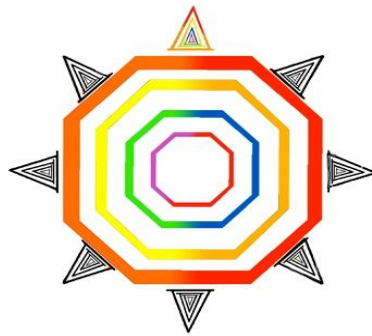


*Bright light*



*solar bag spa.*



*Bright Light*

*Solar bag Spa.*

# Business Plan

**GROUP 5**

*Xiao Chen  
Tatsiana Kasper  
Ozgul Filik  
Nicola Berardinelli  
Caterina del Giudice*

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### INTRODUCTION



**BRIGHT LIGHT SPA** is a new brand for bag packs, overnight bags, schoolbags, laptop bags that include a *solar panel*.

Our priority is not to spread the product as itself, but to *spread an idea* in a country which is still so far to think that it is possible to take advantage of a free and endless source of energy: THE SUN.

The main purpose why we want to launch **BRIGHT LIGHT SPA** In Italy is because here too many people still don't see the advantage of it.

We want to start a process where the **BRIGHT LIGHT SPA** will "enlighten" Italian people.

**Our product** will be a special teaching in order to make everyone educated to save money in a right and ecological way starting from the smallest things.

We want to enter into the ordinary people's life: in the era of globalization people move from one place to another and need to be connected with the rest of the world wherever they find themselves. The purpose of this product is to provide an instant source of energy. **Bright Light** will be for everyone, every social class, women, men, youth and adults. They all won't miss anything else.

People will begin to readily meet their power needs with our product by **taking advantage of solar energy**.

It means:

- Clean energy produced from renewable source, for free and safe;
- Everyone can become an autonomous energy producer in a simple & profitable way;
- Facilities wherever you are: no more plugs!



## **VISION&MISSION**

**Our vision** is to create an awareness of environment and enable people to obtain energy everywhere!

### **Our mission:**

- ❖ ensure free movement to travellers who need technology anywhere in the world
- ❖ attain a consistent and sustainable high level of customer satisfaction and therefore permit a long-term presence in the market

**The mission** of the company is to provide a new look for consumers, based on style and quality and at the same time to let people be aware of taking advantage from a natural source of sun energy.

By slowly changing their habits everyone will be surprised of the results that the clean energy brings and when they will get used to capitalize on a zero cost solar energy, it will become a priority.

## **OBJECTIVES**

*Bright light*



*solar bag spa.*

- ❖ ESTABLISH New Venture in the field of Photovoltaic Energy Resources
- ❖ OPEN new markets in Italy for production and sales of solar backpacks
- ❖ ENTER into Italian (short-term prospect) and European (long-term prospect) market
- ❖ OBTAIN brand visibility through advertising and promotional campaigns
- ❖ ATTRACT talented and creative employees in order to set up professional team
- ❖ INCREASE product awareness among the target audience by 30 % in one year.
- ❖ INFORM target audience about features and benefits of our product and its competitive advantage, leading to a 10% increase in sales in one year.



## **COMPANY SNAPSHOT**

### ❖ **Summary**

**Bright light**



**solar bag spa.**

**BRIGHT LIGHT SPA** is a start-up manufacturer of an upscale bags line targeted at female and male consumers aged from 16 to 50.

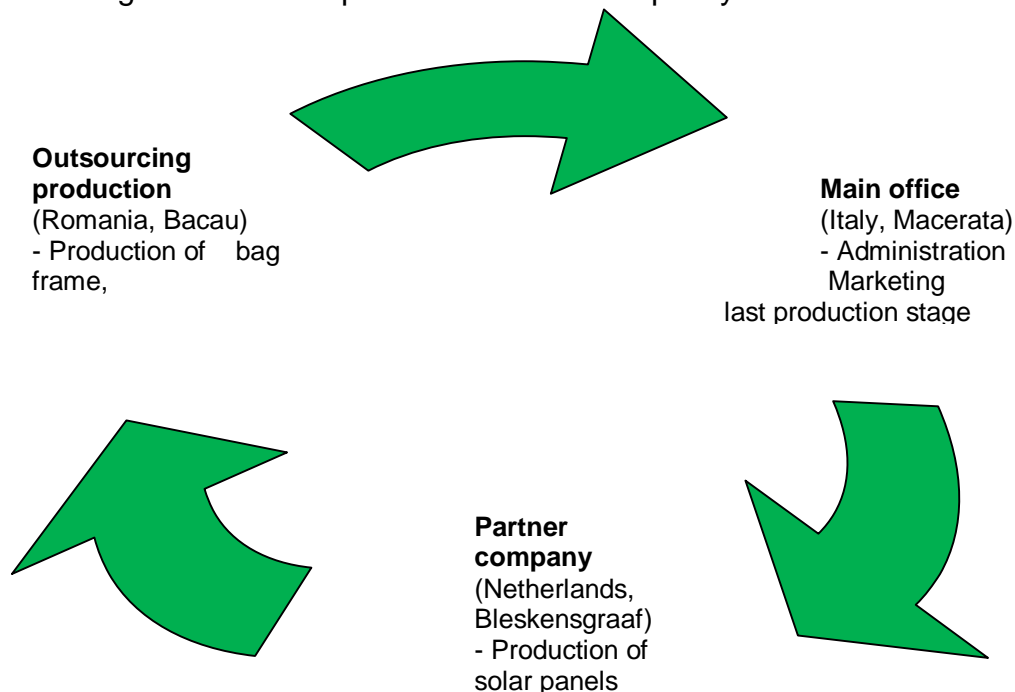
It's a production of a complete range of bags supplied with a personalized service according to the style of our brand and to the personal taste of each social class.

It not only develops the bag line, but supports the choice to use solar energy also with advertising and promotion campaigns.

**BRIGHT LIGHT SPA** intends to market its line as an alternative to existing bag lines and differentiate itself by marketing strategies, exclusiveness, and high brand awareness.

**BRIGHT LIGHT SPA** was founded by an international team with main office located in Macerata (Marche Region). All operations, from administration to marketing strategies, take place at this office.

**BRIGHT LIGHT SPA** intends to build on its core portfolio of products and overcome any obstacles by using the company's skills in planning, leading, organizing and coordinating mixed up with the capacity to work in a team.



❖ OUR LOGO

*Bright light*



*solar bag spa.*

We thought that our logo should be a summary of our products, and this logo represents eight stylized and concentric suns, with the shape of an octagon and with eight rays (with other eight rays within them).

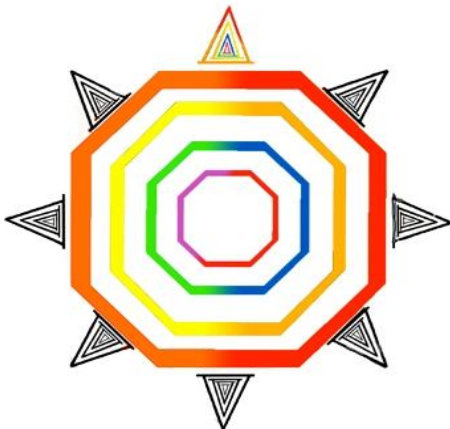
The number eight is very important because:

- if rotated 90 degrees it becomes the symbol of infinity, like the sun energy  $8 \rightarrow \infty$  (this also indicates the resistance of our products )
- it is the number of the immortals in Chinese mythology;
- in the Christian religion, eight means eternity;
- in ancient Pagan religions eight is the symbol of infinity.

For the **shape of the logo** we were inspired by the famous Castle of Mount in Andria (Italy).

We have two kinds of logos:

- Black & White, for the products;
- Colored, for the official documents, website and advertising.



❖ Our Name



“**Bright Light**”® is the name we chose, because with a very short format can represent and be remembered in an effective way, the solar energy, without mentioning the word sun. We have registered the font with which we have written the name.

We have chosen an English name for two main reasons:

- Psychology, it seems that the **Backpack** is produced in North America or in any Anglo-Saxon country;
- Foreign Commerce, if in future we have the desired results, we can export abroad with the same name.

After several surveys, the name is understandable to the Italian market, above all thanks to usage of various figures of speech present in the name, like:

- Homophone (similar sounds, different meanings);
- Consonance (repetition of the same consonant two or more times in short succession);
- Periphrasis (explain in a better way a word that we use);
- Metonymy (when a thing, or a concept, is not called by its own name, but with the intimately associated with that thing or concept).

In addition, since it is brief and vivid it could be easily kept in mind.

# *Bright light*

## ❖ Parameters:

- 4 watts or more of solar power for fast charging



*Bright light*



*solar bag spa.*

- The solar panels protect fragile items inside
- Included battery pack which stores power until you need it
- 11 adaptors for easy connection to handheld electronics
- Fully padded laptop sleeve for up to a 17" laptop (16.5" x 11" x 3" or 42cm x 28cm x 7cm)
- Wire channels throughout the bag for headphones, bladder tubes etc.
- Adjustable phone / MP3 pouch on the shoulder
- Removable waist strap
- High density padding in the shoulder straps and back
- Mesh backing material for better air flow
- **Fabric:** 600D shell made from recycled PET (soda bottles), UV resistant PU, and inside pockets use PET mesh
- **Weight:** 3.5 lbs (1,590 grams) including battery and solar panels
- **Dimensions:** 20" high x 10-15" wide x 7-10" deep (51cm high x 25-38cm wide x 18-25cm deep)
- **Volume:** 1,850 cubic inches (30 liters)
- 4-6 hours of direct sunlight produce enough charge to fully charge a typical cell phone
- **Battery Included:** 4,400mAh at 3.6 volts Li-Ion battery pack with 3 voltage settings to store solar power

When not in the sun, the battery can be charged using the AC travel charger or DC car charger making it just as useful on the grid as off

# Bright light



solar bag spa.



## Company Snapshot



### Connect Directly to Device

To charge a device, connect your 12V car adapter (made for your device) to the 12V auto socket.

Accessory pockets feature openings at the bottom of the bag for cable egress. As desired, route the cable through the bottom opening in the desired pocket.

Cell phone, Smart Phone, MP3 player, etc...

12V Auto Adapter Cable

12V Auto Socket



Accessory pocket

Cable routing bottom access

12V Auto Adapter Cable

12V Auto Socket



Overpack (any)

table

adapter

Socket



All Voltaic packs include an array of 11 CONNECTORS to fit most devices, producing respectable **4-watts** of **SOLAR POWER**

"BrightLight"®

## **MANAGEMENT TEAM**

### ❖ **Summary**

The management team of **BRIGHT LIGHT Spa** is an international team, which is comprised of five people from four different countries and own experience in different fields. We are trying to do our best to let our company and products be innovative and fresh!

### ❖ **Management background introduction**

**Chen Xiao (China):** Owing BA degree on Business English and British literature, can a good knowledge of Chinese, English, Italian and German. After 3 years working experience in Shanghai she got rich experience in working in multinational and multicultural corporations. Strong practical knowledge on international trading, production operation, project management. High proficiency in consumer goods (especially sports goods, textiles, apparels)

**Tanya Kasper (Belarus, Minsk):** graduated as Linguist (specialized in computer linguistics) at Minsk State Linguistic University. Fluent in English, Italian, German. She owns rich experience in logistics, transportation and sales management dealing with export and import .Meanwhile she is an expert on communication skill and problem solver.

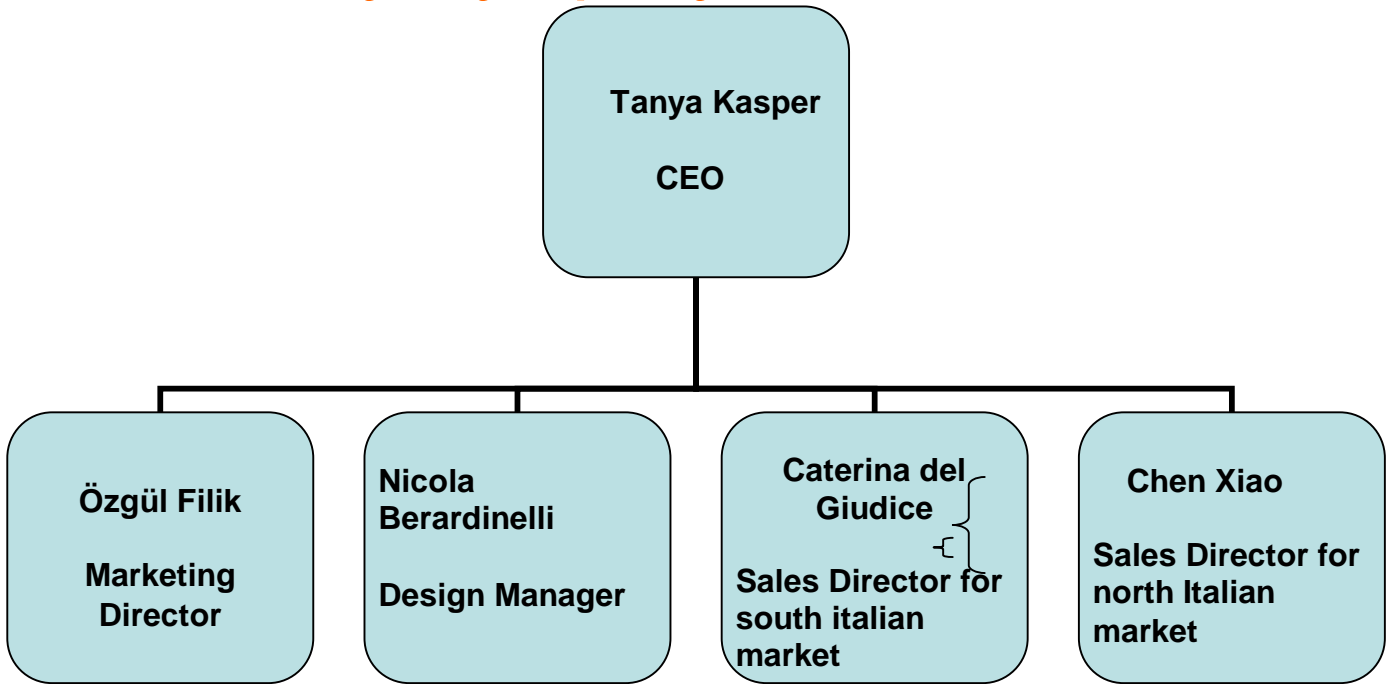
**Özgül Filik (Turkey):** She went to business administration department in Hacettepe University, twelve years basic knowledge and life experience in Turkey, owning BA Degree in Hacettepe University. She is well aware of the marketing and management research issues, and owns rich experience in management and marketing research. She has a different perspective on the international marketing and organizations.

**Nicola Berardinelli (Italy):** Degree in "School of Advertising" at the "University for Foreigners "in Perugia. He is a copywriter (headline, pay-off, body copy), art director (logo, layout, flyers, TV commercial), creative designer (storyboard and text), marketing manager, and media planner. Due to his talent and creativeness, he is going to be appointed design director of bright light.

**Caterina del Giudice (Italy):** Owing Degree in Oriental Languages specialized in Chinese language at University of Rome "La Sapienza" attending master course in Relation with eastern countries in University of Macerata. She manages the publishing of "Quaderno" that is the magazine of the Italian Chamber of Commerce, takes care of editorial works, writing articles and setting up interviews. She is a passionate and challenge-holic person.

❖ Organization chart

**Bright Light Spa. Organization chart**



❖ **Human Resources needs**

- Solar Panel supplier-----Netherlands, Bleskensgraaf
- Bag-frame supplier----- Romania, Bacau
- Financial advisors (agency)—yet to search
- Human Resources Position---yet to hire
- Administration Position—yet to hire
- QC---yet to hire
- Workers for assembling factory—yet to hire
- Production Operator—yet to hire
- IT (part-time)---yet to hire
- Technology advisors(part-time)—yet to hire

❖ **Personnel Plan**

<b>Personnel Plan</b>			
	<b>2011</b>	<b>2012</b>	<b>2013</b>
<b>All departments</b>	€100,000	€120,000	€150,000
<b>Other</b>	€0	€0	€0
<b>Total People</b>	20	25	30
<b>Total Payroll</b>	€100,000	€120,000	€150,000

## MARCHE REGION BRIEF VIEW

### ❖ Summary

The industrial areas of the Marche Region can be characterized as following:

- concentrated, flexible productivity with each company specializing in a PARTICULAR phase of production;
- prevalence of know-how (artisan tradition) with formal and informal channels for the propagation of information, collaboration and competition between companies.
- sufficient infrastructure, both material (areas for building, industrial warehouses) and services (availability of social services and local banks, etc);
- consistent growth rate, even during years when other geographical regions were encountering reduced productivity;
- good capacity for international business throughout the main markets of the EU, USA, Russia and South East Asia.

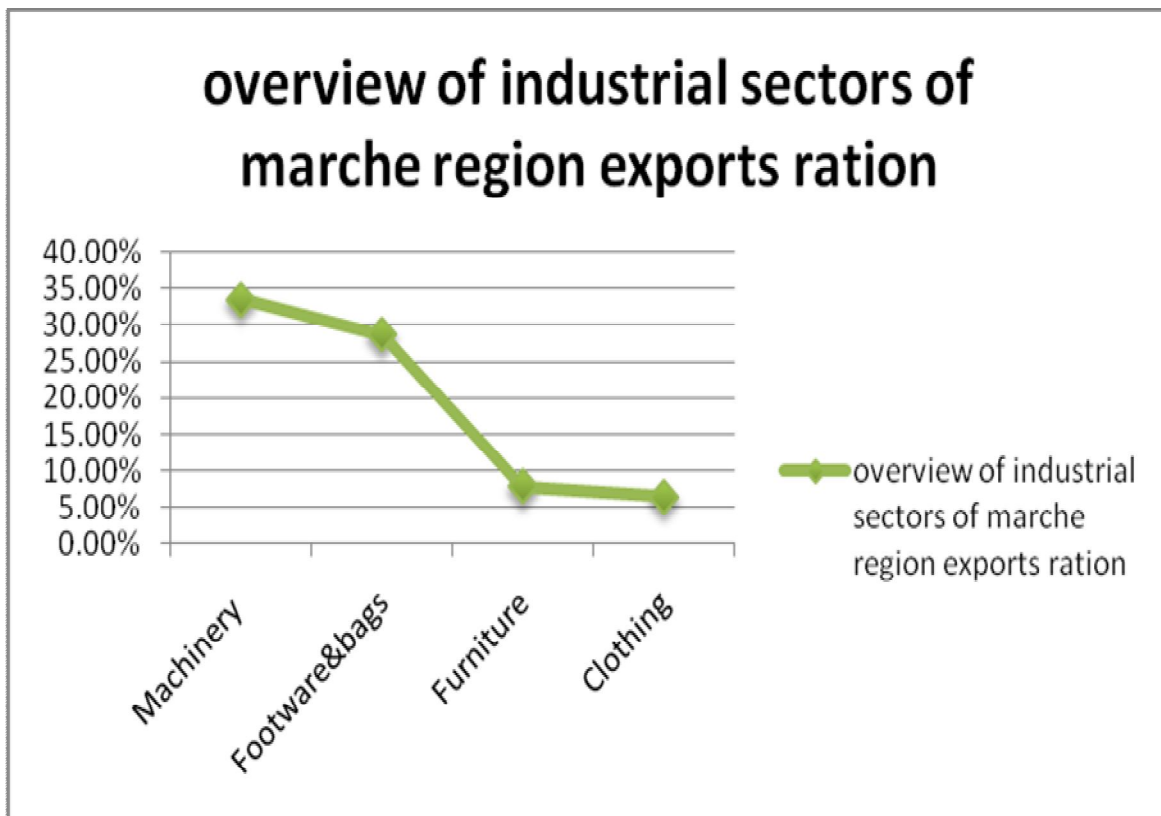


### ❖ Industrial sectors



Based on market research around 78% of Marche exports come from the following industrial sectors:

- Machinery 33.5%
- Footwear & bags 28.6%
- Furniture 7.8%
- Clothing 6.5%



## RELOCATION AND OUTSOURCING

### ❖ Summary

#### WHY CHOOSE ROMANIA?

The current European economic environment, especially in the case of manufacturing companies, can be defined by:

- Recession.
- Cuts in capital expenditure.

Relocation can be a major answer to such troubles, allowing:

- a solution to drastically **cut operating costs** while preserving quality in a country where restructuring efforts are easier to implement than in a Western European country and
- opening **access to new markets** that are still small but where growth rates outpace by far the rates in the more developed Euro-zone economies.

#### BASED ON MARKET RESEARCH ON MANUFACTURING IN ROMANIA

- Romania can provide salary costs which are 1/3 of the Central European level, while productivity is 50-65% of the productivity in Central Europe.
- With investment in new equipment and management, productivity can reach Western-European levels while labor cost remains a fraction of the cost in Western or even Central Europe.
- Romania has a reasonably good infrastructure, including the largest commercial port to the Black Sea in Constanta, at the end of the Danube Black Sea Canal. With the opening of the Rhine-Main-Danube canal, Constanta has a direct waterway connection with the North Sea

- According to Eurostat data, productivity in the manufacturing industry has increased in Romania from 27.6% of the EU average in 1995 to 31.13% of the EU average in 2002. The productivity gain has been slower than in Hungary (which evolved from 53.8% of the EU average in 1995 to 64.4% in 2002) and Poland (from 37.16 to 48.3%) but faster than the Czech Republic (which rose from 53.6% of the EU average in 1995 to 56.34% of the EU average in 2002).

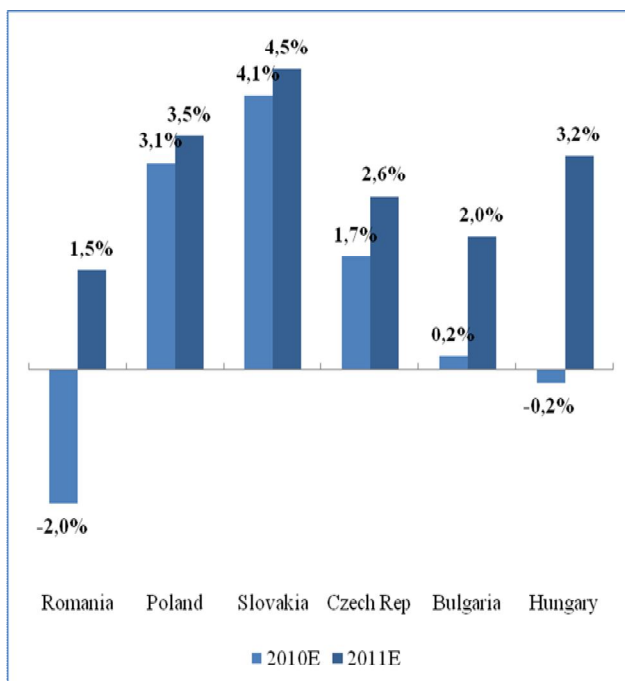




- The low labor cost competitive advantage can be further strengthened by capitalising on the competence and skills available.
- Comparatively low transportation costs from Romania to Western Europe

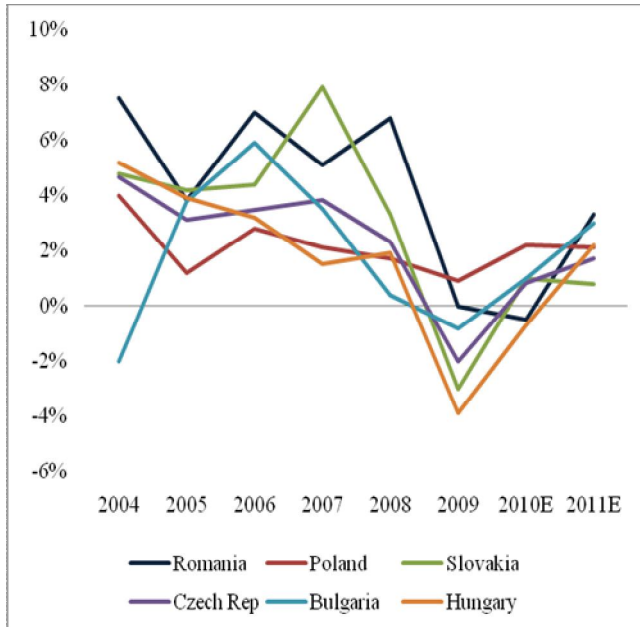
## ❖ Competitiveness of Romanian Economy

- Real GDP growth projections 2010-2011E (%)

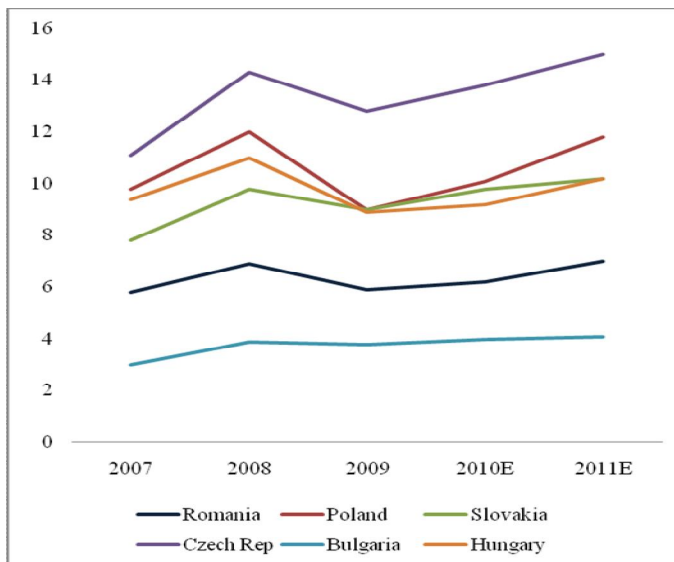


**Source: Romanian Institute of National Statistics, *Industry Statistical Bulletin*, June 2010**

- Labor productivity growth 2004-2011E (%)



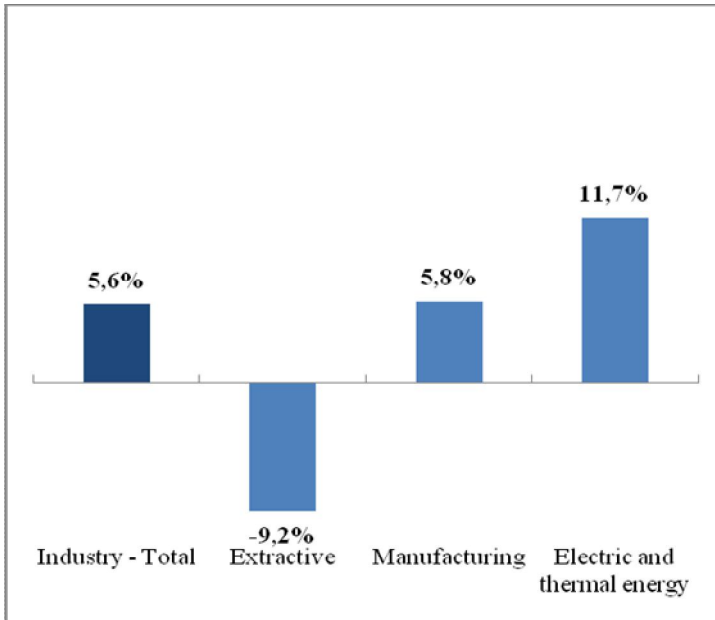
➤ .Labor costs per hour 2007-2011E (\$)



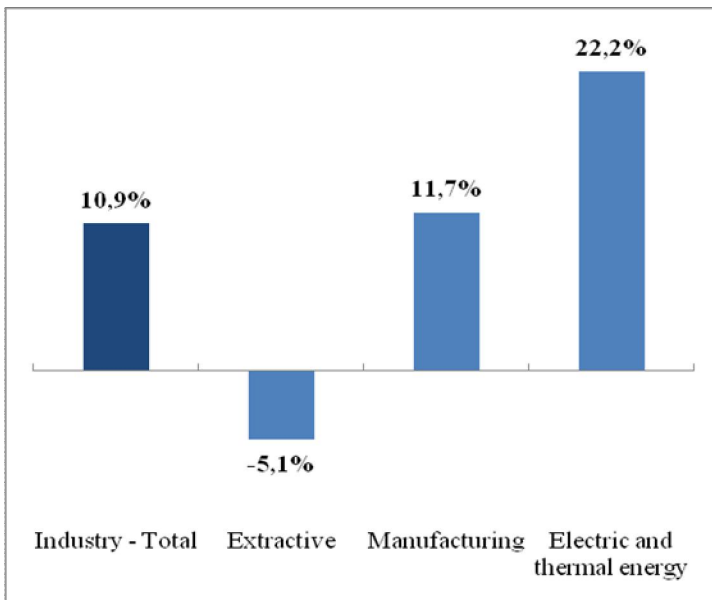
**Source: Romanian Institute of National Statistics, *Industry Statistical Bulletin*, June 2010**

➤ **Industrial Output and Turnover in H1 2010**

1. Industrial output index growth H1 2010 vs. H1 2009 (%)



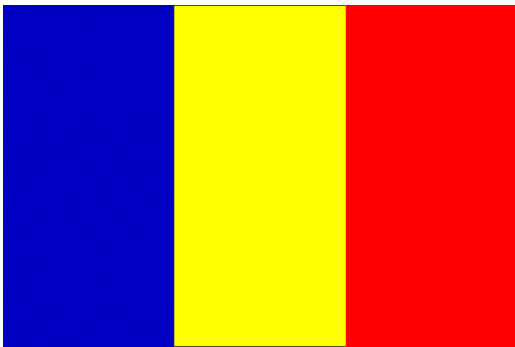
2. Industrial turnover index growth H1 2010 vs. H1 2009 (%)



**Source: Romanian Institute of National Statistics, *Industry Statistical Bulletin*, June 2010**

**❖ How Romanian Authorities help to preserve Competitive Advantage vs. China**

- Stimulation of Romanian embassies all over the world to actively support the penetration of new markets
- Increased support for participation in international manufacturing fairs
- Trade Promotion & Support
- Economic protection
- Fiscal stimulus
- Enforcement of trade and commercial barriers to erode the competitive advantage of foreign companies in Romania
- Stimulation of state & local authorities to favor purchases of Romanian manufacturing output



**VS**





#### ❖ TARGET MARKETS

Our target market is middle-higher level. The products will be divided into several series ranged from middle level to the higher level in order to meet the different needs of the consumers. Our design may focus on different topics, such as a series product with special design for families, which is in order to encourage young families to go out and enjoy a green travel together. It can also be a series product with special design for friends, which are also targeting for promoting the specific characteristic of our brands and our products.

The end-user of **BRIGHT LIGHT SOLAR**'s products could be divided into two groups. The first is *urban business men*, who are always in need of running business travel. This group could be also defined as going out for a more formal reason. The second is those who would like going out for a leisure reason. He could be at the age of 18s, 30s or 50s.

The design of our products is supposed to meet all the tastes of the consumers.

#### ❖ INDUSTRY TRENDS

On the one hand, it is the mainstream of the current consuming market to become GREEN. Especially in the area of European Union that owns a more developed economy. Since we are living in this area, there is no doubt the green products should take more important role. Also, an

increasing trend with people is that they travel around a lot and they use mobile electronic devices more.



#### ❖ THE COMPETITION

Market research shows currently we have little direct competition from made-in-Italy sole-backpack field as there are no other local producers. Main competition is from those who are made in the USA, China, HK and other Asian areas but then imported by other European countries (mainly by Germany). As regards products made in Italy, market research shows there is a type of solar backpacks, under the brand of Ralph Lauren, which is made in Italy but with a very high price \$795, targeting luxury consumers. There is also a design studio named O-range based in Genoa, Italy, specialized in creating sporting goods, who also interfere with the field of solar-backpack, but they are just responsible for designing and then provide the design to the suppliers for producing, which is different from our operation form. On this point, there is a large potential market margin waiting for us.

#### ❖ SERVICES & PRODUCTS

- Marketers must first define what the core benefits of the product will provide the customer with. The CORE product is NOT a tangible, physical product. You can't touch it. That's because the core product is the BENEFIT of the product that makes it valuable for you. So in our product, the benefit is convenience i.e. you can charge



your phone when you want. Another core benefit is that this energy is renewable since you can use it wherever you go.

- The ACTUAL product is a tangible, physical product. You can get some use of it. it is the bag that you buy and then try out.
- Actual Product- Backbag then built the actual product around the core product. Quality level, features, brand name, design are all combined to carefully deliver the core benefits for the products of Backbag.
- Augmented Product is the non-physical part of the product. It consists of lots of added value, for which you may or may not pay a premium Backbag offers additional consumer benefits and services. It offers more than just products. For example if a customer does not satisfy with the product, Backbag guarantees to change it with new ones.

#### ❖ TRADE-MARK ISSUES

We have registered the **BRIGHT LIGHT SPA** name and our logo. And we will continue to do this for our best seller products.

#### ❖ PRICING STRATEGY

# Bright light



solar bag spa.



In short, our basic idea is to convince the consumers that they are buying a trendy product with the same or lower price which the competitors are able to provide.

Items	Brief Product SPC.	Target customers	Target Selling price(EURO)	Target Selling price(USD)
<b>standard products</b>	4- WATT SOLAR PANEL,11 adapters	medium or less consuming ability who are looking for very practical products but these products are also stylish	69 €---139 €	99\$---199\$
<b>special topic products</b>	4- WATT SOLAR PANEL,11 adapters, but with special design for specific topic(eg.families, friendship,cc.)	those who are looking for a product that is special enough and could also express their inner ward	69 €---139 €	99\$---199\$
<b>senior products</b>	over 4-watt solar panel,trendy design,	high expectation customers, higher consuming ability	209 €---279 €	299\$---399\$

## ❖ Advertising and Promotion Plan



➤ TELEVISION

The better way to promote a new line of products is the “Teaser Campaign”, it is a preliminary advertising campaign, which primary aims at generating a hype, increasing curiosity and promoting our brand, without giving away the product. We have decided to promote our brand for 2 weeks in the two major Italian television networks (Rai1, Canale5), and in another network with a share even higher (La7), with a commercial promo of 7 seconds before the news:

➤ INTERNET WEB-SITE

We have developed an internet web-site where it is possible to find more information about our vision, mission, products and its characteristics. We have purchased the internet domain, to be paid annually.

We will develop Pop-Up, Pop-Under advertising, and Banner advertising, to promote the web-site, and consequently the product.

On our website there will be a public forum which is created in order to accept all the customer feedbacks after buying our products. There is also an idea of posting all the funny and enjoyable pictures which could show that our products bring more convenience and happiness for their travels.

➤ MAGAZINES

We have decided to advertise **BRIGHT LIGHT SPA**, in magazines, just after finishing a television campaign. Will depend on what results in terms of brand awareness we have achieved. We opted for a Ad of one page in two of the most important travel magazines “Qui Touring” (directed to 500.000 members in Italy), and “In Viaggio” (distributed in Italy, a run of almost 40.000 copies). One page 40.000 € per month (Cairo Communications Data)

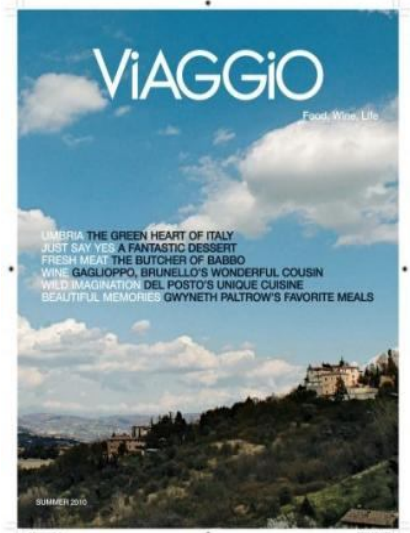
➤ SPECIAL CHANNEL

We are going go contact some world wide organization, such as World wide organic farm. All the members in this organization are more frequently to move among all the major developed area of this world. Besides, they are all green products lovers. By negotiating with the Italian region in order to see whether they could cooperate with us for promoting our products. In this case, we could provide a lower price with a good discount for the members of this organization. Meanwhile, each time, if there is one product sold out due to the advertisement affection of this organization part percentage commission could be donated to this organization.

# Bright light



solar bag spa.



Gini Coefficient (Concentration)			
			
	90	81	72
	81	97	95
	247	118	211

❖ **Public Relations**

In addition to Public Relations with digital media, editorial publications, we have to create or participate in events of communications like specialized exhibitions and hybrid fairs - events that welcome the public operators and at the same time the potential customers of the operators. We have chosen a few trade shows, covering the areas of fashion, clothing, technology and energy, like:

- *Anteprima*, February 2011, in Milan;
- *Solar Expo*, May 2011, in Verona;
- *Expo Riva Schuh*, June 2011, in Trentino;
- *Smau*, October 2011, in Milan.
- Part of the cost of participation will be covered by voucher from the Marche region.





## **CUSTOMER VALUE PROPOSTION**

❖ Brief introduction about the macro circumstances:

- Under the macro circumstances of globalization, more and more people tend to become a fly-person, which means long-distance trip is becoming more and more popular nowadays. Here we point at all types of trips (such as business trip, trip of relaxing, trip for acquiring different cultures/views/ food, special trip for shopping, tourism etc).
- Another prevailing phenomenon is that many new technology tools have become an indispensable part of our lives that we are taking advantage of. These special technology tools include mobiles, laptop, MP4, etc.



## Customer's problems, needs and suggestions which stimulate the development of our products

### ❖ Why choose our products?

Our products will be specially design emphasized goods. We are aiming at producing the backpacks which could meet the interests and needs of the traveling people of different ages. The solar panel we are going to use will be a high level one which means it could provide more sustainable electricity. Meanwhile, the price of the products will be controlled at a middle-higher level.

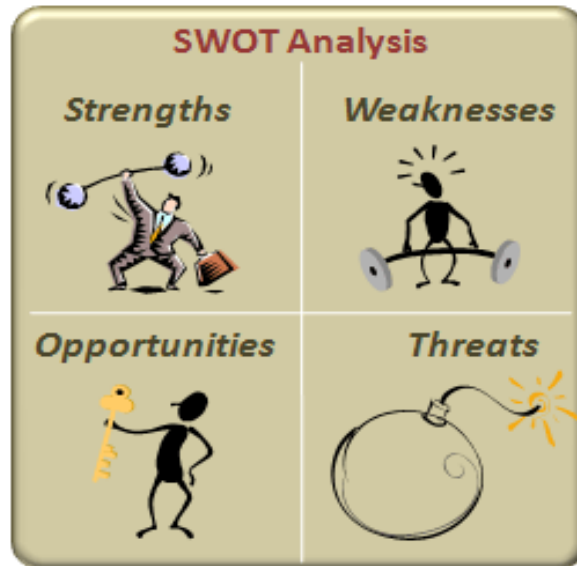
### ❖ CVP examples

In order to satisfy more customers' need, we are going to open the following types of shops:

- **Small corner shops** at convenient locations with friendly services that are selected to showcase new goods and feature products. These shops will be open on the weekends.
- **Outlet:** may not contain the up-to-date products, but with extra reasonable prices and more varieties.
- **IT shop:** cost efficiency, robustness, open 24 hours. Meet the need of the people all around the world.



## SWOT ANALYSIS



### ❖ Strengths

- A young energetic global management team with versatile cultural background which could also bring fresh ideas to our products.
- Green products are the main stream of the current days ,especially for the future potential market
- Since there are little local suppliers on this field we may face less direct in-house competition.
- From the basic function view of solar backpack, this is a great way to ensure a connection with the outside world when outdoors. This shows the great attractiveness of our product itself.

### ❖ Weaknesses

- The area of technology services is no exception; in fact it may be a bit more difficult because technology changes so rapidly.
- The presenting team may lack professional knowledge on the solar technology but market research and hiring professional technology consulter could make up for this point.
- Efficiency and durability of the solar panel itself, based on the presenting technology, is 20% of the total energy produced. It's still a big challenge for us to make full use of the energy in order to restore more electricity.



#### ❖ Opportunities

- If we take a view of the whole solar backpacks market nowadays it can be noticed lack of brand equity. Under this kind of circumstances, we get more chance to create a brand image. Especially as we all know, Italy is a country which owns a good macro circumstances for creating a brand image.
- Since solar panel is a renewable energy field, the net cost of it may be expected to be decreased dramatically in the near future.
- Take an overview of the whole consuming market, people more and more tend to buy the high tech and portable products, such as (I-PHONE). This is good news for us while we predict the future market. We believe solar backpack will be also a trend for the future market.

#### ❖ Threats

- Currently the global economy is in an unstable situation.
- The poor state of Italy's economic situation
- .The real growth rate of its GDP in 2010 is just 1.1%, high unemployment rate 8.4% (2010), low fertility rate, which are all the factors that could affect the people's consuming ability.

(DATA SOURCE: 2011 CIA WORLD FACTBOOK AND OTHER SOURCES)



## **FINANCIAL PLAN**

Financial plan is based on production, marketing, material supply, labour wages, equipment maintenance, technical organizations, etc. The purpose of it is to establish the goal of financial management, so that the production and business could be carried out and cooperated as planned by exploring yield potential savings and increasing economic benefits.

Developing financial plans:

Based on the current situation, we are going to analyze our financial plan in the following two sectors.

- ❖ Budget of Early preparations,
- ❖ Break-even point Analysis





❖ **Budget of Early preparations**

The budget of early preparations is for setting up the fiscal targets and the level of expenditures compatible with the macro-economic frame work and formulating expenditure policies. A realistic budget of early preparations is also helpful for allocating resources in conformity with both policies and fiscal targets and addressing operational efficiency, performance issues, which are supposed as our main objective of the core processes of budget preparation.

Please take a look at our budget of early preparations:

Project Year:		YEAR ONE		
	Title	Fringe %	Fringe Amount(EURO)	Total
<b>Direct Costs:</b>				
	General Office Supplies/Materials:			
<b>Office Operations</b>	Copying		500	<b>2.500</b>
	Office supplies (general, paper, ink/toner)		2.000	
<b>Equipment</b>	Office Computers		3.000	<b>22.200</b>
	Statistical Software		1.500	
	Laser Printer		1.000	
	Office Furniture		1.500	
	Office Telephones		200	
	Office renting		15.000	
	Intervention Materials:			
<b>Incentives/Promotions</b>	Pamphlets		2.500	<b>72.000</b>
	Pedometers		12.500	



	Gift cards for program participants	5.000	
	Posters	2.000	
	Different video advertisement	50.000	
<b>Surveys</b>	Survey copies	15	<b>62</b>
	100 Envelopes	8	
	Postage	39	
	Meeting and Intervention Activity Space		
<b>Meeting Cost</b>	Rental space	75	<b>165</b>
	AV Equipment		
	Rental	10	
	Food/Drink	80	
	Transportation/Travel		
<b>Personnel Travel</b>	Airfare for national conference	350	<b>450</b>
	Conference registration fees	75	
	Local Transportation	25	
	<b>TOTAL DIRECT COSTS:</b>		<b>97.377</b>
<b>Direct Costs:</b>			<b>97.377</b>
<b>Indirect Costs: 15% of Direct Costs</b>			<b>1.014</b>
	<b>GRAND TOTAL YEAR 1:</b>		<b>€ 98.391</b>

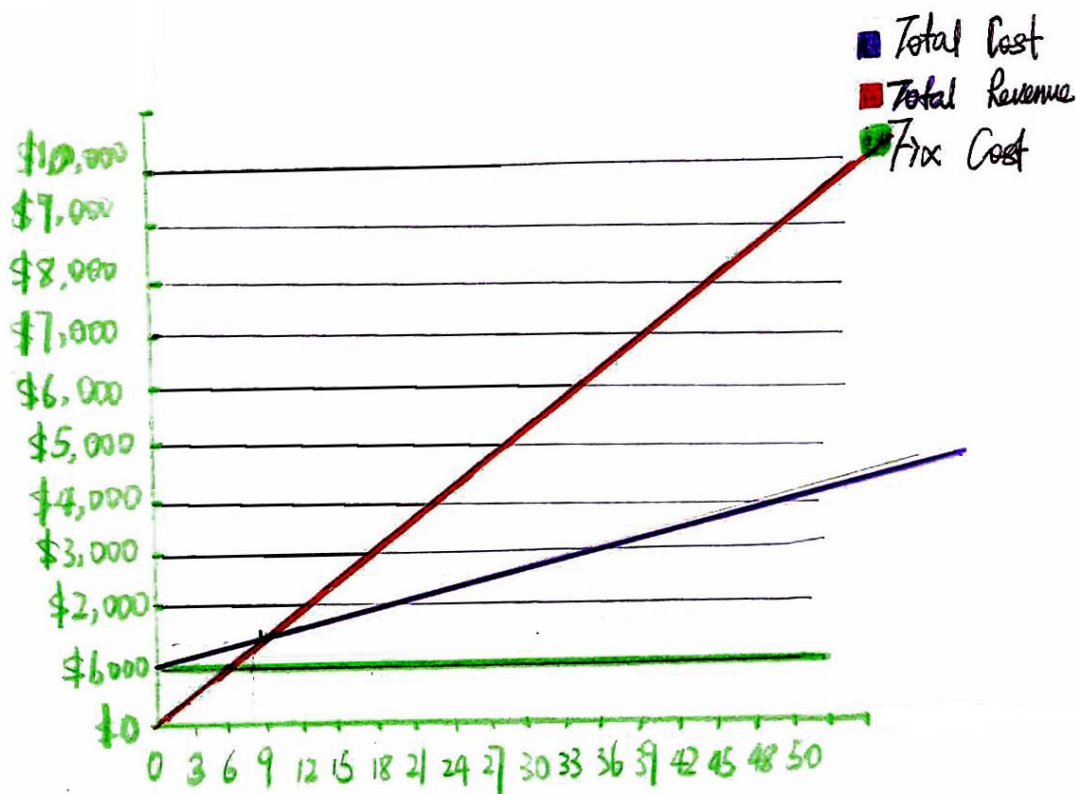


## ❖ Break-even point Analysis

$$\text{Breakeven Point} = \frac{\text{Fixed Costs}}{(\text{Unit Selling Price} - \text{Variable Costs})}$$

Breakeven analysis helps determine when our business revenues equal our costs. This calculation will let us know how many units of a product we'll need to sell to break even. Once we have reached that point, we've recovered all costs associated with producing our product (both variable and fixed).

With a high gross margin and estimated fixed monthly expenses, the required monthly break-even sales volume is shown below.



5

We will break even at 8 units

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<b>Breakeven Analysis Summary</b>	
Variable Cost	<b>\$60.00 per unit</b>
Fixed Cost	\$1,000.00
Expected Sales	50 units
Price	\$190.00 per unit
<b>Total Revenue</b>	<b>\$9,500.00</b>
<b>Total Variable Costs</b>	<b>\$3,000.00</b>
<b>Profit</b>	<b>\$5,500.00</b>

**Profit by unit sold**

<b>Units</b>	<b>Fixed Cost</b>	<b>Total Cost</b>	<b>Total Revenue</b>	<b>Profit</b>
0	\$1,000.00	\$1,000.00	\$0.00	-\$1,000.00
1	\$1,000.00	\$1,060.00	\$190.00	-\$870.00
2	\$1,000.00	\$1,120.00	\$380.00	-\$740.00
3	\$1,000.00	\$1,180.00	\$570.00	-\$610.00
4	\$1,000.00	\$1,240.00	\$760.00	-\$480.00
5	\$1,000.00	\$1,300.00	\$950.00	-\$350.00
6	\$1,000.00	\$1,360.00	\$1,140.00	-\$220.00
7	\$1,000.00	\$1,420.00	\$1,330.00	-\$90.00
8	\$1,000.00	\$1,480.00	\$1,520.00	\$40.00
9	\$1,000.00	\$1,540.00	\$1,710.00	\$170.00
10	\$1,000.00	\$1,600.00	\$1,900.00	\$300.00
11	\$1,000.00	\$1,660.00	\$2,090.00	\$430.00
12	\$1,000.00	\$1,720.00	\$2,280.00	\$560.00
13	\$1,000.00	\$1,780.00	\$2,470.00	\$690.00
14	\$1,000.00	\$1,840.00	\$2,660.00	\$820.00
15	\$1,000.00	\$1,900.00	\$2,850.00	\$950.00
16	\$1,000.00	\$1,960.00	\$3,040.00	\$1,080.00
17	\$1,000.00	\$2,020.00	\$3,230.00	\$1,210.00
18	\$1,000.00	\$2,080.00	\$3,420.00	\$1,340.00
19	\$1,000.00	\$2,140.00	\$3,610.00	\$1,470.00
20	\$1,000.00	\$2,200.00	\$3,800.00	\$1,600.00

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21	\$1,000.00	\$2,260.00	\$3,990.00	\$1,730.00
22	\$1,000.00	\$2,320.00	\$4,180.00	\$1,860.00
23	\$1,000.00	\$2,380.00	\$4,370.00	\$1,990.00
24	\$1,000.00	\$2,440.00	\$4,560.00	\$2,120.00
25	\$1,000.00	\$2,500.00	\$4,750.00	\$2,250.00
26	\$1,000.00	\$2,560.00	\$4,940.00	\$2,380.00
27	\$1,000.00	\$2,620.00	\$5,130.00	\$2,510.00
28	\$1,000.00	\$2,680.00	\$5,320.00	\$2,640.00
29	\$1,000.00	\$2,740.00	\$5,510.00	\$2,770.00
30	\$1,000.00	\$2,800.00	\$5,700.00	\$2,900.00
31	\$1,000.00	\$2,860.00	\$5,890.00	\$3,030.00
32	\$1,000.00	\$2,920.00	\$6,080.00	\$3,160.00
33	\$1,000.00	\$2,980.00	\$6,270.00	\$3,290.00
34	\$1,000.00	\$3,040.00	\$6,460.00	\$3,420.00
35	\$1,000.00	\$3,100.00	\$6,650.00	\$3,550.00
36	\$1,000.00	\$3,160.00	\$6,840.00	\$3,680.00
37	\$1,000.00	\$3,220.00	\$7,030.00	\$3,810.00
38	\$1,000.00	\$3,280.00	\$7,220.00	\$3,940.00
39	\$1,000.00	\$3,340.00	\$7,410.00	\$4,070.00
40	\$1,000.00	\$3,400.00	\$7,600.00	\$4,200.00
41	\$1,000.00	\$3,460.00	\$7,790.00	\$4,330.00
42	\$1,000.00	\$3,520.00	\$7,980.00	\$4,460.00
43	\$1,000.00	\$3,580.00	\$8,170.00	\$4,590.00
44	\$1,000.00	\$3,640.00	\$8,360.00	\$4,720.00
45	\$1,000.00	\$3,700.00	\$8,550.00	\$4,850.00
46	\$1,000.00	\$3,760.00	\$8,740.00	\$4,980.00
47	\$1,000.00	\$3,820.00	\$8,930.00	\$5,110.00
48	\$1,000.00	\$3,880.00	\$9,120.00	\$5,240.00
49	\$1,000.00	\$3,940.00	\$9,310.00	\$5,370.00
50	\$1,000.00	\$4,000.00	\$9,500.00	\$5,500.00

**CONCLUSION**

**Bright light**



**solar bag spa.**

**Bright light Spa** is a company producing the stylish backpack using renewable solar energy. It should be also understood that not only we are aiming at promoting a consumer product, but at promoting a green and active lifestyle as well.

The future growth prospects of Bright light are positive, as it's based on a high quality product combined with the usage of renewable solar energy of the earth, which is the main stream of the future consuming market.

We thank you for reviewing this business plan. Should you have any inquiries, please feel free to contact us. We are looking forward to receiving your emails and having a further communication with you.

Email: [info@brightlight.it](mailto:info@brightlight.it)  
Bright Light Spa

