

SBIC, PART J: BUSINESS PLAN & CANVAS

Team or Company Name:
Braided Unity

Date:
 20/11/2017

| | | | | |
|--|--|---|---|--|
| <p>Key Partners</p> <ul style="list-style-type: none"> ✓ Jewelry manufacturers and designers to provide training for future braided unity manufacturers. ✓ Promoting agencies and daily newspapers to promote our brand and raise awareness on a daily basis about core issues that we are supporting. ✓ Suppliers from West Africa to provide traditional tools and raw materials for creating and building jewelry. ✓ NGOs supporting similar causes. | <p>Key Activities</p> <ul style="list-style-type: none"> ✓ Market research and design trend analysis. ✓ Training. ✓ Jewelry manufacturing and production. ✓ Networking. ✓ Marketing and sales online. ✓ B2C distribution. | <p>Value Proposition</p> <ul style="list-style-type: none"> ✓ Product is satisfying willingness of the customers to be leaders for change, raise awareness, educate and contribute. ✓ Personalized and uniquely designed and manufactured jewelry. ✓ Updated website with newest information about successes of our service users. ✓ Affordable prices. ✓ Personalized delivery options. ✓ Sustainable employment for people who have been long term unemployed. | <p>Customer Relationships</p> <ul style="list-style-type: none"> ✓ Very close and tight relationships with customers. ✓ Q&A section regularly followed. ✓ Blog. ✓ Braided unity customer club. | <p>Customer Segments</p> <ul style="list-style-type: none"> ✓ Both genders. ✓ Activists supporting migration issues, education and empowerment, human rights violation, mental health issues. ✓ People who love jewelry. ✓ People who are buying online. ✓ NGOs. |
| <p>Cost Structure</p> <ul style="list-style-type: none"> ✓ Staff. ✓ Training. ✓ Initial company set-up and maintenance costs. ✓ Website set-up and maintenance cost. ✓ Raw material and product development costs. ✓ Logistics and delivery costs. ✓ Sales and marketing costs. | | <p>Revenue Streams</p> <ul style="list-style-type: none"> ✓ Direct sale of jewelry products. ✓ Personalized services. ✓ On-line donations. ✓ Crowdfunding activities. ✓ Grants. | | |