




## Manufacturing


*A Company Of Quality*

# Business Plan [YEAR]

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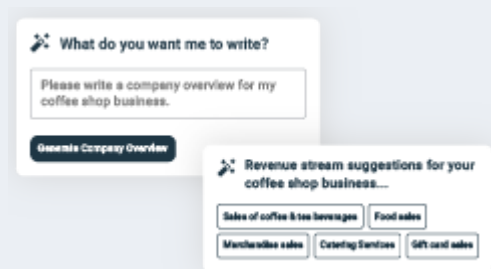
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# 1.

## Executive Summary

Business Profile Summary

Market Research Summary

Marketing Summary

Finance Summary

## Business Profile Summary

### Baggit

Baggit designs manufacture and sell the highest quality men's and women's designer bags and totes. Baggit distributes products through its online store, boutique retailers, and brick and mortar fashion outlets across North America. Wholesale is a key part of Baggit's business model.

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## Market Research Summary

### Baggit

Jennifer has built key relationships throughout her career in retail sales, fashion design education, and employment at an overseas manufacturer in Spain who is now a supplier of Baggit. Jennifer plans to leverage these relationships to eventually enter the European market.

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## Marketing Summary

### Baggit

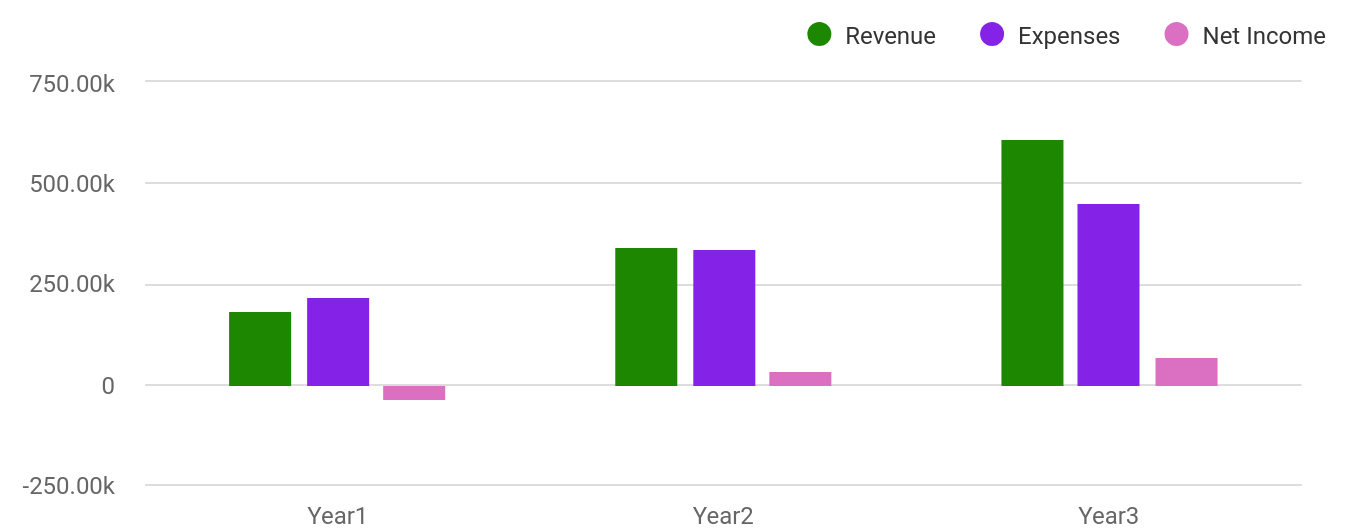
During the first year, Baggit will build on the success of attending local markets, pop-up shops, and boutiques for regular sales. Baggit will attend an average of 4 markets or pop-up shops per month to maintain sales.

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# Finance Summary

## Net Income



Financial Year	Revenue	Expenses	Net Income
Year1	184,074	219,452	-35,378
Year2	341,645	338,451	35,000
Year3	612,545	451,125	70,000

# 2.

## Business Description

Business Overview

Company History

Management

Location

Legal Structure

Vision & Mission

Professional Advisors

Goals & Objectives



## Business Overview

### Baggit

Baggit designs manufacture and sell the highest quality men's and women's designer bags and totes. Baggit distributes products through its online store, boutique retailers, and brick and mortar fashion outlets across North America. All of the materials are

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## Business Description

*Start writing here..*

### Baggit

The top three features of Baggit products and their value to the customer:

1. Intelligent organization compartments using lightweight materials

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## Unique Value Proposition

*Start writing here..*

## Company History

### Baggit

Since a young child, Jennifer Martinez has been inspired by her grandmother's love for Spanish leather-carving and her grandfather's career as a curator for The Museo Nacional del Prado (Popularly called El Prado) museum in Madrid. Jennifer learned to sew

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## Management

### Baggit

#### **Jennifer Martinez, 28 years old - 100% Owner/Designer**

Jennifer Martinez holds a Bachelor of Design Degree from Emily Carr University. She has been

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## Location

### Baggit

Baggit currently operates rent-free from a 600 square foot garage at 252 National Street, Burnaby. After 6 months of operations, the company will require a 1000 square foot additional storage and assembly space. An example of the ideal 1000 square foot

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## Legal Structure

### Baggit

Baggit is a sole proprietorship, 100% owned by Jennifer Martinez. A sole proprietorship will fulfill all of the company's requirements for at least the first 2 years.

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# Vision & Mission

Baggit

In 10 years, the Baggit team will be 100 employees strong and headquartered in Toronto and New York City. The company will have distribution partnerships with major department stores throughout North America such as Nordstrom and Macy's.

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Start writing here..

# Professional Advisors

Baggit

**Rex Eagleton: 20-year business owner in the clothing industry.**

Rex is a family friend of Jennifer's and has been an invaluable source for advice and guidance.

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Start writing here..

# Goals & Objectives

Goal	Objectives	Date
Goal 1	<ul style="list-style-type: none"><li>• Reach \$192,000 in sales</li><li>• Introduce one new product</li><li>• Attend at least 2 trade shows and 3 high-profile fashion shows</li><li>• Sell at least 1 exclusive product to a local or national celebrity</li></ul>	Year1
Goal 2	<ul style="list-style-type: none"><li>• Reach \$300,000 in sales</li><li>• Presence in a major retail chain</li></ul>	Year2

# 3.

## Products and Services

### Products

# Products

Baggit

All materials for Baggit’s premium line are selected for quality and durability. Materials include chromium-free, vegetable-tanned, high-end leather, and recycled cork.

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## Premium Sustainable Leather Designer Bag

Start writing here..

Baggit

All materials for Baggit’s Alternate material line are selected for quality and durability. Materials include Hemp fabric, bamboo, cork, organic wool, and linens.

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## Alternate Sustainable Material Bag

Start writing here..

Baggit

Heirloom edition bags are 100% handmade locally and incorporate original artwork from up and coming global artists. Materials used are similar to the premium design models but the hardware used for each bag uses pure materials such as Stainless Steel.

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## Heirloom Limited Edition Bag

Start writing here..

## Baggit

These entry-level bags employ similar design and functionality as the premium models, but use less-expensive materials and are produced 100% mechanically by the manufacturer. The average material and labor costs for each bag are \$20 and shipping is

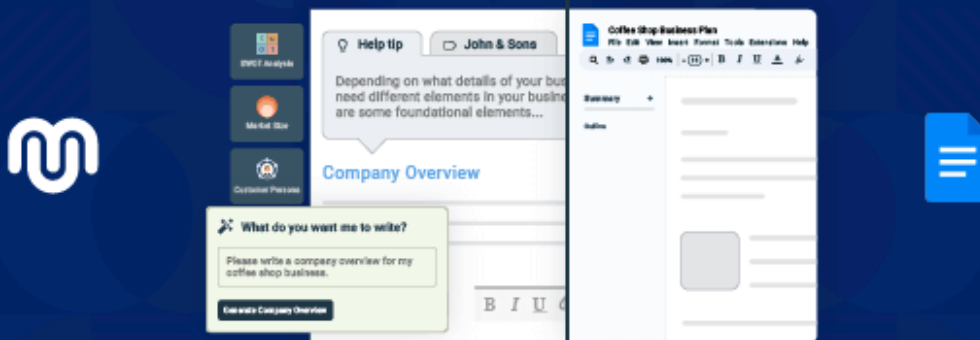
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## Basic Purse

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# 4.

## Market Research

Industry Profile & Outlook

Local Market

Key Competitors / SWOT Analysis

Target Market

Customer Survey Summary

# Industry Profile & Outlook

Baggit

Baggit operates primarily in the Manufacturing industry.

Handbags became a symbol of women's independence in the 20th century according to

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## Local Market

Baggit

Baggit’s early sales strategy will include targeting small vendors such as boutique clothing and accessory shops, markets and pop-up shops, as well as some trade shows and fairs.

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# Key Competitors / SWOT Analysis

## Ci Comme Ca

*Start writing here..*

### Strength

- Uses many different options for materials
- Strong reputation
- Connections in fashion industry
- Large social media following and engagement

### Weakness

- Style across products is not distinct
- Confusing website
- Brand is not cohesive
- Only sells through Etsy

### Opportunity

- Could expand distribution
- Leverage large social networks more effectively

### Threat

- Vulnerable to crashes and changes because of reliance upon Etsy

## Baggit

Start writing here..

<h3>Strength</h3> <ul style="list-style-type: none"><li>• Highest quality materials</li><li>• Strong relationships in fashion and retail industries</li><li>• Offers both high-end luxury and accessible lines of bags</li></ul>	<h3>Weakness</h3> <ul style="list-style-type: none"><li>• Smaller social media networks</li><li>• Lower profit margins due to smaller batches during the first year</li></ul>
<h3>Opportunity</h3> <ul style="list-style-type: none"><li>• Develop stronger social media networks</li><li>• Increase margins by making larger raw material purchases</li><li>• Student interns</li><li>• Maximize partnership with previous employers</li></ul>	<h3>Threat</h3> <ul style="list-style-type: none"><li>• Changes in import regulations</li><li>• Fluctuations in currency could affect margins</li></ul>

## Target Market

Baggit

Primary Target Market – End consumer

- 26 – 32-year-old women; 35 – 40-year-old men

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Start writing here..

# Customer Survey Summary

Baggit

Based on a recent survey poll, Baggit has updated its design and marketing strategy to confirm a target market.

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*Start writing here..*

# 5.

## Sales & Marketing

Pricing Strategy

Marketing Strategy



## Pricing Strategy

### Baggit

This product is priced at the lower end of designer bags and is intended to be used as an everyday bag with more common materials employed. **The MSRP for this product is \$225.**

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### Alternate Sustainable Material Bag

*Start writing here..*

### Baggit

This product is priced at the high end of the 'accessible' designer bags but the low end of the well-known brand names and is intended to be used for specific purposes and special occasions with higher-end materials and designs used. **The average MSRP for this product is \$450.**

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### Premium Sustainable Leather Material Bag

*Start writing here..*

### Baggit

This product is priced at the premium level. Only 2-3 will be made per year and the opportunity to purchase them will only happen 2 times per year on an application basis. They are exclusive and one-of-a-kind items. These high-end bags are used to raise the price point of the brand.

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### Heirloom Limited Edition Bag

*Start writing here..*

## Baggit

This product has been created to provide a smaller, more affordable entry level for consumers. It is an everyday purse and a way for customers to discover the quality and style of Baggit products, but without having to invest in a more expensive bag immediately.

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## Basic Purse

*Start writing here..*

## Marketing Strategy

## Baggit

Digital Marketing strategies will focus on Instagram, Facebook, Professional Bloggers, and directing traffic to Baggit's website.

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*Start writing here..*

## Baggit

Most Instagram and Facebook posts will be used to engage with customers as opposed to advertising or direct selling with approximately 3 to 4 posts every day rotating between fashion and entertainment info; makeup and fashion tutorials; latest trends from fashion week; and more.

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## Digital Marketing

*Start writing here..*

## Baggit

Baggit stands out at every event because of the unique and creative displays, for example, turning our display table into a high-end-looking runway using mannequins. At each event, the aim is to collect an email address from each booth visitor by offering

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## In Person Marketing

*Start writing here..*

## Baggit

Circulation of approximately 100 business cards per month at a cost of \$300 per year.

Circulation of approximately 500 flyers/per month at a cost of \$500 per month

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## Print Marketing

*Start writing here..*

# 6.

## Operations

Location(s)

Legal Issues

Insurance Issues

Human Resources

Process/Production

Risk Assessment

## Location(s)

### Baggit

Currently, Baggit operates out of a 600 square foot garage for its manufacturing, storage, packaging, and shipping. Space includes a fabric and materials storage area, 2 large working tables, 2 sewing machines, and a small product storage area. Working

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*Start writing here..*

## Legal Issues

### Baggit

Baggit anticipates the following legal issues:

- business licenses

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*Start writing here..*

## Insurance Issues

### Baggit

Basic Liability Insurance will be obtained through Atkinson and Terry Insurance and will be paid in monthly installments to help increase monthly cash flow.

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*Start writing here..*

# Human Resources



## Jennifer Martinez

Owners - [jen@example.com](mailto:jen@example.com)

Her responsibilities include building relationships that lead to sales, design work and changes, sewing, cutting and shipping & handling. Jennifer plans to employ staff to take over the manufacturing, shipping, and handling during the first 6 months of operation. The role will be paid a starting salary at \$32,500 per year and will aim for 40 - 60 hours per week.

Baggit

The position is currently filled by family members on a pro bono basis, which will continue until approximately month 6. Position requires approximately 10 hours per week, with responsibilities include boxing, labeling, packaging, organizing and shipping.

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## Packaging/Shipping/Handling

Start writing here..

Baggit

The position will begin as part-time during months 3 and 4 becoming full-time in month 5. Responsibilities will focus on manufacturing and assembly work (sewing, cutting, gluing, etc.). This role is key in enabling Jennifer to plan for and attend shows and events.

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## Manufacturing Assistant

Start writing here..

Baggit

Linda Holsworth bringing with her 8 years of marketing experience. The position is on a contract basis at approximately \$40 per hour and is on an 'as needed' basis.

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## Marketing Designer

Start writing here..



# Process/Production

Baggit

**Products/Services Production Flow:** Raw materials will be ordered 2 months in advance, allowing approximately 30-45 days of manufacturing time to maintain sufficiently. Cutting is done in as large batches as possible and prepared material is organized by order.

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## Production Flow and Delivery Method of Products and Services

Start writing here..

## Suppliers


Supplier Name	Product/Service	Pricing	Terms & Policies Location
Cal industries Inc.	Industrial leather sewing machine 6" leather skiving machine Hot Foil Stamping Machine	\$1,500  \$2,600  600	30 days shipping  Southern California, USA
Archdale Leather	Vegetable-tanned leather hides  Provides entry-level materials as well as premium materials  Vegan and alternative leathers available	  \$4 - \$45 per sq.ft.	Minimum order time of 14 days in advance  30 day order time for material not in stock  North Vancouver, Canada
BC Calzado Leather SL	Premium, authentic Spanish leather hides  Unique hides finished with traditional Spanish carving patterns	\$2 - \$35 per sq. ft.  Additional \$5 per sq. ft. shipping	Up to 65 days custom clearance  Min order of 5 hides  Madrid, Spain

Supplier Name	Product/Service	Pricing	Terms & Policies Location
Mackrelmoto Media	Website design and development	\$5,000	Vancouver, Canada
	Digital marketing campaign management	\$800 per month	
	Print and banner design work	Per project	

## Risk Assessment

Baggit

Cash flow is dependent on making estimated sales at 2 trade shows per year:  
The first trade show is already confirmed. Jennifer will apply to attend multiple shows.

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Start writing here..

# 7.

## Financials

Breakeven analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

# Breakeven analysis

Baggit

Average Overhead cost per month: \$18,000

Average Product Price: \$153

Average Product Cost: \$49

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Start writing here..

## Projected Profit and Loss

	2024	2025	2026
Revenue	\$720,051	\$1,187,558.50	\$1,990,421
Women's Designer Handbags	\$141,938	\$202,402	\$288,552
Unit Sales	710	1,012	1,443
Unit Price	\$200	\$200	\$200
Men's Designer Bags	\$100,585	\$127,582.50	\$161,802.50
Unit Sales	402	510	647
Unit Price	\$250	\$250	\$250
Online Sales	\$477,528	\$857,574	\$1,540,066.50
Unit Sales	3,184	5,717	10,267
Unit Price	\$150	\$150	\$150
Cost Of Sales	\$554,401.02	\$578,951.17	\$610,654.42
General Costs	\$554,401.02	\$578,951.17	\$610,654.42
Production Costs	\$490,000	\$504,700	\$519,841
Material Costs	\$250,000	\$257,500	\$265,225
Labor Costs	\$240,000	\$247,200	\$254,616

	2024	2025	2026
Manufacturing Overheads	\$64,401.02	\$74,251.17	\$90,813.42
Utility Costs	\$14,401.02	\$23,751.17	\$39,808.42
Equipment Depreciation	\$50,000	\$50,500	\$51,005
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$165,649.98</b>	<b>\$608,607.33</b>	<b>\$1,379,766.58</b>
<b>Gross Margin (%)</b>	<b>23.01%</b>	<b>51.25%</b>	<b>69.32%</b>
<b>Operating Expense</b>	<b>\$524,049.19</b>	<b>\$555,645.52</b>	<b>\$601,496.49</b>
Payroll Expense (Indirect Labor)	\$432,000	\$440,841.60	\$449,874.24
Design Team	\$103,680	\$106,358.40	\$109,108.56
Lead Designer	\$60,480	\$62,294.40	\$64,163.28
Assistant Designer	\$43,200	\$44,064	\$44,945.28
Production Staff	\$237,600	\$242,352	\$247,199.04
Production Manager	\$57,600	\$58,752	\$59,927.04
Production Workers	\$180,000	\$183,600	\$187,272
Administrative Staff	\$90,720	\$92,131.20	\$93,566.64
Office Manager	\$50,400	\$51,408	\$52,436.16
Administrative Assistant	\$40,320	\$40,723.20	\$41,130.48
General Expense	\$92,049.19	\$114,803.92	\$151,622.25
Facility Costs	\$44,047.15	\$47,645.58	\$51,880.69
Rent	\$36,000	\$37,440	\$38,937.60
Utilities	\$8,047.15	\$10,205.58	\$12,943.09

	2024	2025	2026
Marketing and Advertising	\$40,802.04	\$59,742.34	\$92,101.64
Digital Marketing	\$28,802.04	\$47,502.34	\$79,616.84
Print Advertising	\$12,000	\$12,240	\$12,484.80
Administrative Costs	\$7,200	\$7,416	\$7,639.92
Office Supplies	\$2,400	\$2,424	\$2,448.24
Insurance	\$4,800	\$4,992	\$5,191.68
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
<b>EBITDA</b>	<b>(\$358,399.21)</b>	<b>\$52,961.81</b>	<b>\$778,270.09</b>
<b>Additional Expense</b>	<b>\$17,314.93</b>	<b>\$15,380.77</b>	<b>\$13,327.31</b>
Long Term Depreciation	\$12,168	\$12,168	\$12,168
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	<b>(\$370,567.21)</b>	\$40,793.81	\$766,102.09
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	<b>(\$375,714.14)</b>	\$37,581.04	\$764,942.78
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$1,095,765.14</b>	<b>\$1,149,977.46</b>	<b>\$1,225,478.22</b>
<b>Net Income</b>	<b>(\$375,714.14)</b>	<b>\$37,581.04</b>	<b>\$764,942.78</b>
<b>Net Income (%)</b>	<b>(52.18%)</b>	<b>3.16%</b>	<b>38.43%</b>



	2024	2025	2026
Retained Earning Opening	\$0	(\$383,714.14)	(\$350,133.10)
Owner's Distribution	\$8,000	\$4,000	\$4,000
<b>Retained Earning Closing</b>	<b>(\$383,714.14)</b>	<b>(\$350,133.10)</b>	<b>\$410,809.68</b>

## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$720,051</b>	<b>\$1,187,558.50</b>	<b>\$1,990,421</b>
<b>Cash Paid</b>	<b>\$1,083,597.14</b>	<b>\$1,137,809.46</b>	<b>\$1,213,310.22</b>
COS & General Expenses	\$646,450.21	\$693,755.09	\$762,276.67
Salary & Wages	\$432,000	\$440,841.60	\$449,874.24
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$363,546.14)</b>	<b>\$49,749.04</b>	<b>\$777,110.78</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$60,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$60,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0

	2024	2025	2026
<b>Amount Paid</b>	<b>\$39,359.35</b>	<b>\$37,293.51</b>	<b>\$39,347.12</b>
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$8,000	\$4,000	\$4,000
<b>Net Cash From Financing</b>	<b>\$110,640.65</b>	<b>(\$37,293.51)</b>	<b>(\$39,347.12)</b>
<b>Summary</b>			
Starting Cash	\$0	(\$312,905.49)	(\$300,449.96)
Cash In	\$870,051	\$1,187,558.50	\$1,990,421
Cash Out	\$1,182,956.49	\$1,175,102.97	\$1,252,657.34
Change in Cash	(\$312,905.49)	\$12,455.53	\$737,763.66
<b>Ending Cash</b>	<b>(\$312,905.49)</b>	<b>(\$300,449.96)</b>	<b>\$437,313.70</b>

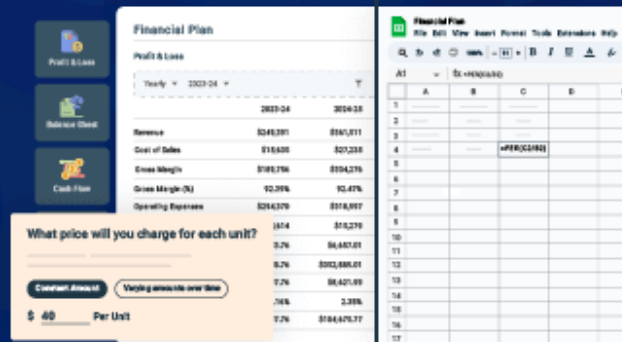
## Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>(\$265,073.49)</b>	<b>(\$264,785.96)</b>	<b>\$460,809.70</b>
<b>Current Assets</b>	<b>(\$312,905.49)</b>	<b>(\$300,449.96)</b>	<b>\$437,313.70</b>
Cash	(\$312,905.49)	(\$300,449.96)	\$437,313.70
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$47,832</b>	<b>\$35,664</b>	<b>\$23,496</b>
Gross Long Term Assets	\$60,000	\$60,000	\$60,000
Accumulated Depreciation	(\$12,168)	(\$24,336)	(\$36,504)

	2024	2025	2026
<b>Liabilities &amp; Equity</b>	<b>(\$265,073.48)</b>	<b>(\$264,785.96)</b>	<b>\$460,809.68</b>
<b>Liabilities</b>	<b>\$68,640.66</b>	<b>\$35,347.14</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$33,293.52</b>	<b>\$35,347.14</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
<b>Long Term Liabilities</b>	<b>\$35,347.14</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$35,347.14	\$0	\$0
<b>Equity</b>	<b>(\$333,714.14)</b>	<b>(\$300,133.10)</b>	<b>\$460,809.68</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$383,714.14)	(\$350,133.10)	\$410,809.68
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

# Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows the Upmetrics Financial Plan interface. On the left, there are three buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. It shows a table with columns for '2023-24' and '2024-25'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. The 'Constant Amount' button is selected, and the value '\$ 40' is entered. The 'Per Unit' button is also visible.

	2023-24	2024-25
Revenue	\$241,391	\$161,811
Cost of Sales	\$116,620	\$27,238
Gross Margin	\$191,756	\$194,276
Gross Margin (%)	79.5%	92.4%
Operating Expenses	\$214,379	\$118,987

What price will you charge for each unit?

Constant Amount Varying amounts over time

\$ 40 Per Unit



Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes – no more remembering complex formulas or fussing in the spreadsheet.

[Start your planning today](#)

# Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

## Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

## Stunning cover page designs

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Invite team members, initiate conversations, discuss ideas & strategies, share feedback, and work on a business plan in real-time.



**Mariia Yevlash**



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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