

REEKS STAR ENTERPRISE BUSINESS PLAN

REJOICE ESI KOOMSON



DESCRIBE YOUR BUSINESS:

My business, REEKS STAR ENTERPRISE, is bead bead-making business that specializes in using locally made beads to make bags, wrist bracelets, waist beads, anklets, keyholders, earrings, and necklaces, among others.

EXPLAIN THE PROBLEM.

Lack of individuals in mass production accessories: Since there are many factory-made jewelry and accessories, people struggle to find pieces that reflect their unique style and personality, and also their culture. There are a few people who make these items.

Limited options for affordable and high-quality artisan goods: Handcrafted items often come with a premium price attached to them, which makes it almost impossible to buy. The quality and uniqueness often cost a lot.

EXPLAIN YOUR SOLUTION.

Lack of individuals in mass production: My business seeks to offer customers one-of-a-kind handcrafted items that provide a stand-out, one-of-a-kind design, and also train individuals who are interested in learning the trade.

Limited options for affordable and high-quality artisan goods: I will bridge this gap by offering well-thought-out designs of well-crafted beaded items at a reasonable price, which will make my customers enjoy the beauty and uniqueness of handmade accessories.

BUSINESS MISSION STATEMENT:

To empower individuals, express their unique style through handcrafted accessories while offering a diverse collection of high-quality handcrafted accessories at reasonable prices.

HOW LONG HOW YOU BEEN IN BUSINESS?

My business has been in operation since October 2024.

YOUR NET INCOME

I made a revenue of \$296 with a net profit to reinvest of \$133 and a net profit margin of 45 %. I paid \$60 as salary, \$20 for tax, \$40 for advertising and technology, and \$25 for raw materials in February, 2025.

SERVICE OR PRODUCT DELIVERABLE:

Teaching on the making of these handcrafted accessories

Necklaces

Earrings

Anklets

Keyholders

Wrist beads

Waist beads

DESCRIBE YOUR BEST CUSTOMER:

I do deliver to many people, and they all give me the best and positive feedback, but I'd say my best customer is one Miss Nancy. She always encourages me, shows me trending styles, and also purchases in bulk.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS?:

Here are some key reasons why customers choose to do business with me over competitors:

- **Reliable and Consistent Supply:** I always come through for them when my services are needed.
- **Strong Customer Relationships:** I always listen to my customers, which makes me connect with them, making the bond stronger.
- **Competitive Pricing:** I offer the best pricing based on the customers' budget.
- **Focus on Quality:** All goods I have sold so far are in good condition as we speak.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL?

Lack of steady streams of customers
Poor pricing
Poor financial management
No uniqueness or differentiation.

HOW CAN YOU AVOID THIS PROBLEM?

Identifying a target audience and understanding the preferences

Reviewing and adjusting prices

Tracking of all expenses and profit

Develop a distinctive style

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

Earrings - \$10.56

Customized earrings - \$30

Customized wrist beads - \$20

Customized bead anklet - \$10

Keyholders - \$5

Beaded handbags - \$50

Beaded purse - \$30

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

Local Networking

Community Engagement

Social Media

WHY DID YOU CHOOSE THIS BUSINESS?

- **Freedom of Personal and Creative Expression:**

I get to translate my ideas into tangible and wearable art through design, colour combinations, and unique pieces.

- **Flexibility and Control:**

As the owner, I have a high degree of flexibility in terms of work schedule in the type of products I create, and how I run the business.

- **Direct Connection with Customers:**

Selling these accessories allows me to build a more personal and direct connection with my customers, which leads to valuable feedback.

- **Adapting to Trends:**

Adapting to current fashion trends by incorporating bead types, colours and styles.

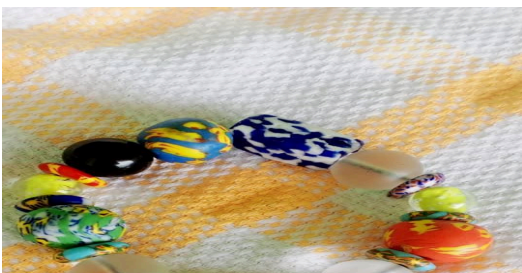
LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

- Direct Sales Calls
- Sales Visits
- Networking and Relationship Building:
- Industry Events

Insert pictures of your business activities here and give a brief explanation of each:



Pearl Bead necklace and earrings



A customised wrist bead.

A two-piece accessory (earrings and necklace)



Different types of necklaces and wrist bracelets



A necklace and earring set



Wrist beads



My love for the work



A finished bracelet awaiting delivery



Showcasing my craft at an event

HOW WILL YOU USE THE MONEY? (Include pictures of the product/service (s))

The \$1000 loan would be strategically utilized to:

Below is a detailed breakdown of how the loan would be utilized strategically:

- Tools and equipment upgrade, ie. Pliers, bead board, jewelry showcase (\$200)
- Inventory Acquisition, ie. Different types of beads and gemstones, jump rings, clasps, earring hooks, wire, stringing materials, wire cutters (\$500)
- Marketing and branding, ie, logo, banner, business cards, flyers, printed bags. (\$300)



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Income Statement:

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	0	0	0	0	0	128	185	258	311	321	346	456	2,005
Total transactions or units sold	0	0	0	0	0	65	82	97	103	120	134	156	757
Revenue per transaction or unit	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	2	12	3	3	3	3	3	3
Expenses													
Self salary	0	0	0	0	0	30	30	60	60	80	100	100	460
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	0	0
Raw materials	0	0	0	0	0	20	20	20	25	25	25	25	160
Store Rent	0	0	0	0	0	0	0	0	0	0	0	0	0
Technology	0	0	0	0	0	10	10	25	25	25	25	25	145
Advertising	0	0	0	0	0	10	15	15	15	15	25	25	120
Transportation	0	0	0	0	0	10	15	15	15	15	15	15	100
Loan repayment	0	0	0	0	0	0	0	0	0	0	0	25	25
Taxes/Fees	0	0	0	0	0	10	15	10	20	20	20	20	115
Other	0	0	0	0	0	10	10	10	10	10	10	10	70
Total Expenses	0	0	0	0	0	100	115	155	163	190	220	245	1,188
Expense per transaction or unit	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	2	1	2	5	2	2	2	~
Net Income to reinvest	0	0	0	0	0	28	70	103	148	131	126	211	817
Net Profit Margin	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	22%	38%	40%	48%	41%	36%	46%	

Cash Flow Statement:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	288	386	415.9	446	477	502	526
- Fixed expenses	-97.6	-97.6	-110.21	-110.21	-110.21	-135	-135
- Loan payment	0	0	0	0	-42	-42	-42
- Variable expenses	-105.67	-155.67	-185.89	-185.89	-185.89	-201	-201
= Profit (or loss)	84.73	132.73	119.8	149.9	138.9	124	148
Starting cash	327.91	412.64	545.37	665.17	815.07	953.97	1077.97
Available cash	412.64	545.37	665.17	815.07	953.97	1077.97	1225.97

What have you done with the profits you made two months ago and last month?

A total profit of \$217.46 was made from two months ago and last month combined. I received an order to make one-of-a-kind customized, 100pcs key holders for a wedding, so I used the profits made to buy the things needed to make the key holders.



Share about your family and picture here:

My family consists of me, my husband, and my two lovely kids. My husband takes care of the house while I also help in other I can to support him. I have a younger sibling in Junior High School that I take care of.

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