

# Business Studies 2

## Presentation

### INQUIPMENTS

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# Content

- Idea of the company
- Our market position
- Cost of setup
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- 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
Customers' 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