



Executive Summary

- **Beaux Workshops:** Inspiring creativity, community, and entrepreneurship. We offer engaging workshops in our unique working design studio.
- Our **Target Market** is affluent women 20-65, 15 miles of Downtown Orlando, active lifestyle, seeking cultural activities and time with girlfriends. They value handmade items, they pay for premium access and experiences regularly, they feel exclusive.
- Our **Secondary Market** is Disney/Tourist / Convention web traffic searching for 'Things to do in Downtown Orlando for groups' This group is bringing a whole family reunion of 14 - 24 people in one purchase.

- **Unique Selling Proposition : Beaux Workshops: Creativity Meets Community in our Working Design Studio, Downtown**
- Our **Financial Projection** realizes a profit of **\$11,960** / month with a minimal workshop calendar and 1 key instructor (Cherrah) and part time help / no full time employees

- **Funding**

(priority expenses)

- \$4700: **Quote** attained to pay small business accountant to make sure foundation is solid. State Corporation Docs are filed, final reconciliation of Beaux prior years quickbooks, misc filings
- \$5000 capital for Sept / Oct / Nov events (replenishment of gems / supplies / part time wages / food beverage)
- \$300 3 month facebook / instagram marketing budget to promote initial classes

Company Description

Financial Projections

[illegible]

Room Rental / Hr	Fixed	50	100	100	100	50	100	100	100
Cherrah Rate / Hr	Fixed	75	150	150	150	75	150	150	150
Assistant Rate	Fixed	50	n/a	50	50	50	n/a	50	50
Materials	Variable	10	80	140	200	5	40	70	100
Food and Beverage	Fixed	20	20	20	20	20	20	20	20
Total Costs			350	460	520		310	390	420
Total Profit			\$450	\$940	\$1,480		\$10	\$170	\$380
Profit per Month Goal		7000							
Classes per Month			16	7	5		700	41	18
Classes per Week			4	2	1		175	10	5
Mixture of classes forecast: Example									
Mid-sized classes per week		3		\$2,820					
Mid-sized parties per week		1		\$170					
Total Profit per week				\$2,990					
Total Profit for month				\$11,960					
Total Profit Annualized				\$143,520					

Funding Request

- 10,000 / Seed Money
- Use of funds: Admin / Initial Operating Costs

Market Analysis

- Our **Target Market** lives in the neighborhoods immediately surrounding Downtown Orlando, they are affluent, professional, and many are retirees. They come to us within a short bike or car ride. They hear about our events through social media posts, local flyers, local online calendars & word of mouth.
- Our **Secondary Market** (Growth Market) is women who are planning their Disney vacations online & looking for ideas for 'Orlando' days , away from the Theme Parks. The most highly searched terms include 'things to do in Downtown Orlando' 'Date Nights in Downtown Orlando' 'Undiscovered Orlando'.
- We've created a **PINTEREST** to start attracting this traffic when ready. Our SEO will also draw in this traffic for growth to max out the space available in our location. Strategically we have a hotel parking garage immediately across the street and we can scale our workshops by partnering and using this garage.

<https://pin.it/5spGixUAj>

- We point to **Industry Trends** showing that there is an 'epidemic of loneliness'

Group events are booming: People are seeking in-person experiences **over social media**.

Women-focused community: We offer workshops for women to connect and create together.

Collaborative projects: Our workshops are designed for group interaction.

- **Competition**

Limited Availability: There are no regular jewelry making nights in Downtown Orlando, and few options in surrounding areas. We capitalize on our cool building. Our building is known all over downtown as being a hub for activity. Being allowed into the building is part of the exclusivity of the experience.

Strategic Time Slots: we have preplanned time slots and we do not allow for variances. This helps us to have an organized operational flow because the events all have a system.

Retail Sales: Workshops are designed to drive in-person traffic to boutique and generate retail sales.

Products or Services

- Our **product is a ticketed pre-booked fixed event window in which they experience a workshop and made jewelry or projects from our provided supplies that they take home with them.**
- Unique selling proposition :**Beaux Workshops: Creativity Meets Community in our Working Design Studio, Downtown**

Marketing and Sales Strategy

- Our **Marketing channels** are Instagram / Facebook -Beaux Studios business, word of mouth community engagement / Cherrah, direct email campaign to key mailing lists
- **Sales strategy** paid social media ads / IG , Google SEO strategy,

Operations Plan

Events are held at Conduit and are available for limited private engagements offsite (Conventions / Private Homes)

- **Location** (Primary) is within Conduit (1001 N. Orange Ave Orlando FL 32801)

Team

- **Amy Bunn / Volunteer - Public Relations & Event Promotion, Event Helper**
- **Marie Stokes / Volunteer - Event Helper**
- **Tracy Post / Volunteer - Event Helper**
- **Kimberly Pollack / Volunteer - Merchandising of Clothing, Event Helper, back up facilitator**
- **Amy Edge / Volunteer - Strategic Partnerships / Downtown Orlando, Advisor**
- **Chris Lua / Advisor - Google SEO**
- **Anton Duong / Advisor - Social Media**
- **Amy O Baker / Financial Consultant / Strategy**
- **Hope Pilling / Jewelry Making / Studio / PART TIME AS NEEDED**

(UCF Advertising Interns / Summer 2024)