

Please note - The titles used in this document provide a clear structure to your business plan. You may choose to make minor changes to suit your particular situation.

Name: Saba Dolidze, Tatia Kakhidze, Lasha Mukutadze;

Business Plan for: Delta pen

(Please use this template in conjunction with the guide [Prepare a business plan](#), where you will find information about how to use your business plan as well as [instructions on how to use this template](#))

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Co-fu

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1 Executive summary (We suggest you complete this section after you have completed the other sections of the Business Plan.)

We tend to face many daily problems in terms of practicality everyday. As school/university students we have to write most of the time, so we have to carry many stationary tools (pens, pencils, highlighters, ink pens, stylus). That is rather uncomfortable. Another problem is that during cold winters, when people wear gloves, they cannot access their phones or tablets easily. Most of the gloves do not work on touch screen. The last problem is that most of the stands for phones/tablets are quite big and inconvenient to carry around. All these problems, that seem to have nothing in common, actually have one solution.

Our product - Multi-functional Pen that comprises functions of pen, pencil, highlighter, ink pen, stylus, memory card, stand. It is created so that multitasks - our customers have to deal with, become easier and more practical to do. One delta pen replaces most of the writing tools you will ever need and you only have to carry one item. That way customer always has access to safely saved memory card and phone stand.

In 21st century people try to save time, money and workload. Delta pen will meet the needs for these services.

As creators of delta pen we will try to find perfect solution and make it as light as possible. Therefore, users cannot feel difference between normal pen and Delta pen while using. After launching product our goal is to make delta pen reusable.

2 Business details

Company name:

Delta-pen

Address:

Pirosmani str. N12

Telephone number:

+995 577 003 881; +995 555 52 16 82; +995 577 056 911

Legal status:

Start Up

The business will: (Provide a brief description of what your business will do.)

Business will create multifunctional pens for people, who are willing to do multitasks at the same time or simply want a practical solution for some everyday problems. It will save space, time and money.

3 Key personnel

Details of owner(s):

Name: Saba Dolidze

Position/main responsibilities: Founder/build a team of competent members

Experience and knowledge of our industry: N/A

Previous employment: N/A

Key skills brought to the business: Creative way of thinking

Business experience and any training undertaken: N/A

Academic/professional qualifications: Studying construction at Bachelor

Most recent salary £: N/A

Other key personnel (including shareholders):

Name(s): Lasha Mukutadze

Position/main responsibilities: Founder/designing the pen,

Experience and knowledge of our industry: N/A

Previous employment: N/A

Key skills brought to the business: working with drawing programs

Business experience and any training undertaken: N/A

Academic/professional qualifications: studying architecture at Bachelor

Most recent salary/salaries £: N/

Other key personnel (including shareholders):

Name(s): Tatia Kakhidze

Position/main responsibilities: co-founder/present a product, develop a startup plan

Experience and knowledge of our industry: N/A

Previous employment: N/A

Key skills brought to the business: Knowledge of languages,

Business experience and any training undertaken: N/A

Academic/professional qualifications: studying construction at Bachelor

Most recent salary/salaries £: N/A

4 The business idea

Sum up your business idea:

Delta pen will create multifunctional pens for people ,that are capable of doing multitasks at the same time. Pen, pencil, Ink pen, touch screen pen, highlighter pen, also it consists memory card and can be used as a stand for phones. It is a useful tool, and at the same time it has unique design, so our costumers will comfortably use it as any usual pen.

5 Business goals

What do you want to achieve in your first year of business? (Use as many fields as is applicable and add more if you need to.)

For example - business goals could include turnover of £100,000 or trading at breakeven.

- Launch our product in all main stores of local market.
- Sell 10 000 pens
- Improve our product to make it even more useful
- Sell in neighboring countries
- Finding good supplier company
- Create our own website

Where do you see your business in 3-5 years' time?

Our plan is to reach not only local market, but also online shops and begin trading all over the world. Improve our product; create pens as light as possible, so people would not actually feel difference tween normal disposable pens and our pen.

- Produce eco-friendly product
- Create new multifunctional tools
- Further in stationary business
- Trade all over the world

6 What the business does

Product/service	Features	Benefits
<ul style="list-style-type: none">• Multifunctional pen	<ul style="list-style-type: none">• blue pen	<ul style="list-style-type: none">• Unique design• Less weight• Safely saved• Stands structure• Easy to use• Thin(as usual pen)
	<ul style="list-style-type: none">• pencil	
	<ul style="list-style-type: none">• Black ink pen	
	<ul style="list-style-type: none">• Touch screen pen	
	<ul style="list-style-type: none">• 2GB card	
	<ul style="list-style-type: none">• Metal stand	
	<ul style="list-style-type: none">• Highlighter pen	

7 What makes the business different

Your product/service is unique or different compared with the competition because: (Use as many fields as is applicable and add more if you need to.)

- Delta pen is for every day usage,
- Pens will be lighter and more comfortable for costumers to use
- Stand is a metal construction. It saves space and is easier to carry.
- Universal design
- Delta pen consists 7 functions
- Memory card is always saved safely on hand.

8 Legal requirements (including regulations and licences particular to your business)

The legal and insurance requirements that apply in your business are: (Use as many fields as is applicable and add more if you need to.)

1. Copyright
2. Deal with online stores (amazon, aliexpress, etc.)
3. Comply with supplier company
4. Meet the terms of shipping company

You will meet your legal and insurance requirements by: (Use as many fields as is applicable and add more if you need to.)

1. Company registration
2. Copyright registration
3. Conclude a contract with a shipping company
4. Establish a contract with a factory

9 Market research

Trends in your chosen market are: (Use as many fields as is applicable and add more if you need to.)

1. Thinner multifunctional pen
2. Lighter pen
3. Better visuals
4. Affordable price
5. Subtle features

How you know this: (Use as many fields as is applicable and add more if you need to.)

1. By Survey
2. Internet researches(blogs, forums)
3. Public statistics available online
4. Internet reviews on online stores

10 Profiling customers

The customer groups you will be selling to are: (Use as many fields as is applicable and add more if you need to.)

1. Office workers
2. University/school students
3. Companies (Advertising, Commercial etc)

Your customer research has shown what your customers want is: (Use as many fields as is applicable and add more if you need to.)

1. Comfortable pen to write
2. Show individuality
3. Reasonable price

How you know this: (Use as many fields as is applicable and add more if you need to.)

1. Online research
2. survey
3. Personal experience

Number of customers you expect to win in each group and what they might pay: (Use as many fields as is applicable and add more rows if you need to.)

Group	Number of customers	Price they might pay per unit
Students	5000	€ 5.00 *
Office workers	3000	€ 5.00-8.00
Advertising companies	5000	€ 5.00

* prices for Georgian market

11 Profiling competitors

Use as many fields as is applicable in the table below and add more rows if you need to.

Competitor name	Strengths	Weaknesses
• Genkky	• Affordable price	• weight
• uni JETSTREAM	• Visual	• Refills
• Pilot Multi- pen body	• Possible refill	• Plastic and metal
• Multicolour ballpoint	• 6 in 1 colours	• Click sound
• Dr. Gripp	• Convenient	• Price

How you can improve on their offer and/or price(s): (Use as many fields as is applicable and add more if you need to.)

1. Make the pen lighter
2. Without click effect
3. Affordable price
4. Better design
5. Useful refills

12 Managing market risks

Write down the risks you have identified: (Use as many fields as is applicable and add more if you need to.)

1. High price for costumers
2. Chinese merchandise
3. New products from other brands
4. Public awareness
5. High prices on advertising

How will you manage these risks so that they become less of a threat: (Use as many fields as is applicable and add more if you need to.)

1. Compare prices on the market with our product
2. Make unique design that cannot be replaced with Chinese version
3. Work on our product, to make it better
4. Advertise our product smartly

13 Pricing

How you can calculate your prices: (Use as many fields as is applicable and add more if you need to.)

- Advertising
- Team's salary
- Rent cost
- Shipping cost

How your prices compare with the competition: (Use as many fields as is applicable in the table below and add more rows if you need to.)

Product/service	Your price(s)	Range of competitor prices (per unit)
Multifunctional pen	€ 5.00	€ 5.00-10.00

Reasons for the difference between your price(s) and your competitors' price(s):

- Cheaper material
- Competent team
- While selling in other shops we do not pay additional charges

14 Promotion and advertising

How and where will you promote your product/service? (Use as many fields as is applicable and add more if you need to.)

- Boost on Facebook/Instagram
- Advertise on Online stores
- YouTube (promo videos)
- Internet articles
- Building our own website
- Gifting on special occasions in stationary stores
- Promotional events in stationary stores or public places (school, university)

15 Staff

Use as many fields as is applicable in the table below and add more rows if you need to.

Role	Total cost	Necessary experience	Specialist skills and/or qualifications
<ul style="list-style-type: none"> • Inventor 	€400	<ul style="list-style-type: none"> • - 	<ul style="list-style-type: none"> • Creative thinking
<ul style="list-style-type: none"> • Designer 	€400	<ul style="list-style-type: none"> • Experience of working with archicad/autocad 	<ul style="list-style-type: none"> • Skills to draw and work with autocad/
<ul style="list-style-type: none"> • Market and sales 	€300	<ul style="list-style-type: none"> • Experience in advertising on social media and planning marketing strategies. 	<ul style="list-style-type: none"> • Knowledge of marketing and advertising strategies
<ul style="list-style-type: none"> • Driver 	€150	<ul style="list-style-type: none"> • Experience of driving at least 2 years. Working experience with shipping company. 	<ul style="list-style-type: none"> • Driving license

16 Premises

	Cost £
Premises required at start-up:	£0*
Premises required in the future (if different):	£N/A

*we are not paying for premises, since all of our work is done in Fab Lab, on the territory of Batumi Shota Rustaveli State.

17 Suppliers

Your key suppliers and their credit terms: (Use as many fields as is applicable and add more rows if you need to.)

Supplier	What you'll buy from them	Number of days' credit
<ul style="list-style-type: none">• BSU	<ul style="list-style-type: none">• space and facility	<ul style="list-style-type: none">• app. 365 days
<ul style="list-style-type: none">• GITA	<ul style="list-style-type: none">• Equipment and raw materials	<ul style="list-style-type: none">• App. 182 days

18 Equipment

Use as many fields as is applicable and add more rows if you need to.

Resource	When	How funded	Cost £ per unit
• Filament	• before launch	• own funds	€ 0.33
• Electricity	• Before launch	• Supplied by BSU	€ 0.13
• Pencil	• Before launch	• own funds	€ 0.084
• Gel pen refill	• Before launch	• own funds	€ 0.11
• Highlighter pen	• Before launch	• own funds	€ 0.11
• Stylus	• Before launch	• own funds	€ 0.084
• Memory card	• Before launch	• own funds	€ 1.12
• Pen refill	• Before	• own funds	€ 0.054
• Driver	• After launch	• Own funds	€ 1.5

* before contacting supplier company and beginning producing our pen on another factory.

19 Managing operational risks

Use as many fields as is applicable and add more if you need to.

Risk	Solution
<p>Staff</p> <ul style="list-style-type: none">• No experience• Conflict in team• Not working properly	<ul style="list-style-type: none">• Train new employees• Find diligent staff• Motivate with high salary• Treat each member of the team equally
<p>Suppliers</p> <ul style="list-style-type: none">• Not done in time• Bad quality• Transporting problems	<ul style="list-style-type: none">• Control shipping• Check before accepting• Contracts (cutting wages if needed)

Finance

The finance section of this template is intended for business planning purposes only. If financial tables are to be used for any purpose other than internal financial management, we strongly recommend you consult an accountant or tax advisor.

Click on the links below to access a range of Microsoft Excel work sheets to input your figures, Microsoft Excel will automatically update the totals for you. (If you do not have access to Microsoft Excel you can save the files on to your PC. You can then use Open Source Software such as [Google Docs](#) or [OpenOffice](#) to access the information by uploading the files into this software. We have provided Open Document Format versions of the tables in this section as well.)

Please note that all tables can be customised and additional rows and categories can be added.

If you need to print out this business plan and the associated tables (once you have completed them) eg to show your accountant or your bank, place the tables behind the next pages in this template.

You can find [information about Microsoft Excel and accessibility on the Microsoft website](#).

20 Start-up costs

Calculate how much money you need before you start trading (This helps you to calculate the costs of starting your new business.)

[Download the start up costs table in Microsoft Excel format \(XLS, 44 KB\)](#)

[Download the start up costs table in Open Document format \(ODS, 17 KB\)](#)

Personal survival budget:

Estimated annual personal expenditure (This helps you work out the minimum amount you need to earn from your business in the first year and how much money you might need to borrow to start the business.)

[Download the personal survival budget table in Microsoft Excel format \(XLS, 44 KB\)](#)

[Download the personal survival budget table in Open Document format \(ODS, 18 KB\)](#)

21 Profit and loss forecast (Use the tabs within the Microsoft Excel work sheet to view the second year and third year forecast templates. The profit and loss forecast is more detailed at the start because you should have a clearer idea of your profit and loss expectations.)

Please note:

- Where the business holds and sells stock this cost should be included in direct costs. It is calculated as: opening stock + purchases - closing stock.
- If you are VAT registered all sales and costs records should be entered excluding VAT. If you are not VAT registered then you will need to include VAT in your costs where it is charged. For information about VAT, VAT threshold, VAT schemes and turnover threshold, please visit the HMRC website: [VAT rates, thresholds, fuel scale charges, exchange rates](#).

[Download the profit and loss forecast table in Microsoft Excel format \(XLS, 61 KB\)](#)

[Download the profit and loss forecast table in Open Document format \(ODS, 32 KB\)](#)

22 Sourcing finance

Total borrowing requirement for the business (This helps you to understand how much money you will need to find in order to close the gap between your start-up costs as well as the costs of operating before your business will make a profit, and the money that you have available to put into the business yourself.)

[Download the sourcing finance table in Microsoft Excel format \(XLS, 46 KB\)](#)

[Download the sourcing finance table in Open Document format \(ODS, 15 KB\)](#)

23 Managing financial risks (such as, sales are less than forecasted or start-up finance takes three months longer to obtain)

The risks that you have identified for your financial forecast are: (Use as many fields as is applicable and add more if you need to.)

1. Not enough sales
2. Chinese merchandise
3. Other brands

How you will minimise their impact: (Use as many fields as is applicable and add more if you need to.)

1. Advertise better
2. distinctive sign
3. Unique design

24 Cashflow forecast (Use the tabs within the Microsoft Excel work sheet to view the second 6 months and summary)

You only need to complete the VAT line in the cashflow forecast if you are VAT registered. For information about VAT, VAT threshold, VAT schemes and turnover threshold, please visit the HMRC website: [VAT rates, thresholds, fuel scale charges, exchange rates](#)

Please note that if you are VAT registered all sales and costs records should be entered excluding VAT. If you are not VAT registered then you will need to include VAT in your costs where it is charged.

[Download the cashflow forecast table in Microsoft Excel format \(XLS, 64 KB\)](#)

[Download the cashflow forecast table in Open Document format \(ODS, 34 KB\)](#)