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*by* Fff Ff

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**Business Plan**

5  
Student Name

Institution Name

Course Number

Due Date

Faculty Name

## 1. BUSINESS DESCRIPTION

### **a. The business name**

Beauty Bridal Shop

### **b. Short description of your company (who are you, where and why)**

Beauty Bridal shop is a wedding attire shop. It is a registered single member LLC. We mainly sell wedding gowns and also dress the mothers to the bride and groom, and the maids. We as well provide a wide range of accessories to all females of the bridal party.

### **c. Location**

We are located in Oregon State.

### **d. Mission statement (describe the purpose of the business)**

Beauty Bridal Shop is a shop which offers dresses as well as accessories to the female bridal attendants. We aim at providing major customer service and establishing a shopping experience which is calm and pleasurable. We as well aim at offering a work environment for our workers which is professional as well as fun and which empowers the employees to be reliable and providing valuable resource to the clients.

## 2. TARGET MARKET

### **a. What is your target market? (Local, international)? Explain why.**

Given that the business was established three months ago we are mainly targeting the local markets. By building a good reputation with the local market we will have the ability to diversify

and grow our firm to international levels. The local market will assist us to reach new audience and aid in establishing the business in the local community.

**1**  
**b. What type of customers do you target? (Age, hobbies, gender, etc.)**

Beauty bridal Shop mainly targets the bridal couple and the parents of the bridal couple, the maids as well as the ladies that are attending the ceremony. We have products to people between the age of 14 to 80 years.

**1**  
**3. PRODUCTS AND SERVICES LINE**

**a. Briefly explain what you will sell by listing down the products and/or services (bullet points min 5)**

- Gowns
- Bridal accessories
- Maids' attire
- Bridal footwear
- Mother of the bride and groom attires

**b. Identify the industry (Foodstuff, Education, Construction, Energy, Fashion, Financial, Tourism, Mechanical engineering etc.). (see list <https://www.ilo.org/global/industries-and-sectors/lang--en/index.htm>)**

My business belongs **1** to the Fashion Industry

**4. GOALS**

**a. List min 4 things you want to achieve in 1 year**

- i. To gain vigorous sales
- ii. <sup>2</sup> To be the main one stop shop for the female members of the bridal party once the bride buys the gown.
- iii. Provide each client with educated as well as valued shopping experience
- iv. Maintain a sustainable growth and healthy cash flow

<sup>1</sup> **b. List min 4 things you want to achieve in 5-20 years**

- i. To gain <sup>3</sup> sales more than double first five year level and net income of about 10% of sales
- ii. Diversify <sup>2</sup> to other nations
- iii. Maintain stellar customer service
- iv. Maintain a strong referral network among other in the bridal sector.

<sup>1</sup> **5. PLAN OF ACTION – STRATEGIC PLAN**

**a. Choose one short term goal and create plan that describes how you will achieve that**

**goal. (steps - bullet points)**

To gain vigorous sales

- Providing sales incentives such as the use of discounts
- Maximizing the presence as well as visibility in the community
- Advertising our products through radios, magazines, TVs and many others
- Pricing the products appropriately (Schultz, 2019).

**1**  
**b. Choose one long term goal and create plan that describes how you will achieve that goal.**

**(steps - bullet points)**

Diversify to other nations

- Conducting a detailed market research
- Reduce language barriers
- Embrace employee multiculturalism
- Be sensitive to international customs (Hicks, 2018)

**1**  
**6. ETHICS AND SOCIAL RESPONSIBILITY**

**a. Give examples of actions that your company will take towards social responsibility.**

- Establish a business code of ethics
- Identify policies as well as practices which will allow the firm to fulfill the commitment to the environment
- Developing workplace health as well safety initiatives which will allow the firm to develop reliable systems to safeguard the employees and prevent accidents.

**1**  
**b. Describe some of the environmental activities – green management practices your company will be involved in.**

- Placing recycling points in prominent spots in the office and signpost that highlights what people should recycle or not.
- Installing panels or wind turbines on the roof of the offices to aid in generating energy.

### References

- Hicks, C. (2018). Where to Invest for International Diversification. Retrieved from <https://money.usnews.com/investing/investing-101/articles/2018-02-08/3-ways-to-get-better-international-diversification>
- Schultz, M. (2019). 10 Research-Backed Ways to Improve Sales Success. Retrieved from <https://www.entrepreneur.com/article/342206>

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GRADEMARK REPORT

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FINAL GRADE

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GENERAL COMMENTS

**Instructor**

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