

Creative Cards © Business plan

Who we are

We are Creative Cards.

We used our creativity to hand make beautiful greeting cards for different occasions,

Our products

We have made about 240 cards, all for different occasions over the past three weekends.

Most of our materials were given to us by family and close friends because they wanted to help support the charity also.

Our cost and profits

The cards cost as follows:

- Actual card – KShs 7/= - which we got on a wholesale basis
- Envelope – KShs 3/= - also on a wholesale basis
- Stickers and ornaments – approx. KES 50-100/= each
- Rent for Zen Garden – KES 5,000 divided by 240 cards = approximately KES 25/= per card!
- Labour – free (we used our own time with help from some friends)!
- Flyers – KES 5/= each

Total cost per card: 90/= to 140/= per card. (Average – K.Shs 115/=). We borrowed this from our parents and will pay it back when we sell our cards (they have agreed not to charge us interest).

Our average selling price will be KShs 225/=

We hope to make a total profit of about K.Shs 26,400/= If we sell all 240 cards.

For this first sale, ALL (not some) of our profits from the cards will be donated to an animal welfare charity called TNR Trust because we love and care for animals.

In the future, we will keep some profits to buy more materials, and grow our business, and maybe create other gifts to sell as well.

Our selling strategy

- We have differentiated prices for different cards depending on the quality and quantity of time and materials used to produce the cards
- We will be offering bundled discounts
- We have hired our little brothers (for free) to distribute fliers to visitors to attract them to our stall
- **Unlike other stalls, we will give ALL our profits to charity for this first sale!**

TNR Trust

The TNR Trust is a registered trust in Kenya. It was set up with the aim to improve community health by addressing overpopulation of cats and dogs, the risk of rabies and education on animal welfare. TNR trust runs entirely with the help of volunteers and concerned vets and is dependent on donations. Thus we have decided to give all our profits from the sale of the cards we have made to the TNR Trust - **Ayana, Keiya and Sitara**