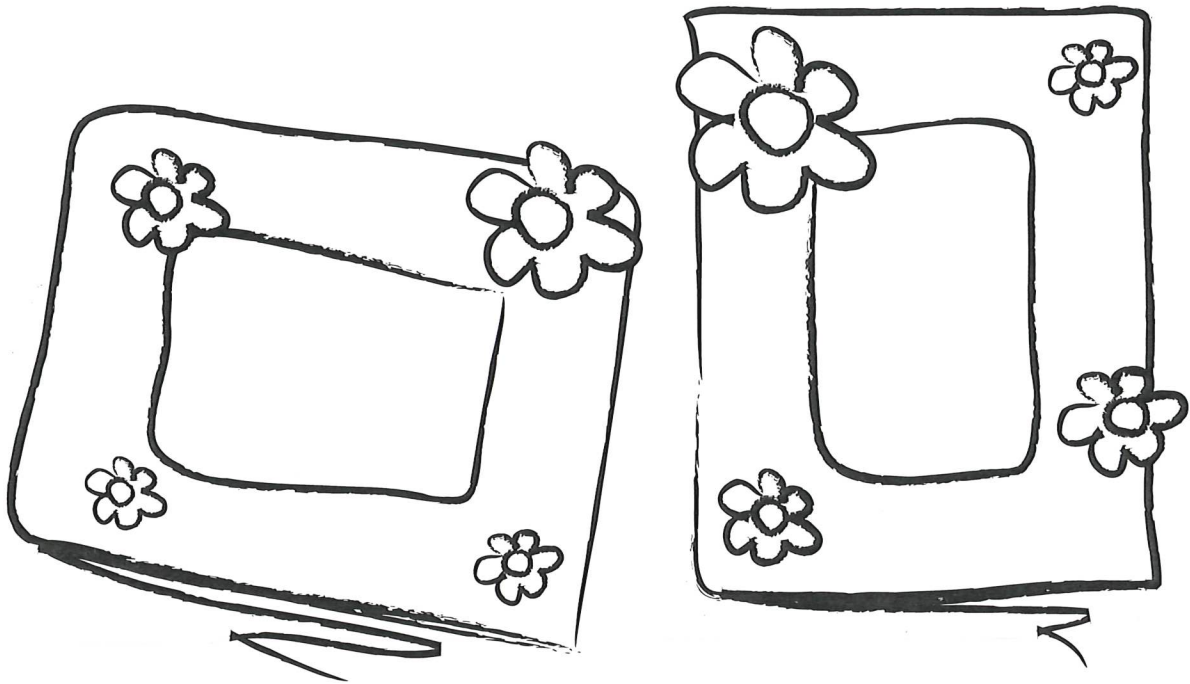


# My Business Plan

## Funky Frames



By David Garcia



# GOALS



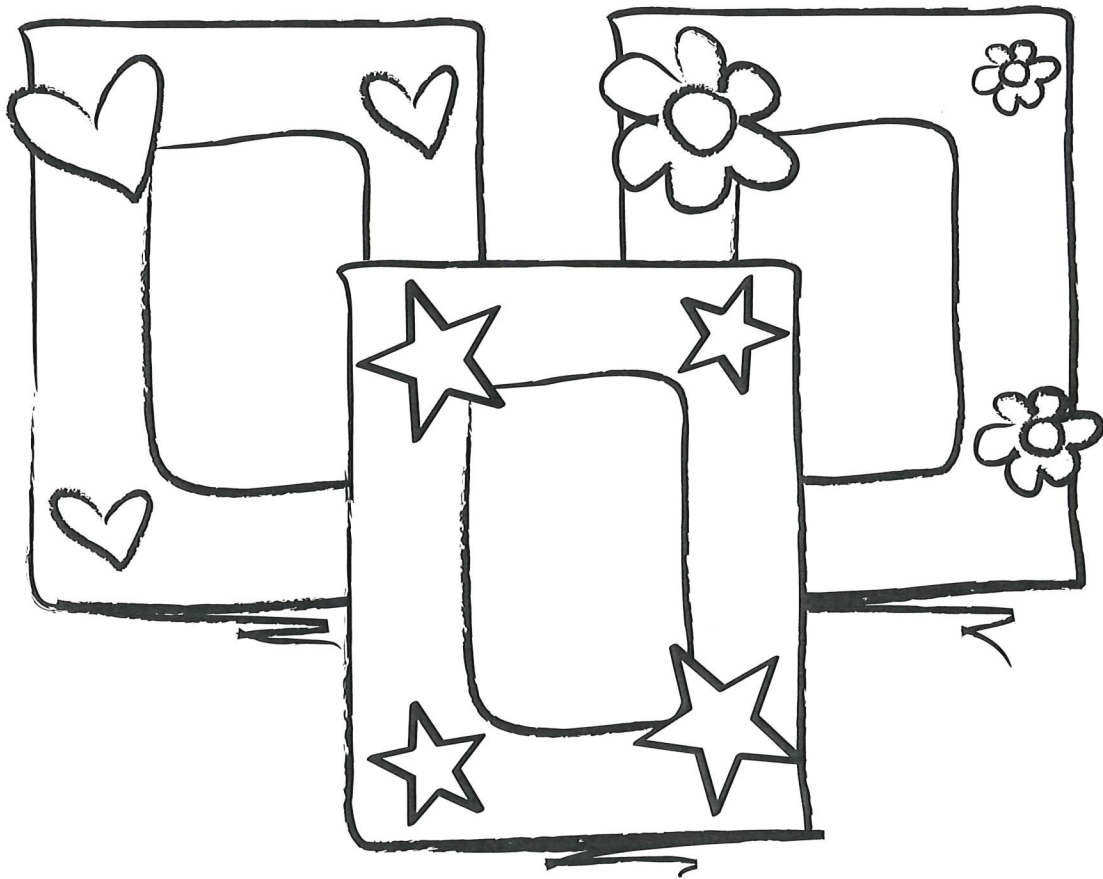
**My goals are:**

- To have lots of fun.
- To earn \$20 or more.
- To learn how to start a cool business.
- To support the animal shelter by giving them 10% of the money I earn.



# PRODUCT DESCRIPTION

I am selling Funky Frames. Each one is decorated with unique and fun shapes (stars, hearts and flowers) to hold special memories. They come in vibrant colors: electric blue, lime green and purple. They are the perfect gift for Mother's Day.



# OPERATIONS

**Steps:** The steps to make my product are:

- Buy materials.
- Paint frames and wooden shapes.
- Glue shapes onto frames.

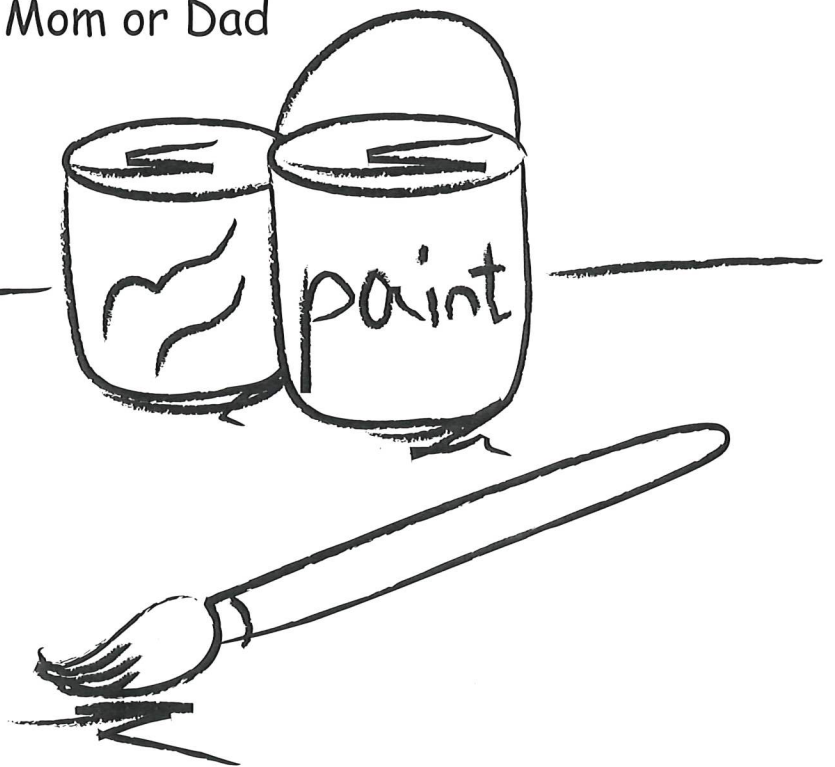
**Materials:** My materials are:

- Frames, wooden shapes, paint and glue.

**Tools:** The tools I need are:

- Glue gun.
- Paints and brush.

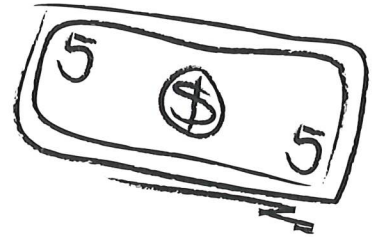
**Help:** I will need help from Mom or Dad to go shopping.



# MONEY PLAN

I will make 10 frames. The costs for my materials are:

<u>Materials</u>	<u>Costs</u>
Frames	\$10.00
Paint	\$4.50
Glue Sticks	\$1.00
Shapes	\$3.00
<b>Total Cost of Materials</b>	<b>\$18.50</b>

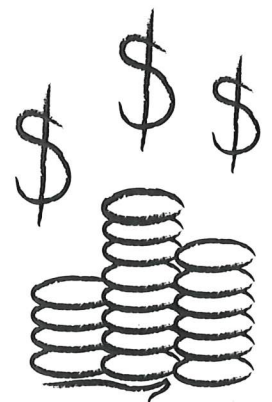


I got a loan of \$10.00 from my parents and took the rest of the money from my savings. I will have to pay my parents back first when I make my sales.

## Cost to Make

Cost to make one unit of my product =  $\frac{\text{Total Costs of Materials}}{\text{\# of Units Made}}$

$$\begin{aligned}
 &= \frac{\$18.50}{10} \\
 &= \$1.85
 \end{aligned}$$



## Price to Sell

I will charge customers \$3.50 for my frames.

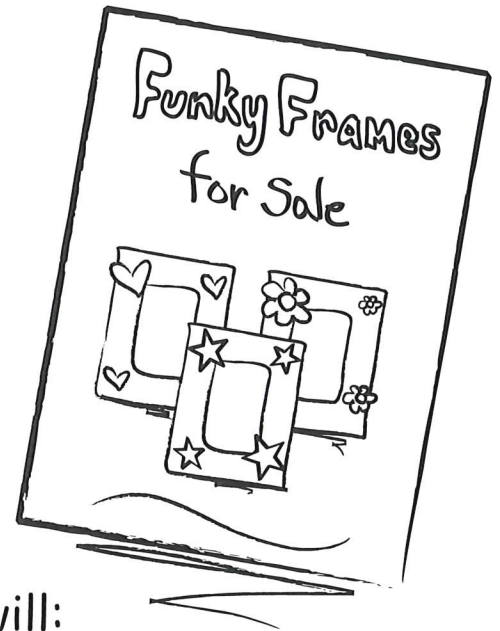


# MARKETING

## Attracting Customers

I will attract customers to my table by:

- Making a poster for school.
- Making a poster for the wall behind my table.
- Using a bright colored tablecloth.
- Putting pictures in some of the frames to show them off.



## Talking With Customers

When I am talking with my customers, I will:

- Smile at everyone.
- Say hi to people even if I feel nervous.
- Be super-friendly, even if they don't buy, because they might come back.
- Be sure to say please and say thank you.

When people are looking at my product, I can say:

- "These funky frames are all hand-made, and each one is unique."
- "Would you like to see my business plan?"
- "I used 3 different colors. Which one do you prefer?"
- "They are decorated with different shapes — hearts, stars and flowers."