

# Business Base Board Canvas



**NIRVANA**  
Furniture Service



# ENTREPRENEUR

## What are my *motivation/ interests*?

- Help the SCAD community to prepare the necessary large furniture at the beginning of the day
- Solving the movement and recycling problem of furniture in one time

## What are my personal *strengths/weaknesses*?

- Highly professional group of team member
- Have experienced the difficulty of moving and installing the large piece of furniture
- Have empathy with our customer
- Lack of communication with structure engineering

## How do these all *play into this effort*?

- Focus on the behavior and physiology
- Get a deeper understanding of purchasing thinking of students
- Competition is high when it comes to your furniture business, so it's important that you spend a good amount of time analyzing the market and understanding where the demand lies.

## Where do I *see myself* as an entrepreneur in five years?

- Enlarging the size of the company and strengthen our brand building and influence
- Finding a balance with the business budget and customer expectation

## What is your "*revolutionary idea*"?

- Fast delivery. Easy assemble. Revolutionary connection idea. Reuse the used furniture

## What is your *company name*?

- Nirvana (represent freedom and energy).

## What is *the vision*?

- Provide big furniture for students who is starting a new journey in SCAD.

## What does *your business do*?

- Assemble big furniture that easy to move
- Convenient online shopping service
- One-day delivery
- Furniture rebirth

## How will you *make money*?

- Furniture cost control, provide quality services, let users recommend our product to their friends willingly.

# MARKET

## What is the market *size*?

- Our company focuses on the SCAD community, the number of customers is around 15,568 in 2019 and the market size is showing a growing trend.

## Who are *our customers*?

- Our customers are the SCAD community, the main focus on the students' group.

## Why would they *buy*?

- Providing a platform for them to solving the large piece of furniture
- Solving the short-term needs for the use of large furniture and movable furniture.
- Providing second-hand hand option for students to choose



## NEEDED RESOURCES

### What *skills*/ people do we need?

- Designer
- Software Engineer
- Financial People
- Marketing Personnel

### What *partners* do we need?

- SCAD community.
- Referees
- Advertisers

### What *money, facilities, and equipment* do we need?

- Money for the startup, enough storage, worker's salary, warehouse.

### What *strategy* help do we need?

We need the SCAD community's help for marketing and targeted advertising.

## BASIC MARKET OVERVIEW:

-The overall market for products at SCAD is approximately \$320,000, according to data from SCAD Fact Book. The market is growing by about 5% per year. Growth is expected to continue at this pace for the foreseeable future. Sales are relatively steady and not subject to significant cyclical or seasonal variation.

## BASIC MARKET TREND OVERVIEW:

-The most significant development in this marketplace recently has been environmental concerns .other important trends include personalized and fast and free shipping. Implications of these trends are that furniture has become a tool that people represent themselves, and shopping shift toward e-commerce purchases over brick and mortar sales.



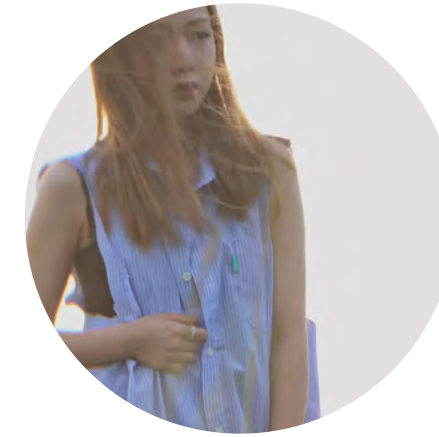
# User test

## Presenting the products to get feedback

We interview 6 participation who are studying in the SCAD, all of them are living in the apartment without furniture. Presenting our products to participants and listening to their feedback and suggestions



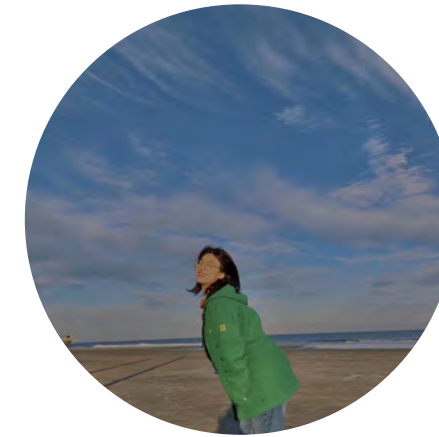
NIRVANA  
Furniture Service



Teng  
Interior-SCAD  
live off campus



Yao  
Illustration-SCAD  
live off campus



Zhou  
Film-SCAD  
live off campus



Ida  
Illustration-SCAD  
live off campus



Wu  
Illustration-SCAD  
live off campus



Zhiying  
Architecture-SCAD  
live off campus

## ADVANTAGES OF OUR PRODUCTS

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### STRENGTHS

- Focus on the behavior and live needs of SCAD students
- Save money and time
- Nothing to worry about the large piece of furniture
- Providing second-hand option for students to choose
- Easy to disassemble and install
- When you are new to an unfamiliar place, it is convenient to solve the problem of furniture quickly
- Sustainable use of furniture
- Can help with short-term needs, good for transitional periods
- Can be personalized choose color and size
- Furniture transportation time can be arranged in advance

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### OPPORTUNITIES

- Strengthened bed structure that does not look solid
- We need to advertise more on the student's internal platform-The recommendation from the student's internal platform is more convincing - referrals from friends and people who have already experienced the furniture.
- The package can be divided into multiple aspects inside, more convenient for a person to carry
- Refund are given according to the condition of the furniture used.
- It is a good choice for students who do not have a car
- Add more furniture categories or combination options.

## WHAT OUR PRODUCTS NEED TO WORK ON AND STRENGTHEN

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### WEAKNESSES

- Our marketing and advertising needs to focus more on the student internal platform
- It can only solve the problem of large furniture
- Other furniture bought later was not in the same style as Nivana's furniture
- The furniture is of a single style
- It is not certain if our bed can handle the total amount enough, it looks kind of fragile.
- I need more different furniture categories if I am going to chose Nirvana.

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### THREATS

- Competition is high when it comes to furniture business
- There are some furnished apartments that are competitors
- Can not meet aesthetic diversity for all SCAD students.
- Cash flow issue if too many buyers turn their furniture at the end to semester and need incentive back.

- **Marketing & sales & operation strategy**

- Our company located in the Savannah
- We current operating structure is the functional organizational structure based on common job functions.
- we provide a convenient buying furniture platform for SCAD students who have short-term needs. efficiently solve the furniture moving in and out problems
- Our company need around \$122,861 to start the business

- **GO-TO-MARKET STRATEGY**

- For our target market, we focus on scad community in need of furniture,especial live off campus
- Show empathy, be empathetic in your responses to customer complaints and issues
- Be transparent and communicative.
- Ask for and act on customer feedback.
- Enhancing internal recommendations from students



- **VALUE PROPOSITION**

- Connects the vision and mission with the goals to deliver to the customer by solving a specific problem.

- Aiming at the problems faced by SCAD students who have short-term needs for the use of large furniture and movable furniture.

- We provide a complete integrated furniture system, focusing on the housing needs of students, to solve the temporary residents of large furniture installation and disposal problems.

- **COMPANY GOALS**

- Assemble big furniture that easy to move

- Convenient online shopping service

- One-day delivery

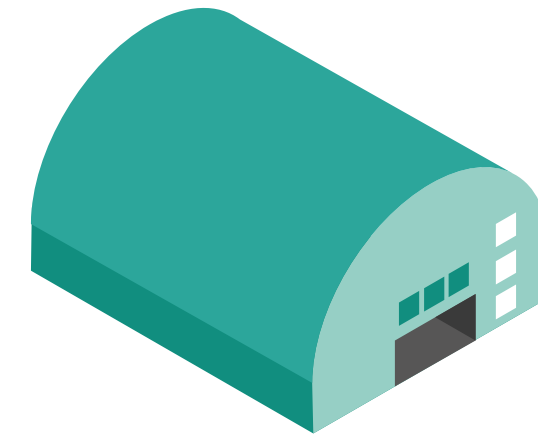
- Furniture rebirth

- online service: Mobile application service platform

- offline service: Furniture production and sustainable recycling

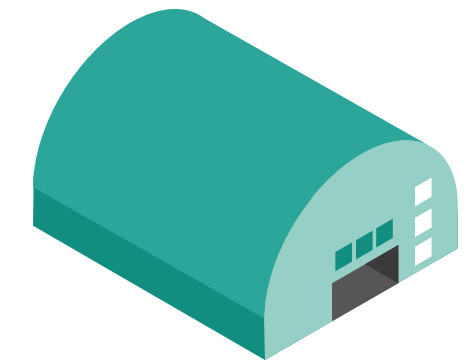


Startup Costs-One time	Supplies	Average Startup Costs
Software Expenses	Software maintenance/updates	\$10,000
Warehouse Rent Expenses	Location: Savannah-5 Storage units: 10'x30'	\$7,200
Plastic Injection Molding	Bedstead/Desk/Accessories	\$20,000
Professional Fees	Pr fee, Manufacturing engineering consulting	\$3,000
Starting inventory	Bedstead/desk/accesstoies	\$1,000
Office inventory	Office stuff, Printer,Camera,shelf frame	\$100
Advertising fee	Instagram promotion/poster	\$3,000
Delivery fee	Freight/Uber	\$800
Insurance	Workers' Compensation/Business Owners' Policy (BOP)/General Liability/Professional Liability/Health insurance	\$3,840
Permit	forklift certification	\$100
Hosting	Conference fee, food,material	\$800
Marketing feedback research	Bouns fee for feedback and recommendation	\$1,000
License	Software License	\$3,000
Unanticipated Expenses	Include an amount for the unexpected	\$3,000
<b>Total</b>		<b>\$56,840</b>
Operation fee		\$100,000
<b>Total Startup Cost</b>		<b>\$156.840</b>

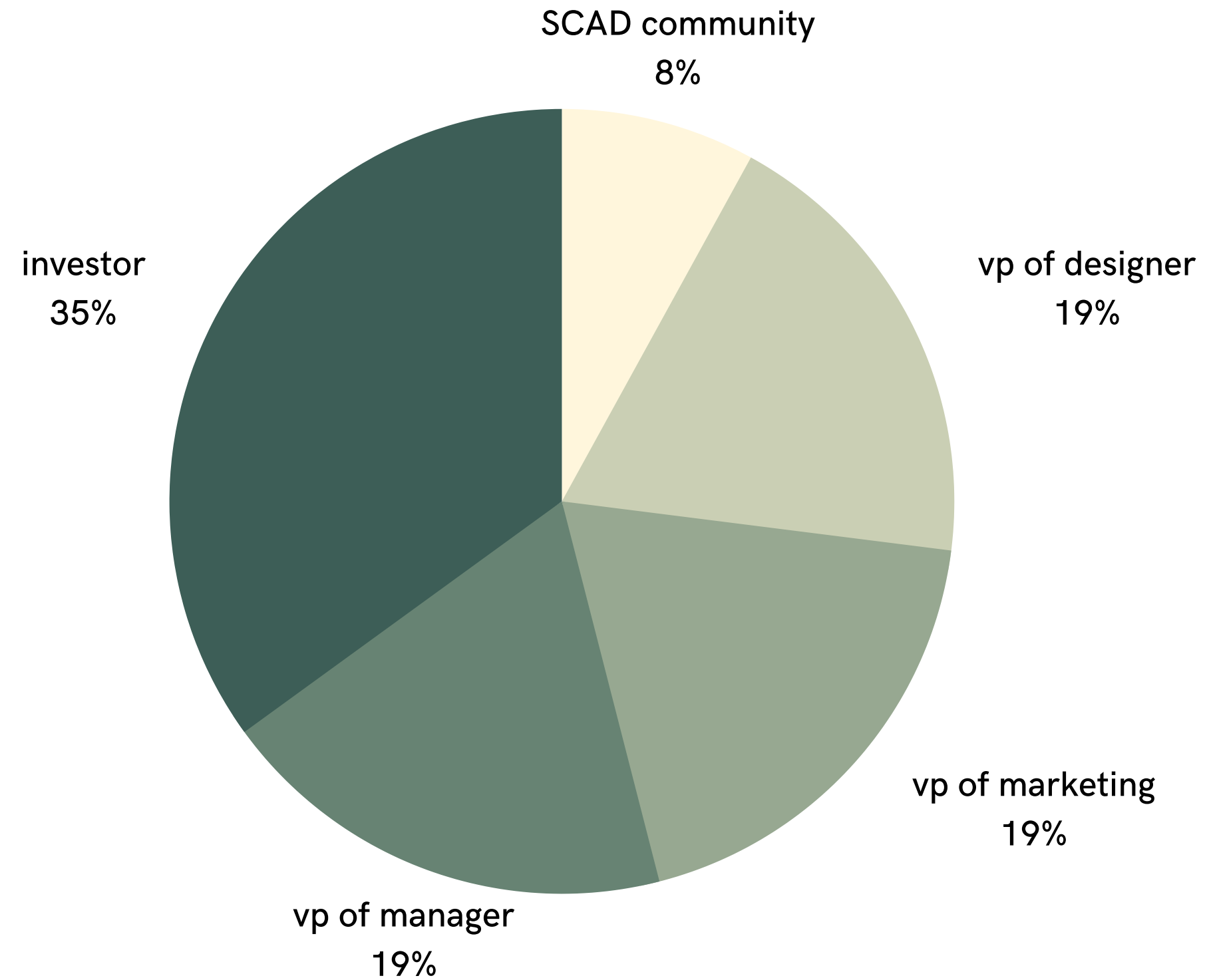




Startup Costs-Monthly	Supplies	Average Startup Costs
Software Expenses	Software maintenance/updates	\$2,500
Warehouse Space Expenses	Location: Savannah-5 Storage units: 10'x30'	\$600
Employee Expenses (part-time customer service)	part-time customer service	\$2000
Professional Fees	Pr fee, engineering consultation	\$200
Equipment & Supply Expenses	Tools, shelf frame,	\$150
Utility Costs	Water/Electric/Wifi	\$100
Advertising fee	Instagram promotion/poster	\$3,000
Delivery fee	Freight/Uber	\$500
Maintenance fee	Cleaning/repaired/polish/recycle	\$1,200
Telephone	T mobile	\$200
Insurance	Pay a median premium of \$47 per month	\$47
Bank Service fee	Checking monthly fee	\$20
Employee Expenses	Warehouse manager*2	\$9000
<b>Total Startup Cost- Monthly</b>		<b>\$20,061</b>



# Company Partnership



# 2022 Estimated Monthly Budget

	Quarter 1			Quarter 2			Quarter 3			Quarter 4			Yearly totals
Income	January	February	March	April	May	June	July	August	September	October	November	December	
Numbers of Bedstead	3	10	100	120	20	60	40	520	600	100	20	15	1608
Numbers of Desk	2	15	130	65	24	600	132	25	200	60	10	10	1273
Numbers of Connection	0	12	22	50	20	156	43	100	100	80	70	20	673
Numbers of board	0	11	73	12	153	435	76	20	20	50	20	16	886
Numbers of leg	0	10	80	12	60	40	16	30	44	20	11	13	336
Sales of Bedstead(\$119 each)	\$357.00	\$1,190.00	\$11,900.00	\$14,280.00	\$2,380.00	\$7,140.00	\$4,760.00	\$61,880.00	\$71,400.00	\$11,900.00	\$2,380.00	\$1,785.00	\$191,352.00
Sales of Desk(\$75 each)	\$150.00	\$1,125.00	\$9,750.00	\$4,875.00	\$1,800.00	\$45,000.00	\$9,900.00	\$1,875.00	\$15,000.00	\$4,500.00	\$750.00	\$750.00	\$95,475.00
Sales of Connection(\$8 each )	\$0.00	\$96.00	\$176.00	\$400.00	\$160.00	\$1,248.00	\$344.00	\$800.00	\$800.00	\$640.00	\$560.00	\$160.00	\$5,384.00
Sales of Board(\$10 each )	\$0.00	\$110.00	\$730.00	\$120.00	\$1,530.00	\$4,350.00	\$760.00	\$200.00	\$200.00	\$500.00	\$200.00	\$160.00	\$8,860.00
Sales of leg ( \$5 each)	\$0.00	\$50.00	\$400.00	\$60.00	\$300.00	\$200.00	\$80.00	\$150.00	\$220.00	\$100.00	\$55.00	\$65.00	\$1,680.00
<b>Total income</b>	<b>\$507.00</b>	<b>\$2,571.00</b>	<b>\$22,956.00</b>	<b>\$19,735.00</b>	<b>\$6,170.00</b>	<b>\$57,938.00</b>	<b>\$15,844.00</b>	<b>\$64,905.00</b>	<b>\$87,620.00</b>	<b>\$17,640.00</b>	<b>\$3,945.00</b>	<b>\$2,920.00</b>	<b>\$302,751.00</b>
<b>Expense</b>													
Manufacturing Cost of Bedstead ( \$50 each)	\$150.00	\$500.00	\$5,000.00	\$6,000.00	\$1,000.00	\$3,000.00	\$2,000.00	\$26,000.00	\$30,000.00	\$5,000.00	\$1,000.00	\$750.00	\$80,400.00
Manufacturing Cost of Desk (\$35 each)	\$70.00	\$525.00	\$4,550.00	\$2,275.00	\$840.00	\$21,000.00	\$4,620.00	\$875.00	\$7,000.00	\$2,100.00	\$350.00	\$350.00	\$44,555.00
Manufacturing Cost of Connection (\$4 each)	\$0.00	\$48.00	\$88.00	\$200.00	\$80.00	\$624.00	\$172.00	\$400.00	\$400.00	\$2,560.00	\$280.00	\$80.00	\$4,932.00
Manufacturing Cost of Board(\$6 each)	\$0.00	\$66.00	\$438.00	\$72.00	\$918.00	\$2,610.00	\$456.00	\$120.00	\$120.00	\$3,000.00	\$120.00	\$96.00	\$8,016.00
Manufacturing Cost of leg ( \$3 each)	\$0.00	\$30.00	\$240.00	\$36.00	\$180.00	\$120.00	\$48.00	\$90.00	\$132.00	\$300.00	\$33.00	\$39.00	\$1,248.00
Software Expenses	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00
Warehouse Space Expenses	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Plastic Injection Molding	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$20,004.00
Professional Fees	\$70.00	\$50.00	\$70.00	\$70.00	\$30.00	\$70.00	\$70.00	\$70.00	\$70.00	\$20.00	\$0.00	\$0.00	\$590.00
Starting inventory	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$4,008.00
Office inventory	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$360.00
Advertising fee	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
Delivery fee	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$840.00
Insurance	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$3,840.00
Permit	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$108.00
Hosting	\$100.00	\$67.00	\$67.00	\$67.00	\$67.00	\$0.00	\$0.00	\$200.00	\$150.00	\$30.00	\$24.00	\$5.00	\$777.00
Marketing feedback research	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$1,008.00
Utility Costs	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Employee Expenses (part-time customer service )	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00
Bank Service fee	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$240.00
License	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
Unanticipated Expenses	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
<b>Total Expenses Cost</b>	<b>\$6,474.00</b>	<b>\$7,370.00</b>	<b>\$16,537.00</b>	<b>\$14,804.00</b>	<b>\$9,199.00</b>	<b>\$33,508.00</b>	<b>\$13,450.00</b>	<b>\$33,839.00</b>	<b>\$43,956.00</b>	<b>\$19,094.00</b>	<b>\$7,891.00</b>	<b>\$7,404.00</b>	<b>\$213,526.00</b>
<b>Suplus / Deficit</b>	<b>-\$5,967.00</b>	<b>(\$4,799.00)</b>	<b>\$6,419.00</b>	<b>\$4,931.00</b>	<b>(\$3,029.00)</b>	<b>\$24,430.00</b>	<b>\$2,394.00</b>	<b>\$31,066.00</b>	<b>\$43,664.00</b>	<b>(\$1,454.00)</b>	<b>(\$3,946.00)</b>	<b>(\$4,484.00)</b>	<b>\$89,225.00</b>

# 2023 Estimated Monthly Budget

	Quarter 1			Quarter 2			Quarter 3			Quarter 4			Yearly totals
Income	January	February	March	April	May	June	July	August	September	October	November	December	
Numbers of Bedstead	250	20	55	200	12	80	20	520	450	89	20	15	1731
Numbers of Desk	300	15	60	150	11	110	15	600	523	76	10	10	1880
Numbers of Connection	354	40	40	50	20	100	10	153	179	88	70	20	1124
Numbers of board	120	13	73	15	50	96	15	175	68	59	20	16	720
Numbers of leg	156	5	19	13	46	50	17	360	57	48	11	13	795
Sales of Bedstead(\$119 each)	\$29,750.00	\$2,380.00	\$6,545.00	\$23,800.00	\$1,428.00	\$9,520.00	\$2,380.00	\$61,880.00	\$53,550.00	\$10,591.00	\$2,380.00	\$1,785.00	\$205,989.00
Sales of Desk(\$75 each)	\$22,500.00	\$1,125.00	\$4,500.00	\$11,250.00	\$825.00	\$8,250.00	\$1,125.00	\$45,000.00	\$39,225.00	\$5,700.00	\$750.00	\$750.00	\$141,000.00
Sales of Connection(\$8 each )	\$2,832.00	\$320.00	\$320.00	\$400.00	\$160.00	\$800.00	\$80.00	\$1,224.00	\$1,432.00	\$704.00	\$560.00	\$160.00	\$8,992.00
Sales of Board(\$10 each )	\$1,200.00	\$130.00	\$730.00	\$150.00	\$500.00	\$960.00	\$150.00	\$1,750.00	\$680.00	\$590.00	\$200.00	\$160.00	\$7,200.00
Sales of leg ( \$5 each)	\$780.00	\$25.00	\$95.00	\$65.00	\$230.00	\$250.00	\$85.00	\$1,800.00	\$285.00	\$240.00	\$55.00	\$65.00	\$3,975.00
<b>Total income</b>	<b>\$57,062.00</b>	<b>\$3,980.00</b>	<b>\$12,190.00</b>	<b>\$35,665.00</b>	<b>\$3,143.00</b>	<b>\$19,780.00</b>	<b>\$3,820.00</b>	<b>\$111,654.00</b>	<b>\$95,172.00</b>	<b>\$17,825.00</b>	<b>\$3,945.00</b>	<b>\$2,920.00</b>	<b>\$367,156.00</b>
<b>Expense</b>													
Manufacturing Cost of Bedstead ( \$50 each)	\$12,500.00	\$1,000.00	\$2,750.00	\$10,000.00	\$600.00	\$4,000.00	\$1,000.00	\$26,000.00	\$22,500.00	\$4,450.00	\$1,000.00	\$750.00	\$86,550.00
Manufacturing Cost of Desk (\$35 each)	\$10,500.00	\$525.00	\$2,100.00	\$5,250.00	\$385.00	\$3,850.00	\$525.00	\$21,000.00	\$18,305.00	\$2,660.00	\$350.00	\$350.00	\$65,800.00
Manufacturing Cost of Connection (\$4 each)	\$1,416.00	\$160.00	\$160.00	\$200.00	\$80.00	\$400.00	\$40.00	\$612.00	\$716.00	\$2,816.00	\$280.00	\$80.00	\$6,960.00
Manufacturing Cost of Board(\$6 each)	\$720.00	\$78.00	\$438.00	\$90.00	\$300.00	\$576.00	\$90.00	\$1,050.00	\$408.00	\$3,540.00	\$120.00	\$96.00	\$7,506.00
Manufacturing Cost of leg ( \$3 each)	\$468.00	\$15.00	\$57.00	\$39.00	\$138.00	\$150.00	\$51.00	\$1,080.00	\$171.00	\$720.00	\$33.00	\$39.00	\$2,961.00
Software Expenses	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00
Warehouse Space Expenses	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Plastic Injection Molding	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$1,667.00	\$20,004.00
Professional Fees	\$70.00	\$50.00	\$70.00	\$70.00	\$30.00	\$70.00	\$70.00	\$70.00	\$70.00	\$20.00	\$0.00	\$0.00	\$590.00
Starting inventory	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$4,008.00
Office inventory	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$360.00
Advertising fee	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
Delivery fee	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$840.00
Insurance	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$3,840.00
Permit	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$108.00
Hosting	\$100.00	\$67.00	\$67.00	\$67.00	\$67.00	\$0.00	\$0.00	\$200.00	\$150.00	\$30.00	\$24.00	\$5.00	\$777.00
Marketing feedback research	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$1,008.00
Utility Costs	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Employee Expenses (part-time customer service )	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00
Bank Service fee	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$240.00
License	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
Unanticipated Expenses	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
<b>Total Expenses Cost</b>	<b>\$31,858.00</b>	<b>\$7,979.00</b>	<b>\$11,726.00</b>	<b>\$21,800.00</b>	<b>\$7,684.00</b>	<b>\$15,130.00</b>	<b>\$7,860.00</b>	<b>\$56,096.00</b>	<b>\$48,404.00</b>	<b>\$20,320.00</b>	<b>\$7,891.00</b>	<b>\$7,404.00</b>	<b>\$244,152.00</b>
<b>Suplus / Deficit</b>	<b>\$25,204.00</b>	<b>(\$3,999.00)</b>	<b>\$464.00</b>	<b>\$13,865.00</b>	<b>(\$4,541.00)</b>	<b>\$4,650.00</b>	<b>(\$4,040.00)</b>	<b>\$55,558.00</b>	<b>\$46,768.00</b>	<b>(\$2,495.00)</b>	<b>(\$3,946.00)</b>	<b>(\$4,484.00)</b>	<b>\$123,004.00</b>

# 2024 Estimated Monthly Budget

	Quarter 1			Quarter 2			Quarter 3			Quarter 4			
Income	January	February	March	April	May	June	July	August	September	October	November	December	Yearly totals
Numbers of Bedstead	500	50	115	420	96	95	22	679	800	110	26	30	2943
Numbers of Desk	450	60	66	254	16	85	17	532	351	107	10	16	1964
Numbers of Connection	321	46	49	65	26	112	14	165	233	59	11	20	1121
Numbers of board	200	13	75	75	56	61	16	195	68	59	20	16	854
Numbers of leg	156	34	32	16	7	11	12	156	46	48	11	13	542
Sales of Bedstead(\$119 each)	\$59,500.00	\$5,950.00	\$13,685.00	\$49,980.00	\$11,424.00	\$11,305.00	\$2,618.00	\$80,801.00	\$95,200.00	\$13,090.00	\$3,094.00	\$3,570.00	\$350,217.00
Sales of Desk(\$75 each)	\$33,750.00	\$4,500.00	\$4,950.00	\$19,050.00	\$1,200.00	\$6,375.00	\$1,275.00	\$39,900.00	\$26,325.00	\$8,025.00	\$750.00	\$1,200.00	\$147,300.00
Sales of Connection(\$8 each )	\$2,568.00	\$368.00	\$392.00	\$520.00	\$208.00	\$896.00	\$112.00	\$1,320.00	\$1,864.00	\$472.00	\$88.00	\$160.00	\$8,968.00
Sales of Board(\$10 each )	\$2,000.00	\$130.00	\$750.00	\$750.00	\$560.00	\$610.00	\$160.00	\$1,950.00	\$680.00	\$590.00	\$200.00	\$160.00	\$8,540.00
Sales of leg ( \$5 each)	\$780.00	\$170.00	\$160.00	\$80.00	\$35.00	\$55.00	\$60.00	\$780.00	\$230.00	\$240.00	\$55.00	\$65.00	\$2,710.00
<b>Total income</b>	<b>\$98,598.00</b>	<b>\$11,118.00</b>	<b>\$19,937.00</b>	<b>\$70,380.00</b>	<b>\$13,427.00</b>	<b>\$19,241.00</b>	<b>\$4,225.00</b>	<b>\$124,751.00</b>	<b>\$124,299.00</b>	<b>\$22,417.00</b>	<b>\$4,187.00</b>	<b>\$5,155.00</b>	<b>\$517,735.00</b>
<b>Expense</b>													
Manufacturing Cost of Bedstead ( \$50 each)	\$25,000.00	\$2,500.00	\$5,750.00	\$21,000.00	\$4,800.00	\$4,750.00	\$1,100.00	\$33,950.00	\$40,000.00	\$5,500.00	\$1,300.00	\$1,500.00	\$147,150.00
Manufacturing Cost of Desk (\$35 each)	\$15,750.00	\$2,100.00	\$2,310.00	\$8,890.00	\$560.00	\$2,975.00	\$595.00	\$18,620.00	\$12,285.00	\$3,745.00	\$350.00	\$560.00	\$68,740.00
Manufacturing Cost of Connection (\$4 each)	\$1,284.00	\$184.00	\$196.00	\$260.00	\$104.00	\$448.00	\$56.00	\$660.00	\$932.00	\$1,888.00	\$44.00	\$80.00	\$6,136.00
Manufacturing Cost of Board(\$6 each)	\$1,200.00	\$78.00	\$450.00	\$450.00	\$336.00	\$366.00	\$96.00	\$1,170.00	\$408.00	\$3,540.00	\$120.00	\$96.00	\$8,310.00
Manufacturing Cost of leg (\$ 3 each)	\$468.00	\$102.00	\$96.00	\$48.00	\$21.00	\$33.00	\$36.00	\$468.00	\$138.00	\$720.00	\$33.00	\$39.00	\$2,202.00
Software Expenses	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00
Warehouse Space Expenses	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$6,000.00
Plastic Injection Molding	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Professional Fees	\$70.00	\$50.00	\$70.00	\$70.00	\$30.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$20.00	\$0.00	\$590.00
Starting inventory	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$334.00	\$4,008.00
Office inventory	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$360.00
Advertising fee	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
Delivery fee	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	\$840.00
Insurance	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$320.00	\$3,840.00
Permit	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$9.00	\$108.00
Hosting	\$100.00	\$67.00	\$67.00	\$67.00	\$67.00	\$0.00	\$0.00	\$200.00	\$150.00	\$30.00	\$24.00	\$5.00	\$777.00
Marketing feedback research	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$84.00	\$1,008.00
Utility Costs	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,200.00
Employee Expenses (part-time customer service )	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00
Bank Service fee	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$240.00
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Unanticipated Expenses	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
<b>Total Expenses Cost</b>	<b>\$48,289.00</b>	<b>\$9,498.00</b>	<b>\$13,356.00</b>	<b>\$35,202.00</b>	<b>\$10,335.00</b>	<b>\$13,059.00</b>	<b>\$6,370.00</b>	<b>\$59,555.00</b>	<b>\$58,400.00</b>	<b>\$19,860.00</b>	<b>\$6,288.00</b>	<b>\$6,697.00</b>	<b>\$286,909.00</b>
<b>Suplus / Deficit</b>	<b>\$50,309.00</b>	<b>\$1,620.00</b>	<b>\$6,581.00</b>	<b>\$35,178.00</b>	<b>\$3,092.00</b>	<b>\$6,182.00</b>	<b>(\$2,145.00)</b>	<b>\$65,196.00</b>	<b>\$65,899.00</b>	<b>\$2,557.00</b>	<b>(\$2,101.00)</b>	<b>(\$1,542.00)</b>	<b>\$230,826.00</b>

**2022 Profit & Loss Projection**

<b>Sales</b>	\$250578.00	Net sales after adjustments, any discounts, return, etc.
<b>Cost</b>	\$126355.00	
<b>Cost of Sales</b>	\$108540.00	
<b>Gross Profit</b>	\$142038.00	Sales - Cost of Sales
<b>Gross Profit Margin</b>	56.68%	Gross profit divided by sales
<b>Marketing &amp; Sales</b>		Include any coupons, brochures, direct mail, catalogs, promotional materials
Advertising + Publicity	\$3000.00	Advertising and publicity expenses
Other Marketing & Sales	\$800.00	
<b>Total Marketing &amp; Sales</b>	\$3800.00	
<b>General + Admin</b>	\$137080.00	
Payroll	\$24000.00	Gross payroll expenses
Payroll Taxes Benefits	\$9600.00	Determined by multiplying the payroll tax rate by the payroll
Facilities + Equipment rent	\$7200.00	Includes rental and lease payments for the facilities and equipment
Maintenance & Repair	\$7200.00	Maintenance and repair work and service contract
Utilities, Phone, postage	\$3600.00	Includes all utilities, phone, postage, courier, internet access, etc.
Insurance	\$3840.00	Workers' Compensation/Business Owners' Policy (BOP)/General Liability/Professional Liability/Health insurance
Supplies	\$6200.00	Includes all the various supplies used in operating the business except for items that directly become part of finished product
Freight	\$72840.00	
Auto Travel & Entertainment	\$2000.00	
Legal & Accounting	-	
Other outside services	-	
Misc. Taxes, Fees	-	Examples permits, licenses, real estate taxes, inventory taxes
Depreciation	\$600.00	Monthly depreciation on capital equipment, motor vehicles, building and leasehold improvement.
Other G&A expense	-	
<b>Total Operation Cost</b>	\$249420.00	Add up the total of G&A costs, Marketing and Sales and Cost of Sales
Operation Cost	\$1158.00	Subtract the total operating cost from sales
Operating profit margin	14.84%	Operating profit divided by sales
Non Operating costs	-	Cost that are not directly involved in the operation of the business such as interest expenses - Short and long term interest
Profit before income taxes	\$45119.00	Operating profit less non-operating costs
Pre-Tax Profit Margin	18%	Profit before taxes divided by sales
Income Taxes	\$2707.14	Multiply your income tax rate by the profit before income taxes
<b>Net Profit</b>	\$42411.86	<b>Subtract income taxes from profit before income taxes</b>
<b>Net Profit Margin</b>	16.92%	Net profit divided by sales

Year	2022	2023	2024
<b>Total Income</b>	\$302,751	\$367,156	\$517,735
<b>Total cost of sale</b>	\$213,526	\$244,152	\$286,909
<b>Gross Profit</b>	\$89,225	\$123,004	\$230,909
<b>Operation Expense</b>	\$156,840	\$156,840	\$156,840
<b>Net Profit</b>	\$-67,615	\$-33,836	\$74,069
<b>Net Profit Margin</b>	\$-22.3%	\$-9.2%	\$14.3%
<b>Profit for Investor</b>	\$0	\$0	\$25,924



**PROFITABLE**



**AFFORDABLE**



**SUSTAINABLE**



# MARKETING

- Even before a product appears on the market, marketing specialists have to consider a number of questions.
- Who will the product appeal to?
- How much should it cost?
- Where should it be sold?
- What's the best way to tell people about it?





# Target Market

## ● PRODUCT

- Furniture
- Bedstead
- Desk
- Accessories
- One-step service
- Recycle
- Application

## ● PHYSICAL ENVIRONMENT

- Comfort
- Focus
- Minimalist
- Timeless

## ● PLACE

- SCAD community
- Students apartment
- SCADacademic building
- SCAD dinning hall
- SCAD library
- SCAD cafeteria

## ● PROCESS

- Especially relevant to furniture design with application service

## ● PROMOTION

- Advertising
- Hosting
- User recommendation
- Special offers
- Incentives

## ● PEOPLE

- Manager
- Designer
- Marketing
- Customer service
- Accounting



# BUSINESS - Market Strategy

## BASIC MARKETING STRATEGY STATEMENT

- Our basic marketing strategy is to Push-marketing to make NIRVANA pervasive and ubiquitous. Our marketing efforts will emphasize promotion and recommend mainly by internal student platforms. The message that we want to send to our customers is that We provide a complete integrated furniture system, focusing on the housing needs of students, to solve the temporary residents of large furniture installation and disposal problems. We will primarily direct our marketing toward SCAD Community with short time living needs. We will primarily rely upon our advertising and promotion and incentive offers to drive sales ahead. Key differences between our marketing program and those of our principal competitors is fast delivery, recycle incentives, \_bound, same way assemble furniture.



# BUSINESS - Market Strategy

## SALES OBJECTIVE STATEMENT

- Our marketing objective is to increase sales to \$ 123,004 by 2023 December.
- We want to increase our customer base to target marketing and students recommendation.
- We want to increase our share of the market to get prepare for future expansion.
- We want to increase sales(in a certain market segment, of a certain product type, etc.) to 25% of total sales.



# BUSINESS - Sales Tactics

## BASIC SALES TACTICS STATEMENT

- Our primary sales method is face-to-face with Application orders. A particularly important aspect of our sales process is generating leads. We address this by promotion and recommend it mainly by internal student platforms. Our sales tactics differ from our principal competitors in that we are targeting internationals, visitors, live single, short-term living group people.



# BUSINESS - Advertising

## BASIC ADVERTISING STATEMENT

The message or theme that our advertising will deliver is to meet the aesthetic trends of scad students, combined with the current popular features. The primary advertising vehicle(s) that we will use is/are internet, bulletin, boards, signs, the local newspaper, SCAD login website. Secondary advertising vehicles that we will use our student's internal communication platforms and student's recommendation platforms. Our advertising program can best be broken out by target market, consumer, as follows SCAD students and faculty.

# BUSINESS - Promotions / Incentives

## BASIC PROMOTION/INCENTIVE STATEMENT

- We will use the following promotions and incentives to increase sales of our product : (sales, rebates, special events, exclusive offerings, discounts, frequent buyer cards, new customer offers, giveaways, free trials, guaranteed results, cross-promotions, gifts, etc.). The promotions will typically be held quarterly. And they will usually last for about weeks (days, weeks, months, and etc.). We will announce these promotions by our app, emails, texts, and scad community group.

WELCOME SCAD COMMUNITY

# FURNITURE SERVICE

STUDY ABROAD? FAR AWAY FROM HOME?  
EXCHANGE STUDENT? HERE'S THE FURNITURE  
FOR YOU.

DOWNLOAD NIRVANA



# THANKS FOR YOUR TIME

invest us!

Email:

- [Fashen20@student.scad.edu](mailto:Fashen20@student.scad.edu)

24-hour contact hotline:

- 912-224-8888

## dropbox -final submission

final presentation

process book

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