

Enterprising professional:
Business Plan:
Create Curate, Communicate.
I have chosen to: Create.

Business plan: Selling my Patterns in multiple forms.
-T-shirts
-Prints
-Patterns for Wallpaper
-Cards/Invitations.

Link to website: <https://keddypj.wixsite.com/pjkpattern>
Link to Instagram: [@designsbypjk](https://www.instagram.com/designsbypjk)

Business idea: Set up an affordable and versatile company in which I can sell my patterns through. All patterns are hand drawn and are up to date on trend. All patterns can be used in multiple functions and are also available in any colour and customers can choose between varieties of shapes and sizes.

I have multiple ways of presenting these patterns. E.g. Prints, T-shirts, cards/invitations and wallpaper.

Business Model:

Key Partners:

Paper Supplier-

To ensure the best works possible, I would need to form a relationship with a local paper company here in New Zealand. I fell as though local paper will be more expensive but it is always on hand and available to use if there are any last minute orders. I believe BJ Ball Papers NZ would be the best partner for me to use as 1. I have an account already open 2. Large range of variety and sizes for paper, cardboard, glass etc. As all of my patterns are hand drawn I believe a lot of paper will be needed also and BJ Ball offer a bulk deal.

T-shirt Printing Company-

After scrolling through thousands of t-shirt printing companies it was really hard to find one with a 'no wait' time limit, as most of the t-shirts will be made to order. In stock I will have two each of every size, colour, cut and pattern but if bulk orders were to arise, fast making and delivery will be needed. I've found a New Zealand company (keeping local) that have a maximum 5-day wait. This would be perfect for my business. The company Dynamic Gift offers a range of colours, cuts, sizes and thickness that my patterns can sit on.

Printing Company-

To print the prints, cards/invitations and wallpaper I need a quality printing company to be able to print the small and vulnerable patterns I have created. The best suited for this would be a company called ArTech. This company specializes

in helping artworks turn into complete and even prints. They also have a repeating option, which will repeat the pattern over and over onto large paper rolls. This company would be perfect for my wallpaper making as this seemed to be the most difficult to accommodate. They also have a range of colours and thickness of inks so I can play around and manipulate my patterns before printing. The company is also based within New Zealand, which helps with my theme of Locally owned and made. ArTech also states that the more you print, the more economical the company becomes.

Frame Store-

After solving how I am to print all of my patterns, I needed to find a reliable and locally owned framing business who can make a million frames exactly the same. As this business will only have one frame style available but in two colours (black and white) I will need a business that can offer a mass amount of them and in bulk order. I emailed a framing company called FrameFox who specialize in personalized frames. This would be perfect for my prints as I only need three sizes and I am very particular on frame style. They have an option available for you to personalize/ create your own frames in order to show off your works to the best ability. They also do bulk deals dependant on how many you buy. This would be perfect for my business as I can order in bulk and fill them to order.

Wallpaper Layer-

After realizing that one of my family members already wanted to buy one pattern as wallpaper, I soon discovered I had no idea how to lay it. I began searching for a wallpaper laying/painting company and remembered one local business had already followed my Instagram. HCPainters are a NZ owned business made up of about ten guys specializing in wallpaper laying and painting within interiors of houses. Working with another small business meant that my business could create a relationship with this business. Working with another small team allows me to let the workers know how the wallpaper is meant to look and be laid. This will help my business out in the long run because I wont be helping/repeating my works meanings to multiple companies, therefore myself, HCPainters and the customer are saving time and money. This will be a great add on to the wallpaper section of my website as the customer can choose to use this company or choose their own. This allows the customer to feel safe and also offers more business to HCPainters.

Clothing Stores-

To get my t-shirts sold the most effective and sufficient way would be to connect with a small clothing company here in New Zealand to start spreading my patters. If my business can manage to do this and sell t-shirts successfully this will open other doors with other business' to start selling my work. T-shirts will mostly be sold online via Wix Website and Instagram/ Facebook.

Distribution- Courier/ Mail System-

Set up a PO BOX for any incoming mail. Also set up an account with courier team so I can lodge orders and get my patterns delivered in all forms as fast as possible to the customer.

Value Propositions

To ensure that my business is delivering the best quality product to our customer the works need to be affordable, locally made, distributed fast and available in a large variety of sizes, colours etc.. This will ensure that my customer base continues to order from my business and allows them to feel as though they are involved with the designing of their product. I want my customers to be involved with the patterns and do what they like with them. This is great for interior designers and home decorators. They can use multiple patterns in many ways to be able to achieve the look they want within rooms. This will be cost effective for the customer and the business as bulk deals are on offer. There will be an option to add local business' E.g. HCPainters to help with installation of the product. This will ensure the customer doesn't have to do his or her own research and my business is also offering work to other local businesses.

Customers should feel that they have value for the money spent on my products. I want to create a bulk deal option that allows free shipping/ discounts the more the customer buys. This leaves both ends happy as my work is being displayed and customers are saving a few dollars towards installation etc.

To ensure my customers are paying the right price and receiving value for their money I've ensure a 100% return system if they think the product is anything less than 100% quality. A new one will be sent out no extra cost. All works will be made with quality products (as stated where from above) and will be affordable for the every day New Zealander.

Customer Relationships

Customers need to feel important and involved within the works to want to come back and buy more. This will be solved by customer accounts. By opening an account the customer feels connected with the business and can earn points and save dollars while purchasing. Will also set up a weekly email to send up keeping customers up to date on new patterns and ways they can be displayed. This is giving our customers attention and inspiration to decorate themselves and their homes. By adding customer accounts the cost decreases, the more money the customer spends. If there are big business wanting to get involved within my company this would be perfect for consistent and large deals.

Distribution and quality need to be reliable to ensure the customers return. This will be solved by using the above companies above (key partnerships) to match the quality works to the customer. This needs to be updated and modified as time goes on and technology increases. My business will also be open 24/7 365 days so overseas customers and locally owned business have consistent service.

Channels

Appropriate channels will be used to ensure my works are marketed correctly and to the correct audiences. Social Media will be one of the forms used to contact my customers and feed them the new and improved patterns as time and development of this business evolves. This will mean updating Instagram and Facebook almost daily reaching out and connecting to my audience. All channels will have links to one another connecting all marketing skills together. There will also be links to local business', which will help to display and/or wear the works. These are all set up and link available at top of page.

Customer Segments

For whom are we creating value? Our customers will receive the greatest value from this business as quality and bulk loads will be delivered to them. This business also offers advice on how to display using other business and can set up discounted deals. I also want my key partners to have great value, as they will help me with the growth and continued production of this business. I want to select the best few to recommend to my customers and create more business for them.

Revenue Streams

My products will be brought using a PayPal system or simply deposit in to the business account. This business doesn't want to add on any fees for paying online so will need to find another reliable source similar to PayPal to switch to in the future. I need to set-up a survey for overseas customers to ask their opinions on the easiest way to pay without currency and custom add on fees. No subscription fess will be added. If they open an account with my business, discounts on shipping and the product will be offered the further away the customer is. Negotiation and bargaining will be on offer to all customers to ensure they are paying what they think the product is worth. This will not include the SALE items.

Cost Structure

To make sure this business succeeds and my customers are still receiving the correct value for money I have added a 25% mark up to what the product costs me to make in time and money. For my time I am only charging \$20 per hour spent working on the print. The paper cost will be included, a long with ink. If buying a t-shirt the cost of the t-shirt will also be included along with the cost to print. The most expensive product will be the purchase/printing of the t-shirts. This is why my business will have a policy that t-shirts will be 'made to order'. I will also need to add on the cost for distribution and the maintenance/ promotion of my social media accounts and website.

Example of Cost Structure

1 x A3 Rose Pattern print =

\$9.00- A3 Sheet paper

\$5.00- Ink Black and White

\$17.00 Frame

= \$31.00 + 25% markup = 38.75 not incl GST or shipping.