

Yarnado

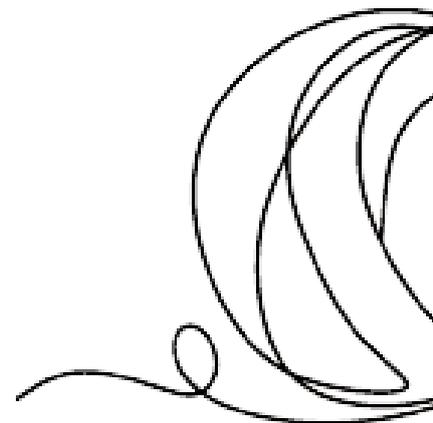
BUSINESS PLAN

2021-22



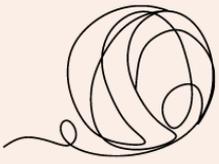
TABLE OF CONTENTS:

Executive Summary	1
Business Description	2
Competitor Analysis	3
SWOT Analysis	4



Location. Angeles City,
Pampanga, Philippines

Email. carissaguintu@gmail.com
Web. www.yarnado.com



YARNADO
crochetrific.

EXECUTIVE SUMMARY

Yarnado is a business dedicated to providing the best quality crochet stuffed toys to children and adults alike, created by Carissa Guintu, a high school student with a passion for crafts. . Each crochet item is hand-crafted with love and care and is further evaluated to guarantee only the best for our customers. Like our vision statements say, we aim “to create high-quality products for a low price.”

As of now, there are five main designs, which are: a cow, a frog, a turtle, a dinosaur, and an octopus. Each pattern is made with velvet chenille yarn, a soft and fluffy yarn that is perfect for cuddling. They are all relatively small, the smallest being the cow, only as big as a palm. On the other hand, the biggest one is the octopus that can still fit in a hand, but its tentacles might get in the way. As the business grows, the selection choice will expand as well.

The market Yarnado is targeting is children. We can get sales through focusing advertising to parents and people looking for gifts. By giving customers more options

Our products differ from others because each stuffed toy comes with a special card that shows their name, likes, and hobbies. Some cards will have special messages that will “tell a secret” to the buyer. This can create a bond between the child and the stuffed toy. By creating exclusivity with the “special card”, it will also encourage children to want to buy and collect more.

Location. Angeles City,
Pampanga, Philippines

Email. carissaguintu@gmail.com
Web. www.yarnado.com



BUSINESS DESCRIPTION

Yarndao is an online business that makes and sells crochet items based in Angeles City, Philippines. This business is run by Carissa Guintu, a student in high school, constituted as a sole proprietorship. Yarnado acknowledges the want for affordable, high-quality gifts for people of all ages. Yarnado will offer a variety of choices to suit the needs of different people.

The business hopes to keep customers happy and keep them buying their products. To achieve this goal, Yarnado plans to keep an updated catalog to choose from.

VISION STATEMENT

To create high-quality products for a low price.

MISSION STATEMENT

Help people find the perfect gift for any occasion.

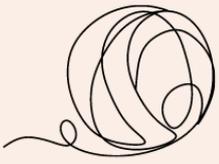


Location. Angeles City,
Pampanga, Philippines

Email. carissaguintu@gmail.com
Web. www.yarnado.com

COMPETITOR ANALYSIS

	Competitor 1- SoftToysbyDaria	Competitor 2- Crochetbyhollyk	Competitor 3- SleepyfoxTreasures
	https://www.etsy.com/shop/SoftToysbyDaria?ref=simple-shop-header-name&listing_id=999500103	https://www.etsy.com/shop/Crochetbyhollyk?ref=simple-shop-header-name&listing_id=1099576453	https://www.etsy.com/shop/SleepyfoxTreasures?ref=simple-shop-header-name&listing_id=1068406544
Overview	SoftToysbyDaria is a small business that sells hand-made, crochet stuffed animals and toys for children.	Crochetbyhollyk is a crochet business based in the UK.	SleepyfoxTreasures is a shop that sells handmade items and patterns.
Target customers	Children	People looking for gifts	People looking for gifts
Pricing of products	For smaller items, they average PHP 700. However, the harder-to-make items can go up to PHP 2,000.	The small items cost around PHP 500. The bigger items can go even up to PHP 3,000.	The patterns cost around PHP 200 each. The actual crochet items, even if they are small cost much more, around PHP 1,000- PHP 2,000 for one.
Strengths	Ships on time, has a lot of 5-star reviews, can request for customs.	Has social media to spread awareness. Easy to make designs	Has nice designs High-quality products
Weaknesses	It can take a while to ship due to the many different patterns and orders. Does not have social media.	Prices are kind of high compared to other shops.	The handmade stuffed animals are very expensive.



YARNADO
crochetrific.

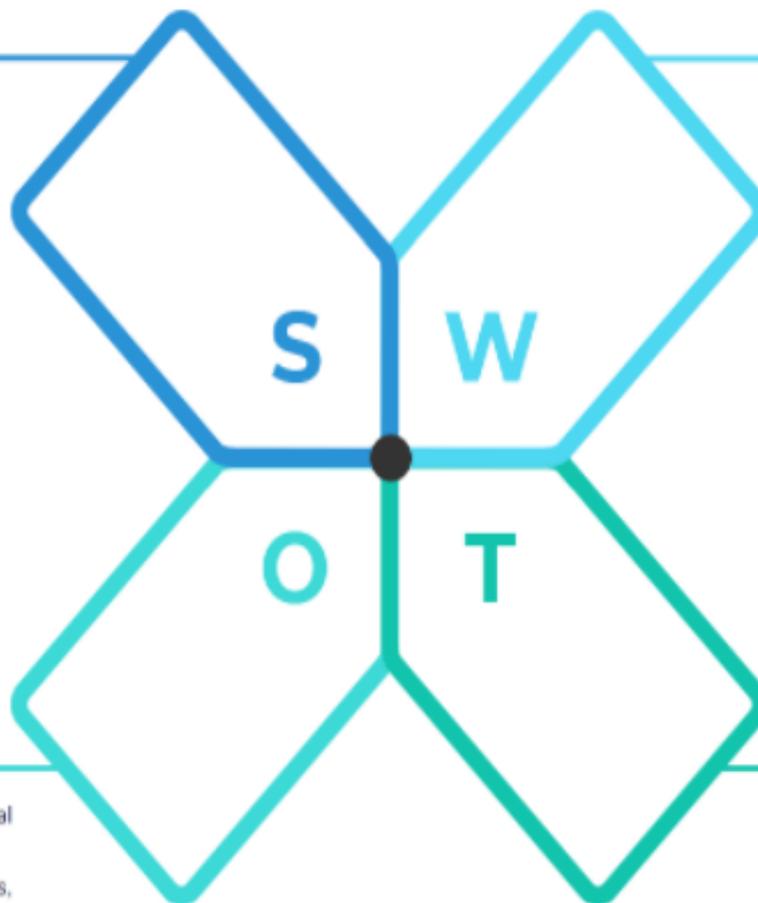
SWOT ANALYSIS

STRENGTHS

- Customers have access to buy anytime
- Cheap materials
- Easy-to-make designs

WEAKNESSES

- Crocheting an item takes time



OPPORTUNITIES

- Crochet items are trending on social media platforms
- Perfect gifts for holidays, birthdays, and events

THREATS

- Competing with hobbyists that are selling items for a lot less
- Some people might think that crochet is "old-fashioned"

