

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

