

# Business plan

Shop " March 8 "

# PLAN

1. Details of the business.
2. Personal details.
3. Personnel.
4. Product
5. Marketing.
6. Premises.
7. Objectives.

Shop " March 8 " - a shop with a wide range of cut flowers : roses, chrysanthemums, gerbera , lily , lilies , etc. .



Store will be located in a fairly new area that is growing and expanding every day , there are new people , which can not but affect positively to the work shop . In this district there are no similar -appointed neighborhood flower shops .



The highlight of our store  
will be " talking flowers ."  
Will be printed on a  
flower so-called graffiti  
on colors: as declarations  
of love , congratulations  
or just funny faces .



Raw material suppliers are  
wholesale and retail base  
"22.rf flowers", located at  
ul. Matrosov 214a tel.:  
56-22-42.

Our firm itself takes orders  
from wholesale stores in  
about one day, it will  
allow us to independently  
plan their work.



The store is near the road, close to public transport. Shop close to residential buildings, has a convenient parking. Salesroom at 20 m. m, a refrigerator to keep flowers on the shop floor Aug. 9 sq.m. The total area of 30 square meters. m

Hours a week from 9.00 to 21.00. Small shops require one dealer consultant.



Sales activity depends on the season and the number of holidays. Sales volumes start to grow in February and March 8 reach their peak.





The company's **strengths**:  
constantly expanding  
service area, a wide range  
**Weaknesses** of the  
company: the youth and  
seasonality.



Thank you for your  
attention

