

The

**Business Plan**

Of



Fatima Abdulla

Amna Bin Lahej 10CG

Meera Al Marri

Khadija Salem

Business   
Co-Workers:

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**Note to teacher:**

**Written by: Fatima Abdula**

**Business cards by: Amna Lahej**

**Candles by: Meera al Marri**

**Logo designed and created by: Fatima Abdulla**

**Executive Summary**

We are Violet Envy, based in the great country; United Arab Emirates. We were brought together by four innovative entrepreneurs that joined their ideas for a better place; Amna Lahej, Fatima Abdulla, Meera Al Marri, and Khadija Al Ayali. This idea came in the form of candles. With each with their own special skill set and talents, this company was built with a strong foundation, from which only the majestic can rise from. Though four contributed to the creation of this wonder, we have decided to only put two on the seat of ownership after hard, laborious thinking. This is because of personal reasons. The two other contributors otherwise play a huge role in the development of this company.

Our main goal is to suit the specific needs of stressed women who need time to relax, to give them a sanctuary. We believe that our product is able to achieve this, with its glorious fragrances. Compared to other companies, we have a great advantage; homemade. This eco-friendly version is not only good for the environment, but also for the benefit needing body. Also, this company would not require massive beginner funds, and would be quite easy to start, which puts us at another advantage. To go hand in hand with our dedicated promise to our customers, none of our candles include any variety of preservatives or artificial materials.

In five years, we see ourselves at the top, with many branches in various locations around the UAE, and maybe around the continent within a couple more years after. Even in this great market of candles, we are sure to make it (candle market analysis: see more in Marketing).

Though we are based on a clearly marked geographical location, we have a backup dot-com company that promotes further sales. We believe in giving ease to our customers

**Company Description**

**Company:** Violet Envy

**Logo:**

**Slogan:** Illuminating your life with exquisite and bliss.

**Mission Statement:**

It is our mission to light a person’s home every day, while improving the conditions of the environment.

For clients who work, or for those who stay at home, who need a source of relaxation, we are the answer.

Our candles are handmade, with precision and perfection, just for you, in the vicinity of your country, with a hint of culture.

We strive to make the experience of our consumer’s better, with our loyal, green thinking, and innovative company.

Our vision – to illuminate your life with exquisite and bliss~.

**Please visit our website:**www.violetenvy.wix.com/home

**Product and Service Description**

Our product involves the carefully chosen factor of scent. Different scents have their own unique and personal, beneficial auras, which gives the quality of innovation to the candles. These scents can lift your spirits and evoke calmness, giving an amazing atmosphere. Using soy for this project is our main goal. Soy is a huge factor in our long lasting candles, as soy is softer than wax, issuing that it takes less heat the wick is less heated, which leads to the burning of it to be slowed down. The major motive for using soy is because it is natural, and doesn’t produce as many CO2 emissions as wax or oil, which improves the environment grandly.

Accessorize these heaven sent candles, which are handmade, for fulfilling your decorative desire. Various colors and jars are available for encasing the candles. Ranging from theme to theme, shapes also play a large part in customizing a product.

A new, unique factor of our candle store is the ability to create your own candle. You may love a certain scent, but not the color associated with it, so we have come up with a ‘new product’. If you like a strawberry scent, you don’t have to settle with pink or red candles, you can customize it to your own needs. With so many different shapes and sizes, colors and scents, you could end up with a strawberry scented, star shaped candle, which matches your blue sofas. Our idea is in full fledge with the product already being manufactured in a homely manner.

A service offered by our company also includes the ability to order online. Unlike other companies that have a restriction to what they can provide through e-commerce, we offer all our goods and services to be accessible. Yet one more service is the production of gift baskets that are tailored to special occasions, such as a birthday. These baskets are delivered right to the doorstep of the recipient, while the giftee won’t be obliged to visit the store at all.

Agreements between legal department and co-owners have been made, and documents have been signed. Production has commenced, and is available. Example in gallery.

**Marketing Strategy & Analysis**

It may not seem so, but the candle industry is far greater than you think. It actually grosses around $2.3 billion in the United States, and the size of the primary market increases by 35% during the holiday seasons, with a steady raise of 10-15% a year.

Candles are actually used in 8 out of ten households in the UAE. Since that a survey conducted by WaxMelters has proven that 75% of candle buyers are women, we shall utilize attractive decorations to appeal to them, and lure them into our shop to buy our products. The product has therapeutic factors that focuses on our target market, the women that are too busy, and need a trip to the spa, or need to relax.

Critical needs of target market are the factor of relaxation. Various scents instate a calm sense of mind, and a good decorative piece for the candle allows serenity and content. There are no negative seasonal disadvantages, only an advantage that during the Christmas times there will be a huge rush, and there will be an increase of demand for our product. Even during the June to August period, candles can be used to instill a fragrance into the home, to get with the summer spirit. The demographics would be that most of them live everywhere and anywhere. Ranging from housewives to business women, anyone would like a treat of a candle. Although, there is more of an increase of expat women that celebrate Christmas holidays in the Arabian Ranches area, so there should be a store on that side. Communications to customer will be available via telephone, all social media sites, as well as our very own personalized website that gives access to our store.

**Product Packaging:**

Candles and their cases are fragile. If there is any risk of chipping of a glass, or denting of wax, we taking necessary precautions against it. Though thoroughly protected, the product is still beautifully packaged, as shown in the previous gallery. Packaging for transportation is an additional layer of protection; a box, filled with tissue paper, in an elegant manner. This not only adds protection, but beauty as well.

**Location:**

Most existing candle stores preside in the Barsha area, which are mostly families of the local. There is a sever lack of stores, however in areas such as Academic City, Motor City, Arabian Ranches, and other newly erected areas, there is no such stores. As the city Dubai attracts more residents – to – be, which would mostly be expats, there would be a shame of a waste to waste such a good chance to locate a candle store there. Therefore, our location shall preside in the Arabian Ranches area, with the Spinney’s compound.

**Pricing Structure:**

|  |  |  |  |
| --- | --- | --- | --- |
| Burn Time | Encasing | Size | Price |
| 110 – 150 Hours | Jar | Large | 24 USD |
| 65 – 90 Hours | Jar | Medium | 17 USD |
| 80 – 85 Hours | Tumbler | Large | 21 USD |
| 35 – 45 Hours | Tumbler | Small | 13 USD |
| 100 – 140 | Vase | Large | 23 USD |
| 45 – 60 | Vase | Medium | 15 USD |
| N/A | Limited Edition | Large | + 8 USD |
| N/A | Limited Edition | Medium | + 6 USD |
| N/A | Limited Edition | Small | + 4 USD |
| 4- 6 Hours/light | Tea Light | Mini – 12/pack | 9 USD |
| PERSONALIZE YOUR OWN CANDLES | | | 15 USD+ |

Costs of productions are multiplied by 3 for retail. After subtracting necessary funds from revenue, profits total to 60 %, according to calculations.

**Promotion:**

Marketing tools utilized to introduce our new company will be as such; website, commercials, community classes, charity events, an e- magazine, and social media links. Mentions in multiple newspapers will be available, with a bonus offer attached.

The website will host details and description of both our company and products, while giving visitors a chance to do their shopping online. Our ‘build your own candle’ feature will be available in store, as well as online. Commercials will be displayed on TV, as well as advertised on YouTube videos. Our advertisements can be found on our website under the ‘Media’ tab. Information regarding classes shall be posted on our site as well, along with a form that can be submitted directly to the head office in order to ensure the eases of our customers. Subscribers to our monthly e-magazine will be given an exquisite chance to enjoy privileges along with their name entered into a monthly draw to win a basket full of luscious goodies. To again, cooperate with our guarantee, candles left over at the end of the month are sent to sanctuaries in needy countries, along with any charity raised by a candle fair.

To support our goals for a better world, a candle fair take place at the end of each month, with all proceeds going to charity, along with candles for camps in need. Classes for candle making, candle decorations and a lecture on the art of candles will be available at the local DUCTAC community art center. This will enhance our relationship with our customer, to enable a stronger bond.

Shall the business thrive; there are plans to allow this company to branch out as a franchise. This would expand our wings to allow distribution at different levels. This includes the offer to allow our candles to be available as bulk or wholesale.

**Head: Meera Al Marri**

**Legal Plan**

Our company is a partnership; we are four co-workers, who elected two partners. The main four who pitched in the ideas are the following:  
  
Design Manager: Meera Al Marri

Business Manager: Amna bin Lahej

Financial Manager: Khadija Al Ayali

Legal Manager: Fatima Abdulla

Should any fault be held against the company in general, each member shall pay their own equal fair share. Examples include; being sued, loss of the company, debt, fraud, etc.

Company supporting legally is LegalShield, with representative Fatima Abdulla.

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**Head: Fatima Abdulla**

**Management and Operational Plan**

Company Organization

Bookkeeper

Partner

Partner

Human Resources

EMPLOYEE

EMPLOYEE

EMPLOYEE

Administrative Worker

Design Manager

Marketing Head

Business Manager

Financial Manager

**Management Profiles:**

Name: Fatima Abdulla  
Degree: ICT & Law  
Experience: Ten years

Name: Amna Bin Lahej  
Degree: MBA & Marketing  
Experience: Five years

Name: Khadija Ayali  
Degree: Accounting & Finance  
Experience: Five Years

Name: Meera Al Marri  
Degree: Design & Business  
Experience: Twelve years

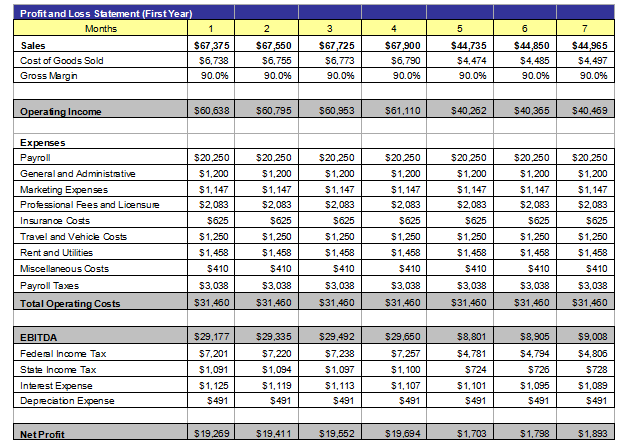
Main Owners: Amna Bin Lahej (52%)  
 Meera Al Marri (48%)

**Basic Salaries:**

|  |  |
| --- | --- |
| Position | Monthly Salary |
| Store Manager | $30,000 |
| Analyst | $85,000 |
| Accountant | $52,000 |
| Facilitator | $45,000 |
| Programmer | $61,000 |

**Financial Plan**

**Sensitivity**

If there were an economic drop, there would be change, as the prices will have to drop, but to a minimum, as a fancy candle is nowhere near a need. There wouldn’t be worry; however, as there is a wide margin that would ensure the ability of the company still being profitable.

Please view the below charts for financial goals and predictions:

**Head: Khadija Al Ayali**

**Conclusion**

Our business was an interesting, and beneficial, to say the least. It took a lot of work, time, and effort, but businesses need work in order to do its best, as it helps people everywhere. These are the best of all that our products, which are eco-friendly. We hope all our customers enjoy our products, and continue to support us.

The creation of this business was tough and challenging, but in the greatest way imaginable. Not only was the journey filled with love and consideration, but also one of the best taken by any of us at Violet Envy. To say the least, we believe funds were used wisely, and efficiently, with any remaining money set to the side to assist in superior and improved projects for the future. With this plan, we are optimistic that goals shall be reached, if not exceeded. Within five years, we would have expanded to a wide array with networks.

**Resources:**

SBA.GOV  
Glencoe McGraw: Introduction To Business

**Gallery:**

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