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NFTE: Replicable Business Plan Entry

**Product:** At Giving Beads we realize how many people want to accessorize for an affordable price, and how you can take advantage of that to help a cause and spread hope at the same time. Our main goal at Giving Beads is to provide you the creative materials to make and sell bracelets supporting a monthly cause. You receive the materials, and begin production. You also receive our poster templates to advertise yourself and your revenue begins to flow, it’s that easy!

**Opportunity:** People want to accessorize for an affordable price and I’m frequently observing people wear small bracelets or give their friends bracelets as gifts. This bracelet could be giving a small piece of you to preserve a friendship or any relationship, so selling bracelets is a timeless, affordable, easy, and most importantly a replicable business plan.

**Customer Profile:** The target age group would be young adults looking to make a profit off an affordable, consumer friendly, charitable program. A portion of our profit goes to a monthly charity of the buyer’s choice (i.e. The Malala fund, supporting equality in education)

**Innovative Defense:** Our idea to make and sell beads, donating a portion of your income to charity is an innovative way to raise money, and help the world community. The idea stems from our observation of the rising popularity of bracelets, beads, and other fun accessories. With all of the excitement around beads and bracelets, our business seeks to pounce on the open market, while donating regularly.

**Comparisons:** Our product speaks to a very open market considering how our business is modeled. Because of the specificity of our donating system which enables you to choose who to donate to, the giving experience is personalized to fit the customers. A feasible comparison would be the nonprofit Alex’s Lemonade Stand. Alex’s Lemonade Stand gives children instructions for building their own lemonade stand, while donating to childhood cancer support funds. However, our business delivers a kit to the customer for them to craft their own beads to sell and raise a small profit, but more importantly, raise awareness.

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| Gather Your Supplies: | A box of all supplies will be sent to you. A bag of beads craft store craft store quality (JOANN, Michael’s, etc.) Thread for the bracelets, and poster templates. |
| Make Your Bracelets: | Get a great recipe, and make at least 2 quarts of lemonade.  Taste a little to make sure it's good before you start selling. |
| Set Your Price! | Base the price on how much your supplies cost you, plus a little profit, divided by the number of bracelets |
| Make Some Flyers | You want to make it bold! Be sure to clarify your product and price. Make the words pop to attract the most people possible. |
| Post Your Flyers | Put them up around your neighborhood, give flyers to friends, post at school, etc. |
| Personalize It! | Optional touches to make it your own:   * Are there two qualities of bracelets? * Are their bracelet combo deals available? * Add a discount for reoccurring customers. * Brand yourself. Put the logo on all of your products. |
| Smile and wait for customers! | Be friendly when people approach!  Ask them to tell their friends and neighbors about the stand! |