

Lemon
CHEEKY



1. EXECUTIVE SUMMARY

BUSINESS DEFINITION

The store will act both as a reseller of refurbished furniture sourced from auctions and garage sales but also provide a tailored service to customers who wish to polish the image of their own antique furniture.

The majority of our customers will be females between 22 and 60 years old, who are interested in some of these topics: vintage shopping, home décor, country life, car boot sales, upcycling and “DIY” (Do It Yourself).

Upcycling is an approach for a cleaner and healthier world, consequently in the future people will be more interested in giving a new life to products. Our goal is to prevent wasting potentially useful materials by making use of existing ones. This reduces the consumption of new raw materials when creating new products; thus, reducing energy usage, air and water pollution, and even greenhouse gas emissions.

MISSION STATEMENT

Prevent wasting potentially useful materials by giving a new life to quality functional home furnishing products.

BUSINESS PHILOSOPHY

- Good quality and unique furniture.
- Provide a quality tailored service to customers.
- Eco-friendly.

COMPANY VALUES

We care for the environment so we only use non-harmful environmental supplies so all our products are eco-friendly. Our upcycled and restored furniture is a way to prevent the waste of potentially good materials. We value customers experience so we provide custom-made services along with workshops taught in our store and DIY tutorials online.

We welcome feedback and most of all the knowledge and experience of others, that way we encourage people to engage with us on our website.

Half of the profit of all the furniture that is donated to us, to restore, upcycle or paint, is going towards environmental organizations. We wanted to make a difference, contributing for a better world so we joined our interests in a business and we try to give awareness to people of how small things can make a difference if everyone contributes.

We love what we do and we work tirelessly to provide our customers with quality products and the best tailored service delivered exactly as promised.

GOALS

After a five year pilot period we intend to franchise our business, which is our main goal to expand our business in the United Kingdom and probably in Portugal, since our research shows that it is a country with a high demand for our product but with few shops that sell them.

2. SITUATION ANALYSIS

COMPETITIVE ANALYSIS

We have found eight competitors that we needed to research due to the services they provide, most of them are family-run businesses with affordable prices that offer value for the quality of the products and services they are selling.

The most significant ones are Green in Mind, Mariposas Furniture and Country Pumpkin Limited, since they are the ones with customizable services.

And from these three, only Mariposas Furniture has a showroom; the others work through their web site. In these three stores we can find some of the most important services we want to implement in our business:

- Custom reworked, remodeled and up-cycled furniture
- Painted furniture commissions/Upcycling the customer existing furniture
- Allow customers to customize their own pieces of furniture choosing the color and style
- Use of eco-friendly materials

THE RECLAMATION SHOP

The Reclamation Shop is an online marketplace for reclaimed, recycled and salvaged items. Their aim is to connect buyers and sellers together, all on one easy to use platform and take the stress out of searching through the internet for rare items.

The Reclamation Shop makes it easy to browse through a vast index of hidden treasures that are available from some of the UK & Ireland's largest, most reputable reclamation yards and antiques dealers. We can expect to find new and reclaimed materials, antiques, slate flooring, natural stone flooring, upcycled furniture, reclaimed flagstones, reclaimed bricks, reclaimed doors, antique furniture and vintage furniture from the UK & Ireland, Europe and the Far East, including one-of-a-kind tables, chairs, cupboards, bookcases, desks and cabinets, cast iron fireplaces, cast iron radiators and

more.

The Reclamation Shop is not a competitor, it is a website where stores can place items for sale, but even so we think that is important to mention.

REVIIVE

Reviive have shops in Oswestry, Chester, Telford and Shrewsbury. They want to make the most possible use out of furniture and household by restoring and upcycling goods that people no longer need.

This work has an economic impact and allows them to employ staff, create work placements and train volunteers. They also aim to have a financial impact on households because you can buy furniture at low prices and finally any profit/surplus they make goes to their founder charities and their partners.

Reviive was formed by two Shropshire based charities called Shropshire Housing Alliance and South Shropshire Furniture Scheme.

Reviive sells and ask to people donate items like:

Electrical: fridges, electric cookers, vacuum cleaners, washing machines, freezers, irons, toasters, microwaves, lamps, hair straighteners, hair dryers and stereos.

Kitchen & Household: saucepans, crockery, cutlery, waste bins, washing up bowls, baking tins, ironing boards, tables, chairs, cupboards/wall units, sideboards.

Living Room: settees/sofas, armchairs, coffee tables, tv stands, fireguards, pianos, mirrors, pictures, books.

Bedroom: beds, chest of drawers, small wardrobes, bedside cabinets, sheets, pillowcases, duvets, blankets, curtains.

We concluded that their main service of interest to us is the donation of items, the old furniture is dropped into a Reviive store, or they collect it from the donor's home. They mostly only repair the furniture; upcycling seems a new feature they are starting to implement, since they have just a reduced amount of upcycled furniture.

GREEN IN MIND

A new company that re-works and up-cycles retro and classic furniture. They create fashionable exclusive one-off pieces for the modern home, which are all handmade.

All the products used to source, design, package and deliver the furniture are as eco-friendly as possible.

Their vision to sell upcycled furniture derived from re-evaluating their interior design business of 20 years.

Some of the most prominent services they have is allowing customers to design their own pieces of furniture, through a process on their website. They also upcycle the customer's existing furniture and source the pieces that the customer wants. Even though they don't have a physical store, they are a competitor we have to be aware of, since some of their services are similar to ours.

THE COUNTRY HOME

The Country Home started out in 2010 as a family business created to offer a collection of furniture and accessories inspired by designs from countries all over the world.

They created The Country Home to share their love of country-inspired living with people who are looking for something alternative to what is offered on the high street market.

Their philosophy is to provide simple, relaxed and comfortable designs with an emphasis on quality and value - furniture that's built to last.

The Country Home only have an e-commerce website and a blog, that you can only access if you have an account on their website. They sell good quality furniture and accessories that are similar to the products we want to sell.

LIVE LAUGH LOVE

Live Laugh Love is a family business founded in 2007. They have been influenced by many styles, from French provincial to British retro. Their inspirations come from painted items that are distressed and worn around the edges, faded vintage fabrics,

original 1930's chintz china and Victorian glass. They have pieces at affordable prices, some hand finished and designed by themselves, from decorative to practical, they source products from all over England and Europe.

Live Laugh Love sells more accessories than actual furniture, however they paint the small fraction of furniture that they do sell. They only sell their products online and in fairs but they provide delivery across Europe not only in the United Kingdom so they can reach a wider market.

JENSEN AND BALLANTINE

Jensen and Ballantine is a family business founded in 2008, with a varied stock of French and Swedish antique painted furniture, with some smaller decorative items including china and glass, as well as industrial cabinets, and a small selection of vintage dresses and jewellery. They have one physical store in London. Their website is only informative so their store in London is the only outlet where they sell their products.

VINTAGE LIVING

Vintage Living started in their first store in Totnes in 2003, offering a blend of vintage furniture and new French style home accessories. They opened a second shop in Bath for 5 years but in November 2013 they decided to concentrate on Totnes and upgraded their Vintage Living website.

Since then, they closed their Totnes shop and have opened their showroom warehouse to the public to show their range of vintage furniture and rustic home accessories. Many of their unique pieces of furniture are individual antiques, some sourced directly from France. They have in the past supplied hotels, restaurants, interior designers and celebrities.

COUNTRY PUMPKIN LIMITED

Gavin Morgan and Simon Banham started Country Pumpkin Limited in July of 2013 after a life-long passion for restoring and up-cycling furniture. They are based near Liskeard in Cornwall and they work from their small workshop at home.

They buy and source items of furniture and give them a new life. They use a carefully

chosen range of paints and varnishes to create pieces of furniture that would sit well in any modern home. Vintage and antique pieces, such as silverware, glassware and fabric is also featured on their online shop.

They regularly take on commission work in case any customer has an item that they would like upcycled, painted or restored.

MARIPOSAS FURNITURE

They began upcycling, painting and restoring vintage and antique furniture back in 2013.

They want to incorporate vintage and antique items into the modern home so they can be admired and loved for more years to come. They use the quality and environmentally friendly materials. They ensure a professional finish and paint old items sympathetically in order to emphasize their age and character.

They have a physical store in Hemswell, Lincolnshire, where they offer a commission service.

They source particular pieces that their customers want, for their home or business, from within the county of Lincolnshire and beyond as far as France. They are constantly on the hunt for new and exciting finds. New items are added onto their on-line and Etsy Store on a regular basis and they also sell in their store eco-friendly supplies for upcycling furniture.

COMPETITIVE MATRIX

	PHYSICAL STORE	TAILORED SERVICES	PRICE	QUALITY	STRENGTHS	WEAKNESSES
LEMON CHEEKY	1	Yes	Reasonable	High	-Commission work -Eco-friendly -Online shop -Donations -Online community -Workshops	-Start up -Little experience -Staff skills -Low brand awareness to date
REVIIVE	4	No	Low	Low	-Donations -Online shop	-Upcycling is a new feature -Don't do commissioned work
THE COUNTRY HOME	0	No	High	High	-Online shop	-Don't do commissioned work
LIVE LAUGH LOVE	0	No	Reasonable	High	-Online shop -Deliveries across europe	-Don't do commissioned work -Sell more accessories than furniture
GREEN IN MIND	0	Yes	High	Medium	-Customers design their own pieces -Eco-friendly -Online shop -Commission work	-Re-evaluating their interior design business of 20 years
MARIPOSAS FURNITURE	1	Yes	Reasonable	High	-Eco-friendly -Online shop -Commission work	-Bad website
COUNTRY PUMPKIN	0	Yes	Reasonable	High	-Online shop -Commission work	-Small workshop space
VINTAGE LIVING	1	No	High	High	-Online shop -Physical showroom	-Don't accept commissions
JESEN AND BALLANTINE	1	No	Very High	High	-Physical store in central London	-Don't accept commissions -Don't have online shop

COMPANY ANALYSIS

The concept of upcycling has developed into an increasingly-prevalent trend, as “Down to Earth” reported on their website, in the last ten years the word “upcycling” has been proliferating in websites and blogs dedicated to ecology and environmental concerns, and a new economy has been developing around this notion. “Small companies selling this type of product blossom every day throughout the developed world.” Therefore, according to our research on the Google Trends platform, this industry is growing, but the consumer awareness on this issue is still relatively low.

GOOGLE TRENDS REPORT

**Web Search interest: Upcycling; Shabby chic
Worldwide; 2004-01 to 2015-03
Interest over time**

Month	Upcycling	Shabby chic	Month	Upcycling	Shabby chic
2004-01	0	179	2006-01	0	212
2004-02	0	167	2006-02	0	171
2004-03	0	219	2006-03	0	159
2004-04	0	184	2006-04	0	199
2004-05	0	255	2006-05	0	161
2004-06	0	176	2006-06	0	160
2004-07	0	259	2006-07	0	245
2004-08	0	269	2006-08	0	180
2004-09	0	209	2006-09	0	166
2004-10	0	208	2006-10	0	175
2004-11	0	166	2006-11	0	133
2004-12	0	137	2006-12	0	172
2005-01	0	240	2007-01	0	165
2005-02	0	201	2007-02	0	163
2005-03	0	167	2007-03	0	149
2005-04	0	181	2007-04	0	197
2005-05	0	203	2007-05	0	142
2005-06	0	206	2007-06	0	156
2005-07	0	280	2007-07	0	217
2005-08	0	210	2007-08	0	158
2005-09	0	135	2007-09	0	189
2005-10	0	186	2007-10	0	148
2005-11	0	118	2007-11	0	141
2005-12	0	110	2007-12	0	172

Month	Upcycling	Shabby chic	Month	Upcycling	Shabby chic
2008-01	0	165	2011-08	28	266
2008-02	0	168	2011-09	49	249
2008-03	0	220	2011-10	62	300
2008-04	0	160	2011-11	45	238
2008-05	0	153	2011-12	42	212
2008-06	2	219	2012-01	70	368
2008-07	0	218	2012-02	61	290
2008-08	2	215	2012-03	62	279
2008-09	0	150	2012-04	82	358
2008-10	0	139	2012-05	61	273
2008-11	9	173	2012-07	77	396
2008-12	8	146	2012-08	62	318
2009-01	8	183	2012-09	87	383
2009-02	8	186	2012-10	62	289
2009-03	12	220	2012-11	68	290
2009-04	11	164	2012-12	79	319
2009-05	12	222	2013-01	75	335
2009-06	12	168	2013-02	76	324
2009-07	11	204	2013-03	97	409
2009-08	14	252	2013-04	91	305
2009-09	9	178	2013-05	87	312
2009-10	11	189	2013-06	109	407
2009-11	16	216	2013-07	92	338
2009-12	11	161	2013-08	102	361
2010-01	20	274	2013-09	107	425
2010-02	12	208	2013-10	86	348
2010-03	14	199	2013-11	87	327
2010-04	15	195	2013-12	101	364
2010-05	21	247	2014-01	104	380
2010-06	18	204	2014-02	103	372
2010-07	17	235	2014-03	132	437
2010-08	23	276	2014-04	110	332
2010-09	24	200	2014-05	107	326
2010-10	38	240	2014-06	131	410
2010-11	39	188	2014-07	124	355
2010-12	23	177	2014-08	132	457
2011-01	60	287	2014-09	105	340
2011-02	33	230	2014-10	106	333
2011-03	36	227	2014-11	136	413
2011-04	31	208	2014-12	108	310
2011-05	41	268	2015-01	111	368
2011-06	36	234	2015-02	108	365
2011-07	35	317	2015-03	139	424

Top regions for Upcycling

Region	Upcycling	Shabby chic
New Zealand	100	20
United Kingdom	92	84
Ireland	76	22
Australia	58	30
Austria	55	17
United States	54	36
South Africa	46	15
Germany	43	27
Hong Kong	41	0
Canada	40	14
Switzerland	24	36
Denmark	19	5
Belgium	18	3
Philippines	18	15
Netherlands	13	4
Italy	10	52
Poland	8	12
France	7	5
India	6	1
Spain	4	5
Brazil	2	2
United Arab Emirates	0	9
Argentina	0	21
Chile	0	6
Colombia	0	4
Finland	0	5
Greece	0	6
Croatia	0	35
Hungary	0	5
Indonesia	0	11
Mexico	0	6
Norway	0	47
Portugal	0	3
Paraguay	0	48
Romania	0	7
Serbia	0	9
Russia	0	1
Sweden	0	100
Singapore	0	6
Slovakia	0	8
Uruguay	0	16
Venezuela	0	4

Top regions for Shabby chic

Region	Upcycling	Shabby chic
Sweden	0	100
United Kingdom	92	84
Italy	10	52
Paraguay	0	48
Norway	0	47
United States	54	36
Switzerland	24	36
Croatia	0	35
Australia	58	30
Germany	43	27
Ireland	76	22
Argentina	0	21
New Zealand	100	20
Austria	55	17
Uruguay	0	16
Philippines	18	15
South Africa	46	15
Canada	40	14
Poland	8	12
Indonesia	0	11
Serbia	0	9
United Arab Emirates	0	9
Slovakia	0	8
Romania	0	7
Greece	0	6
Mexico	0	6
Chile	0	6
Singapore	0	6
Spain	4	5
Finland	0	5
France	7	5
Denmark	19	5
Hungary	0	5
Colombia	0	4
Netherlands	13	4
Venezuela	0	4
Portugal	0	3
Belgium	18	3
Brazil	2	2
Russia	0	1
India	6	1
Hong Kong	41	0

Top cities for Upcycling City

Brisbane (Australia)	100
Sydney (Australia)	84
Melbourne (Australia)	83
Auckland (New Zealand)	80
Dublin (Ireland)	73
London (UK)	72
Birmingham (UK)	61
Berlin (Germany)	57
Manchester (UK)	54
Vienna (Austria)	49
Denver (USA)	45
Seattle (USA)	43
Chicago (USA)	34
Munich (Germany)	32
San Francisco (USA)	32

Top searches for Upcycling

upcycling	100
upcycled	90
upcycle	85
upcycling ideas	15
upcycled furniture	15
how to upcycle	10
upcycle ideas	5
upcycled ideas	5
up cycle	5
upcycled clothing	5
up cycling	5
furniture upcycling	5
diy upcycle	5
upcycle furniture	5
upcycling clothes	5
upcycled crafts	5
upcycling diy	5
what is upcycling	5
upcycled clothes	5
upcycle clothes	5
upcycling projects	5
pinterest upcycle	0
upcycled art	0
upcycling ideen	0
upcycled dress	0

Top cities for Shabby chic City

Stockholm (Sweden)	100
Gothenburg (Sweden)	98
Leeds (UK)	95
Sheffield (UK)	88
London (UK)	78
Manchester (UK)	70
Rome (Italy)	65
Birmingham (UK)	65
Milan (Italy)	59
Naples (Italy)	59
Los Angeles (USA)	48
Sydney (Australia)	39
Houston (USA)	36
San Francisco (USA)	35
New York (USA)	33

Top searches for Shabby chic

shabby	100
shabby chic	95
shabby chic furniture	10
vintage shabby chic	5
shabby chic ideas	5
shabby chic table	5
shabby style	5
shabby chic bedding	5
shabby chic decor	5
shabby chic home	5
shabby chic bedroom	5
ebay shabby chic	5
shabby chic style	0
french shabby chic	0
shabby chic paint	0
shabby chic wedding	0
target shabby chic	0
decorating shabby chic	0
shabby chic kitchen	0
simply shabby chic	0
shabby chic baby	0
shabby chic cottage	0
shabby chic shop	0
rachel ashwell	0
shabby chic fabric	0

SWOT ANALYSIS

	HELPFUL	HARMFUL
INTERNAL	<ul style="list-style-type: none">- Geographic location- Innovative designs- Eco-friendly- Online Shop- Online community- Workshops- Tailored service/ Sourcing service- Donations services- Quality <p>STRENGTHS</p>	<ul style="list-style-type: none">- Limited resources- Little experience- Start up- Consumer mindset:<ul style="list-style-type: none">- About shopping online for furniture- Upcycled furniture- Staff skills- Low brand awareness to date <p>WEAKNESSES</p>
EXTERNAL	<ul style="list-style-type: none">- Advertising- Expansion / Growth- Target a unique market- Customers respond to new ideas <p>OPPORTUNITIES</p>	<ul style="list-style-type: none">- Global financial crisis- Competition from already established brands- Government regulations- Deliveries from a third party <p>THREATS</p>

PRODUCT/ SERVICES ANALYSIS

The store will sell good quality and eco-friendly upcycled furniture, home accessories, wallpapers, fabric prints and customized household objects.

Our main services are:

Commision work - for customers who have an item they would like upcycled, painted or restored;

Sourcing furniture - we source the right piece for our customer;

Donations - we accept furniture from people who want to get rid of their stuff, if the furniture matches our requirements, the contributors can drop the items in our store or we can provide transportation to collect it from the contributor's home. After we upcycle or restore the pieces, to sell in our store, half of the profits of that item will be donated to environmental charities;

Workshops - after paying a fee our customers can attend our workshops to learn some of our techniques to implement on their furniture;

In home design consultation - we help our customers by matching the appropriate design, furniture, style and colours for their home,

Furthermore our website will not only act as an e-commerce outlet but also as a DIY blog were we post tips, DIY photographed tutorials and video tutorials. We will provide a guest account for those who want to be a part of our on-line community sharing their knowledge on the subject we discuss on the blog.

The main reasons why our product is better is because all the materials used to source, design, package and deliver the furniture are as eco-friendly as possible and our itens are upcycled, restored or painted handmade by professionals that know what our customers really want.

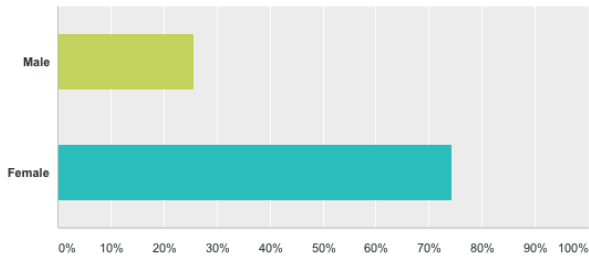
The services we provide are more detailed than the ones provided by our competitors and some of them, like in home-consultation is a feature only supplied by us.

CUSTOMER ANALYSIS

We had some interesting responses in the survey that we published online. We noticed that a large portion of our audience is between 20 to 39 and mostly women, people who normally research on the Internet for tips and ideas for their home and that already considered upcycling and old item of furniture, to make it more suitable to their taste. That is perfect for our tutorials and workshops, as they would be interest in buying our products.

Are you male or female?

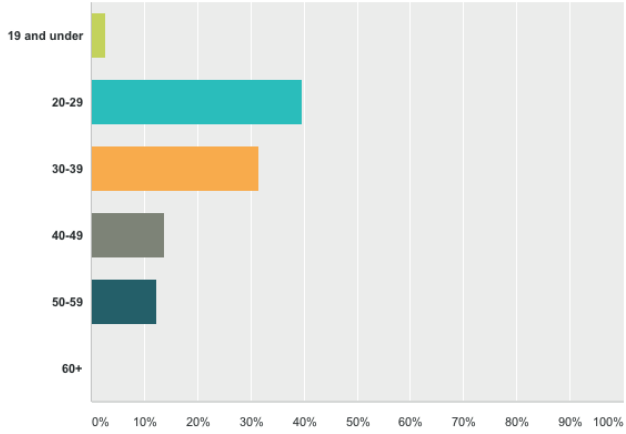
Answered: 70 Skipped: 3



Answer Choices	Responses
Male	25.71% 18
Female	74.29% 52
Total	70

How old are you?

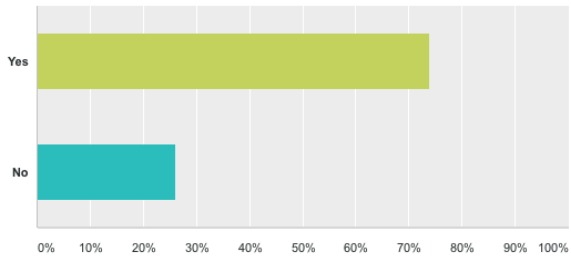
Answered: 73 Skipped: 0



Answer Choices	Responses
19 and under	2.74% 2
20-29	39.73% 29
30-39	31.51% 23
40-49	13.70% 10
50-59	12.33% 9
60+	0.00% 0
Total	73

Do you read articles or search for tips and ideas for your own home?

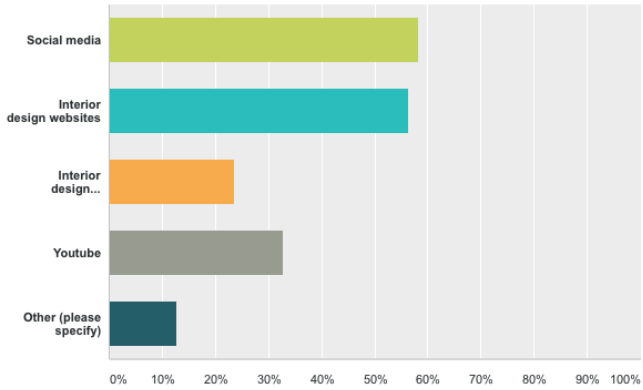
Answered: 73 Skipped: 0



Answer Choices	Responses
Yes	73.97% 54
No	26.03% 19
Total	73

If yes, where?

Answered: 55 Skipped: 18



Answer Choices	Responses	Count
Social media	58.18%	32
Interior design websites	56.36%	31
Interior design magazines	23.64%	13
Youtube	32.73%	18
Other (please specify)	12.73%	7

[Responses \(7\)](#)
[Text Analysis](#)
[My Categories](#)

Categorize as... Filter by Category Search responses

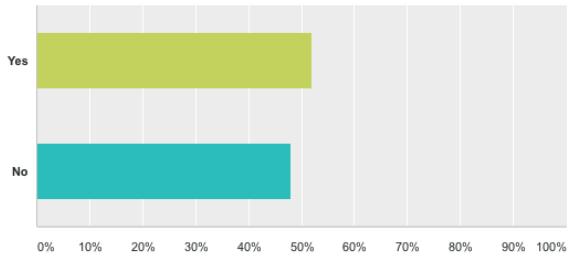
Showing 7 responses

- randomly search on google
6/24/2015 10:37 AM [View respondent's answers](#)
- Pinterest
6/23/2015 10:32 PM [View respondent's answers](#)
- TV entertainment programmes
6/20/2015 9:10 PM [View respondent's answers](#)
- Pinterest
6/19/2015 7:55 PM [View respondent's answers](#)
- Ikea website
6/19/2015 5:40 PM [View respondent's answers](#)
- Pinterest
6/19/2015 3:58 PM [View respondent's answers](#)
- Blogs
6/19/2015 3:51 PM [View respondent's answers](#)

Total Respondents: 55

Would you be more inclined to buy a product that was recycled than a product that was not?

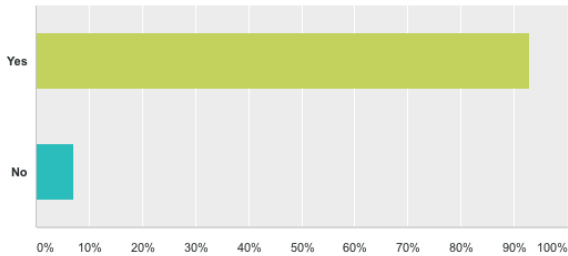
Answered: 73 Skipped: 0



Answer Choices	Responses	
Yes	52.05%	38
No	47.95%	35
Total		73

Would you ever consider upcycling and old item of furniture to make it more suitable to your taste?

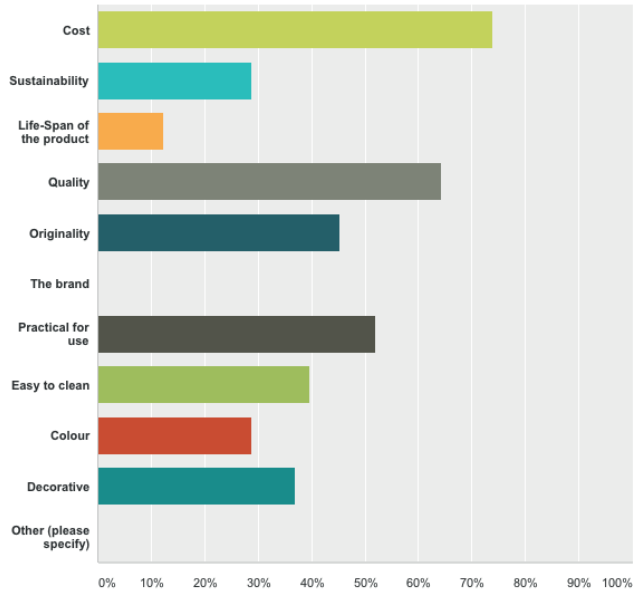
Answered: 71 Skipped: 2



Answer Choices	Responses	
Yes	92.96%	66
No	7.04%	5
Total		71

When buying furniture for your home, what is important to you?

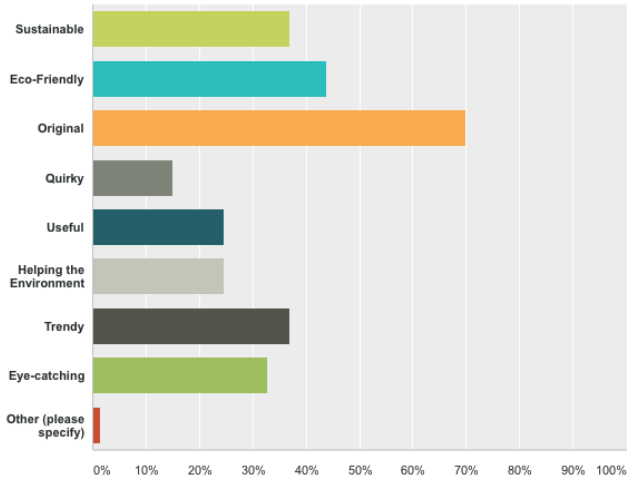
Answered: 73 Skipped: 0



Answer Choices	Responses	Count
Cost	73.97%	54
Sustainability	28.77%	21
Life-Span of the product	12.33%	9
Quality	64.38%	47
Originality	45.21%	33
The brand	0.00%	0
Practical for use	52.05%	38
Easy to clean	39.73%	29
Colour	28.77%	21
Decorative	36.99%	27
Other (please specify)	0.00%	0
Responses		
Total Respondents: 73		

How do you describe these items of furniture?

Answered: 73 Skipped: 0



Answer Choices	Responses
▼ Sustainable	36.99% 27
▼ Eco-Friendly	43.84% 32
▼ Original	69.86% 51
▼ Quirky	15.07% 11
▼ Useful	24.66% 18
▼ Helping the Environment	24.66% 18
▼ Trendy	36.99% 27
▼ Eye-catching	32.88% 24
▼ Other (please specify)	Responses 1.37% 1

Responses (1)
Text Analysis
My Categories

Categorize as... Filter by Category Search responses

Showing 1 response

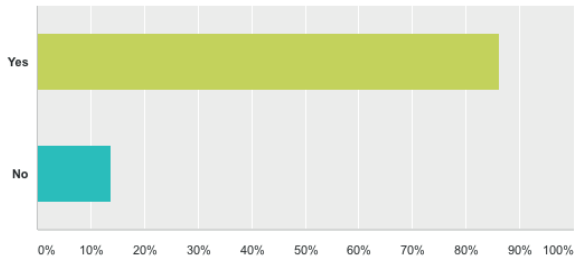
Unique

6/19/2015 3:51 PM [View respondent's answers](#)

Total Respondents: 73

Would you be interested in purchasing items like the ones in the pictures above for home furnishings?

Answered: 73 Skipped: 0



Answer Choices	Responses	
Yes	86.30%	63
No	13.70%	10
Total		73

3. STRATEGY

TARGETING

We will market our products to people that want to give a new look to their house or even simply starting the decoration process from zero. For those who like the beauty of imperfection, the allure of time-worn objects, and the appeal of simple, practical living. Our products are also eco-friendly therefore we are positioning the products not only to people who are interested in this type of style but also to individuals that are interested in helping the environment.

Personas

Ruth Connell

AGE 47

OCCUPATION Project Manager

STATUS Married

LOCATION Windsor

Grumpy

Modest

Realistic

Trustworthy



"I am a strong believer of getting back to the community you live in... Because of that, I volunteer for Non-Profit organizations and I love it!"

Motivations



Goals

- When retired have a little farm with animals
- Buy a electric car
- Go to an african safari tour

Frustrations

- Doesn't have enough time to grow vegetables in her huge yard
- Husband not vegetarian
- Global warming

Bio

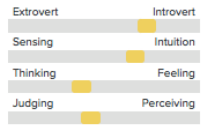
I'm a proud mom, Friend of planet Earth, Hard-working project management professional.

I have a B.Sc. in Systems Engineering, a post-degree in Project Management and an MBA. Fifteen years ago I came from a small town near Edinburgh, with my family, to work in London as a consultant, coach and trainer.

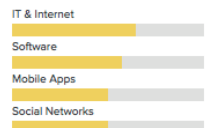
I think I bring innovative approaches to solving common project management problems. With over 15 years of managing portfolios of complex systems integration, software development and information technology projects, I'm very familiar with challenges in project management.

I try as most as I can to contribute for a better world and I taught my children to do the same.

Personality



Technology



Brands



TOYOTA

UNITED COLORS OF BENETTON.

Lisa Braeden

AGE 25
OCCUPATION Interior Designer
STATUS Single
LOCATION Islington

Energetic x Feminine x
Tidy x Creative x

+ ADD

x

x

x

x

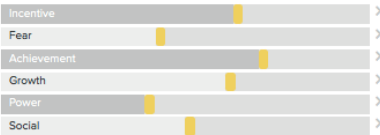
+ ADD



"One man's trash is another man's treasure"

Motivations

+ ADD



Goals

- Travel around the world
- To grow in the interior design industry
- Always find time to see their family that lives in Dublin

Frustrations

- Rush hour in the tube
- Clients From Hell
- Car boot sale cancel thanks to the weather

Bio

On a Spring day in 2004 my mother, decided to paint the furniture of our dining room. The new colour completely changed the look of the room and the feelings we had as a family when we dined there. Family dinners instantly became more lively. The day my mother painted the furniture was the day I realised how much design can impact a space and the people in it.

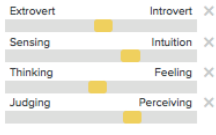
From then on my love of design grew, and in 2009 I packed my meagre belongings and boarded a plane from Dublin to London, where I came to study interior design. I've been here ever since and have been fortunate to work with and learn from some incredibly talented people.

Since starting my own company I have had the opportunity to undertake a variety of large and small scale residential projects, always working closely with my clients to ensure they feel happy and at home long after the project's completion.

When I'm not busy drawing plans and specifying finishes, I can usually be found in car boot sales, thrift stores, scouring the internet for treasures and new design blogs, getting lost in London, and reading about far away lands.

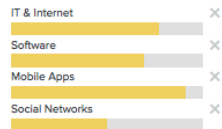
Personality

+ ADD



Technology

+ ADD



Brands



Cath Kidston
EST. LONDON 1993

RIVER ISLAND

MAYBELLINE



Cindy Sampson

AGE 31

OCCUPATION Digital Marketer

STATUS Married

LOCATION Wimbledon

Compassionate

Discrete

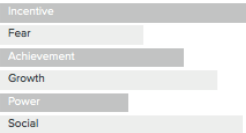
Friendly

Handy



"I think it's time to give a new look to this room!"

Motivations



Goals

- Buy a bigger house
- Have kids
- Travel to New Zealand

Frustrations

- People with short tempers
- Little time for herself
- Trying on clothes in shops

Bio

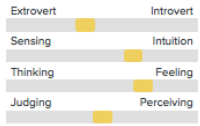
I grew up in the Portsmouth in a family that wanted me to know that the world is a big wonderful place filled with interesting things to know and do. Looking for creative solutions and thinking outside the box were not novel at our house, they were expected. My family instilled the idea that everyone has something amazing to offer the world and we can all learn from each other if we simply listen. My childhood built a life-long love of learning and innovation that stays with me to this day.

After graduating from University of Westminster, I began my career in some big companies and I learned to mix marketing activities such as pricing, promotions and channel presence to grow revenue and fend off competitive moves. I worked with some amazing people there and further honed my love of global businesses.

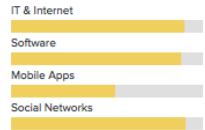
Now I'm starting my own business, diving into the brave new world of global content marketing innovation.

When I'm not working I usually can be found in my house changing the decoration or searching the internet for decoration tips.

Personality



Technology



Brands

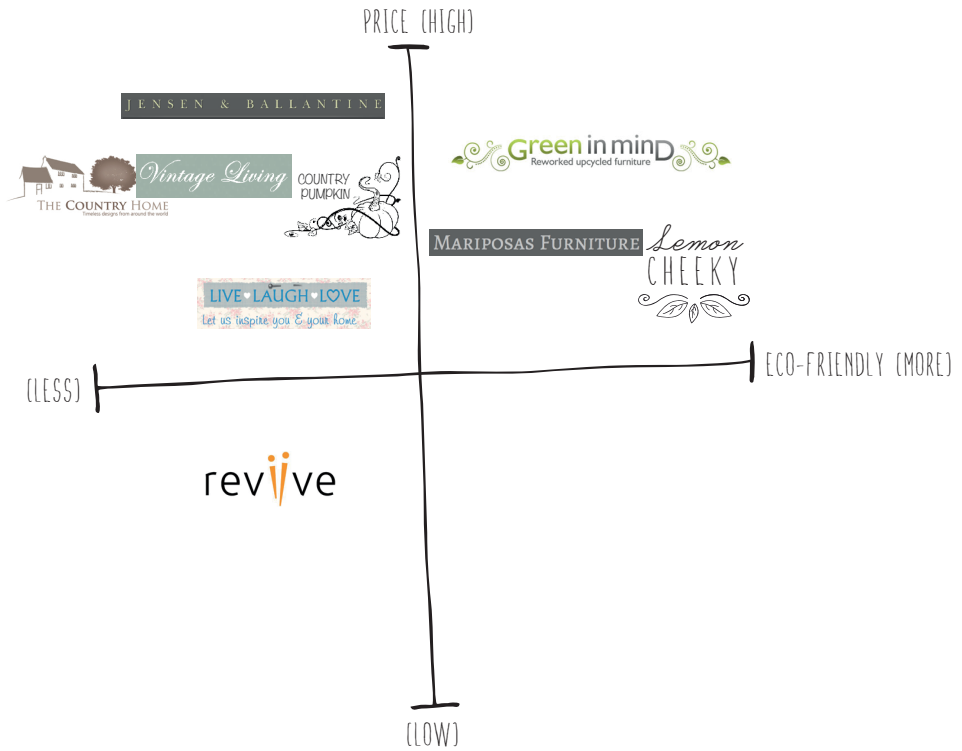


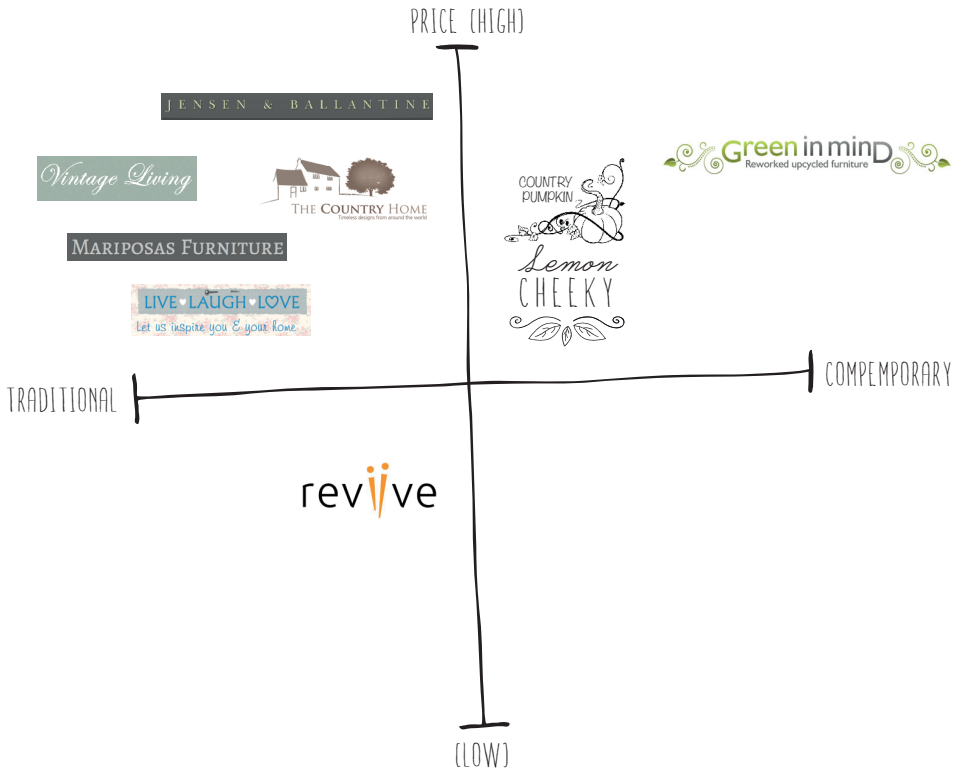
BANANA REPUBLIC



POSITIONING

Perceptual Map





GOALS

Franchising

Our goal is to franchise our business in the span of five years. Franchising is a way for our company to expand quickly, without huge outlay costs.

We will have independent people running their own business so its a way for us to be sure that they want the best for the brand like we do.

Since we are a start up we need a pilot period to test our business, to make sure that we have a successful business model, after we have established a track record we can analyse to see if we can actually franchise our business because it has to make money for us and for our franchisees.

Our business relies on the skills of individuals, so its harder to franchise as we cannot teach people to quickly gain skills in recovering furniture that take some time to learn.

Our franchisees could be people with interest in upcycled furniture that have this has a hobby or maybe competitors that want to change their image and the way their business is run.

Our business will depend on the success of our franchisees so we will need to recruit the right people and since they are not our employees we will have to treat them differently and support and motivate them to be the best.

After our research on franchising we discovered that it is very expensive to franchise a business, we can easily spend £100,000 or more on areas such as preparing the legal documents, the operations manual, marketing materials, recruitment etc. but we should make our money back as we sign up franchises.

When the time comes we will need to consult a member of the British Franchise Association, to use their experience to help us build a sustainable franchise model.

Finally we will need to transform and document our business into a series of organized systems and procedures that can be replicated by others, as well as the implementation of a strong training and support infrastructure that will ensure our franchisees follow our systems and maintain our brand standards.

4. TACTICS

PROMOTION

We want to project a friendly, original and refreshing image, we intend to use light and vibrant colours plus handmade graphics, but we still want our customers to see us for the ecological brand that we are, so we want emphasise that in our advertisements.

As a start up we want to spend as little money on advertising as possible, so we aim to invest in the most successful way to promote our brand without spending lots of money so we chose online advertising, ambient media and fairs.

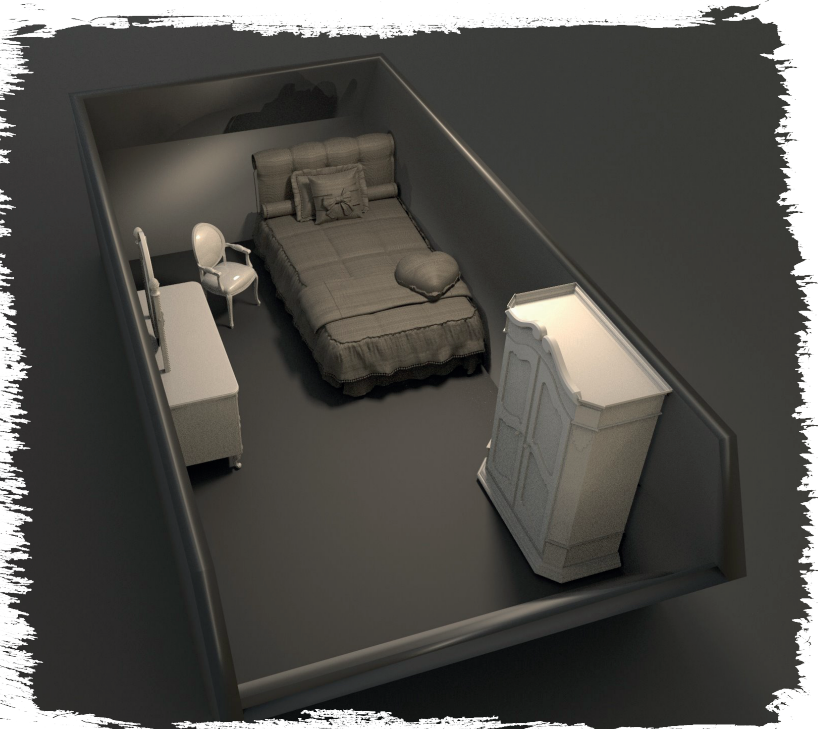
ONLINE ADVERTISING

Online advertising will allow us to advertise quickly and cheaply and we will have the advantage of interaction with the viewer. We will promote Lemon Cheeky through social media with giveaway campaigns, if someone shares our link or if they use #LemonCkeeky, they will qualify for give-away products, and gain access to our DIY video tutorials.

We will have brand ambassadors that will stimulate people to buy our products through their blog, vlog or on their social media, as a reward for that we will give them some of our items.

AMBIENT ADVERTISING

Ambient advertising is about placing advertising on unusual items or in unusual places, so we want to create/decorate a skip, like a room division, with our furniture and put it in the middle of a pedestrian street. A skip container normally is used for carrying waste materials so we want to show what could be waste but thanks to us are great pieces of decoration. People will have an opportunity to interact with the furniture and they will probably share “our room” on their social media raising awareness on what we do and promote our brand, Lemon Cheeky.



COUNTRY LIVING FAIR

Country Living magazine have two fair though the year in London, Glasgow and Harrogate, the Spring fair and the Christmas fair. These fairs are not a big investment and are a great opportunity to advertise our brand, there will be lots of people coming to this fair that are interested in the items that we sell and probably maybe people who are interested in investing in our brand. The maximum price to exhibit there is £319 per squared meter plus a service charge of £75, and it will include:

- Floor space and traditional shell scheme where applicable
- Free listing in the Fair Guide
- Unlimited supply of publicity leaflets and posters
- Complimentary tickets for your customers
- Special discounted ticket rate for additional tickets
- Daily stand cleaning services”

Probably we will make our money back by the end of the fair so its a good way to divulge Lemon Cheeky.



CAMDEN MARKET

Camden Lock Market is situated by the Regent's canal and the nearest tube stations are Camden Lock and Chalk Farm. This market is London's fourth largest attraction with approximately 100,000 people exploring an eclectic mix of stalls every weekend.

There is such a range of goods on offer that there really is something for everyone including fashion and vintage, jewellery, shoes and accessories, home and decoration, gifts games and hobbies, music, books and film, art and photography, health treatments, food and drink.

This is the perfect place to advertise our store and even rent a stall in the market every once in a while.

APPLY FOR A STALL

A portion of the stalls are available for new casual traders on a daily basis. The stalls are all approximately 1.8m across and the prices range between £15-£25 per day midweek and £55 per day on the weekend. We need to fill in an online form and if our application is successful, we simply need to turn up in the morning and they give us a stall.

They have a basic priority system. It is not first come, first served. They prioritise people who make or design their stock themselves, or sell unique products, vintage clothes and antiques.

We just need to bring our stock, any decorations/ display items and buy the covers and the clips. They provide the stall frame, advice and guidance.



LOCATION

Property Information

Address: 148 Fortess Road, Tufnell Park Village, London , NW5 2HP

Price: Rent: £16,500 Per Annum

Size: 695 sq ft 64 sqm

Property description

Tufnell Park Village is an affluent area, situated between Kentish Town and Archway, which borders Dartmouth Park. The subject premises are situated on the eastern side of Fortess Road, close to Tufnell Park Station, (Northern Line – Zone 2).

The space has everything that we need and we will apply for a business rates relive and pay only £6,960 a year insted of £14,500.

We can see the interior of the store on this link:

<https://www.google.co.uk/maps/@51.5563543,-0.1386013,3a,39.5y,123.5h,83.08t/data=!3m7!1e1!3m5!1seej2M4Twr3wAAAQIL7vbDA!2e0!3e2!7i13312!8i6656!6m1!1e1?hl=pt-PT>

Description

The premises are arranged over ground floor only providing the following approximate dimensions and floor areas:

Internal Width (front) 14 ft 4.27m

Shop Depth 37ft 3 inches 11.35m

Ground Floor Sales 450 sq ft 41.81 sq m

Rear Storage 245 sq ft 22.76 sq ft

Total 695 sq ft 64.57 sq m



FINANCIALS

COMPANY VISION

By January 1, 2020 Lemon Cheeky will start to expand its business through franchising in the UK but the plan is to do the same in Portugal and perhaps in other countries.

By this date we will operate on a cash basis with no outstanding loans or debts.

Revenue will come primarily from sales but the workshops will not be far behind. Sales will come mostly through our blog, social media and word of mouth because of our exceptional quality and services. We will avoid pressure-based sales, focusing more on actual testimonials from satisfied clients.

Lemon Cheeky will have over 25 website contributors sharing tips and giving online tutorials, this is creating publicity to our brand and helping us with the sales of our non-harmful environmental products supplies.

Our stores will be clean and orderly, yet friendly and inviting. Our employees will come from diverse backgrounds, ages and educations, but they will feel like they are working among family and they will also grow as people thanks to their experience working with us. Our customers will always be greeted warmly by our professional staff so our feedback will always be positive.

FINANCIALS

CASH FLOW FORECAST

Lemon Cash Flow							
Month	Pre-Start	1	2	3	4	5	6
Receipts							
Cash sales		£ 3,560	£ 4,655	£ 5,865	£ 4,150	£ 4,876	£ 5,000
Workshops		£ 1,100	£ 1,300	£ 1,500	£ 1,200	£ 1,400	£ 1,500
Capital Introduced (owner)	£ 10,000						
Capital Introduced (investor etc)							
Loans received	£ 5,000						
KickStarter	£ 15,000						
Total Receipts	£ 30,000	£ 4,660	£ 5,955	£ 7,365	£ 5,350	£ 6,276	£ 6,500
Payments							
Furniture	£ 10,000		£ 400	£ 400	£ 400	£ 400	£ 400
Supplies	£ 2,000	£ 100	£ 100	£ 100	£ 100	£ 100	£ 100
Salaries and wages		£ 1,192	£ 1,192	£ 1,192	£ 1,192	£ 1,192	£ 1,192
Salaries Tax		£ 98	£ 98	£ 98	£ 98	£ 98	£ 98
National Insurance		£ 84	£ 84	£ 84	£ 84	£ 84	£ 84
Rent		£ 1,375	£ 1,375	£ 1,375	£ 1,375	£ 1,375	£ 1,375
Rates		£ 580	£ 580	£ 580	£ 580	£ 580	£ 580
Utilities	£ 164	£ 164	£ 164	£ 164	£ 164	£ 164	£ 164
Repairs and maintenance	£ 5,000						
Insurance		£ 195	£ 195	£ 195	£ 195	£ 195	£ 195
Telephone	£ 138	£ 23	£ 23	£ 23	£ 23	£ 23	£ 23
Office supplies	£ 500						
Advertising	£ 349						
Training and development	£ 396						
Miscellaneous							
Loan repayments		£ 231	£ 231	£ 231	£ 231	£ 231	£ 231
Tax payments							
Total Payments	£ 18,547	£ 4,043	£ 4,443	£ 4,443	£ 4,443	£ 4,443	£ 4,443
Cashflow Surplus/Deficit (-)	£ 11,453	£ 617	£ 1,512	£ 2,922	£ 907	£ 1,833	£ 2,057
Opening Cash Balance	£ -	£ 11,453	£ 12,070	£ 13,583	£ 16,505	£ 17,413	£ 19,246
Closing Cash Balance	£ 11,453	£ 12,070	£ 13,583	£ 16,505	£ 17,413	£ 19,246	£ 21,303

Cheeky									
Forecast									
	7	8	9	10	11	12	Total Year 1	Total Year 2	Total Year 3
87	£ 5,850	£ 5,980	£ 5,350	£ 5,259	£ 6,120	£ 6,425	£ 63,177	£ 79,989	£ 81,432
00	£ 1,700	£ 1,600	£ 1,700	£ 1,500	£ 1,800	£ 1,700	£ 18,000	£ 19,600	£ 20,300
							£ 10,000		
							£ -		
							£ 5,000		
							£ 15,000		
87	£ 7,550	£ 7,580	£ 7,050	£ 6,759	£ 7,920	£ 8,125	£ 111,177	£ 99,589	£ 101,732
00	£ 400	£ 400	£ 400	£ 400	£ 400	£ 400	£ 14,400	£ 6,000	£ 7,200
00	£ 100	£ 100	£ 100	£ 100	£ 100	£ 100	£ 3,200	£ 1,200	£ 1,200
92	£ 1,192	£ 1,192	£ 1,192	£ 1,192	£ 1,192	£ 1,192	£ 14,304	£ 14,304	£ 14,304
98	£ 98	£ 98	£ 98	£ 98	£ 98	£ 98	£ 1,180	£ 1,180	£ 1,180
84	£ 84	£ 84	£ 84	£ 84	£ 84	£ 84	£ 1,013	£ 1,013	£ 1,013
75	£ 1,375	£ 1,375	£ 1,375	£ 1,375	£ 1,375	£ 1,375	£ 16,500	£ 16,500	£ 16,500
80	£ 580	£ 580	£ 580	£ 580	£ 580	£ 580	£ 6,960	£ 6,960	£ 6,960
64	£ 164	£ 164	£ 164	£ 164	£ 164	£ 164	£ 2,134	£ 1,970	£ 2,134
							£ 5,000		
95	£ 195	£ 195	£ 195	£ 195	£ 195	£ 195	£ 2,340	£ 2,340	£ 2,340
23	£ 23	£ 23	£ 23	£ 23	£ 23	£ 23	£ 414	£ 276	£ 276
				£ 394			£ 500		
							£ 743		
							£ 396		
							£ -		
31	£ 231	£ 231	£ 231	£ 231	£ 231	£ 231	£ 2,768	£ 2,758	£ -
							£ -		
43	£ 4,443	£ 4,443	£ 4,443	£ 4,837	£ 4,443	£ 4,443	£ 71,852	£ 54,501	£ 53,107
44	£ 3,107	£ 3,137	£ 2,607	£ 1,922	£ 3,477	£ 3,682	£ 39,325	£ 45,088	£ 48,625
46	£ 21,390	£ 24,498	£ 27,635	£ 30,243	£ 32,165	£ 35,642		£ 39,325	£ 84,413
90	£ 24,498	£ 27,635	£ 30,243	£ 32,165	£ 35,642	£ 39,325		£ 84,413	£ 133,038