

Business Studies 2

Presentation

INQUIPMENTS

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Content

- Idea of the company
- Our market position
- Cost of setup
- Selling prices of products
- Financing and job position
- First steps of making profit

Idea of company

We are a company which specializes in T-shirt design and printing. You can have whatever style you want because you have the opportunity to make your own T-shirt exclusively. V-Necks, Circular necks, Sweaters and Hoodies are available in our shop added to your own style and idea. You can also bring your own items (shoes, phone covers and T-shirts) and we will only charge you for the printing.

Our market position

Fortunately, we have only two competitors in Guildford which makes entering the market simplified. However, there are shops which sell T-shirts and online shops which provide printing services.

- ▶ Market gap (no more than two competitors)
- ▶ Fast production while maintain high quality
- ▶ Good location of shop

Cost of Setup

Equipment	Cost (£)
Rent	1400/month
Multi-coloured T-shirts for printing	1350
Printing machines for T-shirts	130 x 2
Printing machine for phone covers	972
Regular printer	150
Desktop	250
Ink Cartridges	39 for 50
Cashier machine	60
The total cost	4481

Selling prices of products

Type of Products	Cost (£)
Printing on customers' own items	3
Costumers' purchasing a T-shirt and printing on it	5
Printing of preferred selection on shoes, phone covers, etc...	7
Printing on hoodies and sweaters	4.5

Financing

- ▶ The financing of our business will be done by putting in money from personal savings as well as borrowed money from our parents.
- ▶ A total of £2,400 will be gathered by each member of the business injecting £600 from personal savings.
- ▶ Another £2,400 will be gained by each member borrowing £600 from their parents.

Job positions

Masha

Printing and other machines' working

Polina

Photoshop and design

Anka

Financing and dealing with paperwork

Adnan

Cashier and part-time financing

First steps of making profit

- ▶ Marketing of our product will start by making an offer to university societies and offering them 20% on custom made T-shirts.
- ▶ Also it would be consider as a free advertising and attract more potential customers
- ▶ We are going to expand by creating web-site with time