

# FLORALIZ

*brazilian jewelry*



# BUSINESS PLAN

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## EXECUTIVE SUMMARY

*Purpose of the Plan:* We have set the following objectives to be achieved through this document:

- To show the demand for Jewelry and fashion industry in the United States; and
- To demonstrate the readiness and capability of the company to serve clients looking for unique and quality jewelry products.
- To secure the funding of \$50,000 to start and run the business operations efficiently and effectively.

## ABOUT THE COMPANY

Floraliz Brazilian Jewelry is a new jewelry company aiming to bring the beauty and diversity of Brazilian flora to its customers through unique and exotic jewelry designs. It will specialize in high quality precious stone jewelry along with unique designs to provide a variety of options for customers to choose from. Our distinctive products will meet the diverse needs of customers, such as those requiring extraordinary designs matching their persona.

## THE MARKET OPPORTUNITY

- Consumers in the USA are increasingly looking for unique and personalized jewelry pieces that reflect their individual style and personality. Jewelry products that can be customized or personalized are in high demand, and offering a wide range of customization options are likely to see success.
- Online sales of jewelry products are growing rapidly in the USA, and offering products online provide an opportunity to reach a wider audience.
- There is a growing demand for affordable luxury jewelry products that offer high quality and design at a reasonable price.

## OUR SOLUTION/COMPETITIVE EDGE

We will run the company with the following competitive advantages:

- Being a one-stop shop for a variety of precious stone jewelry with exotic designs;
- Working with a team of certified, dedicated, and highly experienced team members;
- Offering every customer fast, tailored, and reliable jewelry products; and
- Charging reasonable service rates and serving customers from all over the United States.

## THE MARKET GROWTH

- According to a report by Grand View Research, the US jewelry market was valued at USD 71.3 billion in 2020, and was expected to grow at a CAGR of 3.3% from 2021 to 2028. This growth is driven by factors such as increasing consumer disposable income, growing popularity of personalized and sustainable jewelry, and the rising demand for luxury and fine jewelry.
- According to Statista, online jewelry sales in the USA reached USD 10.7 billion in 2020, and are expected to grow at a CAGR of 12.2% by 2025.
- The engagement ring market alone was valued at USD 6.2 billion in 2020, according to IBISWorld.

## BUSINESS OVERVIEW

### INTRODUCTION

Business (Legal) Name	Floraliz Brazilian Jewelry LLC
Doing Business As	Floraliz Brazilian Jewelry
State of Incorporation	Nevada
Year of Incorporation	2023
Legal Status	Limited Liability Company
Owner's Name	Emmily Echibarria da Fonseca

Office Address	6636 E Alma White St, Las Vegas, NV 89110, USA
Phone	TBD (to be decided)
Email	TBD
Website	TBD
Social Media Page(s)	N/A

**Mission Statement:**

*“To empower women and men by providing them with high-quality semi-precious stone jewelry and to support women who aspire to become entrepreneurs by offering guidance and resources.”*

**Vision Statement:**

*“To become a leading brand in the jewelry industry, known for our commitment to diversity, empowerment, and quality.”*

**Short-Term Objectives:**

- To design and develop a user-friendly business website.
- To hire, train and develop personnel
- To develop and deploy effective marketing and public relation strategies
- To build a strong brand profile through quality products and service excellence

**Long-Term Objectives:**

- To expand our operations to other areas, cities and states
- To set and maintain an excellent market penetration percentage
- To build long-term relationships with our customers and suppliers

**KEY TO SUCCESS FACTORS**

- Having an energetic and highly experienced business owner.
- Hiring the right talent to ensure quality services.
- Using both online and offline channels to create business awareness.

- Offering unique and exclusive services in the market.
- Having transparency, professionalism and integrity in operations.
- Developing long-term relationship with clients.

## USE OF PROCEEDS

Costs	Amount
<b>Fixed Assets:</b>	
Furniture, Fixtures and Equipment	\$10,000
Other Long-Term Assets	\$5,000
<b>Current Assets:</b>	
Cash (Working Capital & Reserves)	\$5,000
Inventory	\$15,000
<b>Expenses:</b>	
Marketing & Advertising	\$10,000
Misc. and Unforeseen Costs	\$5,000
<b>Assets to Fund</b>	<b>\$35,000</b>
<b>Expenses to Fund</b>	<b>\$15,000</b>
<b>Total Investment</b>	<b>\$50,000</b>

## PRODUCTS AND SERVICES

Our products will include the following:

- Gold-Plated jewelry
- Silver-Plated jewelry

All jewelry items will include unique & exotic designs and will be available along with the following precious stones:

- Zirconia
- Moissanite
- Swarovski
- Sapphires
- Emerald
- Topaz
- Other Similar Stones

Currently, the company is drop shipping the products from Brazil. With an increase in revenue and demand for our products, we will start our own fabrication from the second year of operations.

Floraliz Brazilian Jewelry also plans to provide a unique business model of network marketing through which independent beauty consultants will be able to associate themselves with the company. They will earn a percentage commission by selling our jewelry to their customers. This will provide people with an opportunity to build their careers and establish their own business without investing any money. And it will also help us build a strong network of people helping us achieve an exponential growth within a limited period of time.

## **MARKET NEEDS AND TRENDS**

- Consumers in the USA are looking for unique and personalized jewelry pieces that reflect their individual style and personality.
- With growing awareness of environmental and social issues, there is a growing demand for sustainable and ethically-produced jewelry products.
- Consumers expect high-quality jewelry products that are well-designed and made with durable materials.
- With the increasing popularity of online shopping, companies in the jewelry products industry need to have a strong online presence to reach a wider audience. This includes having a well-designed e-commerce website, a presence on social media, and utilizing digital marketing techniques to reach consumers.
- Consumers have a wide range of budgets when it comes to purchasing jewelry products. Offering products at different pricing points is likely to appeal to a wider range of consumers.
- Consumers expect jewelry products to be easily accessible, whether through physical stores, online shopping, or other channels.
- Customers also expect excellent customer service, whether they are shopping in-store or online. Offering personalized and attentive customer service will build a loyal customer base and generate positive word-of-mouth recommendations.
- There is a trend towards dainty and minimalist jewelry designs, which are versatile and can be worn in various settings.

# SWOT ANALYSIS

## STRENGTHS

- Passionate, dedicated, knowledgeable, and highly experienced business owner
- Maintaining complete transparency, flexibility, and integrity in the operations
- Having superb customer support to solve all consumer issues immediately

## WEAKNESSES

- Need to deploy multiple marketing strategies to capture a healthy market share

## OPPORTUNITIES

- Growing demand for exotic and unique jewelry designs.
- The USA is popular destination for weddings, and the demand for bridal jewelry is high. Offering engagement rings, wedding bands etc. will provide growth opportunities.
- With growing awareness of environmental and social issues, there is a growing demand for sustainable and ethically-produced jewelry products as they are more likely to appeal to environmentally-conscious consumers.

## THREATS

- Jewelry products are often considered a luxury item, and during times of economic downturn, consumers may have less disposable income to spend on such items.
- With the rise of fast fashion, consumers are increasingly opting for inexpensive and trendy jewelry products that are not meant to last long-term.
- The jewelry industry is under increasing scrutiny for its impact on the environment and social issues such as labor rights and ethical sourcing.

# MARKETING PLAN

We will deploy the following strategies to market our offerings:

## Email Marketing

Email marketing has been the most direct and effective way of connecting with leads, nurturing them, and turning them into customers, consistently winning out over all other marketing channels. Email plays a vital role in expanding customer reach, and creating a solid email marketing strategy helps reach and connect with the target audience in a personalized way and increase sales at an affordable cost. Just as other platforms and media have changed, email marketing tools provide the ability to reach customers easier than ever.

Components of successful email campaigns:

- Timing and frequency according to the targeted customers
- Specific and focused subject lines
- Visuals and engaging content
- Optimized for all devices
- Personalization, including significant value to customers

## Referral Marketing

Referral marketing is a marketing tactic that makes use of recommendations and word of mouth to grow a business's customer base through the networks of its existing customers. Referral marketing can take many forms, but at its heart, it's a way to get the biggest fans to help spread the word about the brand. In other words, referral marketing turns current customers into brand advocates.

Using referral marketing will help us stand out from the industry competition—as long as we do it effectively. Does it not only increase brand awareness but also improve sales, market exposure, business credibility, and conversion rate.

Best referral marketing strategies for Floraliz Brazilian Jewelry:

- Always exceeding customer expectations
- Creating a community around the brand
- Promoting the referral program on the website and other platforms
- Encouraging user-generated content
- Offering strategic referral incentives
- Leveraging social media
- Sending targeted emails to companies
- Making the referral process super easy and user-friendly
- Creating viral referral marketing campaigns

### **Tradeshow Marketing**

Floraliz Brazilian Jewelry can use tradeshows to get a ton of exposure. It can leverage this great platform to create strong and long-lasting connections with the visitors to come together under one roof, network, discuss, learn, and indulge in an experience like none other. For this, Floraliz Brazilian Jewelry will need to create a strategy that includes pre-, onsite, and post-event activities.

The success of a company's trade show will be defined by the number of leads, opportunities, and return on investment (ROI) that come out of its trade shows and the level of work that goes into it.

### **Network Marketing**

Floraliz Brazilian Jewelry can use network marketing to connect and meet with suppliers, entrepreneurs, buyers, and other significant stakeholders. It can expand its business and strengthen its reputation through mutually beneficial partnerships.

The following is a way for us to can start networking:

- Defining networking goals

- Finding relevant events, meet-ups, and groups
- Connecting through LinkedIn groups
- Hosting a meet and greet at various places
- Visiting trade events, seminars, and conferences
- Connecting and engaging before the event
- Offering joint promotions
- Advertising in one another's newsletters
- Creating a coupon book with discounts
- Offering commissions on sales.

### **Telemarketing**

Floraliz Brazilian Jewelry can use telemarketing, also known as cold calling, outbound telemarketing, and telesales, etc., to generate more quality leads and expand its customer reach. It is the tried and tested best marketing strategy for any business, regardless of the type and size. Furthermore, direct consumer contact will help acquire immediate and reliable feedback from potential customers easily.

Best telemarketing strategies include the following:

- Using the right databases, software, and call center team
- Combining telemarketing with social selling (omni-channel marketing)
- Following up with personalized emails
- Outsourcing telemarketing campaigns

### **Content Marketing**

Our customers, leads, and audience members would want valuable content from our business. So we will be publishing written and visual material online with the purpose of attracting more leads to our business.

Floraliz Brazilian Jewelry may incorporate some of the following content marketing channels:

- Website content marketing
- Social media content marketing
- Infographic content marketing
- Blog content marketing
- Podcast content marketing
- Video content marketing
- Paid ad content marketing

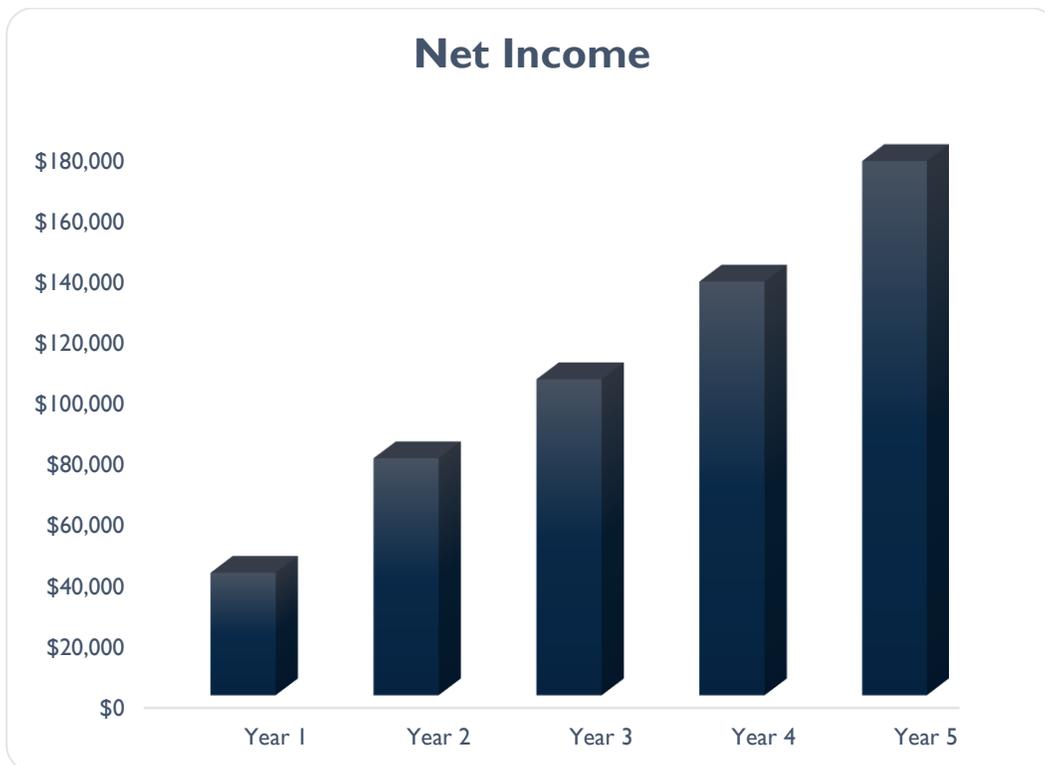
We will strive to meet the following criteria to ensure all our content meets our readers' needs:

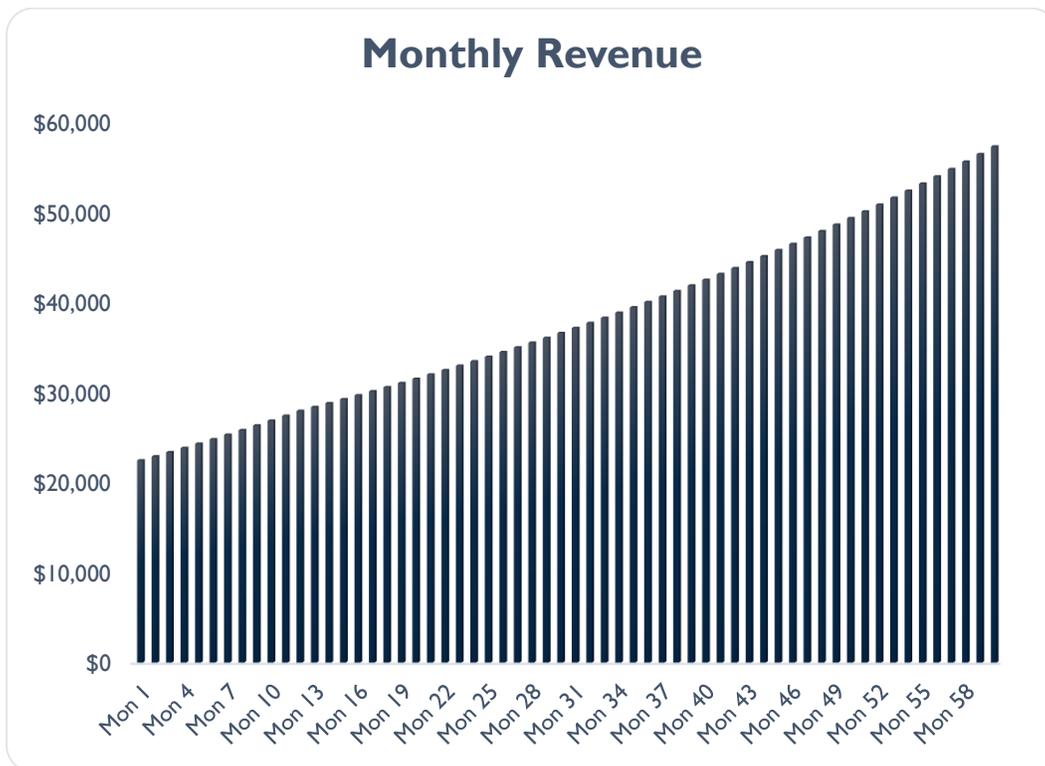
- Providing value beyond the product offerings
- Targeting the reader's specific buying journey stage
- Demonstrating a consistent brand voice and image
- Timely and engaging content

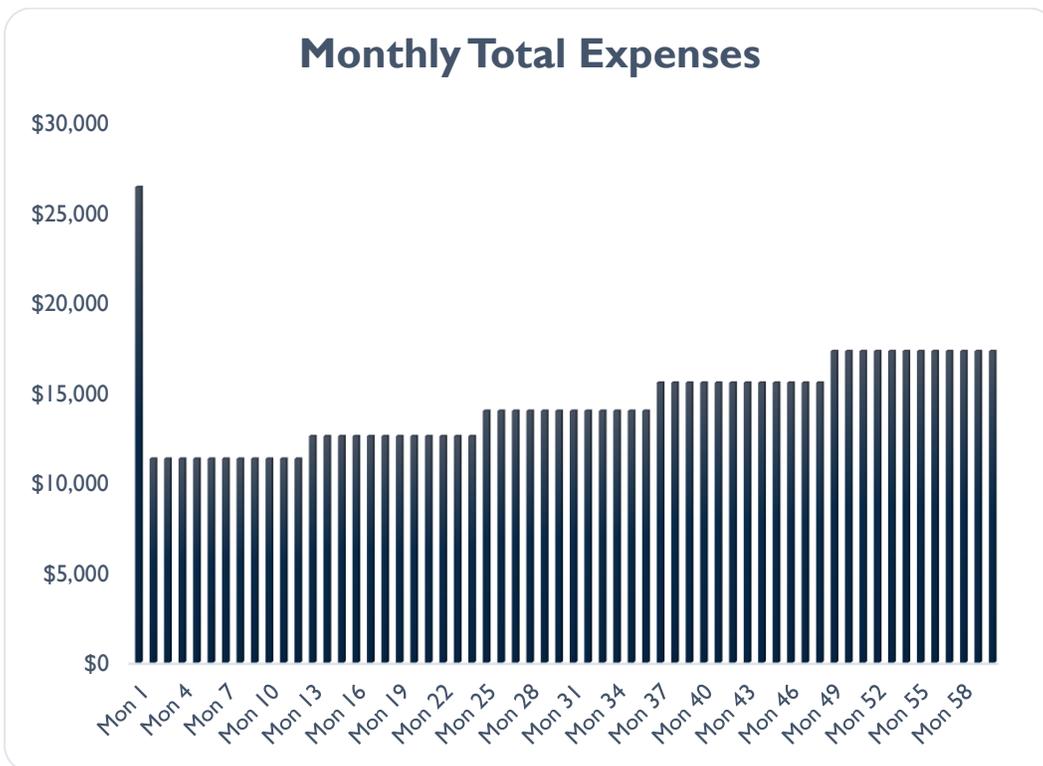
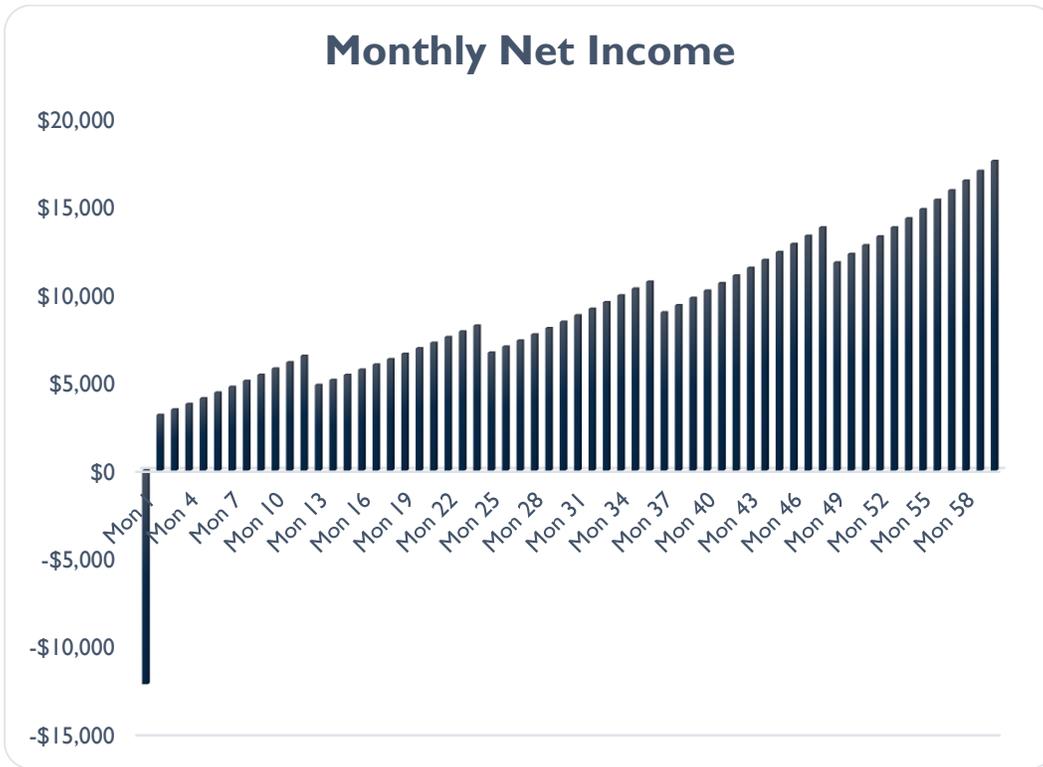
# FINANCIAL PLAN

## INCOME STATEMENT

<b>Pro Forma Profit and Loss</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Total Revenue</b>	<b>\$301,772</b>	<b>\$370,313</b>	<b>\$442,752</b>	<b>\$529,363</b>	<b>\$632,916</b>
Total Cost of Sales	\$100,591	\$123,438	\$147,584	\$176,454	\$210,972
<b>Gross Margin</b>	<b>\$201,181</b>	<b>\$246,875</b>	<b>\$295,168</b>	<b>\$352,909</b>	<b>\$421,944</b>
Initial Expenses	\$15,000	\$0	\$0	\$0	\$0
<b>Operating Expenses:</b>					
Payroll	\$72,000	\$80,640	\$90,317	\$101,155	\$113,293
Supplies	\$3,000	\$3,150	\$3,308	\$3,473	\$3,647
Rent / Lease	\$26,400	\$29,040	\$31,944	\$35,138	\$38,652
Insurance	\$2,400	\$2,520	\$2,646	\$2,778	\$2,917
Marketing & Advertising	\$18,000	\$20,700	\$23,805	\$27,376	\$31,482
Misc. and Unforeseen Expenses	\$14,400	\$15,120	\$15,876	\$16,670	\$17,503
<b>Total Expenses</b>	<b>\$151,200</b>	<b>\$151,170</b>	<b>\$167,895</b>	<b>\$186,590</b>	<b>\$207,495</b>
<b>EBTDA</b>	<b>\$49,981</b>	<b>\$95,705</b>	<b>\$127,273</b>	<b>\$166,319</b>	<b>\$214,449</b>
Depreciation	\$750	\$750	\$750	\$750	\$750
<b>Earnings before Tax (EBT)</b>	<b>\$49,231</b>	<b>\$94,955</b>	<b>\$126,523</b>	<b>\$165,569</b>	<b>\$213,699</b>
Tax	\$8,862	\$17,092	\$22,774	\$29,802	\$38,466
<b>Net Income / (Loss)</b>	<b>\$40,370</b>	<b>\$77,863</b>	<b>\$103,749</b>	<b>\$135,766</b>	<b>\$175,233</b>
<i>Net Income/Revenue</i>	<i>13.38%</i>	<i>21.03%</i>	<i>23.43%</i>	<i>25.65%</i>	<i>27.69%</i>

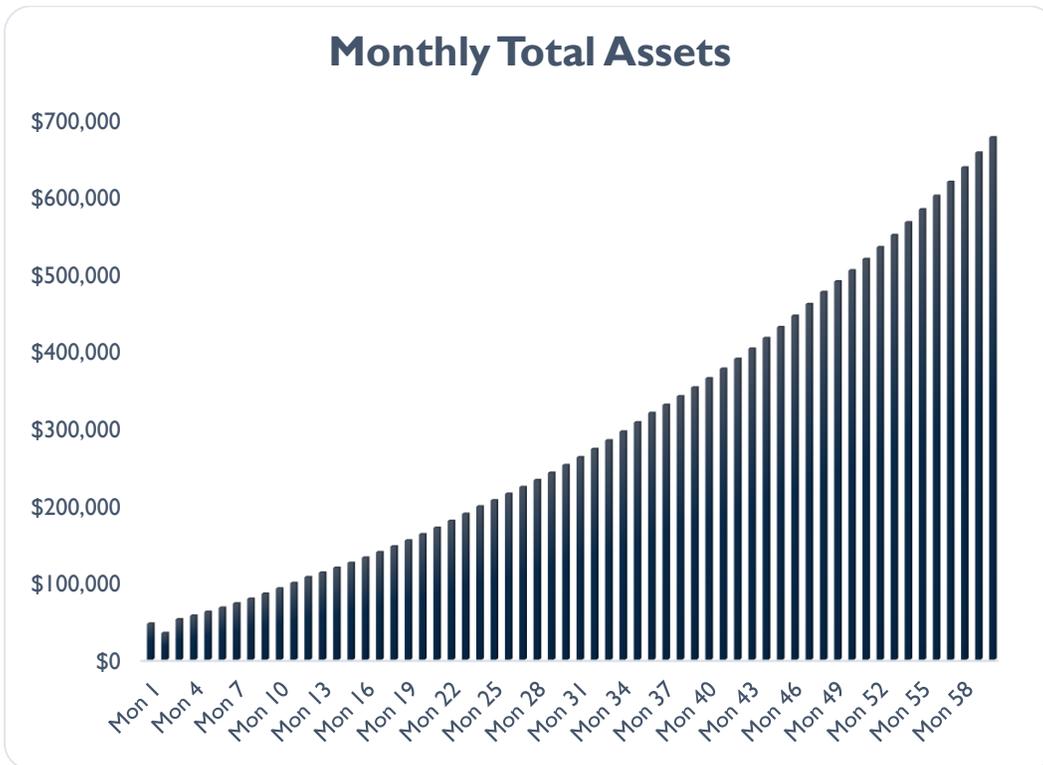






# BALANCE SHEET

Assets and Liabilities	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Non-Current Assets</b>					
Furniture, Fixtures and Equipment	\$9,500	\$9,000	\$8,500	\$8,000	\$7,500
Other Long-Term Assets	\$4,750	\$4,500	\$4,250	\$4,000	\$3,750
<b>Current Assets</b>					
Cash	\$91,426	\$183,693	\$304,526	\$460,572	\$659,906
Inventory	\$1,865	\$2,230	\$2,666	\$3,188	\$3,811
<b>Total Assets</b>	<b>\$107,541</b>	<b>\$199,423</b>	<b>\$319,942</b>	<b>\$475,760</b>	<b>\$674,967</b>
<b>LIABILITIES AND EQUITY:</b>					
<b>LIABILITIES</b>					
Accounts Payable	\$17,171	\$31,190	\$47,961	\$68,012	\$91,986
<b>Total Liabilities</b>	<b>\$17,171</b>	<b>\$31,190</b>	<b>\$47,961</b>	<b>\$68,012</b>	<b>\$91,986</b>
<b>EQUITY</b>					
Capital	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000
Retained Earnings	\$0	\$40,370	\$118,233	\$221,982	\$357,748
Profit or loss balance	\$40,370	\$77,863	\$103,749	\$135,766	\$175,233
<b>TOTAL EQUITY</b>	<b>\$90,370</b>	<b>\$168,233</b>	<b>\$271,982</b>	<b>\$407,748</b>	<b>\$582,981</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$107,541</b>	<b>\$199,423</b>	<b>\$319,942</b>	<b>\$475,760</b>	<b>\$674,967</b>



## BREAK EVEN ANALYSIS

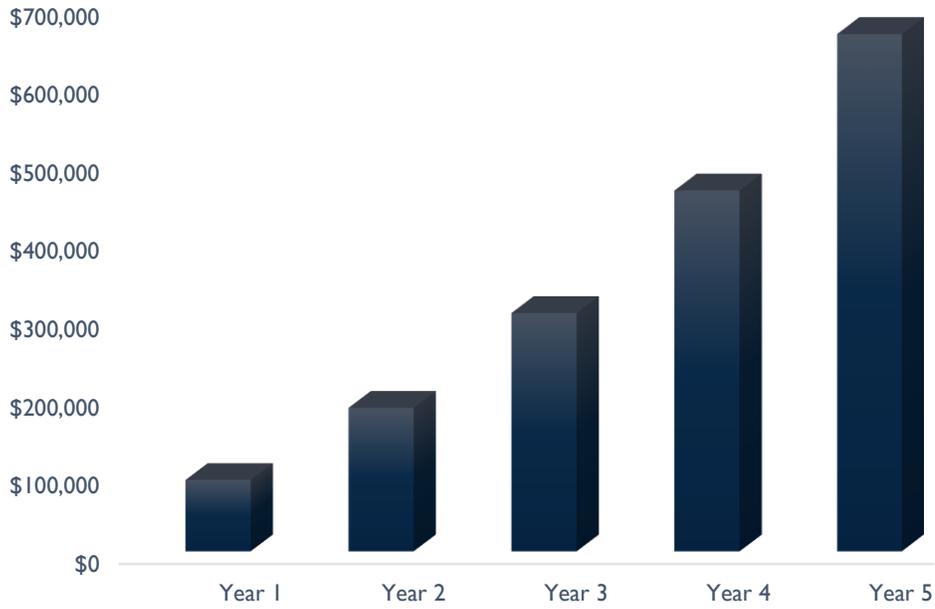
Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Sales-Revenue	\$301,772	\$370,313	\$442,752	\$529,363	\$632,916
Variable Cost	\$109,452	\$140,529	\$170,358	\$206,257	\$249,438
<b>Contribution</b>	<b>\$192,320</b>	<b>\$229,783</b>	<b>\$272,394</b>	<b>\$323,106</b>	<b>\$383,478</b>
Contribution Margin	63.73%	62.05%	61.52%	61.04%	60.59%
<b>Fixed Cost:</b>					
Total Selling General and Admin Expenses	\$151,950	\$151,920	\$168,645	\$187,340	\$208,245
<b>Total Fixed Cost</b>	<b>\$151,950</b>	<b>\$151,920</b>	<b>\$168,645</b>	<b>\$187,340</b>	<b>\$208,245</b>
<b>Break Even Sales</b>	<b>\$238,427</b>	<b>\$244,830</b>	<b>\$274,118</b>	<b>\$306,929</b>	<b>\$343,700</b>



## CASH FLOW STATEMENT

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Cash Inflows:</b>					
Sales Revenue	\$301,772	\$370,313	\$442,752	\$529,363	\$632,916
Loan Proceeds / Capital Injection	\$50,000	\$0	\$0	\$0	\$0
<b>Total Inflows</b>	<b>\$351,772</b>	<b>\$370,313</b>	<b>\$442,752</b>	<b>\$529,363</b>	<b>\$632,916</b>
<b>Cash Outflows:</b>					
Initial Expenses	\$15,000	\$0	\$0	\$0	\$0
Payment to Suppliers (Cost of Sales)	\$70,284	\$109,784	\$131,250	\$156,924	\$187,622
Payroll	\$72,000	\$80,640	\$90,317	\$101,155	\$113,293
Supplies	\$3,000	\$3,150	\$3,308	\$3,473	\$3,647
Rent / Lease	\$26,400	\$29,040	\$31,944	\$35,138	\$38,652
Insurance	\$2,400	\$2,520	\$2,646	\$2,778	\$2,917
Marketing & Advertising	\$18,000	\$20,700	\$23,805	\$27,376	\$31,482
Misc. and Unforeseen Expenses	\$14,400	\$15,120	\$15,876	\$16,670	\$17,503
Tax	\$8,862	\$17,092	\$22,774	\$29,802	\$38,466
Purchase of Assets	\$30,000	\$0	\$0	\$0	\$0
<b>Total Outflows</b>	<b>\$260,346</b>	<b>\$278,045</b>	<b>\$321,919</b>	<b>\$373,317</b>	<b>\$433,582</b>
Net Cash generated	\$91,426	\$92,267	\$120,833	\$156,046	\$199,334
Opening Cash Balance	\$0	\$91,426	\$183,693	\$304,526	\$460,572
<b>Ending Cash Balance</b>	<b>\$91,426</b>	<b>\$183,693</b>	<b>\$304,526</b>	<b>\$460,572</b>	<b>\$659,906</b>

### Yearly Cash Balance



### Monthly Cash Balance

