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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.** |
| **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.** |
| **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** |
| **With the money I made, I will reinvest 60% of it into the business, donate 8% and save 32%** | |