

FIND ME



BA (HONS) FASHION COMMUNICATION

FASHION BUSINESS & ENTREPRENEURSHIP

AMAIA DEL CID

1765 WORDS
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(ELLIE VAIL, 2021)



INTRODUCTION

FindMe is a brand that provides safety at hand in a fashionable way; jewellery equipped with a GPS and call button to be able to call for help when feeling unsafe but disguised as either a necklace, bracelet or ring.

When the founder Amaia was living in Dublin at just 16 she was harassed and her phone got stolen, she then found herself lost at late hours of the night in an unknown area, this idea comes from her experience as well as other women's that have been put under a dangerous situation with nowhere to go or call.

The mission statement for FindMe is to provide protection, trust and safety for women as they go through their day to day in a fashionable way.

FindMe will be launched in Spain and it will be found at:

www.FindMe.com
www.instagram.com/findme
www.tiktok.com/findme
www.facebook.com/findme



OBJECTIVES & START-UP LOAN

1. OBJECTIVES

Short term (current year)

Start selling in Spain and be able to offer 1-2 days delivery

Sell up to 2500 products by the end of the year

Reach 15k followers in the main social media platforms

Medium term (1-2 years)

Start selling in Europe

Increase sales revenue by at least 50% by end of year 2

Introduce new items such as hair accessories

Long term (3 years and beyond)

Partner with department stores and boutiques around Europe to sell FindMe items physically

Launch new season collections

2. START UP LOAN

FindMe has 4000 in assets, 2000 in capital and 20,000 as a start up business loan. This loan would be used in order to pay the website domain, the packaging, manufacturing and advertisements



SKILLS AND EXPERIENCE

1. PREVIOUS EXPERIENCE AND EMPLOYMENT RELEVANT TO THE BUSINESS

Regarding the jewelry sector, I worked for 3 months (Christmas campaign and January sales) at the Aristocrazy firm, occupying positions as a sales assistant (retail assistant) and order manager. Direct experience with customers helped me to know their tastes and help them in their purchasing decisions. I also did an internship at Ralph Lauren where I worked on the PR side and my job was organizing events. This helped me learn how to figure out short term goals as well as predicting what the customers needed beforehand.

2. EDUCATION AND TRAINING RELEVANT TO THE BUSINESS

I'm currently undertaking an undergraduate of Fashion Communication at Condé Nast College which provides insight into the marketing side of fashion and how to be able to sell products differently and how to look for trends and anticipate them.

3. TRANSFERABLE SKILLS, TALENTS OR TRAITS PERTINENT TO THE BUSINESS

I am a creative, organized and responsible person. When I start a project I get totally involved in it and I like to develop it as perfectly as possible until the end. I am good at teamwork and I have a great capacity for resolution and decision making, the degree has also provided me with skills in marketing and public relations side of the business.

4. GAPS IN SKILLS, EXPERIENCE OR QUALIFICATIONS

My greatest deficiency in carrying out a project of this type is the lack of experience in the economic part of it; accounting, taxes, calculations ... But I have the help of one of my uncles who is a manager in several companies and has offered me support and advice that I need in this field. I am also willing to teach myself as I have always done throughout my educational preparation. I will also need the help of a designer to help me translate my ideas into the creation of the jewels, but the company that is going to carry out the manufacture has one on its staff.



TARGET CUSTOMERS

1. DEMOGRAPHIC DETAILS

FindMe aims to target to:

Gender: Female
Age: 18–40 yrs old
Types: Individuals
Income: 26,000 to 80,000 a year; ABC1
Target Region: Spain (all cities)

2. POTENTIAL CUSTOMERS

FindMe has 3,9M potential customers in Spain (see app)

3. CUSTOMER NEEDS/PROBLEMS FINDME ADDRESSES

Providing them with security within easy reach

Making the customer and their families/friends feel safe in case of need

4. PRICING APPROACH

The pricing approach is based on a competitor analysis (see page) and a deep market research. Rings will be priced at £85, Bracelets at £110, Necklaces at £125, Earrings at £95, this gives FindMe a gross margin of %113, %175, %213, %138 per unit respectively.



CUSTOMER PERSONAS

OLIVIA

She is 20 years old and lives in Bilbao, she is a graphic design student and shares a flat with two colleagues. He has started working part time 3 days a week in an art gallery. She likes fashion and keeps up to date on the latest trends, she loves to go shopping and parties on weekends with her friends. She usually uses public transport to get around and sometimes feels unsafe coming home alone at night, she thinks she would feel safer if she could keep in touch with her friends without using her phone.

EMMA

She is 32 years old and lives in Madrid. She is a nurse and works shifts in a hospital. She has just moved to Madrid from a small city and lives alone in an apartment in a central neighborhood. She is not overly concerned with her appearance, likes to dress comfortably, and does not often wear jewelry. She likes sports and usually jogs in a park near her home. Her work requires her to move around the city at dawn and drive through places that seem unsafe. She has purchased a key fob with an alarm and is considering purchasing some other security device.

VICTORIA

She is 40 years old, she is a single mother. and director of an architecture studio. She lives in Barcelona with her 16 and 12-year-old daughters. Because of her work, she usually likes to dress smart and wear luxury accessories as well as jewellery. She enjoys art, traveling, and organizing meetings at home with her friends, but she enjoys spending quality time with her daughters the most. She is an independent woman who has strived to pursue her career and raise her daughters on her own. Now that they're older they ask for more freedom to go out with their friends and spend more time away from home, when the oldest goes out sometimes she does not respond to her messages so Victoria has installed an application on her mobile to locate her, but is afraid that at some point she may find herself in danger and not be able to have her mobile. She's looking for some kind of discreet device that her daughter would like to keep her located and so that both feel more secure.





MARKET

1. SMART JEWELLERY MARKET OVERVIEW

The market for smart jewellery as part of digital wearables has been on the rise since 2014 (Baker, 2014) and according to market reports its development will increase at least until 2026 (Smart jewelry and accessories market 2021–2025) On the other hand, according to market search future.com, the size of the market for wearable security devices in which smart jewelry is included will reach a value of 6 billion USD in the year 2023.

2. CONSUMER INSIGHTS

FindMe belongs to the type of smart jewelry that offers security, equipped with a GPS device that allows real-time location of the person using it in case of loss or theft of their mobile phone. The feeling of insecurity of many young women, especially in urban environments, is opposed to their freedom of movement or activities (Ministerio Igualdad, 2021) Although Spain is the fifth safest country in the world for women according to the report from Georgetown University and the Peace Research Institute of Oslo (Georgetown, 2020) there is a subjective rise in the perception of the increase in crime and the feeling of exposure to it by Spanish women (INE, 2021). In a survey conducted with over 300 women from the ages of 18–40 93% answered “Yes” when asked if they had felt threatened or when walking in the street alone (see appendix)

3. JEWELLERY TRENDS

FindMe jewelry will maintain a minimalist, discreet and characterful, timeless and youthful style that can be worn alone or in combination with other traditional jewelry pieces of both modern and classic design. This minimalist style in jewelry design has been a trend in recent years (Codinha, 2018)

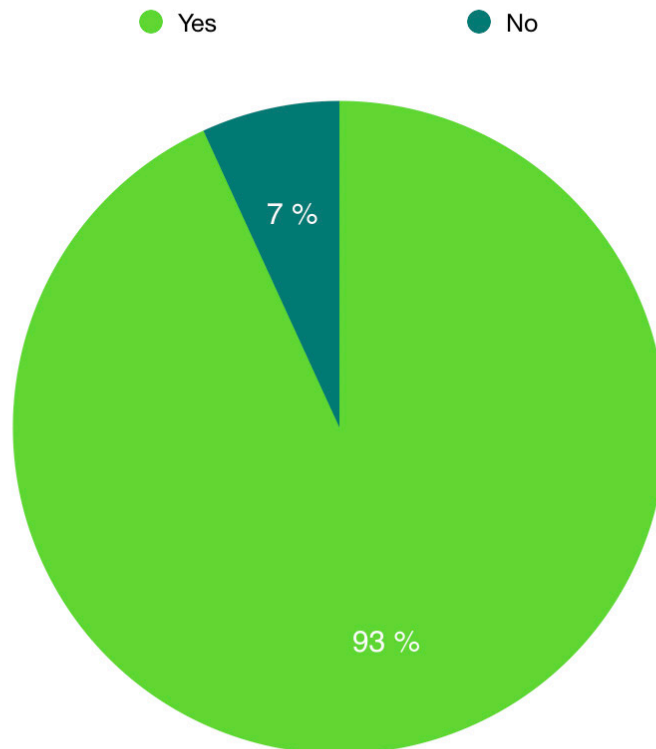
4. USP

High tech jewellery currently not in the market

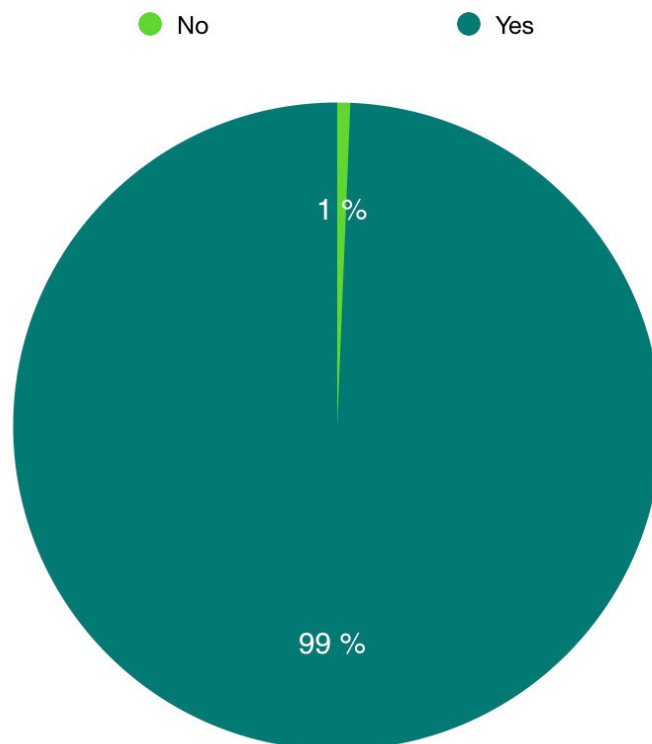
Elegant and discreet design that can be worn on a daily basis

1–2 days delivery

Free returns



93% of women between the ages of 18 to 40 responded “Yes” when asked if they had felt threatened when walking alone in the street (see appendix)



99% of women between the ages of 18 to 40 responded “Yes” when asked if they would be interested in a product like FindMe that would provide them with a call button and gps integrated into jewellery (see appendix)

**SWOT****STRENGTHS**

New Product
High Quality
Barely any competitors
Locally produced
Timeless and minimal design

WEAKNESSES

Not well known enough market
Not enough information about smart jewellery
Start up business
Lack of variety in designs at the beginning

Increase market niche and interest in these type of products

OPPORTUNITIES

Brands that could offer similar products for lower

Limited Market

World Economy

THREATS





COMPETITOR ANALYSIS

TOTWOO

Totwoo provides you with two separate bracelets to be connected with the person of your choice and being able to send messages through vibrations as well as tracking your sleep, and steps. Price range: \$119 – \$403

<https://www.totwooglobal.com/>

Strengths:

Sold on Amazon

Blog for people to review and share experiences

Weaknesses:

High prices for what they offer

Only bracelets

Not provided with an emergency call button

TALSAM

Smart jewellery charm designed to keep you connected with your loved ones, the bluetooth device is integrated into a semi-precious stone and can be worn as either a bracelet or a necklace. Price range: \$129 – \$200

<https://talsam.com/>

Strengths:

Unique design of charms

Able to send personalized messages through the charm

Weaknesses:

Very noticeable

Not a wide selection of designs or products



SALES AND MARKETING PLAN

1. PROMOTION ACTIVITIES

FindMe will use the following promotional activities to promote the brand across a variety of different channels:

Social Media: Instagram, Facebook, Tiktok, Pinterest

PPC

Nano and Micro Influencer Marketing

PR

Email Marketing

Giveaways

Discounts

2. KEY PROMOTIONAL ACTIVITIES

SOCIAL MEDIA

Instagram, Facebook and Tiktok will be used to show the products and new collections as well as to promote giveaways and discounts as an strategy to bring in new followers that might be interested in the brand.

PPC

PPC is a very useful direct tool for getting sales and attracting new customers and it's very recommended for new businesses (Clutch, 2018). FindMe will enforce a Pay per Click strategy on the apps mentioned above which aim to be the platforms with the most engagement as well as through Google ads that would be found when searching for key words such as "safety device" "GPS tracking" or "smart jewellery"

NANO AND MICRO INFLUENCER MARKETING

Nano and Micro influencers have better engagement with their audience and they transmit a bigger sense of authenticity when promoting a product (Landers, 2020). FindMe aims to find 5 women across their main channels that would become ambassadors of the brand through the first year and would post regularly about tips and benefits of FindMe.





OPERATIONS PLAN

KEY SUPPLIERS

Taller de Joyería Tito Ortiz is FindMe's manufacturing partner, it's based in La Coruña, Spain which is where the brand is based as well. They have been designing and manufacturing jewellery across Spain since and for 50 brands since 1955. But the key to their business is the personal design and care of all their jewelry and they have been willing from the beginning to accept the challenge of designing the jewellery so that it could be adapted to the needs of the gps microchip assembly and to collaborate and participate throughout the entire process. Antonio Ponce Ortiz, a member of the jewelry workshop and a specialist in watchmaking, will be in charge of taking care of the assembly of the microchip and its commissioning. The relationship with the company is based on a closed price contract per piece manufactured, starting with the manufacture of 50 pieces in January. The company is in charge of the supply of the materials for the manufacture of the pieces. This partnership will be a project based arrangement, meaning FindMe holds no contract with Taller de Joyería Tito Ortiz so if in the future the brand feels the need to change the manufacturer it can do so with total liberty.

(TALLER JOYERÍA TITO ORTIZ, 2021)

Shenzhen Runton Technology Co. Ltd

Guangdong, China Technology Component Factory will provide the microchips. Found after doing an extensive internet search with the advice of Breixo Vázquez García. An initial order of 1000 units of the microchip will be placed priced at \$3,02

(CNRUNTON.EN.MADE-IN-CHINA.COM, 2021)



OTHER CONSIDERATIONS

DO YOU CURRENTLY EMPLOY STAFF?

FindMe will not employ any staff for the first year, once the business starts growing employing staff will be considered a priority

HOW MANY STAFF DO YOU INTEND TO TAKE ON IN THE NEXT 12 MONTHS?

During the first 12 months the founder of the brand will run FindMe on her own, with the help in certain aspects of a mentor (see page)

WHERE DOES OR WILL YOUR BUSINESS OPERATE FROM?

FindMe will operate from a home office in La Coruña, Spain

WHAT LAWS OR REGULATIONS HAVE YOU CONSIDERED FOR YOUR BUSINESS AND/OR INDUSTRY?

Protection of self-employed workers

Retail Trade Agreement

E-Commerce services

General Law for the Defense of Consumers and Users and other complementary laws

Protection of Personal Data and guarantee of digital rights

WHAT INSURANCE DO YOU CURRENTLY HAVE IN PLACE OR DO YOU INTEND TO PUT IN PLACE FOR YOUR BUSINESS?

Santander Seguros will provide insurance for FindMe (see appendix)

Product damage

Theft

Goods in transit

Business interruption

Legal expenses



FIND ME

(ELLIE VAIL, 2021)





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APPENDIX



PESTEL

POLITICAL

The United Nations seeks government commitments from its member countries to implement policies that prosecute violence against women

(UN, 2021)

SOCIAL

The experiences of street harassment reported by girls and young women show that it's more frequent when women are alone.

One in three women have suffered sexual harassment during the pandemic according to a study carried out by the Ipsos consultancy for L'Oréal Paris with more than 15,000 participants in 15 countries

(PLAN SPAIN, 2021)

TECHNOLOGICAL

Technological advances have allowed the development of chips that allow locating any object, animal or person.

These are chips implanted in a very discreet way and that remain active for a long period of time, thus maximizing the performance and efficiency of the locators.

(YAHOO FINANCE, 2021)

LEGAL

The sexual freedom law approved by the Spanish Parliament punishes all non-consensual sexual behavior, including street harassment.

(AMNESTY.ORG, 2021)



MARKETING MIX

PRODUCT

Smart jewellery consisting of the following: Rings, Bracelets, Earrings and Necklaces

Small range at time of launch

The products will be linked to an app that chosen family/friends of the customer will use to see location as well as receive an alert/call when in danger

Exclusively for women 18–40 but the goal is to expand the target customer in the future

PLACE

FindMe will be launched and sold solely in Spain at least during the first year, depending on the success of it the goal would be to start selling all over Europe.

PROMOTION

PPC will be used as the main promotional tool through instagram, facebook and tiktok ads

PRICE

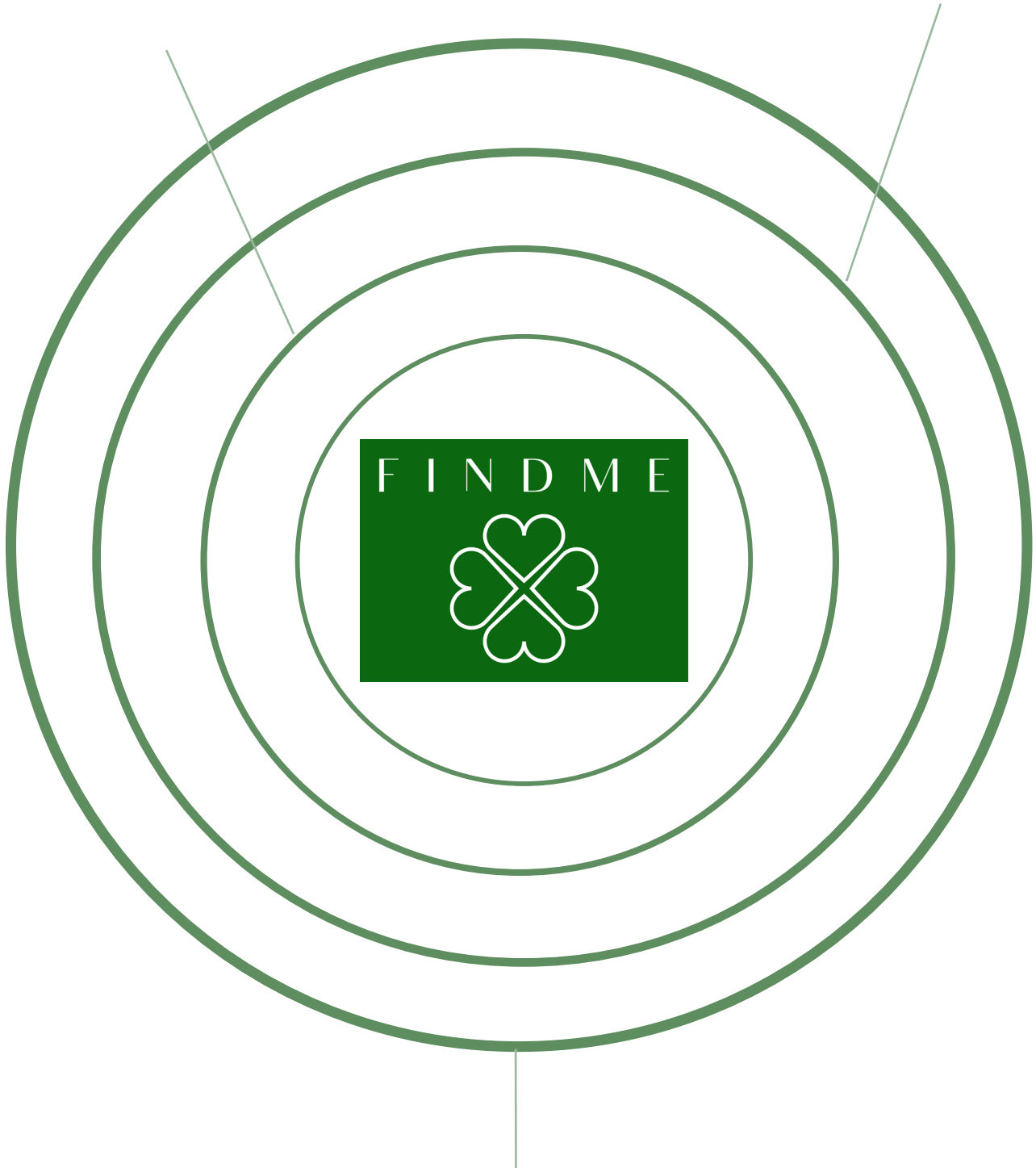
Rings priced at £85, Earrings at £95, Bracelets at £110, Necklaces at £125



BRAND ONION

2ND LAYER CORE VALUES: HIGH QUALITY, INNOVATIVE, TRANSPARENT; AWARE, ENGAGING

3RD LAYER PERSONALITY: OPEN MINDED, RELIABLE, STRONG TONE OF VOICE, TRUSTWORTHY



4TH LAYER BRAND IN ACTION: PROVIDING THE CUSTOMER WITH THE MOST ADVANCED TECH TO FEEL PROTECTED AT EVERY INSTANT

CLIENTS ARE AWARE THEY'RE SAFE WHEN WEARING FINDME BECAUSE OF ITS EFFICACY

POSITIONING MAP OF SMART JEWELLERY



(ALL BRANDS FULLY REFERENCED IN
THE REFERENCE LIST)

POTENTIAL CUSTOMERS

The potential customers for FindMe have been calculated through the following research:

According to Worldometer (2021) the current population in Spain is of 46,771,540 (as of May 2021) from which 23,584,814 are women (Country Meters, 2021). From the 23,584,814 the age range of 18–40 is 7,829,629 (Statista, 2021). The ABC1 demographic consists of 56% of people that win 2200+ a month (INE, 2021). 56% of 7,829,629 is 3,920,000 which means there are 3,9 potential customers for FindMe in Spain.

PORTER'S FIVE FORCES

RIVALRY AMONG COMPETITORS

For FindMe the rivalry among competitors is very minimal for the time being since there's no current product with the same characteristics FindMe has.

THREAT OF NEW ENTRANTS

The threat for new entrants is quite high because as explained above there is no product that could currently compete however there are similar products that could improve their design and become a direct competitor for FindMe and it could be a potential threat in the future. To differentiate itself from possible competition FindMe aims to build a community of loyal customers through the years.

THREAT OF SUBSTITUTES

Jewellery is an overcrowded market that is predicted to reach \$266 billion by 2027 (GlobeNewswire, 2021) where competition is strong especially among smaller brands that are trying to make a name for themselves. Smart jewellery is a market that is also on the rise and that will continue growing over the years. This means there's a potential threat of customers finding a substitute brand, however the risk of this happening is currently small for FindMe since no other smart jewellery brands are offering the same products FindMe offers.

BARGAINING POWER OF SUPPLIERS

Suppliers for the jewellery industry are high and can be found all over the world (McKinsey, 2020) which means it's easy to shift to other suppliers. However for FindMe this may be a more difficult task since they specialise in smart jewellery containing a small microchip and a call button.

BARGAINING POWER OF BUYERS

FindMe has a potential customer of 3,9M just in Spain, they are free to change to other brands but it would be hard for customers to bring prices down as well as for them to find the exclusivity FindMe provides them with.

LOGO DESIGN

The logo idea came from the story explained in the introduction, a week before everything happened I had managed to find a four leaf clover and I used to keep it in the pocket of my school jacket. To my belief in that very moment the clover was what gave me luck and saved me from things being worse so I made myself a promise to always keep it. Later when I turned 18 I tattooed it on my wrist to always carry it with me. So when thinking about the logo the clover came straight into my head as well as the brand colours, it was made on illustrator and I drew the clover myself.

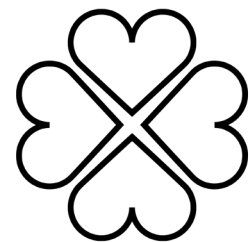
FIND ME



FIND ME

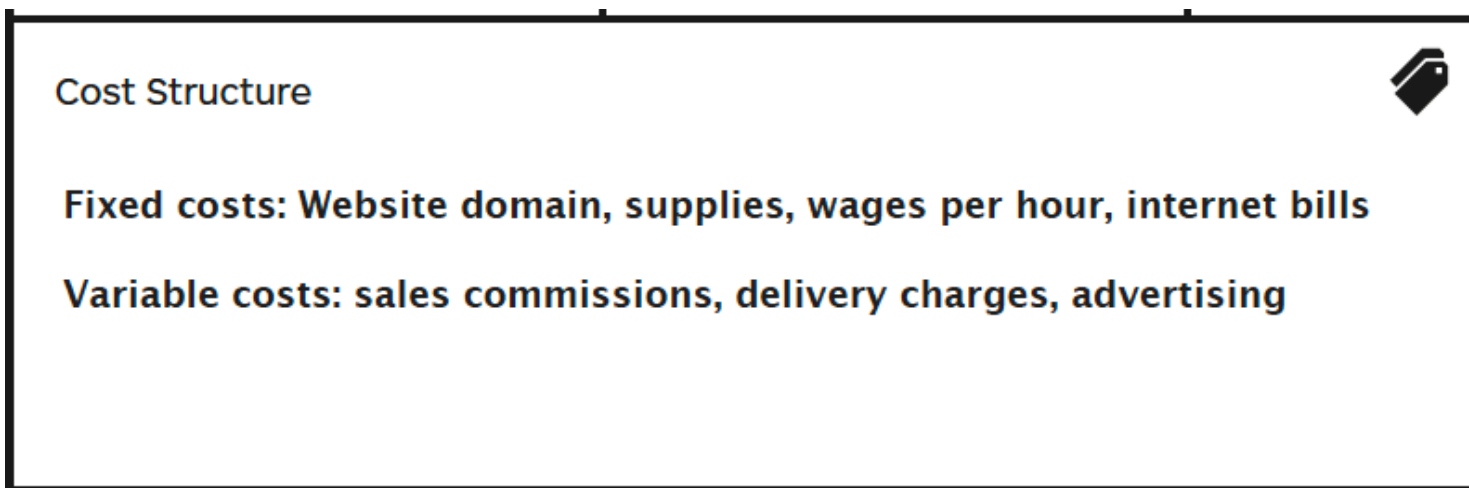
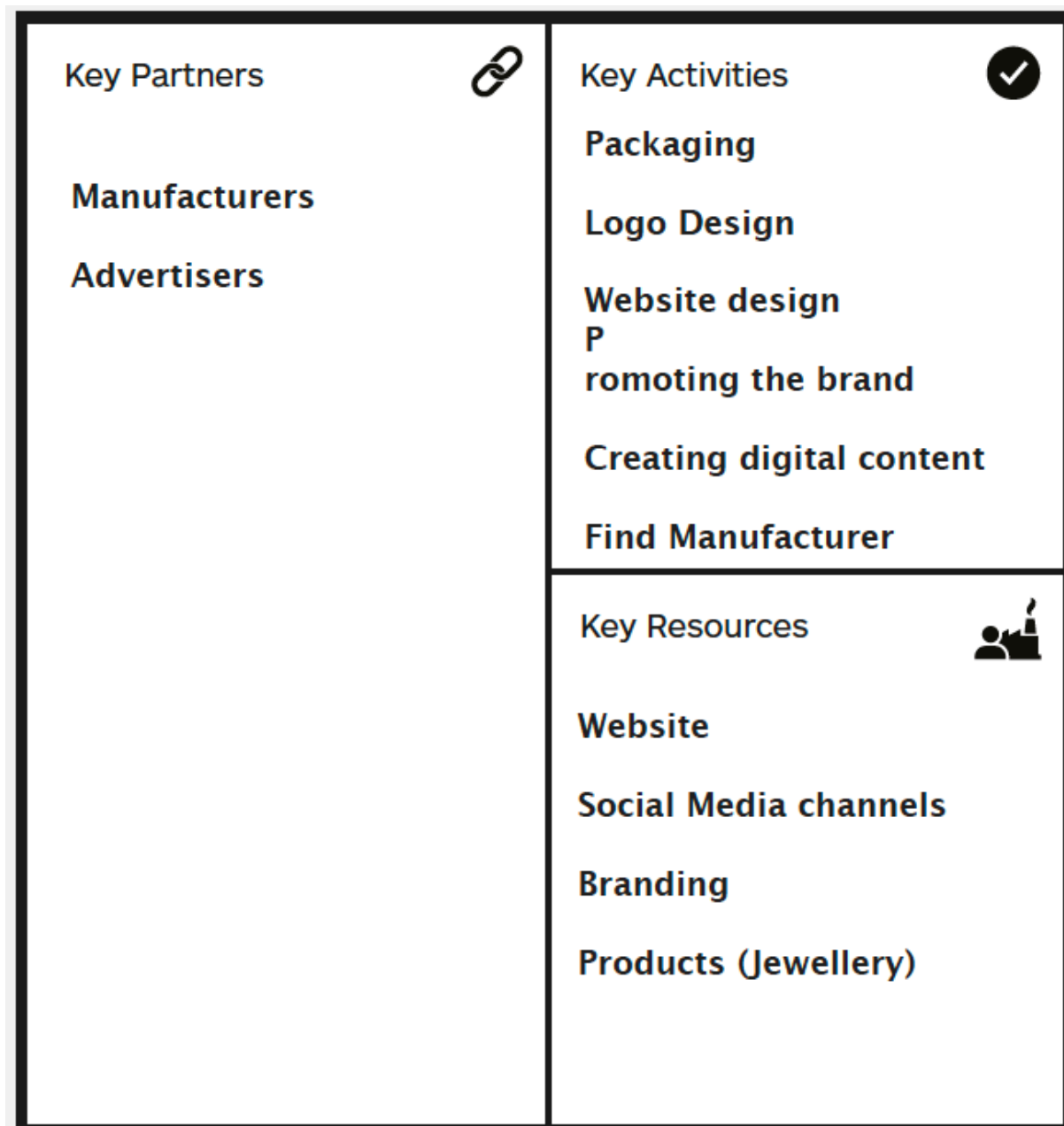


FIND ME





BUSINESS MODEL CANVAS





Value Propositions

High Quality Products

Digital First

Consistent Style

More opportunity to make a name for itself since market is small

Customized packaging

Minimal and sleek

Everyday wear

1-2 day delivery


Customer Relationships

Returning customers

Engage with them through social media giveaways and by attending to their queries daily

Trustworthy

Strong tone of voice

Channels 

Instagram

Facebook

Tiktok

Google Ads

Website

Customer Segments

Females

Age: 18-40

ABC1

Spain

Revenue Streams

Social Media Advertising

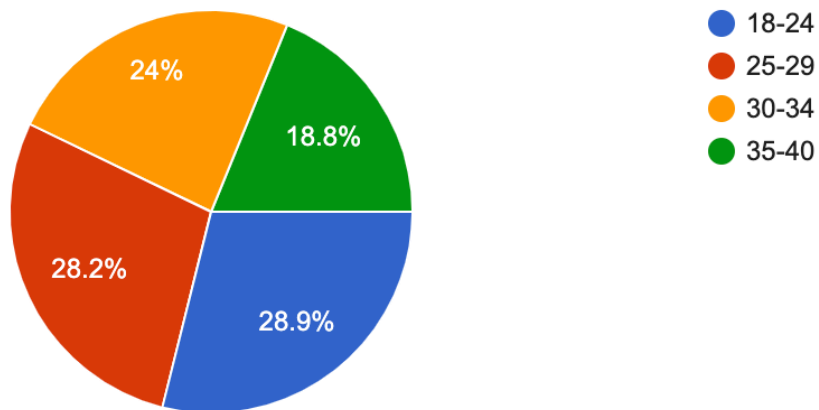
Google Ads

Website

SURVEY

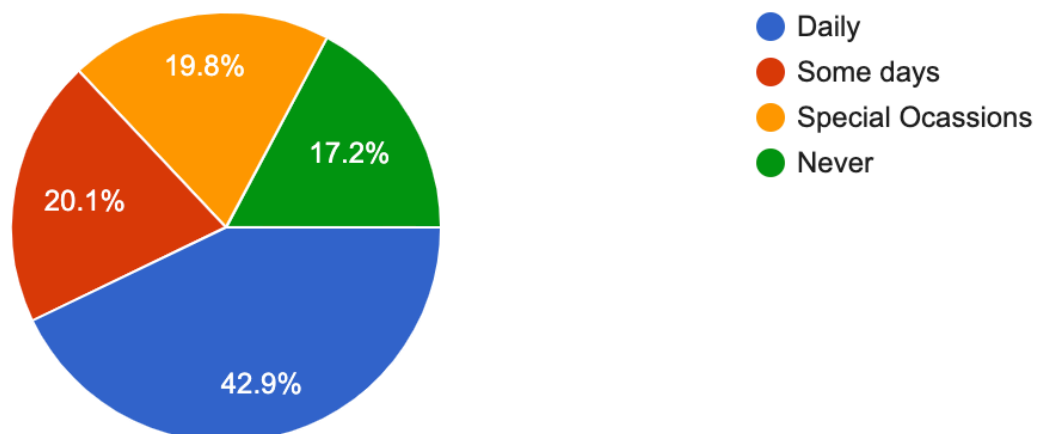
Age

308 responses



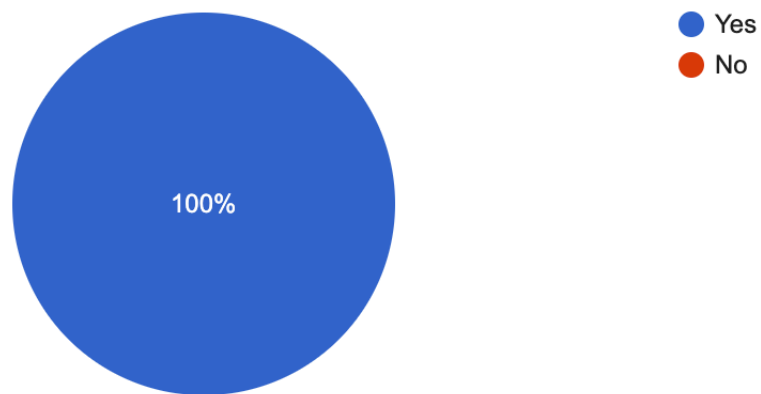
How regularly do you wear jewellery?

308 responses



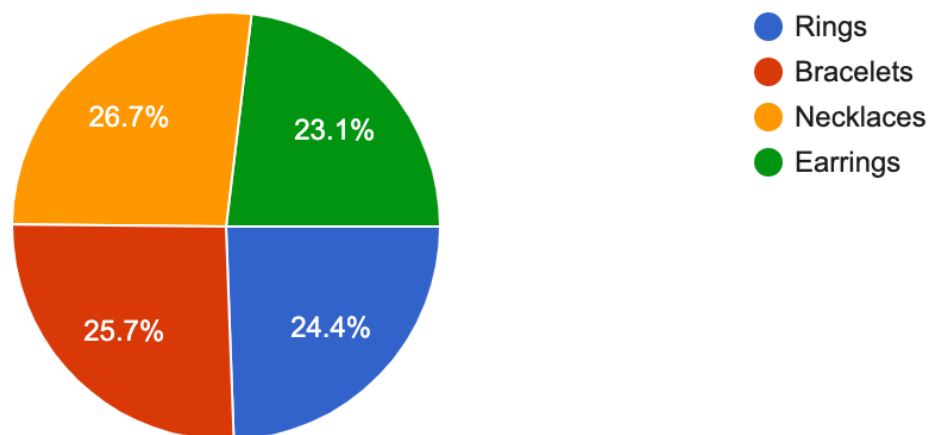
If you answered "Never" Would you be willing to wear jewellery that had some type of utility (safety)

54 responses



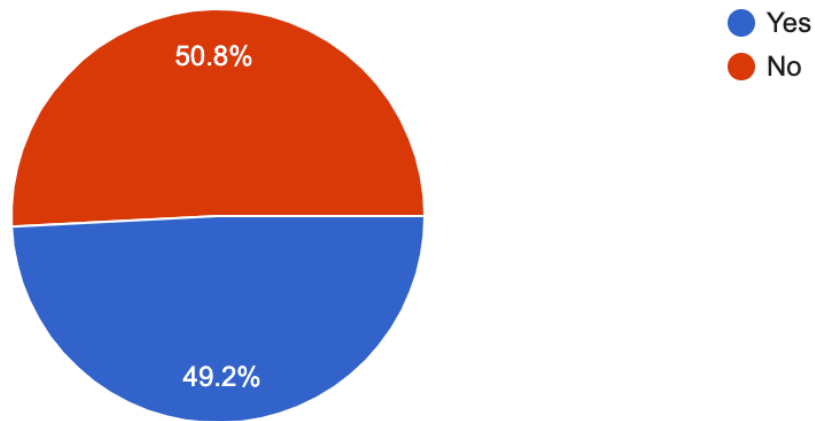
What type of jewellery do you wear the most?

303 responses



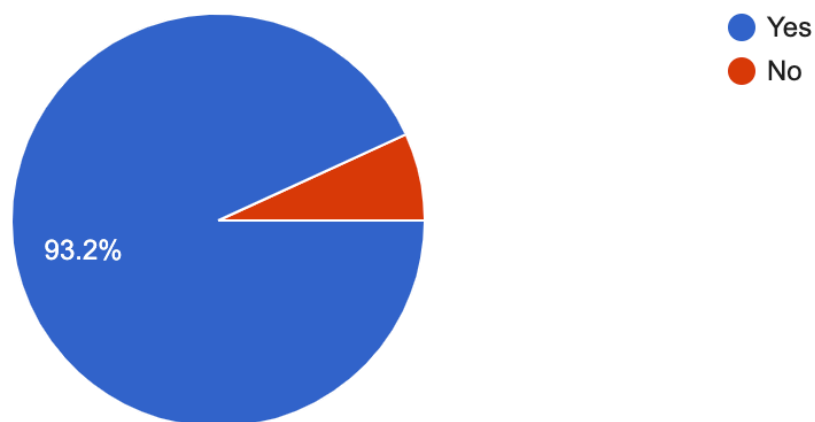
Have you ever used a smart wearable device?

307 responses



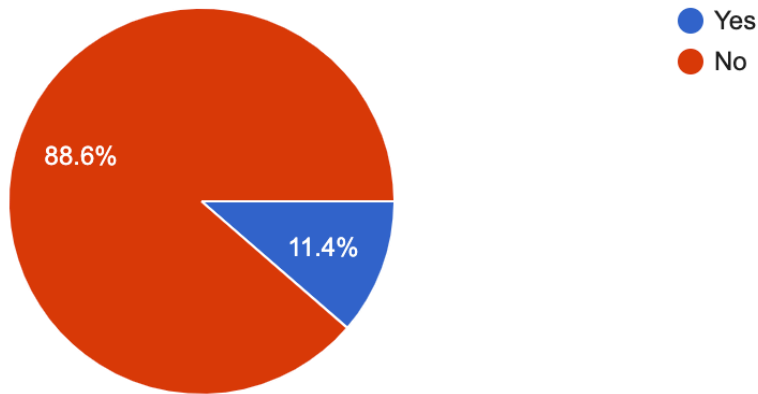
Have you ever felt threatened or insecure when walking alone in the street?

307 responses



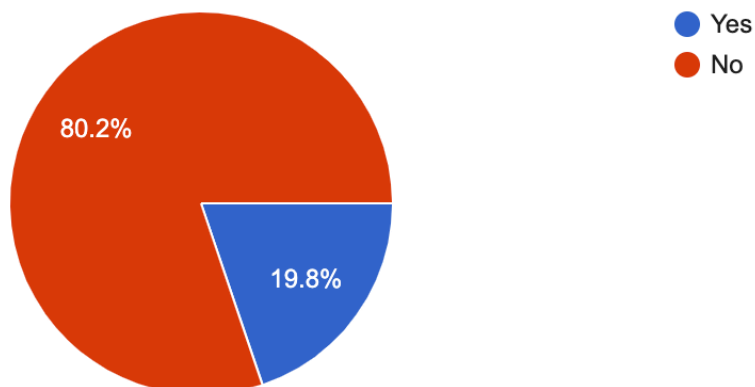
Have you ever been in a situation of harassment or aggression and weren't able to ask for help?

308 responses



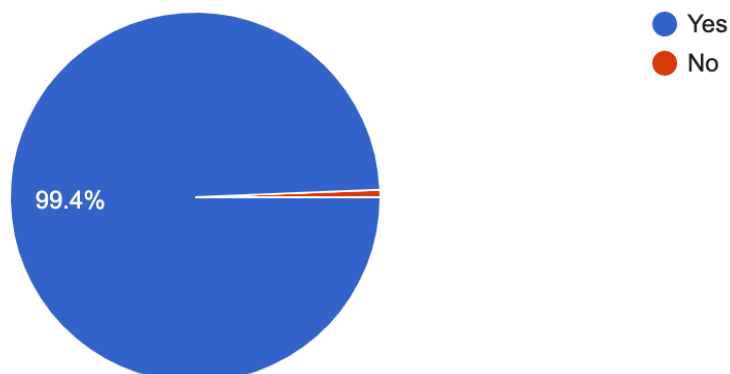
Have you heard about smart jewellery before?

308 responses



Would you be interested in smart jewellery that allows you to share your location with the people you choose as well as providing you with a call button to call them or the police in case of danger

308 responses





FINANCIAL PLANNING

1. Product breakdown

	Product / Service 1	Product / Service 2	Product / Service 3	Product / Service 4
Product / Service name	Rings	Bracelets	Necklaces	Earrings
Sale price (per unit)	£85.00	£110.00	£125.00	£95.00
Cost price (per unit)	£40.00	£40.00	£40.00	£40.00
Gross Margin (per unit)	113%	175%	213%	138%

2. Number of sales per month

*Average sales volumes per day based on 30-days per month.

Month	Rings	Bracelets	Necklaces	Earrings	Total sales volumes	Average sales volumes
1	10	13	8	5	36	1
2	15	20	12	8	55	2
3	20	26	15	11	72	2
4	28	32	20	15	95	3
5	35	40	27	20	122	4
6	42	48	35	25	150	5
7	50	55	42	31	178	6
8	58	62	50	38	208	7
9	65	70	57	42	234	8
10	73	80	65	48	266	9
11	85	92	72	56	305	10
12	100	105	85	65	355	12

Sales (£)

You do not need to edit this section; this will auto-calculate based on your responses above. *Average sales value per day is based on 30 days per month.

Month	Product / Service 1	Product / Service 2	Product / Service 3	Product / Service 4	Total sales value (£)	Average sales value
1	£850.00	£1,430.00	£1,000.00	£475.00	£3,755.00	£125.17
2	£1,275.00	£2,200.00	£1,500.00	£760.00	£5,735.00	£191.17
3	£1,700.00	£2,860.00	£1,875.00	£1,045.00	£7,480.00	£249.33
4	£2,380.00	£3,520.00	£2,500.00	£1,425.00	£9,825.00	£327.50
5	£2,975.00	£4,400.00	£3,375.00	£1,900.00	£12,650.00	£421.67
6	£3,570.00	£5,280.00	£4,375.00	£2,375.00	£15,600.00	£520.00
7	£4,250.00	£6,050.00	£5,250.00	£2,945.00	£18,495.00	£616.50
8	£4,930.00	£6,820.00	£6,250.00	£3,610.00	£21,610.00	£720.33
9	£5,525.00	£7,700.00	£7,125.00	£3,990.00	£24,340.00	£811.33
10	£6,205.00	£8,800.00	£8,125.00	£4,560.00	£27,690.00	£923.00
11	£7,225.00	£10,120.00	£9,000.00	£5,320.00	£31,665.00	£1,055.50
12	£8,500.00	£11,550.00	£10,625.00	£6,175.00	£36,850.00	£1,228.33

Cost of sales

You do not need to edit this section; this will auto-calculate based on your responses above. *Average cost of sales per day is based on 30 days per month.

Month	Product / Service 1	Product / Service 2	Product / Service 3	Product / Service 4	Total cost of sales (£)	Average cost of sales
1	£400.00	£520.00	£320.00	£200.00	£1,440.00	£48.00
2	£600.00	£800.00	£480.00	£320.00	£2,200.00	£73.33
3	£800.00	£1,040.00	£600.00	£440.00	£2,880.00	£96.00
4	£1,120.00	£1,280.00	£800.00	£600.00	£3,800.00	£126.67
5	£1,400.00	£1,600.00	£1,080.00	£800.00	£4,880.00	£162.67
6	£1,680.00	£1,920.00	£1,400.00	£1,000.00	£6,000.00	£200.00
7	£2,000.00	£2,200.00	£1,680.00	£1,240.00	£7,120.00	£237.33
8	£2,320.00	£2,480.00	£2,000.00	£1,520.00	£8,320.00	£277.33
9	£2,600.00	£2,800.00	£2,280.00	£1,680.00	£9,360.00	£312.00
10	£2,920.00	£3,200.00	£2,600.00	£1,920.00	£10,640.00	£354.67
11	£3,400.00	£3,680.00	£2,880.00	£2,240.00	£12,200.00	£406.67
12	£4,000.00	£4,200.00	£3,400.00	£2,600.00	£14,200.00	£473.33

Cost Price: Total Fixed Costs + Total Variable Costs / Total Units



Select your starting month: January

			MONTHS												
Cash in-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total anticipated sales		£0	£3,755	£5,735	£7,480	£9,825	£12,650	£15,600	£18,495	£21,610	£24,340	£27,690	£31,665	£36,850	£215,695
Loan	Santander Seguros	£20,000	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	£20,000
Other sources of cash or capital		£2,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£2,000
Existing assets for business purposes	2 Macbooks	£4,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£4,000
Total cash in-flows (A)		£26,000	£3,755	£5,735	£7,480	£9,825	£12,650	£15,600	£18,495	£21,610	£24,340	£27,690	£31,665	£36,850	£241,695

			MONTHS												
Cash out-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total anticipated cost of sales		£0	£995	£2,200	£2,880	£3,800	£4,880	£6,000	£7,120	£8,320	£9,360	£10,640	£12,200	£14,200	£82,595
Existing assets for business purposes		£4,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£4,000
Rent or premises costs	N/A	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Business rates for your business premises	N/A	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Utilities (gas, electricity, water)	N/A	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Insurance	Business Insurance (Santander)	£260	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£260
Telephone and internet	Phone Contract (Orange)	£0	£25	£25	£25	£25	£25	£25	£25	£25	£25	£25	£25	£25	£300
Marketing and advertising expenses	PPC (Insta,Tiktok, Facebook and Google Ads)	£210	£210	£210	£210	£210	£210	£210	£210	£210	£210	£210	£210	£210	£2,730
Vehicle running costs	N/A	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Equipment purchase or leasing	N/A	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Postage, printing, stationery	Packaging (Estil Estuches) 0.69 per item	£690	£0	£0	£0	£0	£0	£690	£0	£0	£0	£0	£0	£0	£1,380
Transport and delivery	Shipping Costs (Correos Express) 2.89 per order	£0	£104	£159	£208	£275	£353	£433	£515	£601	£679	£765	£878	£1,026	£5,996
Professional fees (legal, accounting etc.)	N/A	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Your salary	Basic Salary to cover food, bills	n/a	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£3,600
Staff costs	N/A	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Loan monthly repayment - (If relevant)	N/A	n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
"Cuota de Autonomos"	Explained below	n/a	£60	£60	£60	£60	£60	£60	£60	£60	£60	£60	£60	£60	£720
Manufacturers	Taller de Joyeria de Tito Ortiz	£0	£995	£1,520	£1,980	£2,595	£3,245	£4,130	£4,895	£5,720	£6,445	£7,335	£8,380	£9,750	£56,990
Material	Shenzhen Runton Technology (microchips)	£2,130	£0	£0	£0	£0	£0	£2,130	£0	£0	£0	£0	£0	£0	£4,260
Website domain	Squarespace	£20	£20	£20	£20	£20	£20	£20	£20	£20	£20	£20	£20	£20	£260
Online Transaction Cost		£0	£60	£91	£119	£157	£202	£248	£295	£344	£388	£441	£504	£587	£3,435
Total cash out-flows (B)		£7,310	£2,769	£4,585	£5,802	£7,442	£9,295	£14,246	£13,440	£15,600	£17,487	£19,796	£22,577	£26,178	£166,526

Your net cash flow (A-B)	£18,690	£986	£1,150	£1,678	£2,383	£3,356	£1,354	£5,055	£6,010	£6,853	£7,894	£9,088	£10,672	£75,169
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Your monthly opening business bank	£0	£18,690	£19,676	£20,826	£22,504	£24,887	£28,243	£29,596	£34,652	£40,661	£47,515	£55,409	£64,497	£75,169
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Your closing cash position	£18,690	£19,676	£20,826	£22,504	£24,887	£28,243	£29,596	£34,652	£40,661	£47,515	£55,409	£64,497	£75,169	£75,169
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CASH OUT FLOW JUSTIFICATIONS

INSURANCE

The Insurance chosen is Santander Seguros which would be all paid at the starting point in a single quote of €290 (£260) this insurance will cover:

- Product damage
- Theft
- Goods in transit
- Business interruption
- Legal expenses

Tus productos

(BANCO SANTANDER, 2021)

Daños a tu local y a terceros

296,04€

- Detalles
- Modificar
- Eliminar

Protección para ciberataques

*No podemos darte precio para este producto ahora, pero te llamaremos para contratarlo.

- Detalles
- Eliminar

Modificar el valor de los capitales

Valor del mobiliario y existencias

Si un siniestro cubierto por la póliza afecta a la totalidad de tu inmueble, nosotros te indemnizaremos para que puedas reconstruir tu negocio como en el momento justo anterior al siniestro.



70.000 €



Contratar por 296,04€

PHONE CONTRACT

The phone contract chosen is Orange it will be paid montly at a rate of €29 (£25) a month

○ ●

Solo quiero móvil

Ver tarifas Go

20% dto. 6 meses

¡Exclusivo online!

Go Up

28,76 €/mes

GB ilimitados

Llamadas ilimitadas

¡Smartphones Gratis!

[Más info](#)

Lo quiero

○ ●

^

Elige tu dispositivo ideal

¡Exclusivo online!

Fibra 600Mb por 30,95€/mes durante 12 meses

Quedan:

02
días

01
horas

12
mins.

45
seg.

×

(ORANGE, 2021)



ADVERTISING

The advertising would consist of the following:

Facebook ads that would run at £2 daily (Paquette, 2021)

Instagram ads that would run at £3 daily (Webfx, 2021)

Tiktok ads that would run at £1 daily (Jungletopp, 2020)

Google ads that would run at £1 daily (Shewan, 2021)



2 ad versions

FindMe
Jewellery/Watches

FindMe
Jewellery/Watches

Add

Settings

Daily budget
£2.00

Duration
Continuous

Special ad category
No category selected

Audience
Smart audience

Placements
Facebook, Instagram, Messenger

22:16

Budget and duration

Next

90 £ over 30 days
Total spend

10.000 - 27.000
Estimated reach

Budget

3 £ daily

Duration

30 days

Learn more about budget, duration and distribution

TikTok Ads Manager

Dashboard

Campaign

Assets

Reporting

Show more Options

Budget & Bid Optimization

Budget

Daily Budget

1.00

GBP

Your budget must be at least 20.

Schedule

Time Zone: UTC+01:00

Run Continuously

2022-01-01 01:02

Bid

Lowest Cost

Maximize your number of results.

Bid Cap

Keep your average cost around or lower than your bid.

Lowest Cost

Cost per result

Budget

Best For – Spending your budget fully and getting the maximum possible results.

Things to Consider – Your cost per result may rise as your budget increases.

View Best Practice



Google Ads

Start reaching more people

Set a budget to get the results you want

Daily average

£1.30 daily average · £40 monthly max


Get an estimated 70-200 ad clicks each month



PACKAGING

The boxes for the packaging will be bought from Estil Estuches in two sets of 1000, one at the starting point and the second one in the 6th month, the boxes are €0.75 (£0.69) 1000 boxes then would add up to €750 (£690)

🏠 > Estuches > MEDITERRÁNEO > Cadena Colgante/ Pendiente Verde Mediterráneo



Cadena Colgante/ Pendiente Verde Mediterráneo

Caja para bisutería de la colección Mediterráneo

Usos recomendados: Cadena y colgante o pendientes

Material: Cartón

Color: Verde

Interior: Foam reversible en negro y blanco

Dimensiones: 60x60x18


Timbrado: Fuera en negro o plata

Indica Color de Timbrado

Referencia: ET 3 V

Cantidad

0,75 €

 **Añadir al carrito**

IVA NO INCLUIDO

[Compartir en Facebook](#)

[Imprimir](#)

[Más](#)

(ESTIL ESTUCHES, 2021)



SHIPPING

Correos Express has been chosen for the shipping which runs at €3.91 (£2.89) per order. To be delivered in a maximum of 3 days.

3 días entrega estimada




PUNTO DE ENTREGA MONDIAL RELAY
07 Jun


PUNTO DE RECOGIDA MONDIAL RELAY
10 Jun

 **Más detalles**

3.91 €
Sin IVA

¡Contratar ahora!

3 días entrega estimada




PUNTO DE ENTREGA CORREOS
07 Jun


PUNTO DE RECOGIDA CORREOS
10 Jun

 **Más detalles**

4.12 €
Sin IVA

¡Contratar ahora!

3 días entrega estimada

(CORREOS EXPRESS, 2021)

CUOTA DE AUTÓNOMOS

The so-called “Cuota de Autónomos” is the payment that self-employed workers must make to the Social Security in Spain every month from the first day they start their business. It is a figure that is calculated by applying the rate to the contribution base. In addition, first-time freelancers have access to an 80% discount.

(INFO AUTÓNOMOS, 2021)

This comes out to £60 a month

Tarifa plana de 60 euros para autónomos

Te explicamos la **tarifa plana de 60 euros** para nuevos autónomos: **requisitos**, **cuantía** en **2021** de la cuota mensual de autónomos durante el primer año y variación de la reducción de la cuota a lo largo del tiempo.

Además, te explicamos los cambios normativos más recientes, como el aumento de la tarifa plana de 50 a 60 euros.

Artículo actualizado el 19/2/2021 y escrito por [Infoautónomos](#)



Qué es la tarifa plana

La tarifa plana para autónomos es una medida para impulsar el autoempleo que consiste en el pago de una cuota mensual reducida a la


MANUFACTURERS

Taller de Joyería Tito Ortiz charges a fixed price for each unit made; £20 per ring made, £30 per bracelet made, £35 per necklace made and £25 per earrings made, all negotiations were made in person. (TALLER JOYERÍA TITO ORTIZ, 2021)

MATERIAL

Shenzhen Runton Technology Co. Ltd will provide the microchips that would then later be put in the jewellery, an initial order of 1000 chips for \$3.02 (£2.13) and a second order during the 6th month of another 1000.

(CNRUNTON.EN.MADE-IN-CHINA.COM, 2021)



harold@runton.ltd 3 Jun
 to me ▾

Dear Mrs. Amaia del Cid,

Appreciate your e-mail.

Zx302 Smallest Mini GPS Tracker Chip GPS Tracking PCB
Board: \$3.02
MOQ: 1000

Function	Realtime GPS/AGPS/LBS Positioning, SOS, Call Family Numbers, Geo Fence Alarm Reminder, historical track, Alarm Clock, Class Mode, Power Save
CPU	MT6261D + UB7020
ZX612	MT2503D+3333
ZX302	MT2503D+3333+5931
ZX303	
ROM	32MB
RFPA	6625E
Size(ZX612/ZX302/ZX303)	20*4.5mm/ 31*18*4.5mm / 20* *4.5mm
Working Temperature	-20°C - +70°C
Network	GSM850/900/1800/1900MHz, working with GPRS 12
GSM Antenna	PIFA Antenna
SIM slot	Support NANO sim card
GPS Antenna	15X15 High performance ceramic antenna
GPS Positioning Accuracy	Within 10Metres
GPS Motion Accuracy	0.1metre/second
GPS Positioning Time	Cold Boot-38s(Open field), Warm Boot2s(Open field),The specific time is affected by the environment
WIFI Positioning Accuracy	Within 50Metres
GSM Positioning Accuracy	50-200Metres (Depending on the network)
Battery	Support rechargeable 5V 3.7V Li-polymer battery(optional different capacity batteries upon different struction design)
Charging port	Android Micro-USB port
Charging Current:	DC 5V/0.5A-1A(depend on your battery capacity)
MIC	Built-in High-Definition Silicon microphone for SOS
Horn	0916 AAC
Sensor	Build-in 3D G-sensor

Shipping fee: Where the goods will be sent? How many you want? So that I can check the shipping fee for you.



WEBSITE

For the website SquareSpace has been chosen with a monthly payment of €24 (£20) and an added £20 at the start before launching the business to be able to have the website up and running beforehand



PLANS > PAYMENT > REVIEW

Select a Plan

Simple plans. Simple prices. Only pay for what you really need. All plans come with award-winning 24/7 customer support. Prices do not include applicable taxes.

☐ Pay Annually (Save up to 29%)

☒ Pay Monthly (SQUARESPACE, 2021)

MOST POPULAR

Business

€24

per month

SELECT



Unlimited





LOAN

The loan is made through the aid platform that the Spanish state offers to young entrepreneurs within the plan called ICO Credits for small and medium-sized companies. This year 2021 and as "COVID 19 Guarantees" they offer a lack of interest and capital of between 1 and 3 years, not having to pay any fee during the initial 12 months of the company

(ICo, 2021)

Acción CABK 2,820 -1,54% 17:38 ▾

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Líneas de financiación oficial

Conoce las condiciones favorables de financiación para tu empresa



Línea ICO COVID19



Línea ICO



Línea Microbank
FEI COVID-19



ONLINE TRANSACTIONS

JANUARY

$$1.4\% \times £3755 = £52.57$$

$$+$$

$$£0.2 \times 36 = £7$$

January Total: £59.57

FEBRUARY

$$1.4\% \times £5735 = £80.29$$

$$+$$

$$£0.2 \times 55 = £11$$

February Total: £91.29

MARCH

$$1.4\% \times £7480 = £104.72$$

$$+$$

$$£0.2 \times 72 = £14.4$$

March Total: £119.12

APRIL

$$1.4\% \times £9825 = £137.55$$

$$+$$

$$£0.2 \times 95 = £19$$

April Total: £156.55

MAY

$$1.4\% \times £12650 = £177.1$$

$$+$$

$$£0.2 \times 122 = £24.4$$

May Total: £201.5

JUNE

$$1.4\% \times £15600 = £218.4$$

$$+$$

$$£0.2 \times 150 = £30$$

June Total: £248.4

JULY

$$1.4\% \times £16495 = £258.93$$

$$+$$

$$£0.2 \times 178 = £35.6$$

July Total: £294.53

AUGUST

$$1.4\% \times £21610 = £302.54$$

$$+$$

$$£0.2 \times 208 = £41.6$$

August Total: £344.14

SEPTEMBER

$$1.4\% \times £24340 = £340.76$$

$$+$$

$$£0.2 \times 234 = £46.8$$

September Total: £386.56

OCTOBER

$$1.4\% \times £27690 = £387.66$$

$$+$$

$$£0.2 \times 266 = £53.2$$

October Total: £440.86

NOVEMBER

$$1.4\% \times £31665 = £443.31$$

$$+$$

$$£0.2 \times 305 = £61$$

November Total: £504.31

DECEMBER

$$1.4\% \times £36850 = £515.9$$

$$+$$

$$£0.2 \times 355 = £71$$

December Total: £586.9

The European transaction fee
is 1.4% + £0.2

FIND ME

