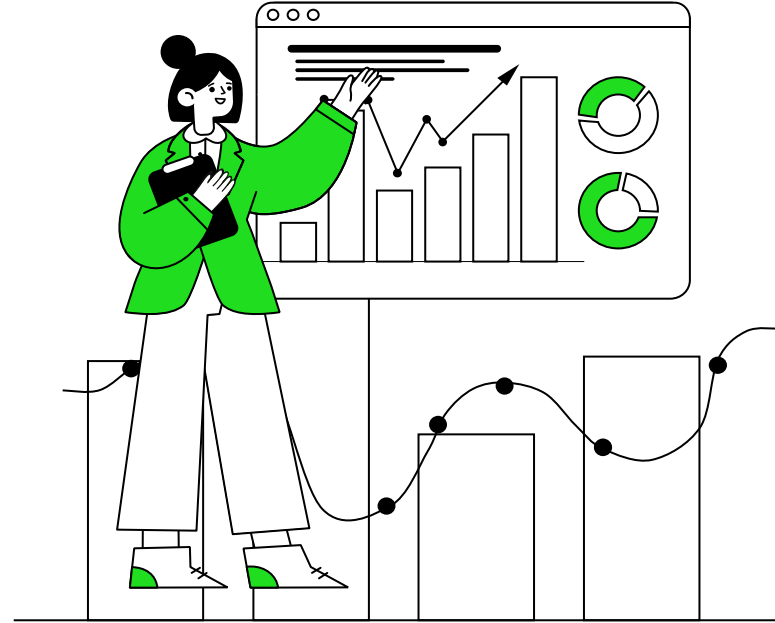


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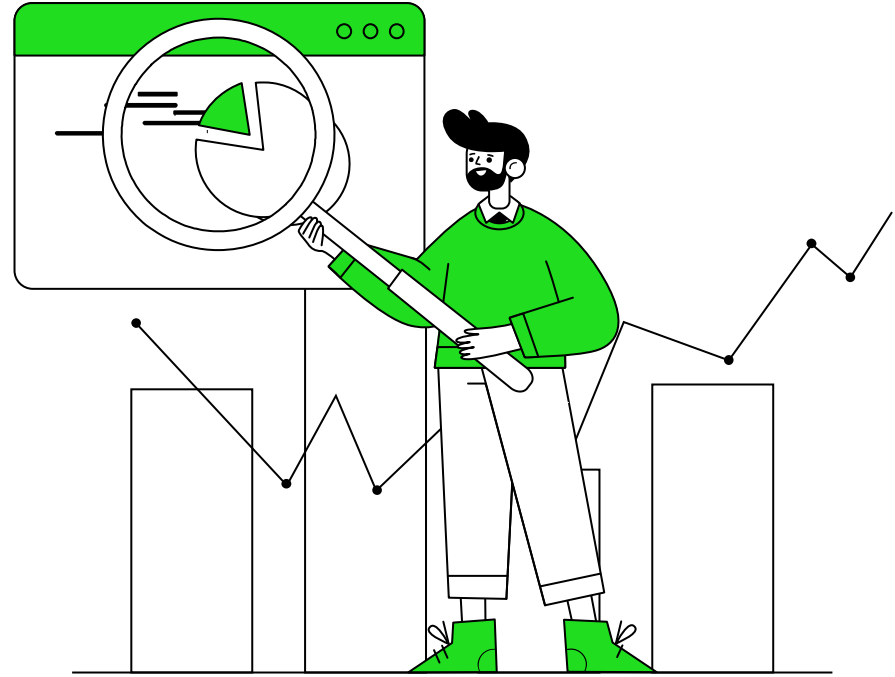
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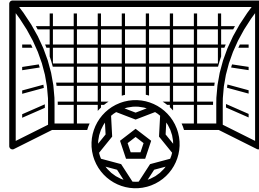
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01

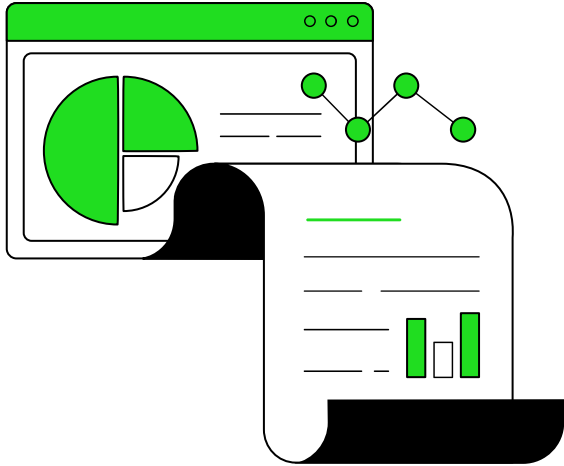
BUSINESS OVERVIEW



OBJECTIVES

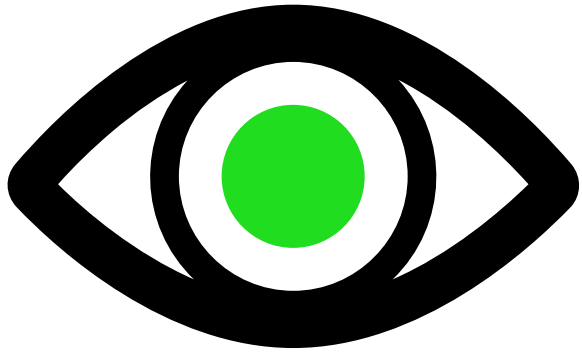


Goal Post is the unique name I came up with for the place I want to establish for selling football gear to satisfy the passion and dream of football fans.



MISSION STATEMENT

Providing the best and most unique original football gear and accessories for football fans

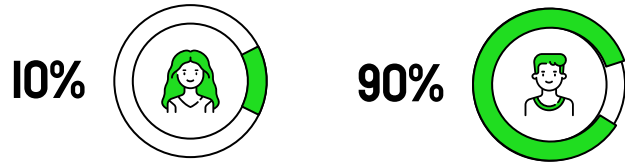


VISION STATEMENT

To become the most preferred destination for football gear and accessories in Jordan

TARGET MARKET & DEMOGRAPHICS

GENDER



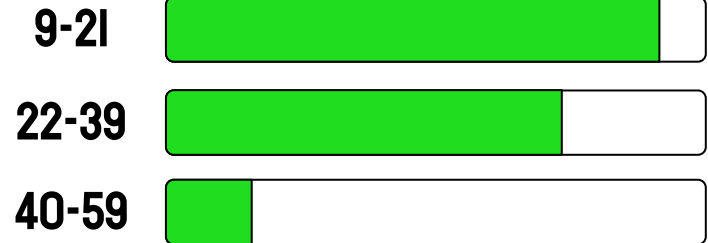
CITY



JOD 750/YEAR

Average spend per customer

AGE



02

MARKET ANALYSIS AND COMPETITION



COMPETITORS



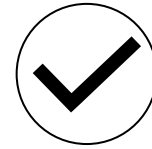
GOSPORT

- It's considered the main competitor
- Having different brand names



SMALLER SHOPS

- Not considered a threat
- We shall keep an eye on them

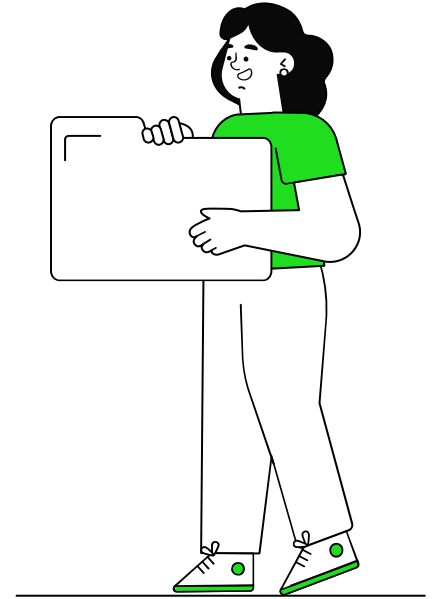
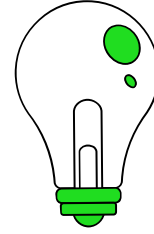


NIKE & ADIDAS

- They might sell similar items but each brand alone

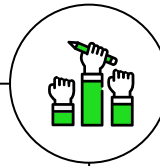
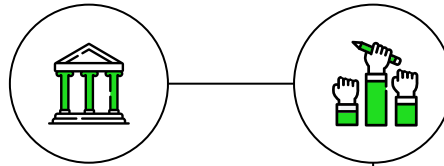
03

SALES AND MARKETING PLAN



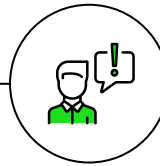
SALES PLAN

SHOP DIRECT SALES



MOBILE APPLICATION

ONLINE WEBISTE



BOOTHS AT STADIUMS

OUR GOODS & SERVICES



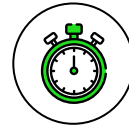
BOOTS



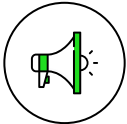
TRAINING EQUIPMENT



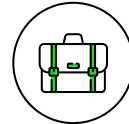
BALLS



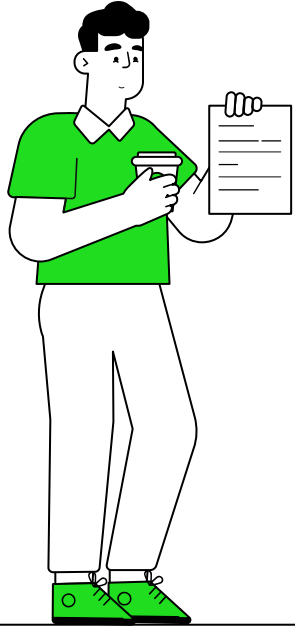
SOUVENIRS



**CLOTHES &
JERSEYS**



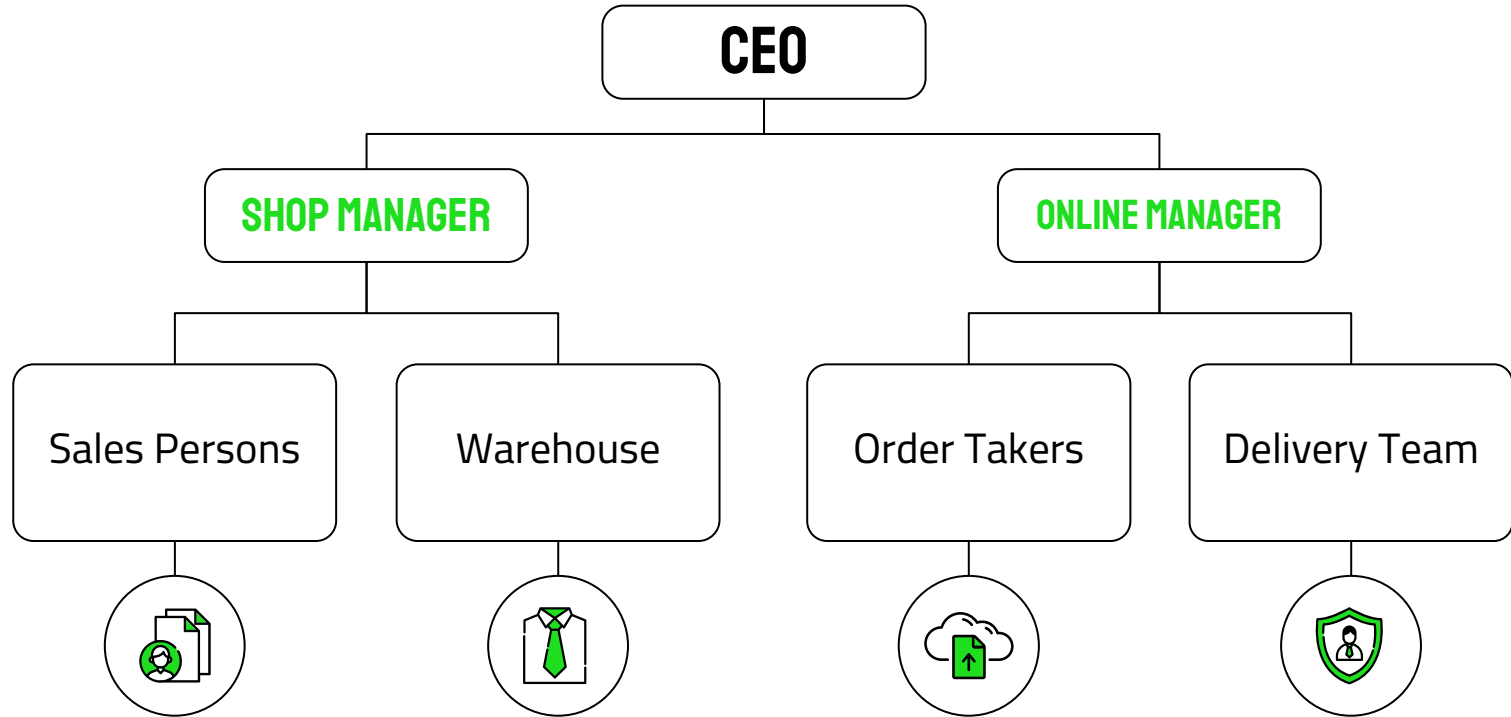
OTHER ACCESORIES



04

MANAGEMENT PLAN

ORGANIZATIONAL CHART





FINANCIAL PLAN

05

CAPITAL

SAVINGS

75K

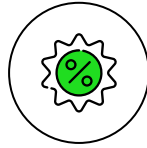
BANK LOAN

150K

PREDICTED SALES

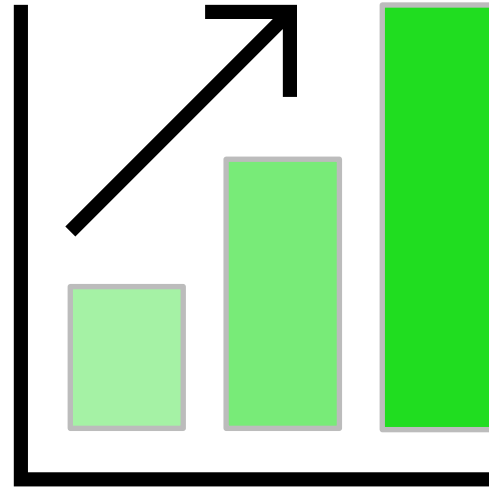
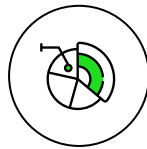
+JOD 150,000

Direct sales from the
shop



+JOD 210,000

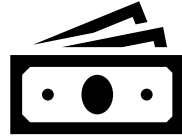
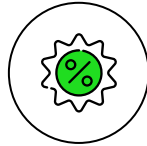
Online Sales



ESTIMATED PROFIT

+JOD 360,000

Total Sales

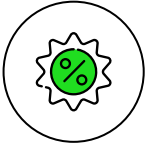


JOD 160,000

Total Profit

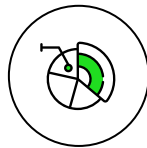
JOD 30,000

Cost of online shop



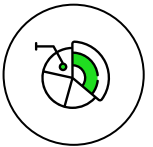
JOD 45,000

Shop Establishing Cost



JOD 125,000

Cost of Goods



OUR PLANS

JOD 25

Bundle with 1 boot, 2 jerseys and 1 WC22 ball for 21 years and under

BASIC

JOD 45

Bundle with 2 boots, 3 jerseys, 1 WC22 ball and 1 PL23 ball for 39 years and under

PRO

JOD 80

Bundle with 3 boots, 5 jerseys, 1 WC22 ball, 1 PL23 ball and 1 LaLiga23 ball for 59 years and under

PREMIUM

**THANK YOU FOR YOUR TIME & HOPEFULLY YOU WILL
ACCEPT THE LOAN REQUEST**