

**Business plan**  
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# Example:

Hello Kitty is a fictional character produced by the Japanese company Sanrio, first designed by Yuko Shimizu. She is portrayed as a female white Japanese bobtail cat with a red bow. The character's first appearance on an item, a vinyl coin purse, was introduced in Japan in 1974 and brought to the United States in 1976. The character is a staple of the kawaii segment of Japanese popular culture. At age 36 as of 2010, Sanrio has groomed Hello Kitty into a global marketing phenomenon worth \$5 billion a year.



# The Idea

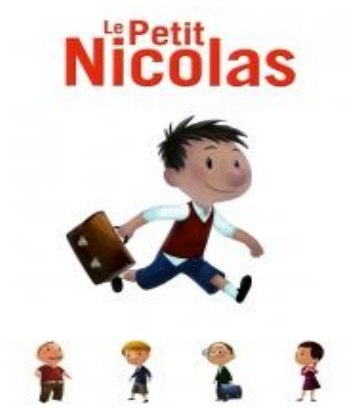
- Create a new brand of toys and do the patent for it.

Mia and Luca

- Create a concept.



- Write the small book with stories for children.



- create Café (ice cream, juices, snacks, sandwiches, coffee)



Ice cream is a frozen dessert usually made from dairy products, such as milk and cream and often combined with fruits or other ingredients and flavours. Like a gourmet french fry stand, and ice cream stand is also an excellent choice for a new business enterprise. You can run the business on a part-time or seasonal basis. Good operating locations for an ice cream stand include mall food courts, beach areas or small storefronts on main streets. Additionally, an ice cream stand can also be operated on a mobile basis by converting an enclosed trailer or delivery van into an ice cream stand. A mobile ice cream stand has many benefits as opposed to a fixed location due to the fact that you can transport your business to areas where demand is greatest for the product. The profit potential is very good.

Rent place for cafe	1000*12=12000
Equipment Costs	3500,00
Architect Plans	1000,00
Opening Inventory (product & paper supplies)	35900,00
Working Capital & salary	55800,00
<b>Total</b>	<b>108200,00</b>

# Projected Income & Expense

1 year	Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec	
INCOME	35000	35000	34000	33600	35500	37000	38000	35000	37000	35500	36000	36000	
<b>Total</b>													
<b>427600</b>													
Cost													
of Fods	2000	1000	500	700	950	1500	2500	1000	1500	950	1900	1900	<b>16400</b>
Cost of													
Souvenirs	1500	2000	1500	1500	500	2000	1500	2000	1500	2000	1500	2000	<b>19500</b>

taxs	400	450	400	400	400	450	450	450	400	400	450	400	<b>5500</b>
elect/ intern	150	150	150	150	150	150	150	150	150	150	150	150	<b>1800</b>
Salary/ 2 or3	4000	3500	4000	3500	4000	3500	4000	3500	4000	3500	4000	4000	<b>45500</b>
Marketing/ Site	250	250	250	250	250	250	250	250	250	250	250	250	<b>3000</b>
Rent	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	<b>12000</b>
Total/ expense	9500	9300	7800	7500	7250	8850	9850	8350	8800	8250	9250	9700	<b>104400</b>
Net Income Before Taxes	25500	25700	26200	26100	28250	24650	28150	29650	26200	28200	26250	26300	<b>321150</b>

●create a website where marketing cafes and also sell souvenirs.





# Business Concept

- All book and souvenirs products made in China.

- Based in Germany

- Limited company

- Two owners who are also investors

## **Market Research**

Kids in Germany appear to be wandering around with growing wads of cash in their pockets, new figures show.

On average, children between ages of 6 and 13 get €27.56 a month given to them by their parents – up 40 cents since last year – this year's Kids Consumer Analysis (KidsVA) study found. Meanwhile, preschoolers are clutching quite a bit less in their hot little hands than in 2012.

Of the 55 percent of nursery age youngsters who get pocket money, the average amount is just €10.68 a month – down by nearly €4 since last year.

Parental pocket money is topped up at regular intervals at special times of the year, the study found. Older children stash away an average €80 for Christmas, €64 for their birthdays and €25 at Easter – not including money from visiting relatives, rewards for good reports or for helping with household chores.

Four out of five kids are free to decide what to do with their money, with many often opting to splash their cash on sweets, magazines, food and drink, the study said.

Study authors Egmont Ehapa publishing house conducted 1,645 interviews with children and parents in a bid to represent Germany's 5.9 million 6 to 13-year-olds and 1.37 million preschoolers.

## **Location**

In capital and advance to other countries is possible.



# Form Of The Business

- A Supervisory Board will be formed but with limited powers.
- Every staff member will automatically become a member of the Supervisory Board
- The CEO will be chosen from Supervisory Board
- The CEO must be a member of the Owners Assembly

# Conclusion

Parents spend on children a lot of money, where an adult can not spend on yourself, your child he will say yes. The main profit is selling ice cream and souvenirs. Souvenirs - this baby stickers, mugs, bags, pens and many other products that can be made in China at very low cost. We can also sell comics and small books with stories for children. Further it is possible to obtain profit selling franchise and logo. But need to spend a lot of time to become well-known brand. As in every business everything is learned by experience and mistakes. People say that if first market for sale juice is better than another, it does not mean that you need to cancel the sale in the first. Sometimes the situation may change. Business Plan is the first calculations invest money, it is necessary do that.