

The Market

Urban Workers within 5km

Buyer Persona

- ✓ Office worker
- ✓ With 5km radius
- ✓ Need quick service
- ✓ Have income to afford
- ✓ Have favourite shoes

The Problem it Solves . . .

When shoes break or shoe soles wear out, owners want them repaired quickly and well, for a reasonable price.

Product or Service Costs

Shoe Soles (pair) 200

Labour (me) 0

Glue 50

Total Unit Cost 250

Estimate 200 labour per pair of shoes
Sell Price 700

Unit Gross Profit 450

Units Sold per Month 80
4 per day x 20 days

GROSS PROFIT 36,000

Monthly Overhead Costs

Shoe Cart Loan 10,000

TOTAL OVERHEAD 10,000

MONTHLY NET PROFIT 26,000

- My Business Idea -

Shoe Repairs (Soles)

Business Names

Jack's Shoe Repairs

FAST SHOE REPAIRS

Walk Well Shoe Repairs

KWIK SHOE REPAIRS

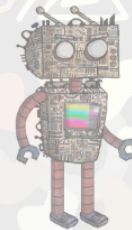
My Business Logo



**WALK WELL
SHOE REPAIRS**

Mobile: +248 64 913 5910

3-Month Forecast



	Month 1	Month 2	Month 3
Units Forecast	80	80	80
Unit Sell Price	700	700	700
TOTAL SALES	56,000	56,000	56,000
Unit Cost	250	250	250
TOTAL COSTS	20,000	20,000	20,000
GROSS PROFIT	36,000	36,000	36,000
OVERHEADS	10,000	10,000	10,000
NET PROFIT	26,000	26,000	26,000
CUMULATIVE NET PROFIT	26,000	52,000	78,000

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Starting Your Small Business