



Business Plan

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I Executive Summary

The founders of Chakreya are Laura Shepard, Galina Bezrurich , Marcela Brasileiro, Caroline Lobo and Darin Chakreyawat . We started the brand in 2012 after observing a massive trend for statement jewelry between young women, and we decided to build products that are trendy but are also concerned about energy and health.

We met during our MBA in fashion business in Paris, the business background will help us build a solid brand and a profitable company.

Darin Chakreyawat Co-founder and designer for the pieces is from Thailand and she also has a background in business. She has a Bachelor Degree in International Business management and a minor in Marketing. She had a two year experience as a Merchandising Manager in a department store where she developed the merchandise mix, promotional plans and merchandising concepts for assigned products in given categories. She's a Expertise in working with suppliers to develop new collections to match market trends, understanding competitors and conducting analyses for strategic improvement. Our entire production is supervised by her and she knows the best materials and the best workers

Galina Bezrukich Co-founder and VP for communication had her bachelor in creative industries with specialization in creative communication at Vilnius Gediminas Technical University in Lithuania. She also had an Art and Media course for one semester at Tampere University Of Applied Science in Finland. She will reinforce our team with her communication and events expertise and her many important contacts in the fashion industry.

Marcela Brasileiro Co-founder and CFO for Chakreya, has a Bachelor in Business from FBV – Faculdade Boa Viagem in Brazil. She worked as buyer of Marketing services and products in the Coca Cola Company and has made several financial reports for the company. With her knowledge in Marketing and finance, she'll make the brand profitable and recognized in the international market.

Laura Shepard, Co-founder and CEO is American and she saw a great opportunity for our products in her market. She Graduated with honors from Southern Methodist University with a Bachelor of Arts degree in Advertising and minors in Fashion Media and Psychology She worked as a retail sales associate for Love Tennis, a small upscale tennis boutique. She also had an internship for Interior Designer Janet Rice in Dallas, TX and for a social media marketing company Vive Media in Dallas, TX In fashion events, she volunteered for Mercedes Benz Fashion Week Swim in Miami, FL and interned for fashion event planning company, The Fashionistas in Dallas, TX.

Caroline Lobo, Co-founder and Sales Manager of Chakreya has a Bachelor of Business Management (BBM) Specialization in Marketing SBMJC - CMS (Centre for Management Studies) in Bangalore, India . She worked as a Senior Fashion Consultant for Timberland, Reliance Brands Ltd and as a Operations Supervisor for Marks and Spencer Reliance India Ltd.

Currently, we are all graduated in our MBA in fashion business and ready to put our business and creative background together to create a edgy and different brand.



I.i Creative Universe

Chakreya is inspired by travel and life, and brings an element of “contemporary” together with the functional aspect of healing stones embellished in our jewelry. Whether you dress nonchalantly or more put together, Chakreya will make a simple outfit look elegant. Our trendy style, craftsmanship, and healing stone materials make Chakreya’s jewelry the *true* girl’s best friend.

Keywords	Codes
Youthful	Healthy stones
Multi purpose	Handcrafted aesthetic
Contemporary	Unique mixes of colors
Functional Fashion	Jewelry with positive benefits
Statement making accessories	Combination of threads & stones

I.ii Name of Brand

The name Chakreya comes from Chakras. The Chakras are thought to vitalize the physical body and to be associated with interactions of a physical, emotional and mental nature. Chakras gemstones help rebalance our Bodies, Mind and Soul. They help give us energy. They take our inner strength and give us peace and happiness when all is aligned. We made the decision to use this name because we use chakras stones in our designs, and the name communicates the almost therapeutic nature of our designs in combination with the fashionable, feminine and high quality attributes of our brand.

The brand logo is a Celtic heart knot. It is stunningly simple, yet at the same time perfectly evocative of a heart. The logo represents the woven, handmade, fastidious nature of our designs. All of our products are made with heart like our logo.

I.iii Brand Statement

Chakreya is handcrafted, playful, contemporary jewelry with healing crystals and stones. Every woman, from romantics to rebels, can fall in love with it.

I.iv Strategy

The company is based in France, but the production is made in Thailand and the main geographic location for the distribution will be the USA.

This strategy is based for some reasons such as, the employment costs in Thailand are very low and it's a strategic place to get our main materials. The style of the pieces combine more with the US profile. Regarding the HQ, we decided to be based on Paris since we've been living there for the MBA and to guarantee a French status and heritage to our brand.

Our showroom will be located in New York and during fashion week we'll host events there to get the attention of the media and bloggers. The showroom will represent the young soul of our products and we'll do actions to promote the creative universe of the brand.

Our main channel of distribution is our Online shop and our marketing team will focus on social network actions to build our brand awareness. Shipping is worldwide, making the brand internationally available. Department stores are also part of the distribution strategy and we plan to expand to a different country/continent each year. So finally on the fifth year when the brand starts getting solid on the market we'll open a flagship store in New York City.

Combining young products, social network and international availability, Chakreya hopes to be recognized in the international market as one of the trendiest, accessible and functionality brand of all accessories.

II Brand, Vision, Mission

II.i Positioning

Chakreya is positioned as a jewelry brand that not only looks good, but makes you feel good when you wear it as well. The designs are trendy and colorful, and use a variety of shapes and sizes of stones. Our pieces are hand made, and as a result, provide higher quality than is typically found in costume jewelry lines. The prices are lower than most of our competitors, which makes us the more affordable stylish option, which is especially important to the younger members of our target market. The use of “healthy stones” in our trendy designs is a point of distinction for our brand. Frequently, the bracelets that contain materials designed for health and wellness are overly sporty or a little too “hippie.” Our designs are stylish and in line with current jewelry trends while offering our customers the added benefit of healthy stones. Our jewelry is not simply for decorative purposes, but has a functional aspect as well.

II.ii Target Market

The target market of Chakreya includes females who are a part of Generation Y; specifically aged 18-30. At minimum, these women have a Bachelors degree, which they have already completed or may be in the process of completing depending on their age. Our target market includes students who may still be supported by their parents and also young professionals. These young professionals have an income of \$40,000-60,000 annually. Although they do not have extremely high salaries, the women in Chakreya’s target market value their style and are willing to spend money on accessories even if that means they must cut back in other areas. Furthermore, these women are single and do not have children, so their salaries only need to support themselves. The occupations of the women in our target market most likely fall into the category of a communications or creative field. She is someone who is an early adapter, and is “tech savvy.” Our target consumer is very active in social media (facebook, twitter, instagram, pinterest,etc), and likes to keep up to date and stay ahead of technology trends. She is someone who loves to travel and experience new cultures.

Our target is also concerned with health and wellness, and exercises and eats healthy for the majority of her meals. She works out at a gym but also practices yoga about once a week. Her personality and attitudes are best described as: open-minded, free spirited, health conscious, and adventurous. She keeps up to date on fashion blogs and magazines and likes to dress according to the latest fashion trends without appearing to be trying too hard. She is someone that likes to pile on multiple bracelets and keep them on for extended periods of time. In this sense, our customer is looking for jewelry that can be worn with other styles and brands without clashing, but instead complimenting the final look.

II.iii Product range

Our product range consists of bracelets, necklaces, earrings and hats. It is characterized by high quality materials of rhinestones and Chakras gemstones from Thailand with a variety of colors and designs that are partially reinvented each season.

Healing stones, crystals, and rhinestones are the main component of Chakreya's designs. We combine them with high quality threads to create playful and contemporary accessories. We design a unique color palette for each season, and mix up contrasting inspirations which often come from our travels.

We live in new technological century and we are surrounded by computers, mobile phones and electronic devices which can be seen in connection with rising stress rates and a myriad of accompanying illnesses.

The stones help rebalance the body, mind and soul. They help give energy and take our inner strength to give us peace and happiness by aligning everything. We want to suggest that our customers use a little balance and perspective in their daily lives. Our jewelry products will help you not just to feel good but also look fashionable. Each gemstone has properties which you can bring into your life simply by keeping you looking trendy. Chakreya jewelry with a gemstones including natural minerals which are unique and they have ability to keep you in positive energy and in balance without an external power source.^{1,2,3,4}

Bracelets

We are offering variety of bracelets such as bangles, charm bracelets, link bracelets, friendship bracelets and alternative health bracelets. These bracelets have an average price of €23.00 depending on the materials and the production process behind it.

Necklaces

Most of our necklaces are statement necklaces, which differentiate in terms of color and style depending on the collection and inspiration behind them. However, the quality of materials and meticulousness of the design and production remain the same. The average price of our necklaces is €40.00

Earrings

Chandelier Earring is the style of earring we produce. This style dangles from the earlobe with several levels cascading to a point an inch or two (or more) below the ear. The average price of our earrings is €22.00 depending on the materials and the production process behind it.

Hats

Beside bracelets, necklaces and earrings, we are also presenting different styles of hat in every collection. The hat is embroidery by crystal, rhinestone and healing stone aimed to match with other pieces of jewelry in our collection. The average price of a hat is €32.00

¹"Chakra Chart." Doc Stoc. Docstoc, 2011. Web. 18 Dec. 2012.

²"CHAKRA GEMSTONE HEALING CRYSTALS!" Chakra Healing Work? Chakra Gemstones and Crystals? Chakra Heal? Chakra Gemstone List! Use Chakra Stones to Heal the Body! Chakra Gems! Jewelry-Secrets.com, 2012. Web. 18 Dec. 2012.

³Lin. "Gemstones." Lin's Domain. N.p., n.d. Web. 18 Dec. 2012.

⁴"Mystic Power of Stone." PTT Public Company Limited Energy for Sustainable Future. PTT Plc, 2008. Web. 18 Dec. 2012.

II.iv Geographical Extension

In the first year of our brand, we hope to have distribution in four department stores in the United States; in New York City and Los Angeles specifically. Furthermore, our e-commerce website will offer delivery to anywhere in the U.S.

In the second year of our business, our products will be available for delivery worldwide. Within the U.S. we intend to expand within our initial department store representation into other cities in which the stores are located. Specifically, we plan to expand to department stores in Miami, FL; Dallas, TX; San Francisco, CA; and Chicago, IL. Furthermore, we also hope to have distribution through specialized multi-brand stores such as Urban Outfitters and Free People.

In the third year, we will expand our distribution into online multi-brand shops such as ASOS and Shop Bop. We will also continue to expand into additional specialized retail stores in the United States, like Intermix, for example. Additionally, in the third year we hope to have our products in department stores in the European market, specifically London, England; Paris, France; Madrid, Spain; and Munich, Germany.

In the fourth year, we plan to bring our products to the Asian market through super specialized stores in Tokyo, Hong Kong, Bangkok, Singapore, and Shanghai. We also plan to continue the expansion into more specialized retail stores in the United States in the fourth year.

Finally, in the fifth year of our brand, we will open a flagship store in New York City. We hope to find a store location in the trendy West Village area, which attracts shoppers in line with our target market. Furthermore, there is an Equinox gym in this neighborhood which is an upscale workout facility catering to a specific clientele in accordance with our customer base.

III The Industry

III.i Overview of the Industry

The fashion accessory industry has undergone many changes in regards to prices, styles, manufacturing, etc. The various products can be categorized as bracelets, earrings, necklaces, chokers, bangles, rings, anklets, pendants etc. The main materials used in manufacturing include semi-precious stones, beads, ceramic, leather, plastic and pearl. Metals used are silver, aluminium, etc. New variations have also come up in the form of costume, designer, imitation jewelry, etc. which are more stylish than the original gemstone jewelry.

Major Consumers and Market Share

The USA is the largest market for fashion jewellery and had a share of 31% of the total global fashion jewellery sales. The other important markets are China, India, Japan, Middle East, Italy, UK and Turkey. India and China have shown a great rise in sales during the past five years.

Industry Challenges

The industry is facing social and economic challenges which are hindering its growth. First of all, Scarcity in the supply of raw materials has led to steep rise in prices and great competition, thus affecting the whole supply chain. Second, competition among the major manufacturing nations has led to shifting of the industry to low labour cost countries. Furthermore, the retailing sector has also been affected by changing fashion trends and increased consumer consciousness and sophistication.

Future Prospects

Looking towards the future, it is predicted that the growth in sales in the fashion jewelry industry will slow down and there will be an emergence of new markets. The global sales will grow at the rate of 4.6% annually and is estimated to reach US \$230 billion in 2015. Furthermore, China and India together will emerge as equivalent to the US market in 2015. Also, jewelry fabrication services will show a sluggish demand and will move to new centers. The CAGR for fabrication is estimated to be 5.1% by 2015. China and India will be the new centers for jewellery fabrication. Finally, lowering margins in profit and debt levels in the industry will help to build up the fashion jewelry industry. By the year 2015, the fashion jewelry industry will witness the emergence of a number of giant markets, which will be the industry leaders of the future. The future for the fashion jewellery industry, based on the recent trends, are that the mining countries will capture a huge share of the polishing sector. Substitutes of precious stones such as synthetic diamonds and non-precious metals will replace the precious stones. The plain gold jewelry sales will keep on declining and China and India will emerge as large retail markets. African countries producing raw materials will also benefit from the expansion of these markets. Thus on the whole, the future for the industry is bright but still certain steps need to be taken by the key players to increase supply of raw materials and reform the supply chain.

III.ii SWOT

<p>Price: Prices are lower than competitors</p> <p>Product : Functional Helathy stones Handcrafted products Low cost of production Trendy Parisian brand name</p> <p>Marketing: Energy and health proposal</p> <p>Distribution International Availability</p>	<p>Production: Made in Thailand Lengthy production time</p> <p>Product Only trendy pieces Potential doubts about effectiveness of healthy stones</p>
<p>Product: Wider range New materials New Lines</p> <p>Commercial: Collaborations with designer brands</p>	<p>Product: Prices of raw materials can increase</p> <p>Competitors: Strong direct competitors Fashion Market is full of women's accessories.</p>

III.iii Mapping



IV Competitive Analysis

Chakreya has many direct and indirect competitors. The next part will give a closer insight into the three direct competitors.

IV.i Kate Spade

Kate Spade was founded in 1993, headquartered in New York. Now has over 80 retail shops and outlet stores across the United States, and more than 100 shops internationally. The products are sold in more than 400 doors worldwide, in every time zone and on every continent. The brand is positioned as a colorful, playful brand and the motto is: "live colorfully". The cost for earrings: \$40-\$120, the cost of bracelets: \$32-\$200, the cost of necklaces: \$60-\$300.

IV.ii Kendra Scott

Kendra Scott launched in 2002 in Austin Texas, now she is sold in department stores and specialty boutiques worldwide. Kendra Scott has become a household fashion name to women around the world. Celebrities love Kendra's unique made by handcraft, bold designs. The brand is positioned as a trend setter, classic chic, minimalist, feminine and flirty. The cost of earrings: \$60-\$120, the cost of bracelets: \$70-\$200, the cost of necklaces: \$40-\$200.

IV.iii Adia Kibur

The brand which launched in 2009. Adia's line of high end poly resin jewelry is also available through the line For a splash of fun, colors, and youthful energy. Crafted with the finest material and perfection of quality Adia Kibur covers the spectrum of looks from everyday casual, to sophisticated evenings. Available at fine department stores worldwide and select national boutiques. Also the brand organizes a preview at Accessories the Show New York & Las Vegas, and New York International Gift Fair. The cost of earrings: \$12-\$60, the cost of bracelets: \$20-\$60, the cost of necklaces: \$30-\$80.

IV.iv Conclusion

Chakreya has strong competitors who are well known and recognizable internationally. Our main strength is the price, our prices for products are lower to compare with our main competitors. Chakreya is handcrafted, playful, contemporary jewelry with healing crystals and stones. Every woman, from romantics to rebels, can fall in love with it. And what makes us different from the main competitors is our focus on stones, and overall wellness through our products. So we can call our brand not only trendy and colorful but also functional. This is what makes us different.

V. Five Year Plan

V.i Commercial Strategy

Year 1

Initially, we will launch our brand online through our own e-commerce website, and we hope to have distribution in department stores in the United States. We will focus on Bergdorf Goodman's, Saks Fifth Avenue, and Bloomingdales in New York City, New York, and Neiman Marcus in Los Angeles, California. In the first year we will only offer delivery to addresses within the U.S. in order to contain the amount of orders and necessary production costs in the first year of our brand. We chose NYC and LA because the consumers living in these cities fit into our target market of trendy individuals who are working in communication or creative industries. These cities are also popular tourist destinations and serve as a way to raise awareness of our brand in the minds of consumers from all over the world.

Our headquarters will be located in Paris, France with a small office for our staff and a small showroom for press and buyers. Additionally, our production will be located in Thailand, in an office we will run within our company. Since our products are hand-made and only require materials and a few small tools, we do not have a need for a large factory. Furthermore, in order to best reach our target market, we will also open a small showroom in New York City. We will use this space to show our collections to press and buyers in The U.S. and also to host events.

Year 2

In the second year of our brand, we will begin to expand our distribution both within the United States and worldwide. We will extend delivery of products ordered from our website to international addresses and will use online marketing and social media to drive international customers to our site.

Additionally, we hope to expand in the United States by having our jewelry sold at other locations of the department stores we launched in our first year. Specifically: Cusp Neiman Marcus in Dallas, TX; Bloomingdales in Chicago, IL; and Saks Fifth Avenue in San Francisco, CA. This way we can expand geographically in order to widen our customer base within the United States, after establishing our brand in the trendiest, most fashion focused cities first. We will also aim to have our products sold at super specialized multi-brand stores like Urban Outfitters and Free People. Through this additional channel, we will reach the consumers in our target market that prefer to shop in these smaller stores as opposed to large department stores.

Year 3

The third year of our brand will center on the presence of our products in European department stores for the first time, and the continued expansion throughout the U.S. Our plan is to focus on cosmopolitan cities in Europe, specifically London, England; Paris, France; Madrid, Spain; and Munich, Germany. These cities are also popular tourist destinations and have the same potential as the department stores in NYC and LA to

bring increased attention to our brand through the millions of people that visit these cities each year.

During this year we will also hopefully have continued expansion into specialized multi-brand stores, specifically online-only retailers ASOS and Shop Bop. This will expose our brand to customers who loyally shop online on these websites and would not have known of our brand otherwise.

Years 4 and 5

Next, in year four, we will focus on expansion into super specialized stores in Asian markets. The first cities we will target are: Tokyo, Hong Kong, Bangkok, Singapore, and Shanghai. We will also further our expansion into the United States and in the European market, which we entered the previous year.

Then, in the fifth year, we will open a flagship boutique in New York City. This will be the culmination of five years of dedicated PR, advertising, and social media efforts in concurrence with determined and focused expansion across the United States and the world. By this point our brand will have enough awareness in the minds of the consumers that we will be able to successfully open our own boutique. We plan to situate this flagship store in the trendy West Village area near Equinox, an upscale fitness center. This will reinforce our brand image of functional, health-focused jewelry that is still stylish at the same time.

V.ii Communication Strategy

1st and 2nd years

Online media is our main channel of communication with the customers. We will have an online blog to reinforce the lifestyle element of the brand. Basically, we will promote our brand online. We expect to get more followers on social networks and promote our brand in collaboration with different bloggers and celebrities.

Social Media

In order to build a virtual relationship with our customers, we will establish our brand on multiple social media channels. These will include; Facebook, Twitter, Instagram, and Pinterest

Look Book

The look book is an essential piece to the creative marketing strategy for Chakreya. This book filled with glossy photographs provides editors, potential buyers and even potential customers with an idea of our brand. We will update pictures of all our collections and will give the idea for our consumers how they can wear our jewelry to get different looks.

Fashion & Lifestyle Blog

Our brand will have an online blog with information about our brand news, collection updates, look book, sales, press, and events. Also we will write about stones, how to choose the best healing stones, and other related information. Our blog will also feature a section giving health and fitness advice.

Online letters to our customers.

In the second year we have interactive online contests for our fans. For example, we will have an Instagram contest where people can Instagram pictures of themselves wearing our products for the chance to win a piece of our jewelry and be featured on our blog.

Public Relations

PR is a highly effective way to draw attention to a brand, and it costs much less than advertising. Through our PR agency, we will get in touch with various magazines in USA such as “Glamour”, “Nylon”, “Cosmopolitan”, “InStyle,” and “Harpers Bazaar” and send them samples in the hopes of being able to get free advertorials. We will also send samples to online bloggers who are writing about fashion and who are located in different countries around the world to reach different audiences. Specific bloggers we will reach out to include; Rita Galkina “The Diaries of Big City”, Kristina Bazan “Kayture”, Darya Kamalova “Cablook”, and “Bryanboy”. Furthermore, we will send samples of our accessories to Hollywood celebrities and current fashion icons in the hopes that they will wear our products and as a result promote our brand.

Events

Fashion Showcase

Before the official launch of our brand, we will host a small gathering at our showroom in NYC to debut our line to key people in the fashion industry. We will invite bloggers, editors, buyers and potential clients. During the event we have a small fashion show, and also display items throughout the room. We will host fashion shows in our showroom during every fashion week to allow buyers and press to get a look at the new season's collection.

Launch Party

We will have a launch event in New York City during Fashion week in our showroom. Through our PR agency, we will extend invitations to bloggers and editors in the hopes that they will write about our products in their blogs and magazines. This event will also have a health & wellness theme to it, with a juice bar and also the chance for guests to test our products and actually see the balance and other benefits they offer.

Year 3

In the third year, we will implement the same PR, social media, and advertising strategy as we expand to the European market. At the same time, we will maintain a consistent strategy in the American market. We will have showroom events during each New York fashion week to present our new collection to buyers and press. Our advertising campaign will consist of advertisements on the websites of women's fashion magazines in both the U.S. and European markets. Specifically in Europe, we will advertise on websites that serve as city guides for tourists such as "My Little Paris," etc. Also starting in the third year, we want to begin working in collaboration with clothing designers to have our products used as accessories for photo shoots and/or fashion shows.

Year 4

In the fourth year of our brand, we will expand to the Asian market. We will have advertising on line on web magazines and tourist guides for the specific cities. We will use the same PR strategy in Asia by sending samples to local bloggers and magazines. During this time we will still maintain the same PR and advertising strategies in both the U.S. and Europe.

Year 5

In year five, we will be opening our flagship store in New York City. We will increase our advertising and PR efforts in New York leading up to the opening, and use the power of social media to our advantage in order to publicize it. We will continue maintaining the same PR and advertising strategies in both the European and Asian markets.

VI Financial Analysis

Start up

To initiate our operations we'll need an amount of 1.000.000 euros to cover the production and communication costs for the first year. Our company will ask for a loan from the bank, with a interest rate of 7% per year. We intend to pay the loan in full, with interest after the 5th year of operations.

Production Cost

Our brand has a low cost of production. All of our pieces are made in Thailand, and the labor is very cheap and the materials and jewelry pieces are easier to find and are also cheaper.

In the chart below it's possible to observe our average cost of production per piece:

Production cost	Earrings	Necklaces	Bracelets	Beanie Hats
Raw Materials	€6.00	€10.00	€5.50	€8.32
Confection and manufacturing	€0.75	€2.75	€1.50	€1.50
Quality control	€0.50	€0.50	€0.50	€0.50
Packaging	€0.40	€0.80	€0.50	€0.80
Transportation	€0.60	€0.60	€0.60	€0.60
TOTAL	€8.75	€14.40	€8.60	€11.72

Our cost of production for each year are shown in the chart below:

	Year 1	Year 2	Year 3	Year 4	Year 5
Production cost per year	€398,799	€1,171,125	€3,123,000	€4,098,937.50	€5,074,875

Operational Expenses

The rent sums up a value of €700,000 a month. This includes the cost for the factory in Thailand, the headquarters in Paris, and the showroom in NYC.

For electricity we pay it monthly in Thailand, €500 and for our HQ we €600 euros every two months.

In our first year, we will launch our e-commerce website. The cost for the start up, design and software is €100,000 euros , which we'll be paying in amortizations of €20,000 during the 5 first years.

Communication

Our main form of advertising will be through blogs and social network, we'll spend around €2000 each month for our advertising agency and €3000 with a PR agency.

◆ Annexes ◆

Production Plan

Chakreya is a hand made accessory brand and puts its main emphasis on making a style statement with every new trend, and with every product it comes up with. In order to provide that incomparable style and quality we will produce our brand's product in Thailand.

Thailand is one of the world's prime markets for gems and jewelry, from diamonds to emeralds and everything in between. Gems are sent from all over the world for cutting, and dealers from around the globe buy at the markets in Chantaburi and Maesai. Maehasak (between Silom and Suriwong) is the hub of wholesale and manufacturing. If you want gems and colored gemstone jewelry, Bangkok may be the best place in the world to buy it. Colored gems, especially ruby, spinel, sapphire, jadeite, and peridot, are a bargain in Thailand.

Furthermore, in Thailand, you can buy gems for a quarter or a fifth price of what you would pay in the west. Also minimum wage in Thailand is only 7.5 euros per day, which enables our price to be within the budget of our target market.

We will search for new materials twice a year from July to August and from December to January. During this time we will also discover and summarize new trends for our collections. From August to September and January to February we will design our new products using inspiration from our travels and upcoming trends. For production, we use Thai artisans who specialize in jewelry and gemstones. Then, the product will ship to the point of sale during the year. Customer of Chakreya will experience our new product from January to June (Spring and Summer Collection) and July to December (Fall and Winter Collection).



Production Plan

Spring | Summer 2014 Fall | Winter 2014
Spring | Summer 2015 Fall | Winter 2015

Spring Summer 2014	2013						2014							
	July	August	September	October	November	December	January	February	March	April	May	June	July	August
Material	Material													
Concept	TREND	Design and Creation												
Development		Development and Production												
Delivery/Transportation						transportation								
Customers									Sales					

Fall Winter 2014	2013					2014									2015
	December	January	February	March	April	May	June	July	August	September	October	November	December	January	
Material	Material														
Concept	TREND	Design and Creation													
Development		Development and Production													
Delivery/Transportation						transportation									
Customers									Sales						

Spring Summer 2015	2014						2015							
	July	August	September	October	November	December	January	February	March	April	May	June	July	August
Material	Material													
Concept	TREND	Design and Creation												
Development		Development and Production												
Delivery/Transportation						transportation								
Customers									Sales					

Fall Winter 2015	2014					2015									2016
	December	January	February	March	April	May	June	July	August	September	October	November	December	January	
Material	Material														
Concept	TREND	Design and Creation													
Development		Development and Production													
Delivery/Transportation						transportation									
Customers									Sales						

Retro Plan

6 Months Prior to Launch

- Secure lease and set up utilities for production workshop in Thailand
- Compile our materials (stones and threads) for the upcoming collection

5 Months Prior to Launch

- Finalize concept and designs
- Begin production on the first collection
- Sign lease on headquarters in Paris
- Purchase necessary furniture, computers, etc for headquarters

4 Months Prior Launch

- Hire advertising and PR agencies
- Obtain samples of our products to send to press and celebrities
- Set up headquarters in Paris
- Hire staff for headquarters operations
- Create all social media accounts

3 Months Prior to Launch

- Sign lease on showroom in NYC
- Begin online advertising
- Increase social media activity
- Shoot photos for look book

2 Months Prior to Launch

- Finish set up of displays, etc in showroom
- Via our PR agency, begin planning showcase and launch party events
- Start developemnt of e-commerce site

1 Month Prior to launch

- Stock NYC showroom with product
- Send invitations for showcase event and launch party
- Cast models for showcase event fashion show
- Upload all stock images and pricing for e-commerce website

2 Weeks Prior to Launch

- Confirm guest list of both events
- Fix any glitches in preparation for launch of website

1 Week Prior to Launch

- Fashion showcase event
- Finalize preparations for launch party

Launch of Chakreya

Mood Board



Balance Sheet

Balance Sheet at time 0

LIQUID ASSETS		SHORT TERM DEBTS	
Cash	990,000	Loans	0
Stocks	0	Suppliers	0
Customers	0	Others	0
Others	0	MID TERM DEBTS	
NON LIQUID ASSETS		Loans	1,000,000
Investments	0	CAPITAL	
Immobilizations (machines)	0	Initial Capital	
Immobilizations (brands)	10,000	Undistributed profit	
TOTAL		TOTAL	
	1,000,000		1,000,000

Balance Sheet at year 1 (31st of Dec)

LIQUID ASSETS		SHORT TERM DEBTS	
Cash	917,038	Loans	0
Stocks	0	Suppliers	0
Customers	0	Others	
Others	0	MID TERM DEBTS	
NON LIQUID ASSETS		Loans	1,000,000
Investments	0	CAPITAL	
Immobilizations (machines)	0	Initial Capital	
Immobilizations (brands)	8,000	Undistributed profit	
NEED IN WORKING CAPITAL	0	PROFIT/LOSS	-74,962
TOTAL	925,038	TOTAL	925,038

Income Statement

Income Statement

	Year 1	Year 2	Year 3	Year 4
Production	€ 398,799.75	€ 1,171,125.00	€ 3,123,000.00	€ 4,098,937.50
Stock	€ 0.00	€ 0.00	€ 0.00	€ 0.00
Sales	€ 917,237.70	€ 2,751,713.10	€ 7,337,901.60	€ 9,630,995.85
Sales Cost	€ 398,799.75	€ 1,171,125.00	€ 3,123,000.00	€ 4,098,937.50
Gross Result	€ 518,437.95	€ 1,580,588.10	€ 4,214,901.60	€ 5,532,058.35
Amortizations	€ 20,000.00	€ 20,000.00	€ 20,000.00	€ 20,000.00
Expenses	€ 595,800.00	€ 595,800.00	€ 595,800.00	€ 595,800.00
EBIT	-€ 97,362.05	€ 964,788.10	€ 3,599,101.60	€ 4,916,258.35
Taxes	€ 0.00	€ 385,915.24	€ 1,439,640.64	€ 1,966,503.34
Net Income	-€ 97,362.05	€ 578,872.86	€ 2,159,460.96	€ 2,949,755.01

Cash Flow

Year 1

	Jan	Feb	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec	TOTAL
Previous Balance													
Sales													
Sales VAT incl dep stores		35,449		35,449		35,449		35,449		35,449		35,449	212,693
Sales VAT incl online shop	58,712	58,712	58,712	58,712	58,712	58,712	58,712	58,712	58,712	58,712	58,712	58,712	704,545
Sales VAT incl	58,712	94,161	58,712	94,161	58,712	94,161	58,712	94,161	58,712	94,161	58,712	94,161	917,238
New capital	0	0	0	0	0	0	0	0	0	0	0	0	0
Loans	0	0	0	0	0	0	0	0	0	0	0	0	0
Legal subventions	0	0	0	0	0	0	0	0	0	0	0	0	0
Total resources	58,712	94,161	58,712	94,161	58,712	94,161	58,712	94,161	58,712	94,161	58,712	94,161	917,238
Operation costs													
Production cost	99,700	0	0	99,700	0	0	99,700	0	0	99,700	0	0	398,800
Supplies	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	15,600
Electricity	500	1,100	500	1,100	500	1,100	500	1,100	500	1,100	500	1,100	9,600
Indirect charges													
Rent	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	84,000
Others													
PR	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
Communication	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Stationnery	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Showroom	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Total Charges	115,800	16,700	16,100	116,400	16,100	16,700	115,800	16,700	16,100	116,400	16,100	16,700	595,600
Taxes&Personnel													
Salaries	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	300,000
Taxes on salaries	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	99,000
Taxes on profits	0	0	0	0	0	0	0	0	0	0	0	0	0
VAT collected	11,508	18,456	11,508	18,456	11,508	18,456	11,508	18,456	11,508	18,456	11,508	18,456	179,779
VAT recuperable	22,697	3,273	3,156	22,814	3,156	3,273	22,697	3,273	3,156	22,814	3,156	3,273	116,738
VAT to be paid	-11,189	15,182	8,352	-4,359	8,352	15,182	-11,189	15,182	8,352	-4,359	8,352	15,182	63,041
Financial burden	0	0	0	0	0	0	0	0	0	0	0	0	0
Amortizations													
Amortizations	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	20,400
Total Charges incl T&A	139,561	66,832	59,402	146,991	59,402	66,832	139,561	66,832	59,402	146,991	59,402	66,832	1,078,041
Monthly balance	-80,848	27,329	-690	-52,830	-690	27,329	-80,849	27,329	-690	-52,830	-690	27,329	
Balance EOM	-80,848	-53,520	-54,210	-107,040	-107,730	-80,401	-161,250	-133,922	-134,612	-187,442	-188,132	-160,803	

Year 2

	Jan	Feb	March	Apr	May	June	July	August	Sept	Oct	Nov	Dec	TOTAL
Previous Balance	-160,803												
Sales													
Sales VAT incl dep stores		106,346		106,346		106,346		106,346		106,346		106,346	638,078
Sales VAT incl online shop	176,136	176,136	176,136	176,136	176,136	176,136	176,136	176,136	176,136	176,136	176,136	176,136	2,113,635
Sales VAT incl	176,136	282,483	176,136	282,483	176,136	282,483	176,136	282,483	176,136	282,483	176,136	282,483	2,751,713
New capital	0	0	0	0	0	0	0	0	0	0	0	0	0
Loans	0	0	0	0	0	0	0	0	0	0	0	0	0
Legal subventions	0	0	0	0	0	0	0	0	0	0	0	0	0
Total resources	176,136	282,483	176,136	282,483	176,136	282,483	176,136	282,483	176,136	282,483	176,136	282,483	2,751,713
Operation costs													
Production cost	292,781	0	0	292,781	0	0	292,781	0	0	292,781	0	0	1,171,125
Supplies	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	15,600
Electricity	500	1,100	500	1,100	500	1,100	500	1,100	500	1,100	500	1,100	9,600
Indirect charges													
Rent	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	84,000
Others													
PR	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
Communication	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Stationnery	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Showroom	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
Total Charges	308,881	16,700	16,100	309,481	16,100	16,700	308,881	16,700	16,100	309,481	16,100	16,700	1,367,925
Taxes&Personnel													
Salaries	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	300,000
Taxes on salaries	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	8,250	99,000
Taxes on profits	0	0	0	0	0	0	0	0	0	0	0	0	0
VAT collected	34,523	55,367	34,523	55,367	34,523	55,367	34,523	55,367	34,523	55,367	34,523	55,367	539,336
VAT recuperable	60,541	3,273	3,156	60,658	3,156	3,273	60,541	3,273	3,156	60,658	3,156	3,273	268,113
VAT to be paid	-26,018	52,093	31,367	-5,292	31,367	52,093	-26,018	52,093	31,367	-5,292	31,367	52,093	271,222
Financial burden	0	0	0	0	0	0	0	0	0	0	0	0	0
Amortizations													
Amortizations	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	20,400
Total Charges incl T&A	317,813	103,743	82,417	339,140	82,417	103,743	317,813	103,743	82,417	339,140	82,417	103,743	2,058,547
Monthly balance	-141,677	178,739	93,719	-56,657	93,719	178,739	-141,677	178,739	93,719	-56,657	93,719	178,739	
Balance EOM	-302,480	-123,741	-30,022	-86,679	7,040	185,780	44,103	222,842	316,561	259,904	353,623	532,362	

Chakranya