



LOVE BYRD ORIGAMI

**BUSINESS PLAN
OCTOBER 30, 2008**

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Information that belongs exclusively to
Love Byrd Origami**

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1. Company Overview

Mission

Our mission is to teach people how to make origami.

Company History

This is the first company that we organized, which we formed in the G/T classroom. We are a creative company and we want to share with others the art of origami.

Goals

Our goal is to provide people with the knowledge of how to make origami art. Some examples are folds, bases, and figures using different types of paper.

Objective

Our objective is to provide a service to others that gives them ways to relax and learn the art of origami. Also, for more advanced learners we will provide them lesson on how to do kiro origami.

Management Team

Our management team has been thinking and creating lessons to share with our customers. Sam is the creative thinker and designing lessons for the customers. Steven is willing to learn origami and is willing to follow directions.



2. Service

Service

Our service is going to be an after school class two days a week for 30 minutes in three week sessions for students in grades 2-6. We will have three different classes offered to our customers: 1) Beginner Class grades 2-3, 2) Immediate Class grades 4-6, and 3) Advanced Class grades 2-6. Plus we will be selling individual packets, square paper, and an instructional video for students who are not able to stay after school.

Features and Benefits

Our service features origami lessons, origami cut square paper, individual packets of things that you can make, instructional video and after school program. The benefits of our program will be sharing how to be creative in their own way and how to make decorative items.

Competitive Advantage

According to our research, no one in our area offers the same type of service as origami art after school, or has individual packets ready to make origami art.

Innovation

Our service is more innovative because we are bringing back an ancient art practice.



3. Marketing Plan

Target Market

Our target market would be kids and adults who love art. We would sell our service as an extra art activity after school. We plan to do a podcast for the local radio station, and advertise in our school newspaper.

Competitors

Our team has found no competitors.

Price

The price of our service is as follows: Origami classes are \$5.00 per person per week, 15 colored square pieces of paper for \$2.00 per pack, the individual packs with instructions \$2.50, and the each instructional video will cost \$5.00.

Place

Our team will sell our service after school; our products during school events, and once a week sell our individual packets/paper.

Promotion

We will make and use decorative and persuasive posters, fliers, and letters to get student's to sign up for our class. We will go to individual classes and demonstrate how to do origami art. We are also going to do a podcast to market our service.



4. Financials

Statement of Funds Needed

Our goal is to offer our origami classes at \$5.00 per person per week, 15 colored square pieces of paper for \$2.00 per pack, the individual packs with instructions \$2.50, and the each instructional video will cost \$5.00. We are expecting 20 students per week. In order for our company to meet our product demands Love Byrd Origami request a loan for \$250.00.

Revenue:

Total Sales	<u>\$500.00</u>
Net Sales	\$500.00

Cost of Goods Sold:

Supplies	\$ 50.00
Worker pay \$6.25 per hour	<u>\$ 75.00</u>
Total Cost of Goods Sold	\$125.00

Gross Profit	\$375.00
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Expenses:

Equipment	\$.00
Rent	\$.00
Marketing	\$ 5.00
Office Supplies	<u>\$ 45.00</u>
Total Operating Expenses	\$50.00

Net Profit	\$325.00
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