

# Simple

Enterprise plan

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# Simple

## 1 The Entrepreneurs

### 1.1 Personal data

The personal data of the entrepreneurs are written in Extra 1

### 1.2 Personal motives

Within our enterprise there are many different reasons to take part, but there are some things we all have in common; we all want to take over the market with 9 enthusiastic girls, to learn what an enterprise is all about, what problems we will stumble upon and what the best way to solve them is. And marketing our own product, we love it!

### 1.3 Personal qualities

We have written down our strong and weak points and analyzed them below.

weaknesses analysis. To create a clear image of what simple can and cannot do, next you will see a general strengths and weaknesses analysis.

#### Strengths:

- Creative;
- Creating a soundly based concept;
- Thinking commercially;
- Enthusiasm;
- Different disciplines complementing each other well.

#### Weaknesses:

- Barely any experience;
- We hardly knew each other when we started;
- This is voluntary, it has nothing to do with school;
- Short on financial experience;
- No experience in this line of business;
- Not enough structure yet.

We think we can make up for our weaknesses as follows:

During the first meeting we established that we needed more structure in our meetings. We took care of this by appointing a secretary and by looking at the scheduled items point by point. The lack of experience and professional knowledge can be solved by orienting ourselves as much as possible. We as an enterprise are prepared to attend any lectures or meetings that can provide us with information about running an enterprise. We also invest time and effort into this ourselves by gathering as much information as we can find on this topic individually.

Not knowing each other well can be solved by keeping in touch and having meetings regularly; within our organisation by having at least one conference a week and outside the organisation by going out to dinner and such. Besides that we have all agreed on displaying mutual respect and equal treatment.

[Analysis entrepreneurs included in extra 1](#)

## 2 The marketing plan

### 2.1 The enterprise

Trademark:	Simple
Student company:	SB – 2912
Legal form:	CC (CC means: an MBO enterprise with all characteristics of a B.V)
Manager:	Danielle de Jongh
Administration:	Financial manager Britt van Bijnen

### 2.2 Idea

We are an enterprise of 9 young women. This is not something we want to ignore. On the contrary, We intend to focus on it. This is why we are going to market a product that will make our lives and the lives of many other women a lot easier (Simpler). The idea for our product already arose in our first brainstorming session. As a fresh, new and young enterprise we were ofcourse incredibly motivated. Ideas all over the place, but never one that came close to our original concept.

This is the product we intend to conquer the market with now. After our marketingresearch for different products, this one came up first again. Name a woman infamiliar with this: you reach into your purse to grab something and just then you remember you left it in you other purse. So the product is based on a problem. Women of all ages possess multiple purses and forget to transfer their necessary equipment because of this. This often happens in rash situations. Many purses exist of only one compartiment and your things are all over it and hard to find.

The next problem is the following: Liquids might leak and stain or even damage the inside of your purse. This makes the next step a logical one: designing a product that solves these issues. Our product, named the IZI is made to make sure women carry their important possessions around all the time. The purse-interior has many different compartments to store all your necessities, some visible, some invisible. The IZI is made to make sure everything fits in it. Because the IZI is made from flexible yet strong material it can be placed in any purse.

The IZI will be made from water-repellent material which makes it easy to clean. There are two different sizes IZI namely the IZI S and the IZI L so each woman can choose which she feels most comfortable with.

The only thing women have to do now is transfer the purse-interior from one purse to another. With these solutions for the problems mentioned earlier and the fact that women don't forget important possessions anymore we see possibilities for the IZI.

### 2.3 The market

#### 2.3.1 General

Purses are part of the inventory of many different stores. They are mostly found in stores that sell only purses, accessory stores and warehouses. You can buy purses in pretty much every mall. Given the fact that the IZI will be sold in these stores means that there are many possibilities to offer this product.

#### Market development

Nearly every woman owns one or more purses. From marketresearch in our target group we found that many respond to our product with great enthusiasm. Firstly because IZI solves a common problem; switching purse-essentials. The product is easy to use and makes using a purse more convenient for women. From what we have seen women think this is a worthy inverstment.

#### Vision, mission and goal

We as an enterprise strive to create a good price/quality balance which will create sufficient profit. Our target group is very susceptible to impulse-purchases and will be more inclined to buy the relatief because of it's high quality and relatively low price. This increases our power to exceed the masses and increases our competitive position. Beside that the IZI s trendy looks have a positive impact on our sales.

## 2.3.2 Target groups

We aim for women (age 12 to 60) who use their purse daily. Looking at our market research we can conclude the following:

We have chosen this group as our target because the problem, changing purse-essentials, is most prominent for these women, when they switch purses. Beside that, working and studying women often have too little space in their handbags. The IZI is the solution to that problem. The IZI will be given a young and fresh look because our target group is fashion- and brandconscious so they will spend their money quite easily on a good and nice product.

We will also aim at companies to offer the IZI for instance as a business gift. We see them as a potential target group because large orders will be made possible. As we said before we sell to stores as well. This will make the IZI much more accesible.

If, for some reason, the future proves that men are also drawn to our product, we can adapt to these circumstances and extend our reach even further.

## 2.3.3. Competition

We offer a new, better solution to problems women are currently undergoing with changing purse-essentials. Our marketingresearch shows that there is competition in The Netherland, Belgium and France. Th BIB (bag-in-bag) is a similar product and already available in The Netherlands and Belgium. This company has multiple franchises in our region. We think the competition we will have from the BIB is not that big, mainly because are target groups are different. This is caused by our price/ quality- balance which makes our product affordable for many more potential clients. Plus our product will appeal to far more people because the specific productqualities of the IZI offers the client more advantages than our competitions product.

## 2.4 Company and product marketed

### SWOT ANALYSE

Intern		Extern	
Strenght	Weakness	Opportunities	Threats
<ul style="list-style-type: none"> <li>• Creativity;</li> <li>• Thinking commercially;</li> <li>• Different disciplines;</li> <li>• Well motivated;</li> <li>• Large Network.</li> </ul>	<ul style="list-style-type: none"> <li>• No experience when it comes to enterprising;</li> <li>• None of us really know each other;</li> <li>• Different characters;</li> <li>• Exist for one year;</li> <li>• This is voluntary, school is not involved (pressure of time).</li> </ul>	<ul style="list-style-type: none"> <li>• Improve current supply;</li> <li>• Trendy;</li> <li>• Innovative product.</li> </ul>	<ul style="list-style-type: none"> <li>• Are unfamiliar with the market;</li> <li>• The market does not know Simple</li> <li>• Competition.</li> </ul>

#### Weaknesses:

We are a group of 9 different girls and each one of us has a mind of her own and her own ideas. In the future, this could lead to conflicts, but it also means we can complement each other well and come up with a strong product by using all our different points of view.

Because we will only exist for a year and have to run this jongeren-onderneming and keep up with our schoolwork at the same time we want to ask our school to be flexible. This could mean making rooms available for conferences or allowing us to miss classes because we have to visit the producer.

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We don't have huge amounts of money to spend, so financially we will have to account for this. We will have to measure our investments well. We need a balanced financial policy. Our lack of experience will be compensated by careful consideration and teaming up with mentors and teachers from school appointed to us by Young Enterprise

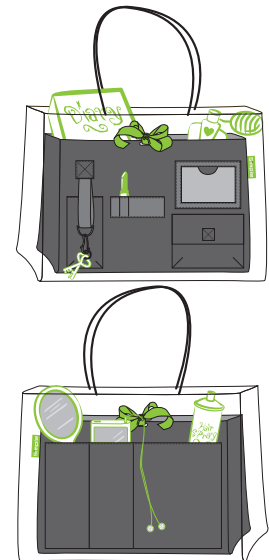
## Threats:

We are not skilled and experienced entrepreneurs. Therefore we have done everything in our power to prepare ourselves as well as possible, so we can make a good start. We have oriented ourselves well and read through quite some information we had at our disposal. We have also read through the information supplied to us by jong ondernemen to the best of our ability and have taken part in several seminars.

## 2.5 The marketing mix

### 2.5.1 Product

Simple has designed two products. The difference is not in the looks, just the measurements are altered and the number of compartments is lower in the smaller version. Keeping the same look creates unity. The entire purse consist of one material, inside and outside. The material used for the **IZI** is sturdy and has a satin look. The **IZI** will be light grey of colour. The **IZH** is the largest bag-interior and consequently has the most storage spaces. The measurements are 31 x 22 cm. The bag contains multiple compartments to store wallet, cellular phone, important cards, lipgloss, perfume etc. The things most important to a woman fit in there. The [products are put in the smaller pockets or the main compartment and remain there because the bag can be closed. The smaller pockets are sealable with velcro, this is for little things. There is a separate hook to attach your keys to, to make sure you dont lose them. There will also be a se parate slot for your bankcard or ID. The **IZH** can be closed with a silk bow and a magnetic press-button. The **IZI-S** is a smaller version of the same product. This makes it ideal for women with a smaller purse. The measurements are 22 x 16 cm. The bag contains multiple compartments to store wallet, cellular phone, important cards, lipgloss, perfume etc. The things most important to women fit in there. The products are put in the smaller pockets or the main compartment and remain there because the bag can be closed. The smaller pockets are sealable with velcro, this is for little things. You can close ii with a silk bow and a magnetic press-button.



### 2.5.2 Price

By comparing offers we found out what company can produce the **IZI-S** and the **IZH** for the lowest price. Based on the data mentioned above and our marketing research we think we can sell 200 **IZI-S** and 150 **IZH**.

Wink-accessories in Eindhoven can produce the **IZI-S** for € 3,20 ex. and the **IZH** for € 3,45 excl. for us. The bag interiors will be produced in China and flown here. The prices mentioned include all costs, material trans port, everything.

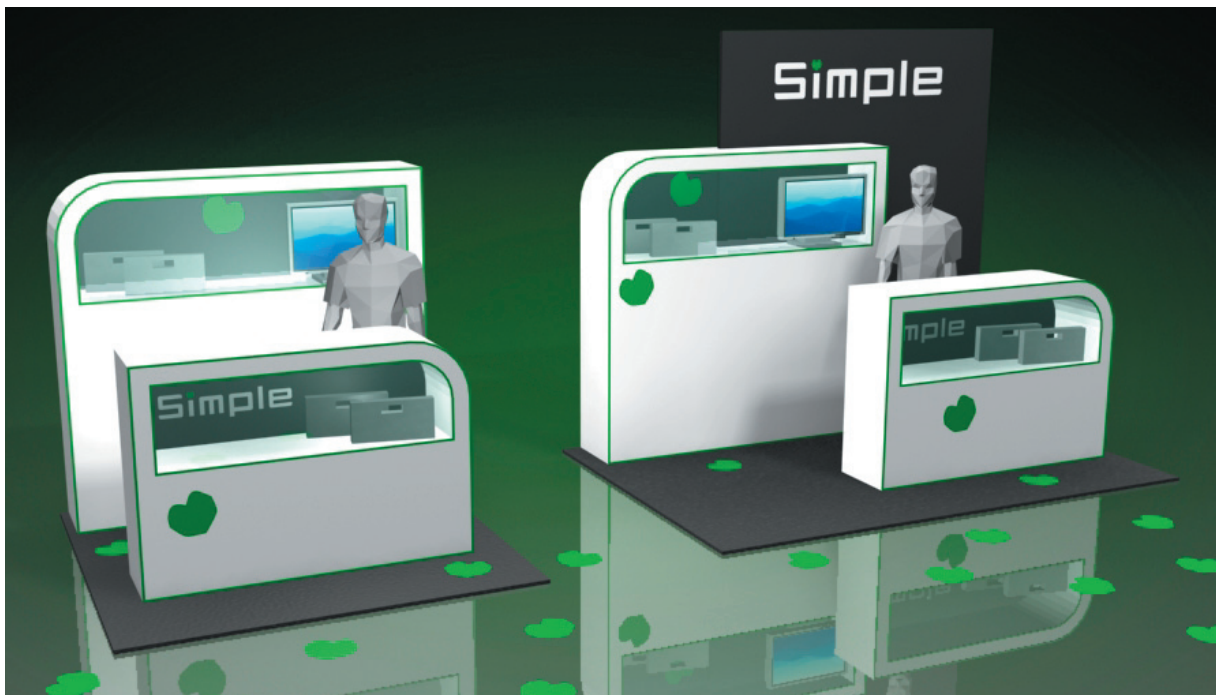
Furthermore we will the devide the costs we have had over the bags. How exactly is written in the financial plan.

They will cost us € 6,20 incl. and € 6,45 incl. We will be selling them for € 14,95 and € 17,95. This way we can cover for all costs, pay the shareholders dividend and create a small profit to pay the next impression.

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## 2.5.3 Promotion

We want to sell our product in as many different ways and places as possible. The IZI will be promoted by our website [www.simple-minded.nl](http://www.simple-minded.nl) and flyers. Every employee of our enterprise carries business cards that mention the website. By passing these out to anyone interested we try to get our site visited. We have also modified a Suzuki Swift to try and draw attention and refer to our website. We also try to attract stores attention to our product so they add our product to their selection. If they want to they are given two choices. The shopkeeper can offer our product in his store. We determine the price and we receive a certain amount of money per product sold directly. The shopkeeper can also buy the IZI from us so he becomes the owner and can determine his own price. For calculation, see Sales calculation. Beside that we are going to approach as many magazines and tv shows as possible to see if they want to promote our product. For our shareholders and PR customers we will create a special promotion package containing everything related to the IZI. We also hope to sell our product at the market days and open days of SintLucas with a stand we designed ourselves. The stand will be entirely our style, it will show a promotion video and we will be walking around in promotion shirts.



Stand specificaties included in extra 2

## 2.5.4 Location

The place where we meet and work is the SintLucas in Boxtel. There is always a room available for a meeting. The Sint Lucas also allows us to use the general and technical support room to be able to work efficiently. We have regular meetings every tuesday and thursday.

## 2.5.5 Staff

This enterprise started with 10 people. Because we had some problems working together we wrote a notice of dismissal in an early stage. The rest went smoothly. Each entrepreneur has her own function within the company and carries that responsibility. Each of us gets paid € 0,10 gross per hour. Everyone gets paid the same because equal time and effort is required from everyone.

Functions within Simple:

General manager:	Danielle de Jongh
Staff and organisation:	Inge Verhaegh
Financial manager:	Britt van Bijnen
Pr and promotion:	Monika Turczyn
Pr and promotion:	Jody Kocken
Production and purchase:	Nieke Mulder
Production and purchase:	Annemiek van Beek
Marketing and sales:	Nina van Bart
Marketing and sales:	Nikki van Limpt

The functions within our enterprise were given based on analysis and consultation. Each person was given a chance to explain why she believes that a certain job should be hers. We have also taken each persons strengths and weaknesses into account.

During the existence of our enterprise there will be at least two performance appraisals pp. If an entrepreneur does not do what she is supposed to, she will have to answer to the manager and the personnel department. A solution fitting Simple will then be sought.

To keep track of progress we meet every tuesday at 11:00. The jobs are given in advance and are supposed to be completed a week later. Everyone is available on thursdays for extra meetings if necessary. We expect this will take each of us about 10 hours a week on average.

## 2.5.6 Production

To create a clear image of the IZI we are having a perfect dummy made by the producer in China. They specialize in making purses and have high demands for their own products when it comes to quality.

This dummy will then, together with perfectly elaborated technical schemes and fabric samples be sent to the producer.

Because factories in The Netherlands are 2 or 3 times as expensive as the one in China we will have our products made there.

We have chosen a sturdy and water repellent fabric. Just to give the IZI that last extra bit of durability we will use extra lining and a hardened bottom. These materials will be selected by the factory in China.

We have chosen two different size and colours which came forward in the marketing research. On average we will have to count on 2 months production time for the IZI The first order will be about 200 pieces. Communication between us and China will be taken care of by an external company in The Netherlands, Contact reference for Simple will be Nienke Mulder, Production and Purchase.

Technical scheme inserted in extra 3

## 2.5.7 Purchase policy

The IZI consists of one material only. We have found a company in Eindhoven who have contacts in China. They have their own products produced in China as well and they have an office there. The Material for the purses is bought in China and the price is included in the costs. Simple supplies technical schemes and stylesheets to Wink Accessories and they take care of communication with China. The more, the cheaper each.

## 2.5.7 Distribution

We want to offer our products at school, via the website, at exhibitions and maybe sell them to shops with a selection consisting of gifts, accessories, purses and other small things. The area of distribution in which we mainly intend to sell is 's-Hertogenbosch, Tilburg and Eindhoven. If the product is sold well in these regions we might think about expanding.

Our approach towards shops will be direct. We address shopkeepers, show them our product and ask them if they are interested. So you see, mainly we take care of our own distribution.

## 2.6 Targets

We would like to see what running an enterprise is in a reasonably safe way. Learning enterprising with consequences.

To us this enterprise is mainly a learning opportunity. What is it all about and what will we encounter. Ofcourse we hope to conclude this year with some profit as well.

## 2.7 The financial plan

Exploitation estimate

All numbers rounded

Turnover	IZI-S	Excl. BTW			
			12,11 [108,99 SEK] x 200 =	€ 2422,- (21.798,00 SEK)	
	IZI-L		15,10 [135,90 SEK] x 150 =	€ 2265,- (20.385,00 SEK)	
				€ 4687,- (42.183,00 SEK)	
Purchase value	IZI-S	Excl. BTW			
			3,20 [28,80 SEK] x 200 =	€ 640,- (5.760 SEK)	
	IZI-L		3,45 [31,05 SEK] x 150 =	€ 517,50 [4.657,50 SEK]	
				€ 1157,50 [10.417,50 SEK]	
		Gross profit		€ 3529,50 [31.765,50 SEK]	
Costs	promotion costs			€ 300,- (2.700 SEK)	
		Style			
		Stand			
			Exhibitions		
	Production costs				€ 2,30 [20,70 SEK]
			Costs prototype		isn't applicable
			Start-up costs		isn't applicable
	Payments				€ 270,- (2.430,00 SEK)
			Gross pay € 0,10		
			9 employees		
			average 10 hours p/w 7 months		
		general costs			€ 150,- (1.350,00 SEK)
		transport			€ 200,- (1.800,00 SEK)
	unexpected costs			€ 300,- (2.700,00 SEK)	
	TOTAL			€ 1522,30 [13.700,70 SEK]	
	Net profit			€ 2007,20 [18.065,70 SEK]	

	october	november	december	january	february	march
starting saldo	€ 1.500,00	€ 1.500,00	€ 1.400,00	€ 1.250,00	€ 2.638,50	€ 3.422,61
sales	€ -	€ -	€ -	€ 3.752,50	€ 4.184,11	€ -
<b>Total</b>	<b>€ 1.500,00</b>	<b>€ 1.500,00</b>	<b>€ 1.400,00</b>	<b>€ 5.002,50</b>	<b>€ 6.822,61</b>	<b>€ 3.422,61</b>
<b>spendings</b>						
businesss cards	€ -	€ -	€ 100,00	€ -	€ -	€ -
car lettering	€ -	€ -	€ 50,00	€ -	€ -	€ -
payments	€ -	€ -	€ -	€ -	€ -	€ 270,00
unexpected costs	€ -	€ -	€ -	€ -	€ -	€ -
transport	€ -	€ -	€ -	€ 70,00	€ -	€ -
purchase	€ -	€ -	€ -	€ 2.174,00	€ 3.400,00	€ -
promotion costs						
stand	€ -	€ -	€ -	€ 120,00	€ -	€ -
website	€ -	€ 100,00	€ -	€ -	€ -	€ 200,00
	€ -	€ 100,00	€ 150,00	€ 2.364,00	€ 3.400,00	€ 470,00
<b>Total spendings</b>	<b>€ 1.500,00</b>	<b>€ 1.400,00</b>	<b>€ 1.250,00</b>	<b>€ 2.638,50</b>	<b>€ 3.422,61</b>	<b>€ 3.892,61</b>

35.033,49 SEK

Purchase value incl. VAT.	€3,20
Gross margin	€6,84
Consumers-price excl. VAT.	€10,04
19% VAT	€1,91
<b>Consumers-price incl. VAT.</b>	<b>€11,95</b>

Distribution marginexamples for different sales channels	price reduction for consumers-price	selling price to this channel	gross profit Simple with this channel	groos profit Simple in % of the selling price of this channel
very big store chain	60%	€4,78	€1,58	33%
special shop	55%	€5,38	€2,18	40%
normal retailshop	50%	€5,98	€2,78	46%
Simple webshop	0%	€10,04	€6,84	68%
		excl. VAT price		

Purchase value incl. VAT.	€3,20
Gross margin	€7,68
Consumers-price excl. VAT.	€10,88
19% VAT	€2,07
<b>Consumers-price incl. VAT.</b>	<b>€12,95</b>

Distribution marginexamples for different sales channels	price reduction for consumers-price	selling price to this channel	gross profit Simple with this channel	groos profit Simple in % of the selling price of this channel
very big store chain	60%	€5,18	€1,98	38%
special shop	50%	€6,48	€3,28	51%
normal retailshop	40%	€7,77	€4,57	59%
Simple webshop	0%	€10,88	€7,68	71%
		excl. VAT price		

Purchase value incl. VAT.	€3,20
Gross margin	€9,36
Consumers-price excl. VAT.	€12,56
19% VAT	€2,39
<b>Consumers-price incl. VAT.</b>	<b>€14,95</b>

Distribution marginexamples for different sales channels	price reduction for consumers-price	selling price to this channel	gross profit Simple with this channel	groos profit Simple in % of the selling price of this channel
very big store chain	60%	€5,98	€2,78	46%
special shop	55%	€6,73	€3,53	52%
normal retailshop	50%	€7,48	€4,28	57%
Simple webshop	0%	€12,56	€9,36	75%
		excl. VAT price		

Purchase value incl. VAT.	€3,20
Gross margin	€9,36
Consumers-price excl. VAT.	€12,56
19% VAT	€2,39
<b>Consumers-price incl. VAT.</b>	<b>€14,95</b>

Distribution marginexamples for different sales channels	price reduction for consumers-price	selling price to this channel	gross profit Simple with this channel	groos profit Simple in % of the selling price of this channel
very big store chain	60%	€5,23	€2,03	39%
special shop	50%	€5,98	€2,78	46%
normal retailshop	40%	€6,73	€3,53	52%
Simple webshop	0%	€12,56	€9,36	75%
		excl. VAT price		