



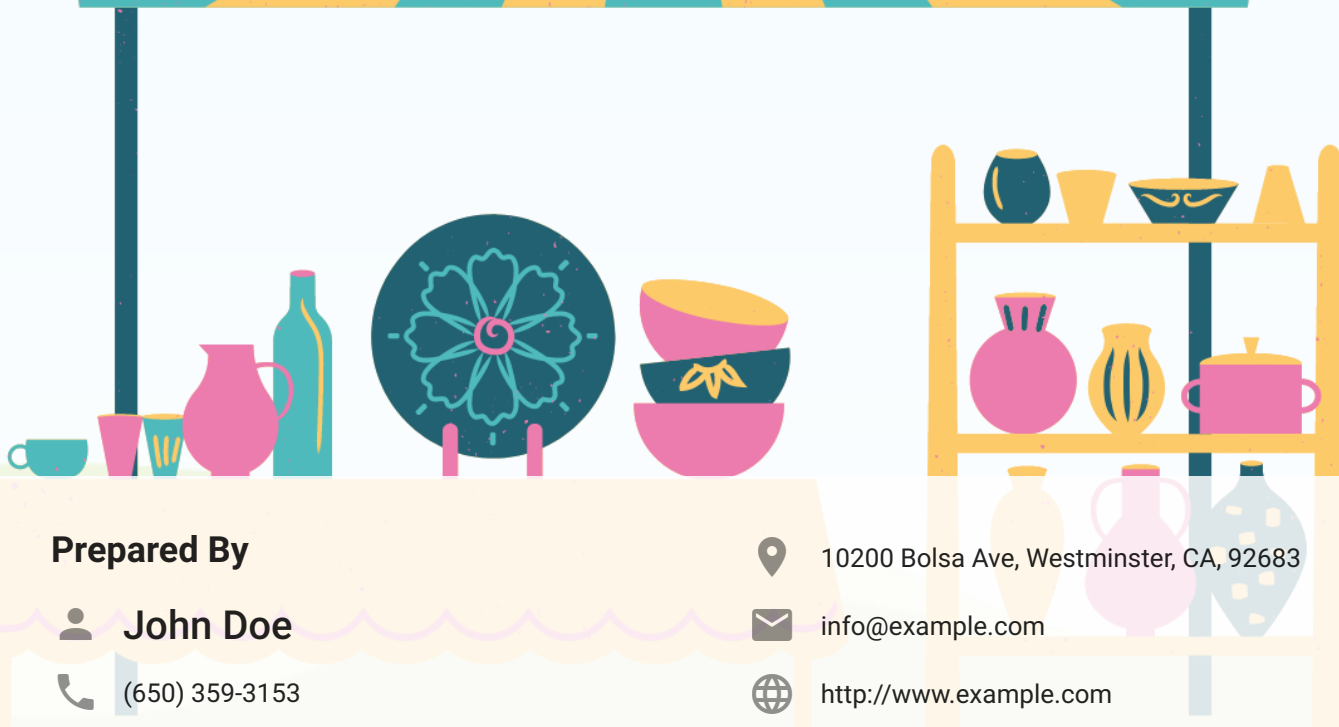
Handicrafts

Business Plan

[YEAR]

Good Crafts for Good Relations.

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the Company



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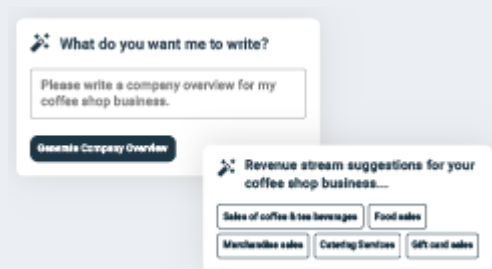
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1.

Executive Summary

Business Overview

Mission & Vision Statement

Business Model

Objectives

Our Corporate Social Responsibility In Action

Our Core Values

Keys To Success

Guiding Principles

Business Target



REMEMBER

Before you think about how to start a Handicraft business, you must create a detailed Handicraft business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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Business Overview

Moore Products

Both locally and internationally, people are fond of purchasing products made in the United States. The United States has cemented its status as a global leader in consumer goods, product innovation, production, among other spheres. The United States has a strong

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Start writing here..

Mission & Vision Statement

Moore Products

We are envisioned towards becoming the most preferred handicraft company brand in the United States through the provision of quality handbags, chairs, shoes, and locally made pots. We are out:

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Business Model

Moore Products

The company adopts the B2C business model. The handicrafts have been designed to serve the needs of the clients both locally and abroad. The company enters into a strategic agreement with companies that serve as distributors as well as private

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Objectives

Moore Products

The following are the aims and objectives of the company. We have chosen to split the objectives of the company into financial and non-financial objectives. Moore Products LLC will have the following goals and objectives:

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Moore Products

- To provide uniquely made handbags, shoes, chairs, and locally-made pots to the target market locally and internationally.
- To orchestrate the influx of our handicrafts into the market and

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Non-Financial Objectives

Start writing here..

Moore Products

- Increase the number of clients by 30% over the next three years of operations
- To generate an estimated revenue of \$42,000 by 2021
- To maintain the monthly and yearly increase in revenue generated

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Financial Objectives

Start writing here..

Our Corporate Social Responsibility In Action

Moore Products

At Moore Products LLC, we understand that our business decisions and the methods by which we engage our key stakeholders affect not only our organization, but also in a profound manner, the people, cities, and settings that support our corporate lives as well

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Start writing here..

Our Core Values

Moore Products

There are a set of core values, which are at the base of everything that we do and all that we believe in. These guide us to deal with every aspect of any issue we might encounter in our personal and professional lives. These values help us grow inside and

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Start writing here..

Keys To Success

Moore Products

We have come to make this business a successful business as we aim to record huge success within three years of being in the business. Our target markets are majorly all corporate entities within and outside Texas. To achieve success in our business, we will

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Start writing here..

Guiding Principles

Moore Products

In our business, we will uphold values such as:

- Service efficiency

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Business Target

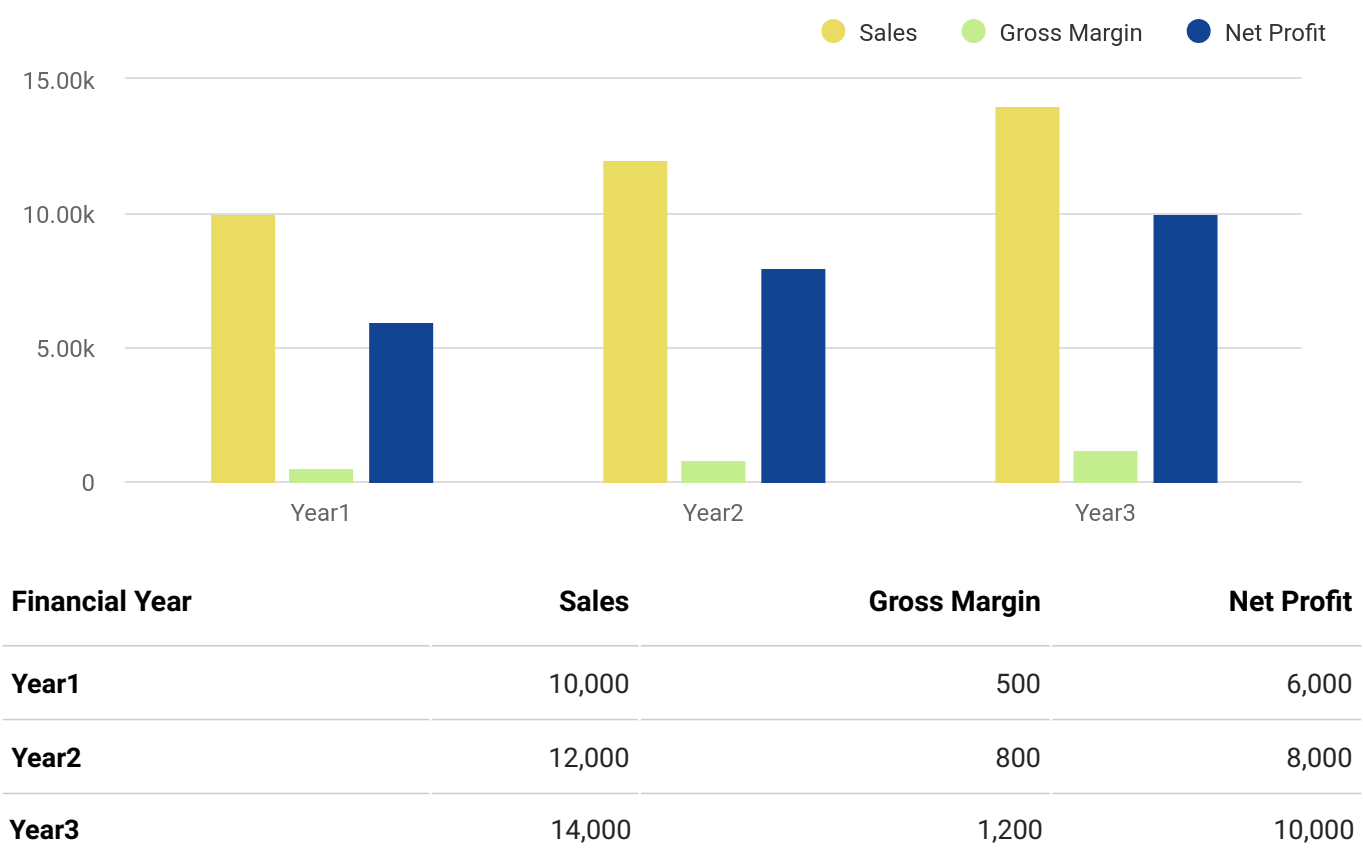
Moore Products

Our main business targets are summarized in the following column chart.

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Start writing here..

3 Year profit forecast



2.

Business Description

Company Conceptualization

Registered Name and Corporate Structure

Company Ownership

Company Location And Resources

Funding Required

Company Conceptualization

Moore Products

We have established the company to create a market for products that are manufactured in the United States locally. Also, it is part of the United States 2030 Vision to promote the local industries to the world, as well as attracting international investors to

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Registered Name and Corporate Structure

Moore Products

Moore Products LLC is incorporated according to the corporate laws of the United States. Moore Products LLC has not commenced its operations at the time of writing this business plan. In the long run, we will apply for trademark protection as we sec

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Start writing here..

Company Ownership

Moore Products

Jordan Smith is the founder of the company. At the beginning of the company's operations, he will be the only one involved in the activities. He is an experienced Sales and Marketing professional. However, he has considerable experience in project man

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Company Location And Resources

Moore Products

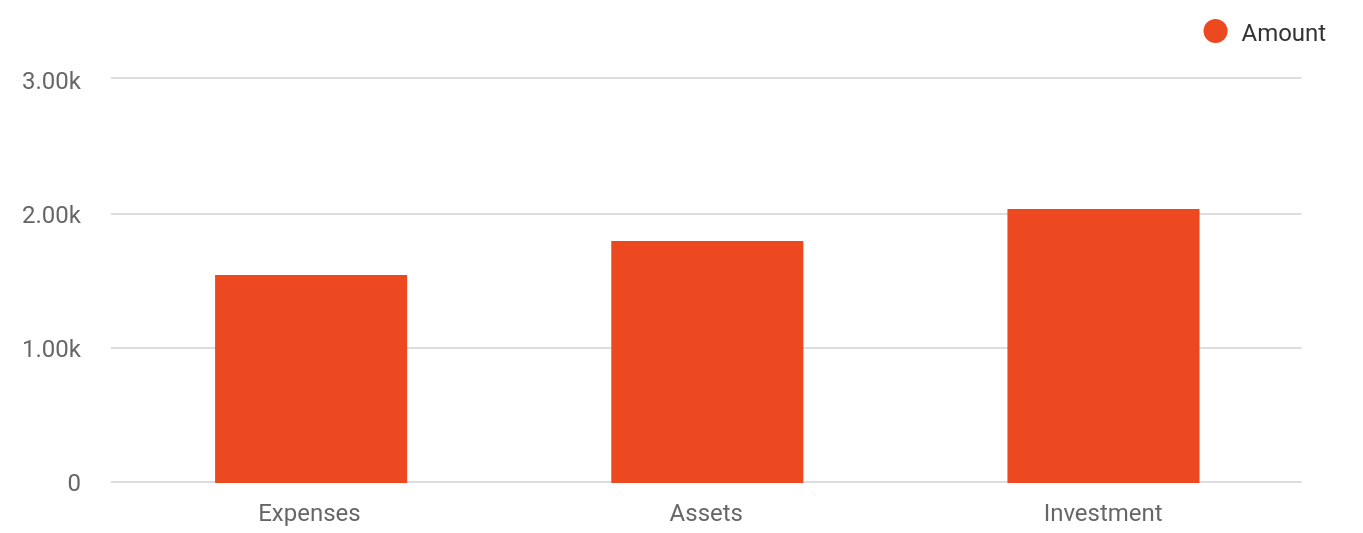
The company is based in the United States. Despite the effect of COVID-19, the United States economy is growing astronomically. The company's location is perfect for our type of business, and the founder is already very familiar with the intrinsic quirks of the

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Funding Required

Startup cost



Cost distribution	Amount
Expenses	1,550
Assets	1,800
Investment	2,050

The detailed startup requirements and expenses are given in the table below.

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750

Start-up Expenses	Amount
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0

Start-up Expenses	Amount
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and Services

Products and Services



REMEMBER

Before starting a handicraft business, you must take many things into consideration such as you must consider what types of handicraft products will you be providing to your customers. Deciding your

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Moore Products

Moore Products LLC is actively involved in the provision of top-quality handicrafts. Among the list of handicrafts that are provided by our company are handbags, shoes, chairs, and locally-made pots. All our products will be uniquely made to represent quality

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Start writing here..

Products and Services

Handicrafts



Shoes



Bags



Pots



Pillows



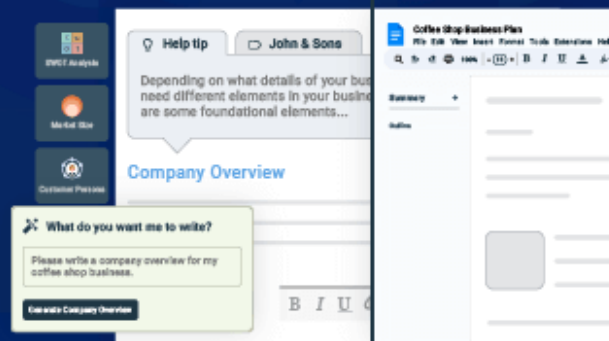
Arts



Cooking Tools

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4.

Market Analysis

The United States Market

Model Types Insights

SWOT Analysis

Porters' Five Force Analysis

Route To The Market



REMEMBER

The most important component of an effective handicraft business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from the following sources:

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The United States Market

Moore Products

The North American handicrafts market reached a value of around US\$ 218 Billion in 2018. Looking forward, the market is projected to reach a value of US\$ 402 Billion by 2024, registering a CAGR of nearly 11% during 2019-2024.

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Start writing here..

Model Types Insights

Moore Products

The global handbag market size was valued at USD 47.0 billion in 2018 and is anticipated to witness significant growth in the forecast period. The rising women workforce, along with increasing brand awareness, is driving the demand for the product over the forecast period.

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Start writing here..

SWOT Analysis

Strength

- Project & Operations Management
- Vendor and Stakeholders Management
- Availability of raw materials in the local market, especially, Houston
- Interpersonal & Communications skills
- Capability to attract vast audiences with diverse product needs online
- Power of customer relationship management by collecting data of buyers and sellers registered with the company
- Generation of the reports and statistics that can make the company better and address its weaknesses and threats

Weakness

- Non-availability of Sales & Marketing Personnel
- Non-availability of the IT personnel
- Supply chain, local & international transportation
- Our intellectual property protection
- There are numerous stock lovers still out there whose main purpose is to scam investors
- The sellers being able to enforce the payment method of their choice, which is a favorite among the scammers
- Shipping may be one of the biggest problems

Opportunity

- Providing an online platform to market for Saudi made products locally & internationally
- Variety of products categories
- The target audience is local & worldwide
- Ensure customers' satisfaction throughout the procurement and transportation process
- Manufacturers can offer their product at a static price and offer it on buying it now
- Buyers can straightaway buy the product without having to wait
- Opportunity to secure dominance of the United States and other countries

Threat

- Contract establishment & Management
- Customers' intellectual property protection
- New competitors with the same business idea entering the market
- One of the biggest threats is the scammers and the phishers who use an online business name to scam people
- Online users distrusting the services provided by these companies and never coming back
- Seamless integration of seller and buyer

Porters' Five Force Analysis

Moore Products

The company has been in operation before the writing of this business plan but the company still requires funding from investors. The threat of new entry applies to the companies who are newcomers to the industry. The company may also be considered a s

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The Threat Of New Entry

Start writing here..

Moore Products

In that our business is modeled to build on the influx of handicrafts into the US market, there are other artisans who are experts and highly skilled at making shoes, bags, pots, and chairs. The competition in the industry is double-phased; with local artisans a

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Competitive Rivalry

Start writing here..

Moore Products

Our prices are reasonably structured to be within the confines of fair prices chargeable in the industry. We have no plan to increase these charges but rather to promote the rate at which our target market purchases our products. This is why our handicrafts hav

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Buyer Power

Start writing here..

Moore Products

Our suppliers in the industry are the companies that supply the needed materials that are used in our production. These suppliers are scattered all over Houston. These suppliers often determine our pricing as the company's pricing is determined by a lot

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Supplier Power

Start writing here..

Moore Products

The threat of substitution cannot be overlooked in analyzing the possible success or otherwise of our company. There is really no substitute that completely replaces our product offering in the market. The impact of this threat on our company low.

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Threat Of Substitution

Start writing here..

Route To The Market

Moore Products

To maximize our distribution efficiency, and not over or underproduce, we need to employ a management system to house customers' goods and keep track of what it contains with precision and accuracy. The management team adopts

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Marketing Plans

Start writing here..

Growth Plan

Activity	Description	Timeline	Strategies	Target Market
Product Development	• Sourcing the needed raw materials and actively engaging in production • Forging partnerships with our delivery agent • Partner with the needed suppliers of the needed materials • Acquire funding	Year 1	• Provide the shoes, bags, chairs, and pots both online and offline • Develop a standard mode of operation • Pitch business ideas to acquire funds	• Houston, TX
Market Expansion	• Expand operations by integrating our products in more online marketplaces • Reach out to our target market through both online and offline strategies • Expand delivery services • Introduce new product lines	Year 1 - 3	• Improve on the developed model of operations to accommodate growth changes • Introduce aggressive marketing campaigns to enhance visibility • Acquire bigger warehouses to store products • Recruit more employees towards business growth • Gradually add more products to our product mix	• Houston • Texas • America • Europe • Asia • Etc.
Diversification	• Introduce new product lines	Year 3 & UP	• Plan & execute the operational techniques of the new divisions	• Global

5.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a handicraft business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the business owner.

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Moore Products

The company will be financed by Jordan Smith himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the handicraft business start-up, no equity funding or outside loans will be required. With the help of the business owner, the company will be able to expand its production and distribution.

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Start writing here..

Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$472,499.90	\$579,922.40	\$800,082.45
Handmade Jewelry Sales	\$108,000	\$136,864.80	\$245,021.40
Unit Sales	2,400	3,041	5,445
Unit Price	\$45	\$45	\$45
Custom Craft Orders	\$184,499.90	\$263,057.60	\$375,061.05
Unit Sales	2,838	4,047	5,770
Unit Price	\$65	\$65	\$65
Art and Craft Workshops	\$180,000	\$180,000	\$180,000
Total Hours	2,400	2,400	2,400
Hourly Price	\$75	\$75	\$75
Cost Of Sales	\$30,727.14	\$36,998.86	\$49,021.62
General Costs	\$30,727.14	\$36,998.86	\$49,021.62
Raw Materials for Handmade Jewelry	\$27,429.72	\$33,283.25	\$44,834.86
Beads and Stones	\$3,804.70	\$4,287.13	\$4,830.73
Metal and Wire	\$23,625.02	\$28,996.12	\$40,004.13
Craft Supplies for Custom Orders	\$3,297.42	\$3,715.61	\$4,186.76
Paints and Brushes	\$2,536.46	\$2,858.16	\$3,220.59
Crafting Tools	\$760.96	\$857.45	\$966.17
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0

	2024	2025	2026
Gross Margin	\$441,772.76	\$542,923.54	\$751,060.83
Gross Margin (%)	93.50%	93.62%	93.87%
Operating Expense	\$452,963.47	\$470,220.44	\$491,556.12
Payroll Expense (Indirect Labor)	\$405,960	\$416,599.20	\$427,542.96
Sales and Marketing Team	\$90,720	\$93,441.60	\$96,244.80
Sales Manager	\$50,400	\$51,912	\$53,469.36
Marketing Coordinator	\$40,320	\$41,529.60	\$42,775.44
Production Team	\$234,600	\$239,292	\$244,077.96
Craftsmen	\$193,200	\$197,064	\$201,005.40
Quality Controller	\$41,400	\$42,228	\$43,072.56
Administrative Staff	\$80,640	\$83,865.60	\$87,220.20
Office Manager	\$46,080	\$47,923.20	\$49,840.08
Administrative Assistant	\$34,560	\$35,942.40	\$37,380.12
General Expense	\$47,003.47	\$53,621.24	\$64,013.15
Office and Administrative Expenses	\$22,132.54	\$25,889.53	\$32,105.09
Office Rent	\$12,682.53	\$14,291.10	\$16,103.44
Utilities	\$9,450.01	\$11,598.43	\$16,001.65
Marketing and Advertising	\$10,145.94	\$11,432.47	\$12,882.25
Online Advertising	\$6,341.24	\$7,145.34	\$8,051.52
Promotional Materials	\$3,804.70	\$4,287.13	\$4,830.73
Miscellaneous and Other Expenses	\$14,724.99	\$16,299.24	\$19,025.81
Website Maintenance	\$4,724.99	\$5,799.24	\$8,000.81
Business Insurance	\$10,000	\$10,500	\$11,025

	2024	2025	2026
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$11,190.71)	\$72,703.10	\$259,504.70
Additional Expense	\$4,775.48	\$3,808.38	\$2,781.63
Long Term Depreciation	\$2,202	\$2,202	\$2,202
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$13,392.71)	\$70,501.10	\$257,302.70
Interest Expense	\$2,573.47	\$1,606.38	\$579.64
EBT	(\$15,966.19)	\$68,894.72	\$256,723.07
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$488,466.09	\$511,027.68	\$543,359.38
Net Income	(\$15,966.19)	\$68,894.72	\$256,723.07
Net Income (%)	(3.38%)	11.88%	32.09%
Retained Earning Opening	\$0	(\$24,966.19)	\$34,928.53
Owner's Distribution	\$9,000	\$9,000	\$9,000
Retained Earning Closing	(\$24,966.19)	\$34,928.53	\$282,651.60

Projected Cash Flow

	2024	2025	2026
Cash Received	\$472,499.90	\$579,922.40	\$800,082.45
Cash Paid	\$486,264.07	\$508,825.68	\$541,157.38
COS & General Expenses	\$77,730.59	\$90,620.10	\$113,034.79
Salary & Wages	\$405,960	\$416,599.20	\$427,542.96
Interest	\$2,573.47	\$1,606.38	\$579.64
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$13,764.17)	\$71,096.72	\$258,925.07
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$15,000	\$0	\$0
Net Cash From Investments	(\$15,000)	\$0	\$0
Amount Received	\$70,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$20,000	\$0	\$0
Amount Paid	\$24,679.72	\$25,646.82	\$26,673.45
Loan Capital	\$15,679.73	\$16,646.82	\$17,673.44
Dividends & Distributions	\$9,000	\$9,000	\$9,000
Net Cash From Financing	\$45,320.28	(\$25,646.82)	(\$26,673.45)
Summary			

	2024	2025	2026
Starting Cash	\$0	\$16,556.11	\$62,006.01
Cash In	\$542,499.90	\$579,922.40	\$800,082.45
Cash Out	\$525,943.79	\$534,472.50	\$567,830.83
Change in Cash	\$16,556.11	\$45,449.90	\$232,251.62
Ending Cash	\$16,556.11	\$62,006.01	\$294,257.63

Projected Balance Sheet

	2024	2025	2026
Assets	\$29,354.11	\$72,602.01	\$302,651.63
Current Assets	\$16,556.11	\$62,006.01	\$294,257.63
Cash	\$16,556.11	\$62,006.01	\$294,257.63
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$12,798	\$10,596	\$8,394
Gross Long Term Assets	\$15,000	\$15,000	\$15,000
Accumulated Depreciation	(\$2,202)	(\$4,404)	(\$6,606)
Liabilities & Equity	\$29,354.07	\$72,601.97	\$302,651.60
Liabilities	\$34,320.26	\$17,673.44	\$0
Current Liabilities	\$16,646.82	\$17,673.44	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,646.82	\$17,673.44	\$0

	2024	2025	2026
Long Term Liabilities	\$17,673.44	\$0	\$0
Long Term Debt	\$17,673.44	\$0	\$0
Equity	(\$4,966.19)	\$54,928.53	\$302,651.60
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$20,000	\$20,000	\$20,000
Retained Earnings	(\$24,966.19)	\$34,928.53	\$282,651.60
Check	\$0	\$0	\$0

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				

	Year 1	Year 2	Year 3	Industry Profile
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				

	Year 1	Year 2	Year 3	Industry Profile
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows two side-by-side interfaces. On the left is the Upmetrics interface, which features a sidebar with icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' with a table comparing 2023-24 and 2024-25. The table includes rows for Revenue, Cost of Sales, Gross Margin, and Operating Expenses. Below the table is a section titled 'What price will you charge for each unit?' with a 'Constant Assum.' button and a 'Varying amounts over time' button. On the right is a standard spreadsheet interface with a grid and a formula bar.

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes – no more remembering complex formulas or fussing in the spreadsheet.

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Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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