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| **My Business Plan**  |
| **Business idea (Description &Name)** | * **Sephora is a business that sells beauty products and personal care.**
* **It is a service.**
* **I hope my business grows continuously and does not fail and it ending up being the most successful and famous beauty shop. It will provide women and teenage girls with high-end beauty products like skincare, fragrances, cosmetics and more at a reasonable price.**
* **The name is unique, it comes from two words combined: the Greek word "sephos," which means "pretty” and the name "Zipporah" who was the wife of Moses known for her beauty.**
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| **Target market & Demographics** | * **My customers will be women and teenage girls.**
* **My competitors are MAC Cosmetics, Urban Decay Cosmetics, Nordstrom, Ulta Beauty and Macy's.**
* **The business is located in a mall, the products will reach customers either they can buy them in store or online and the products are delivered to them.**
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| **Financial Information** | * **My Sources of Capital are a bank, my personal savings and money from my family.**
* **I will charge how much it cost me to make that product with a 2% profit, my competitors charge the same way as me but prices may be a bit different depending on the product.**
* **Predicated Profit. (selling price – Total cost).**

**24-20=4 jds (2% profit per item)** |
| **Owners Details**  | * **it is Owned by LVMH Moët Hennessy Louis Vuitton, the world's leading luxury goods group**
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| **With the money I made, I will reinvest 60% of it into the business, donate 8% and save 32%** |