

# ‘Community Canvas’

## Business Plan (DM3105)

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(Exc. Title, Contents, References & Appendices)

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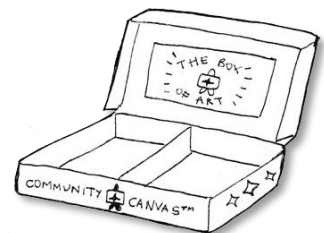
## EXECUTIVE SUMMARY

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Community Canvas is a subscription box service that provides a creative, educational, and unique art experience. It is aimed at a community scale for budding artists or individuals who want a creative escape from the stresses of everyday life. The unique selling point is the curation of the monthly projects around a distinctive theme, reflected within the content inside. A membership will also provide access to the Community Canvas app, with video tutorials to enhance the creative experience.

The target demographic is broadly between 18 – 60+ years. The most inclusive way to attract a wide audience is via the combination of traditional and digital marketing channels. This will compensate for any individuals having limited access or use of social media and the internet. The funding of this campaign, along with other components, are calculated in the financial forecasts section of this plan. This presents the potential profitability of the business, which will approximately cost £7,000 - £9,000 to start up, with the expectation of £59,000 net profit overall.

The narrative of this plan explores the business model in more detail, from the initial research, development (**Appendix A**), to final peer feedback, where I pitched Community Canvas to a group of like-minded entrepreneurs.



# BEHIND THE BUSINESS

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## THE PROBLEM

Community Canvas was inspired by societal issues affecting the mental health and education of all ages. The 'Participation Gap' is the contrast between those who either have or don't have access to the arts. This means these individuals miss the cultural and educational benefits when often they would benefit the most. The detrimental impact of COVID-19 on the UK creative industry is also well known, from the decline of employment to the dwindling investment from government bodies.

This presents the need to reinstate the value of arts in society, and how the stimulation of creativity is what we (especially young and old) need in our fast-paced lives. There is adequate potential for Community Canvas to be desirable because of its spin on regular subscription services. A mixture of digital and physical engagement will provide a more rewarding outcome and encourage a long-term relationship with the business.

## THE SOLUTION

Community Canvas will provide a regular and convenient means for individuals or groups to engage in arts and crafts activities. It will also set a precedent for future enterprises in the arts, to eventually generate awareness of the arts industry beyond a local scale.



## THE BUSINESS OBJECTIVES

The business would meet the needs of individuals and contribute to the movement against the decline of the arts by following the objectives below:

- ★ To provide a convenient and competitively priced art box subscription service.
- ★ To encourage individuals and groups within a community to engage in creative arts activities.
- ★ To promote the physical and mental health benefits of the creative arts and cultural industries to help galvanise the sector across the UK.
- ★ To provide bonus educational and engaging video tutorials via a simple and easy-to-use digital platform.

## THE UNIQUE SELLING POINTS (U.S.P)

The unique perspective and forethought of Community Canvas stands out in the current market of subscription box services, summarised the following U.S.P's:

- ★ A monthly subscription to a box of creativity, education, stimulation, and personal expression for individuals of all abilities.
- ★ It can be the medium for individuals to explore their creative side or relaxing activity.
- ★ The monthly projects are curated around a theme inspired by upcoming exhibitions, events, or talented professionals in the world of art.
- ★ The app and website are an extra layer to the member experience with video tutorials to help them get the most out of each box.



## PERSONAL EXPERTISE & EXPERIENCE

My past 10 years of education and experience in the field of arts, plus a passion to encourage to all access the means for creativity, is a strong advantage to the business. Therefore, I initially plan to be the sole creator of Community Canvas, through the proof of concept and branding (**Appendix B**) for the website/app, and the monthly projects and video tutorials. This will make the business stand out and avoid the need to hire a designer.

## THE LEGAL STRUCTURE

Initially, there will be various applications to government and enterprise funding bodies, such as the social enterprise grant from UnLtd, and intellectual property (trademark) to protect the business. After the investment into assets (e.g., property) and completion of the app/website at the end of year one, the business would progress into a Community Interest Company (CIC). This represents the original ethos behind Community Canvas, and future goal to regularly donate a sum of profits to UK community arts charities.



# MARKET ANALYSIS

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## THE TARGET MARKET

A subscription box business model functions by 'product kitting', where tiers of different items are sold and delivered to customers. To understand this model and its customer base, market research was undertaken. In the start-up period, Community Canvas will focus on the counties in Southwest England (**Appendix C**), such as Wiltshire, Somerset, and Dorset, etc., and if successful, expand into the rest of the UK. This precaution considers the potential issues at this early stage that could be exacerbated by excessive orders.

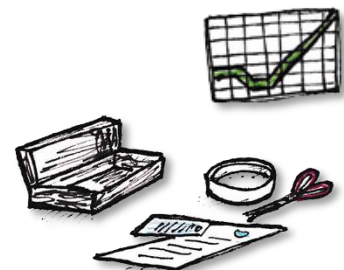
In terms of demographics, subscription box services are the most popular for '18 – 34-year olds' (**Appendix D**) and makeup '1 in 4 people' in the UK. There is also interest amongst 35–54-year-olds, and a small percentage of 55+-year-olds (Cadman, 2019, [online]). The strategy for targeting these groups will involve a combination of social media marketing and physical marketing with postal flyers. This promotes the most inclusive coverage of media these groups consume.



## TARGET AUDIENCE & MARKET TRENDS RESEARCH

The business of subscription services is booming in the UK - Brits spending £2 billion annually - and the recent increase of e-commerce has given this sector even more popularity. This proves that the subscription model is viable for future entrepreneurs, even with the current market competition. Most popular is the 'curated shipment' subscription format, averaging between '£7.50 - £30.00' (Atanasovska, 2021, [online]), where different versions of a subscription are themed. This variation maintains customer interest, with current trends involving food, shaving, cosmetics, and clothing items (**Appendix E**).

In the UK, leading subscription businesses are Hello Fresh (meal plans), making up 37% of the entire market, and Graze (snack boxes), subscribed to by 1 in 10 people (**Appendix F**). This ranks them second in the top five UK subscription services, along with cosmetics business Glossy Box (Cadman, 2019, [online]). A key variable in the success and popularity of these brands stems from their market relevance and convenience, making them especially attractive to a wide range of ages.





## THE MARKET COMPETITORS

The appeal for arts and crafts subscriptions, themed around clay modelling to sewing, has increased due to the enjoyment of pre-planned projects. This proves existing customers would be interested in the Community Canvas concept. The current leaders in this, my competitors, are 'Scawlr Box', 'Artful', and the best outside the UK, 'Artsnacks' (**Appendix G**). Collectively, they deliver a service of unique and high-quality art supplies. The successful components include charity collaborations as a buyer incentive, selling old stock to customers who don't want a fixed subscription, and bonus gifts (e.g., a sticker).

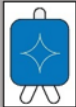
The attributes of each business that individually stood out, were Artsnack's community app, where customers share art and interact, and Artful's weekly YouTube videos for inspiration. Scawlr was the best by far, from the box contents to their website design, to the point that I purchased a box to understand the business first-hand (**Appendix H**). In contrast, Community Canvas stands out due to its endorsement of sharing the experience with other local members to spread the social impact of the business. The level of accessibility to information about the business and its products is also inclusive to all users, located on the website/app and social media channels.

One disadvantage is the time required to build up traction and loyal customers, compared to the competitors established business-to-customer system. To combat these differences and enhance the advantages, I would contact similar businesses before launching Community Canvas, to provide an opportunity to develop positive networking relationships.




## SWOT ANALYSIS

The SWOT analysis below reveals that Community Canvas will be successful to some extent, considering some improvements. The main strength is my involvement, a customer incentive to subscribe to the business. Opportunities could involve collaboration with local art clubs to benefit their members and promote the business. Community Canvas will also promote sustainability, and responsible consumption with recycled packaging and present it as a project theme. Being new to the field of business and finance could potentially lead to drawbacks, such as a miscalculation of stock. Therefore, hiring a business advisor would be beneficial for professional guidance.

<b>SWOT ANALYSIS</b> Community Canvas 	<b>STRENGTHS</b>	<b>WEAKNESSES</b>
	<ul style="list-style-type: none"> <li>★ Each project theme is unique and inspired by past or present trends in art.</li> <li>★ The presence of sustainable practices will appeal to customers and limit environmental impact.</li> </ul>	<ul style="list-style-type: none"> <li>★ My limited expertise in the field of business and finances.</li> <li>★ Developing the app and website externally may waste valuable funding.</li> </ul>
	<b>OPPORTUNITIES</b>	<b>THREATS</b>
	<ul style="list-style-type: none"> <li>★ The business could provide boxes to local arts and cultural clubs.</li> <li>★ The Community Canvas app could develop into an area for members to upload their work.</li> </ul>	<ul style="list-style-type: none"> <li>★ The start-up phase could require more time and funding than predicted.</li> <li>★ The target audience may be happy with their existing art subscription service.</li> </ul>

The SWOT analysis below is on my competitor Artsnacks. Their strength is the social media app the service provides; however, this comes at an increased cost to their customers, who could subsequently seek alternative services. Community Canvas will provide a wider price bracket.

<b>SWOT ANALYSIS</b> Art Snacks 	<b>STRENGTHS</b>	<b>WEAKNESSES</b>
	<ul style="list-style-type: none"> <li>★ The service provides a multidisciplinary experience.</li> <li>★ The business is highly transparent – website displays pricing and postage information.</li> </ul>	<ul style="list-style-type: none"> <li>★ There is a limited description of the content of their monthly boxes.</li> </ul>
	<b>OPPORTUNITIES</b>	<b>THREATS</b>
	<ul style="list-style-type: none"> <li>★ Art Snacks could quickly gain a customer base in the UK.</li> <li>★ The business could collaborate with local schools with art clubs.</li> </ul>	<ul style="list-style-type: none"> <li>★ The tiered pricing is high compared to other businesses.</li> </ul>

# STRATEGY & EXECUTION

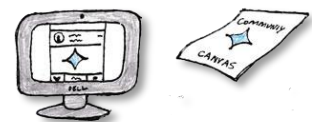
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## MARKETING & SALES

Community Canvas will offer two subscription types - 'Classic', the affordable tier, and 'Premium-Eco', a premium tier with more eco-friendly content (**Appendix I**). However, all members will receive full-sized art supplies and access to the Community Canvas app, social media, and website. These channels will provide direct communication with the membership community. The main features and benefits are:

FEATURES	BENEFITS
★ The contents and theme of each box will be detailed on the website and social media.	★ Members can see the value of their subscription and develop loyalty to the business overtime.
★ Each project comes with an exclusive video tutorial via the Community Canvas app.	★ The combination of digital and tactile activities will make the experience more memorable.
★ After the first box, customers can opt out of certain items, like the sketchbook, to save them and the business money.	★ Members can contribute to the sustainability metric of the business and feel encouraged to continue their subscriptions.

The average cost of monthly art subscriptions is between £25.00 - £50.00, and therefore Community Canvas will be £29.99 - £39.99 (per month) to remain competitively priced. This also avoids devaluing the industry for future businesses. Order production will be based on demand, to prevent excess inventory costs, predicted by monitoring customer interest via social media and website traffic. For example, the promotion of the November box mid-October, and a cut-off point towards the end of October for delivery as a further precaution



An overview of the initial marketing strategy consists of self-promotion online and in person, and print marketing (**Appendix J**) across the target regions (solus distribution). The cheap and effective nature of these methods makes this sensible at a stage where a business needs to conserve capital. The actions in year two (business launch), will focus on multi-platform social media marketing (e.g., Facebook/Instagram). This is key in collating traffic from all target audiences.

## OPERATIONS & MANAGEMENT

To start, Community Canvas will operate from my own home, during the organisation of the legalities and digital assets. Alongside the design of the branding visuals for the website/app as the sole proprietor of the business. The maintenance of the important stocks, sales, and accounts etc., would be handled by a hired accountant. I would also train in bookkeeping via QuickBooks to be able to undertake some aspects independently in the future to save money.

The beginnings of profit after launch will signal the milestone to relocate into premises to become a space for fundamental business practice, including storage for inventory, and long-term growth for housing future staff members. Once established, staff would be hired with skills to help further enhance the business, including bold ideas to develop social media campaigns, and carry out quality control measures (100% Inspection) during preparation of the subscription boxes.



# STRATEGY & TIME MANAGEMENT

The timelines below visualise how Community Canvas aims to progress over three years. The order of these events correspond with the Financial Forecast projections. Objectives are represented in blue, whilst the green and red indicate potential milestones or challenges at a particular stage. For a Gantt chart on the entire enterprise project, see **appendix K**.

Objective/Task/Job	YEAR 1											
	January	February	March	April	May	June	July	August	September	October	November	December
Apply for UnLtd Enterprise Grant	█											
Scout & Hire Accountant												
Application for Loan Accepted & Received						█						
Trade Mark Registry						█						
Community Interest Company Registry							█					
Proof of Concept Design For Brand/App & Website												
Website Domain						█						
Finalise Design Work												
Website Development												
App Development												
Design Marketing Visuals												
Create Social Media Accounts												
Start Digital Marketing (X2 Platforms)												
Set Sprout (SMM) Manager												
Purchase Stationary												
Purchase Printer												
Order Inventory Stock												

The first year lays the foundations of the business. A potential challenge at this stage is the development of the app/website and striving to achieve the desired functionality for the brand. The start of trade in year two will bring further challenges, setting up a formal business HQ, along with extending marketing campaigns.

Objective/Task/Job	YEAR 2											
	January	February	March	April	May	June	July	August	September	October	November	December
Scout & Confirm Property in Local Area												
Start Organising Property												
Purchase Hardware Equipment												
Purchase Kitchen Accessories												
Purchase Shelving & Storage Equipment												
Personal Investment into Business												
Organise App Hosting												
Launch App & Website												
Send out Subscription Boxes												
Scout & Hire Assiant												
Digital Marketing (X4 Platforms)												
Send of Designs to Print Company												
Post Traditional Marketing												
Organise & Pay for Utility Bills												

During the final year of this forecast, the (reasonably) perfected routine of the business will be established, along with my experience as the owner. This will progress Community Canvas to collaborate with local charities.

Objective/Task/Job	YEAR 3											
	January	February	March	April	May	June	July	August	September	October	November	December
Send out Subscription Boxes												
New Digital Marketing Campagin(X4 Platforms)												
Post Traditional Marketing												
Pay for Utility Bills												
Pay for Rent												
Pay for Website Domain												
Plan for Charity Collaberation												

# FINANCIALS, FUNDS & FORECASTS

This section presents the three-year financial forecasts of Community Canvas and highlights its future profitability.

## Subscription Box Tiers Breakdown



**Figure 1** breaks down the pricing of the subscription tiers. This helped to calculate the retail markup and profit per unit, based on figures from the market research. It is important to balance profit without pricing the business too high above other competitors. This also includes the of value and units sold of 'extra sales' (old stock resold for those who don't want a subscription) per month (**Figure 2**).

Classic		Cost
Sketchbook		1.52
Paint		5.29
Paint Brushes		3.03
Pencil, Rubber & Accessories		3.6
Sticker		0.25.2
A5 Flyer		1.25
A6 Postcard		1.24
Packaging		1.59
Wrapping		0.68
Postage		4.2
		<b>Total</b>
		<b>22.4</b>

Premium-Eco		Cost
Sketchbook		5.25
Paint		5.29
Paint Brushes		3.03
Pencil, Rubber & Accessories		3.6
Confectionary		0.9
Sticker		0.25.2
A5 Flyer		1.25
A6 Postcard		1.24
Packaging		1.74
Wrapping		0.68
Postage		4.2
		<b>Total</b>
		<b>27.18</b>

Figure 1

Subscription Tier	Markup	Total	Retail Price
Premium-Eco	60%	43.488	<b>43.99</b>
Classic	55%	34.72	<b>34.99</b>

Tier Cost	Total Profit
27.81	16.81
22.4	12.59

Year 2 Subscriptions ( 200 p/m)		Cost Per Month
Premium-Eco	50	1359
Classic	150	3360

Year 3 Subscriptions ( 400 p/m)		Cost Per Month
Premium-Eco	100	2718
Classic	300	6720

Extra Sales	Average No. p/m	Retail Price
Left Over Boxes - Premium-Eco	3	<b>27.99</b>
Left Over Boxes - Classic	4	<b>24.99</b>

<b>Total of Extra Sales p/m</b>	<b>183.93</b>
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Figure 2





### Expenses & Cost of Goods Sold

According to the projected expenses in years one and two, the total cost (**Figure 3**) of the business will be over **£206,000**. **Figure 4** shows limited expenses, with a few one-time costs such as the CIC registry and purchase of low-value assets. The greatest expenses at this stage will be the website/app development, and social media marketing budget.

Year	Total £
Year 1	3895.4
Year 2	72933.96
Year 3	129562

**Figure 3**

**Figure 4**

Year 1 (2023)	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
QuickBooks	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2
Business Coach	58	58	58	58	58	58	58	58	58	58	58	58
Trademark Registry	170	0	0	0	0	0	0	0	0	0	0	0
CIC Registry	0	0	0	0	0	0	0	0	0	0	0	27
Website Domain	0	0	0	0	0	0	0	0	0	0	0	0
Website Development	33	33	33	33	33	33	33	33	33	33	33	33
App Development	83	83	83	83	83	83	83	83	83	83	83	83
Digital Marketing	0	0	0	0	0	0	40	40	40	40	40	40
Sprout (SMM)	65	65	65	65	65	65	65	65	65	65	65	65
Stationary	59	59	59	59	59	59	0	0	0	0	0	0
Printer	54	0	0	0	0	0	0	0	0	0	0	0
<b>Total £</b>	<b>537.2</b>	<b>313.2</b>	<b>313.2</b>	<b>313.2</b>	<b>313.2</b>	<b>313.2</b>	<b>294.2</b>	<b>294.2</b>	<b>294.2</b>	<b>294.2</b>	<b>294.2</b>	<b>321.2</b>

Year two marks the launch of Community Canvas and the turn of profit (**Figure 5**). Apart from the monthly inventory required to meet the predicted 200 units per month, the highest reoccurring costs are property rent and utilities. This is expensive on paper but will benefit the future growth of the business and the development of new, profitable ideas. **Figure 6** shows the largest output of capital, a direct result of an increase in orders per month. This increase follows the peak of interest in the business to bring the total to 400 units.

**Figure 5**

Year 2 (2024)	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
QuickBooks	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2
Assistant Pay	142.56	142.56	142.56	142.56	142.56	142.56	142.56	142.56	142.56	142.56	142.56	142.56
Website Domain	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
App Hosting	90	0	0	0	0	0	0	0	0	0	0	0
Digital Marketing	40	40	40	40	40	40	40	40	40	40	40	40
Traditional Marketing	120	120	120	120	120	120	120	120	120	120	120	120
Marketing Distribution	65	65	65	65	65	65	65	65	65	65	65	65
Sprout (SMM)	65	65	65	65	65	65	65	65	65	65	65	65
Classic Subscription	1359	1359	1359	1359	1359	1359	1359	1359	1359	1359	1359	1359
Premium-Eco Subscription	3360	3360	3360	3360	3360	3360	3360	3360	3360	3360	3360	3360
Warehouse Rent	660.6	660.6	660.6	660.6	660.6	660.6	660.6	660.6	660.6	660.6	660.6	660.6
Utility Bills Package	242.02	242.02	242.02	242.02	242.02	242.02	242.02	242.02	242.02	242.02	242.02	242.02
<b>Total £</b>	<b>6160.33</b>	<b>6070.33</b>	<b>6070.33</b>	<b>6070.33</b>	<b>6070.33</b>	<b>6070.33</b>	<b>6070.33</b>	<b>6070.33</b>	<b>6070.33</b>	<b>6070.33</b>	<b>6070.33</b>	<b>6070.33</b>

**Figure 6**

Year 3 (2025)	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
QuickBooks	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2	15.2
Assistant Pay	142.56	142.56	142.56	142.56	142.56	142.56	142.56	142.56	142.56	142.56	142.56	142.56
Website Domain	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
App Hosting	90	0	0	0	0	0	0	0	0	0	0	0
Digital Marketing	40	40	40	40	40	40	40	40	40	40	40	40
Traditional Marketing	120	120	120	120	120	120	120	120	120	120	120	120
Marketing Distribution	65	65	65	65	65	65	65	65	65	65	65	65
Sprout (SMM)	65	65	65	65	65	65	65	65	65	65	65	65
Classic Subscription	6720	6720	6720	6720	6720	6720	6720	6720	6720	6720	6720	6720
Premium-Eco Subscription	2718	2718	2718	2718	2718	2718	2718	2718	2718	2718	2718	2718
Warehouse Rent	660.6	660.6	660.6	660.6	660.6	660.6	660.6	660.6	660.6	660.6	660.6	660.6
Utility Bills Package	242.02	242.02	242.02	242.02	242.02	242.02	242.02	242.02	242.02	242.02	242.02	242.02
<b>Total £</b>	<b>10879.33</b>	<b>10789.33</b>	<b>10789.33</b>	<b>10789.33</b>	<b>10789.33</b>	<b>10789.33</b>	<b>10789.33</b>	<b>10789.33</b>	<b>10789.33</b>	<b>10789.33</b>	<b>10789.33</b>	<b>10789.33</b>

## Sales Forecast

**Figure 7** shows the accumulated sales over three years. The first year's null figure is startling but would be balanced out by the projected money in, a social enterprise grant (£5,000) and personal investment (£2,000), to avoid loss and potential shut down of the business.

Year	Total £
Year 1	0
Year 2	91399.23
Year 3	180959.2

**Figure 7**

**Figure 8**

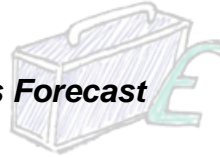
Year 2 (2024)	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Classic Subscription	5248.5	5248.5	5248.5	5248.5	5248.5	5248.5	5248.5	5248.5	5248.5	5248.5	5248.5	5248.5
Premium Eco-Subscription	2199.5	2199.5	2199.5	2199.5	2199.5	2199.5	2199.5	2199.5	2199.5	2199.5	2199.5	2199.5
January Box 2024		183.93										
February Box 2024			183.93									
March Box 2024				183.93								
April Box 2024					183.93							
May Box 2024						183.93						
June Box 2024							183.93					
July Box 2024								183.93				
August Box 2024									183.93			
September Box 2024										183.93		
October Box 2024											183.93	
November Box 2024												183.93
<b>Total £</b>	<b>7448</b>	<b>7631.93</b>	<b>7631.93</b>	<b>7631.93</b>	<b>7631.93</b>	<b>7631.93</b>	<b>7631.93</b>	<b>7631.93</b>	<b>7631.93</b>	<b>7631.93</b>	<b>7631.93</b>	<b>7631.93</b>

**Figure 8** shows the profits from launch, including the expected 200 units a month and a further 11 units of extra sales. This totals just over £2912 of profit per month (from month two) and an annum sales profit of £34,771.23. This progresses into year three (**Figure 9**), illustrating the growth of the business, alongside one-time costs (e.g., plant and machinery) not included in this forecast. This is also the most profitable year, with double the units (400) sold each month, at a prospering £67,703.16 (£5642 p/m).

**Figure 9**

Year 3 (2025)	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Classic Subscription	10497	10497	10497	10497	10497	10497	10497	10497	10497	10497	10497	10497
Premium Eco-Subscription	4399	4399	4399	4399	4399	4399	4399	4399	4399	4399	4399	4399
December Box 2024		183.93										
January Box 2025			183.93									
February Box 2025				183.93								
March Box 2025					183.93							
April Box 2025						183.93						
May Box 2025							183.93					
June Box 2025								183.93				
July Box 2025									183.93			
August Box 2025										183.93		
September Box 2025											183.93	
October Box 2025												183.93
November Box 2025												
December Box 2025												
<b>Total £</b>	<b>15079.93</b>	<b>15079.93</b>	<b>15079.93</b>	<b>15079.93</b>	<b>15079.93</b>	<b>15079.93</b>	<b>15079.93</b>	<b>15079.93</b>	<b>15079.93</b>	<b>15079.93</b>	<b>15079.93</b>	<b>15079.93</b>

## Profit & Loss Forecast



As addressed previously, the lack of trade in year one (**Figure 10**) would foresee the ending balance at a loss. However, this would not be detrimental because of the interest-free equity halfway through the year. The sales and projected profit in year two would also counter this threat. **Figure 11** illustrates just over **£16240** of this projected income, despite the increase of overhead costs, to almost triple in year three thanks to the total **£258** overhead decrease. This takes the total net profit to almost **£58,900!** (**Figure 12**).

Figure 10

Year 1	Total
Sales	0
Cost of Sales	0
<b>Projected Gross Profit</b>	<b>0</b>
Expenses	3895.4
Depreciation & Finance Costs	102
<b>Projected Net Profit</b>	<b>-3997.4</b>

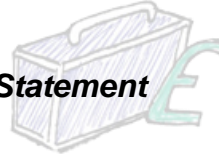
Figure 11

Year 2	Total
Sales	91399.23
Cost of Sales	0
<b>Projected Gross Profit</b>	<b>91399.23</b>
Expenses	72933.96
Depreciation & Finance Costs	2224.92
<b>Projected Net Profit</b>	<b>16240.35</b>

Figure 12

Year 3	Total
Sales	180959.16
Cost of Sales	0
<b>Projected Gross Profit</b>	<b>180959.16</b>
Expenses	129561.96
Depreciation & Finance Costs	4698.45
<b>Projected Net Profit</b>	<b>46698.75</b>

## Cash Flow Statement



The cash flow over three years is presented below, along with the cumulative equity in and out of the business. The positive effect of the grants and interest-free investments is presented in **Figure 13**, strategically planned, and implemented near the point of loss to keep the business afloat.

Figure 13

Year1	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Opening Cash Balance	0.00	1,349.80	977.60	605.40	233.20	-139.00	4,488.80	4,194.60	3,900.40	3,606.20	3,312.00	3,017.80
Sales Money In	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Money In	2,000.00					5,000.00						
Expense Money Out	537.20	313.20	313.20	313.20	313.20	313.20	294.20	294.20	294.20	294.20	294.20	321.20
Asset Money Out	113.00	59.00	59.00	59.00	59.00	59.00	0.00	0.00	0.00	0.00	0.00	0.00
Liability Money Out	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Money In	2,000.00	0.00	0.00	0.00	0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Money Out	650.20	372.20	372.20	372.20	372.20	372.20	294.20	294.20	294.20	294.20	294.20	321.20
Closing Cash Balance	1,349.80	977.60	605.40	233.20	-139.00	4,488.80	4,194.60	3,900.40	3,606.20	3,312.00	3,017.80	2,696.60

Over the next two years, there would be a steady flow of cash, thanks to the additional sales. This forecasts a rough input increase of **£900** (average) per month, based on the sale of 200 units (**Figure 14**).

Figure 14

Year 2	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Opening Cash Balance	2,696.60	1,268.13	2,113.59	2,959.05	3,804.51	4,649.97	5,495.43	6,340.89	7,186.35	8,031.81	8,877.27	9,722.73
Sales Money In	7,448.00	7,631.93	7,631.93	7,631.93	7,631.93	7,631.93	7,631.93	7,631.93	7,631.93	7,631.93	7,631.93	7,631.93
Other Money In	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Expense Money Out	6,160.33	6,070.33	6,070.33	6,070.33	6,070.33	6,070.33	6,070.33	6,070.33	6,070.33	6,070.33	6,070.33	6,070.33
Asset Money Out	716.14	716.14	716.14	716.14	716.14	716.14	716.14	716.14	716.14	716.14	716.14	716.14
Liability Money Out	2,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Money In	7,448.00	7,631.93	7,631.93	7,631.93	7,631.93	7,631.93	7,631.93	7,631.93	7,631.93	7,631.93	7,631.93	7,631.93
Total Money Out	8,876.47	6,786.47	6,786.47	6,786.47	6,786.47	6,786.47	6,786.47	6,786.47	6,786.47	6,786.47	6,786.47	6,786.47
Closing Cash Balance	1,268.13	2,113.59	2,959.05	3,804.51	4,649.97	5,495.43	6,340.89	7,186.35	8,031.81	8,877.27	9,722.73	10,568.19

**Figure 15** shows the final cash forecast for Community Canvas. The generated profits from the increase to 400 units per month, a further **£3500** of cash flow, truly shows potential for maintaining commercial viability over time.

Figure 15

Year 3	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Opening Cash Balance</b>	<b>10,568.19</b>	<b>14,049.19</b>	<b>17,620.19</b>	<b>21,191.19</b>	<b>24,762.19</b>	<b>28,333.19</b>	<b>31,904.19</b>	<b>35,534.19</b>	<b>39,164.19</b>	<b>42,794.19</b>	<b>46,424.19</b>	<b>50,054.19</b>
Sales Money In	15,079.93	15,079.93	15,079.93	15,079.93	15,079.93	15,079.93	15,079.93	15,079.93	15,079.93	15,079.93	15,079.93	15,079.93
Other Money In	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Expense Money Out	10,879.33	10,789.33	10,789.33	10,789.33	10,789.33	10,789.33	10,789.33	10,789.33	10,789.33	10,789.33	10,789.33	10,789.33
Asset Money Out	719.60	719.60	719.60	719.60	719.60	719.60	660.60	660.60	660.60	660.60	660.60	660.60
Liability Money Out	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Money In</b>	<b>15,079.93</b>	<b>15,079.93</b>	<b>15,079.93</b>	<b>15,079.93</b>	<b>15,079.93</b>	<b>15,079.93</b>	<b>15,079.93</b>	<b>15,079.93</b>	<b>15,079.93</b>	<b>15,079.93</b>	<b>15,079.93</b>	<b>15,079.93</b>
<b>Total Money Out</b>	<b>11,598.93</b>	<b>11,508.93</b>	<b>11,508.93</b>	<b>11,508.93</b>	<b>11,508.93</b>	<b>11,508.93</b>	<b>11,449.93</b>	<b>11,449.93</b>	<b>11,449.93</b>	<b>11,449.93</b>	<b>11,449.93</b>	<b>11,449.93</b>
<b>Closing Cash Balance</b>	<b>14,049.19</b>	<b>17,620.19</b>	<b>21,191.19</b>	<b>24,762.19</b>	<b>28,333.19</b>	<b>31,904.19</b>	<b>35,534.19</b>	<b>39,164.19</b>	<b>42,794.19</b>	<b>46,424.19</b>	<b>50,054.19</b>	<b>53,684.19</b>



**Balance Sheet**

These balance sheets show an overview of the projected assets, liabilities, and equity of Community Canvas. **Figure 16** summarises year one, with a small amount of closing value for business assets. Although, when combined with the expenses owed at month 12 (trade creditors), this leaves total equity at a loss to the business.

Figure 16

Year 1	£
<b>Assets</b>	
Cash	2697
Trade Debtors	0
Other Assets	306
<b>Total</b>	<b>3003</b>
<b>Liabilities</b>	
Trade Creditors	321
Other Liabilities	0
<b>Total</b>	<b>321</b>
<b>Equity</b>	
Share Capital	0
Shareholder Equity	0
Profit & Loss Reserve	-3997
<b>Total</b>	<b>-3997</b>

**Total**  
-3676

Figure 17

Year 2	£
<b>Assets</b>	
Cash	10568
Trade Debtors	15264
Other Assets	10513
<b>Total</b>	<b>36345</b>
<b>Liabilities</b>	
Trade Creditors	6070
Other Liabilities	0
<b>Total</b>	<b>6070</b>
<b>Equity</b>	
Share Capital	0
Shareholder Equity	0
Profit & Loss Reserve	16240
<b>Total</b>	<b>16240</b>

**Total**  
16240

However, this improves after launch, with the purchase of high-value assets, and influx of cash flow from generating sales. At the end of year two, the business would break even (**Figure 17**), as projected in the profit and loss statement. Also true for year three (**Figure 18**), reinforcing the accuracy of these forecasts and how the finances would progress if Community Canvas was developed further.

<i>Year 3</i>	<i>£</i>
<b><u>Assets</u></b>	
<i>Cash</i>	<i>53684</i>
<i>Trade Debtors</i>	<i>30160</i>
<i>Other Assets</i>	<i>14095</i>
<b><i>Total</i></b>	<b><i>97939</i></b>
<b><u>Liabilities</u></b>	
<i>Trade Creditors</i>	<i>10789</i>
<i>Other Liabilities</i>	<i>0</i>
<b><i>Total</i></b>	<b><i>10789</i></b>
<b><u>Equity</u></b>	
<i>Share Capital</i>	<i>0</i>
<i>Shareholder Equity</i>	<i>0</i>
<i>Profit &amp; Loss Reserve</i>	<i>46699</i>
<b><i>Total</i></b>	<b><i>46699</i></b>

Figure 18

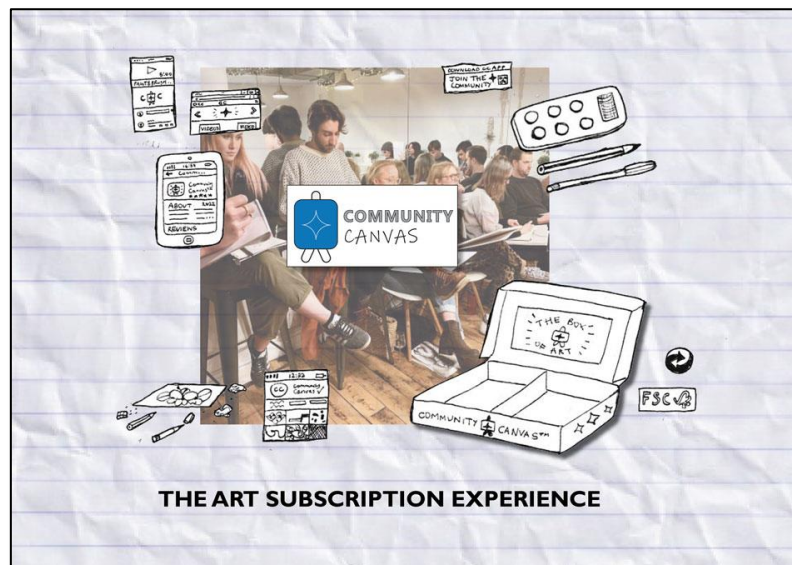
In total, the business would need around **£7000** to achieve the presented outcome in these forecasts, or a larger sum (**£9000**) to avoid the period of loss. In different circumstances, such as a national lockdown (potential threat), this would be harder to rectify due to unknown factors including government support.

## CONCLUSION

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Overall, this business plan has explored the fundamental components of Community Canvas, and its potential as a CIC. The business encourages individuals to embrace the social benefits of the arts, which not only meets the plan objectives but reinforces the U.S.P's of Community Canvas. These features, along with the promotion of sustainability, are today's leading market trends and how the business respectively stands out against its competitors. This outcome was also reciprocated in the presentation feedback (**Appendix L**), ranging from positivity on the branding design, to constructive criticism to make it clearer on how the business is different to existing art-themed subscriptions.

This feedback will shape the future improvements and preparation for the final pitch at the (University of Winchester) 'Digital Media End of Year Show'. Including the option for first-time members to customise their boxes with more/less items (e.g., a canvas) to make the experience more personalised. On balance, the financial forecasts, along with the contents of this plan, have proved the sustainability of the business to some extent. This will act as a visual guide for potential investors and in future endeavours to bring this idea to life.



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<p>Finance &amp; Market Research</p>	<p><a href="https://www.avocadosocial.com/the-uk-social-media-statistics-for-2021/">https://www.avocadosocial.com/the-uk-social-media-statistics-for-2021/</a></p> <p><a href="https://www.insiderintelligence.com/insights/generation-z-facts/">https://www.insiderintelligence.com/insights/generation-z-facts/</a></p> <p><a href="https://sproutsocial.com/insights/new-social-media-demographics/">https://sproutsocial.com/insights/new-social-media-demographics/</a></p> <p><a href="https://www.martechadvisor.com/articles/content-marketing/5-ux-lessons-from-the-ui-of-facebook-twitter-and-linkedin/">https://www.martechadvisor.com/articles/content-marketing/5-ux-lessons-from-the-ui-of-facebook-twitter-and-linkedin/</a></p> <p><a href="https://uxdesign.cc/analyzing-facebooks-major-redesign-from-website-to-app-53ad2f88b0de">https://uxdesign.cc/analyzing-facebooks-major-redesign-from-website-to-app-53ad2f88b0de</a></p> <p><a href="https://www.w3.org/WAI/WCAG21/Understanding/contrast-minimum.html">https://www.w3.org/WAI/WCAG21/Understanding/contrast-minimum.html</a></p> <p><a href="http://web-accessibility.carnegiemuseums.org/design/color/">http://web-accessibility.carnegiemuseums.org/design/color/</a></p> <p><a href="http://web-accessibility.carnegiemuseums.org/design/font">http://web-accessibility.carnegiemuseums.org/design/font</a></p> <p><a href="https://www.intercom.com/messenger">https://www.intercom.com/messenger</a></p> <p><a href="https://support.zendesk.com/hc/en-us">https://support.zendesk.com/hc/en-us</a></p> <p><a href="https://www.tide.co/blog/business-tips/how-much-does-it-cost-to-start-a-business/">https://www.tide.co/blog/business-tips/how-much-does-it-cost-to-start-a-business/</a></p> <p><a href="https://www.tide.co/blog/business-tips/cash-flow-forecast/">https://www.tide.co/blog/business-tips/cash-flow-forecast/</a></p> <p><a href="https://www.gov.uk/capital-allowances/annual-investment-allowance">https://www.gov.uk/capital-allowances/annual-investment-allowance</a></p> <p><a href="https://startups.co.uk/funding/grants/grants-for-starting-a-business-what-small-business-grants-are-available/">https://startups.co.uk/funding/grants/grants-for-starting-a-business-what-small-business-grants-are-available/</a></p> <p><a href="https://www.unltd.org.uk/awards">https://www.unltd.org.uk/awards</a></p> <p><a href="https://startups.co.uk/funding/grants/the-princes-trust-grants/">https://startups.co.uk/funding/grants/the-princes-trust-grants/</a></p> <p><a href="https://adaptio.io/blog/how-to-price-mobile-in-app-subscriptions">https://adaptio.io/blog/how-to-price-mobile-in-app-subscriptions</a></p> <p><a href="https://9to5mac.com/2020/10/15/app-subscriptions-total-up-to-33-month-for-average-american/">https://9to5mac.com/2020/10/15/app-subscriptions-total-up-to-33-month-for-average-american/</a></p> <p><a href="https://upload.wikimedia.org/wikipedia/en/3/39/Memrise-new-logo.png">https://upload.wikimedia.org/wikipedia/en/3/39/Memrise-new-logo.png</a></p> <p><a href="https://www.gov.uk/copyright">https://www.gov.uk/copyright</a></p> <p><a href="https://www.gov.uk/intellectual-property-an-overview">https://www.gov.uk/intellectual-property-an-overview</a></p> <p><a href="https://www.londonip.co.uk/trademarks/tm-classes/">https://www.londonip.co.uk/trademarks/tm-classes/</a></p> <p><a href="https://www.gov.uk/how-to-register-a-trade-mark/start-your-application">https://www.gov.uk/how-to-register-a-trade-mark/start-your-application</a></p> <p><a href="https://www.websitebuilderexpert.com/building-websites/domain-name-cost/">https://www.websitebuilderexpert.com/building-websites/domain-name-cost/</a></p> <p><a href="https://www.names.co.uk/search/domain#/results">https://www.names.co.uk/search/domain#/results</a></p>

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<p>Subscription Box Costing &amp; Contents Research.</p>	<p><a href="https://www.gov.uk/set-up-a-social-enterprise">https://www.gov.uk/set-up-a-social-enterprise</a></p> <p><a href="https://www.bluecart.com/blog/subscription-box-model">https://www.bluecart.com/blog/subscription-box-model</a></p> <p><a href="https://www.bluecart.com/blog/subscription-box-types">https://www.bluecart.com/blog/subscription-box-types</a></p> <p><a href="https://artful.co.uk/">https://artful.co.uk/</a></p> <p><a href="https://www.artsnacks.co/">https://www.artsnacks.co/</a></p> <p><a href="https://www.mightynetworks.com/">https://www.mightynetworks.com/</a></p> <p><a href="https://en.wikipedia.org/wiki/South_West_England">https://en.wikipedia.org/wiki/South_West_England</a></p> <p><a href="https://dontdisappoint.me.uk/resources/lifestyle/subscription-box-statistics-uk/">https://dontdisappoint.me.uk/resources/lifestyle/subscription-box-statistics-uk/</a></p> <p><a href="https://www.investopedia.com/terms/q/quality-control.asp">https://www.investopedia.com/terms/q/quality-control.asp</a></p> <p><a href="https://quickbooks.intuit.com/uk/pricing/">https://quickbooks.intuit.com/uk/pricing/</a></p> <p><a href="https://www.arts-emergency.org/about-us/what-we-do">https://www.arts-emergency.org/about-us/what-we-do</a></p> <p><a href="https://www.postoffice.co.uk/mail/uk-signed">https://www.postoffice.co.uk/mail/uk-signed</a></p> <p><a href="https://www.impactplus.com/blog/instagram-sponsored-posts-cost">https://www.impactplus.com/blog/instagram-sponsored-posts-cost</a></p> <p><a href="https://shop.tate.org.uk/donation">https://shop.tate.org.uk/donation</a></p> <p><a href="https://propertylink.estatesgazette.com/property-details/6707733-unit-44-brickfield-industrial-estate">https://propertylink.estatesgazette.com/property-details/6707733-unit-44-brickfield-industrial-estate</a></p> <p><a href="https://oneutilitybill.co/services">https://oneutilitybill.co/services</a></p>

<https://www.goforma.com/packages>

<https://www.gov.uk/set-up-a-social-enterprise>

<https://artway.co.uk/artway-enviro-recycled-casebound-sketchbooks/>

<https://artway.co.uk/artway-indigo-pencil-wallet-set-inc-6-graded-graphite-pencils-hb-10b-pencil-wallet-pentel-eraser-and-metal-sharpener/>

<https://artway.co.uk/artway-3-piece-long-handle-nylon-paintbrush-set-3-styles/>

<https://www.print.work/product/flyers-vat-payable/>

<https://www.print.work/product/postcards/>

<https://www.print.work/product/stickers/>

<https://nomochoc.com/pages/our-story>

<https://packhelp.co.uk/pre-printed-mailer-box-eco/>

<https://packhelp.co.uk/custom-tissue-paper/>

<https://artway.co.uk/artway-softback-a4-sketchbook-white-cartridge-paper/>

[https://youtu.be/4fsR\\_EXYSWg](https://youtu.be/4fsR_EXYSWg)

<https://www.youtube.com/watch?v=P99ne6ptsA8>

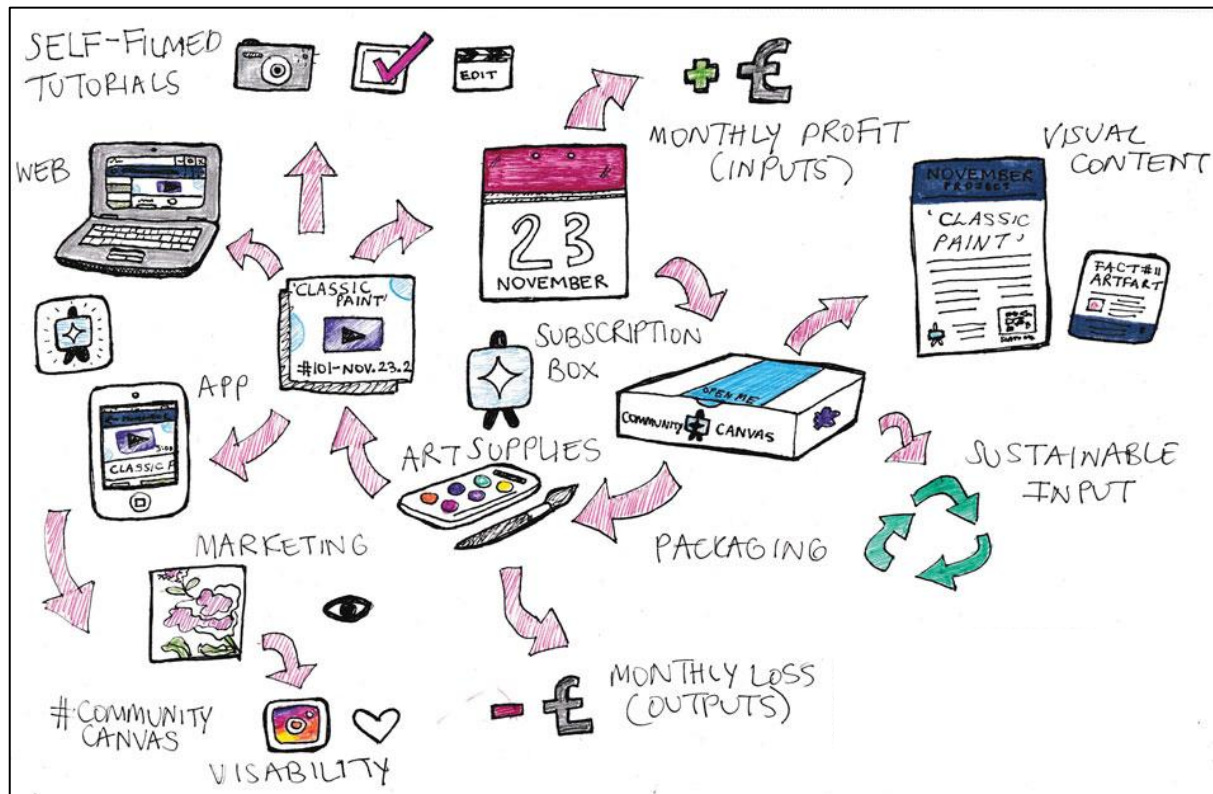
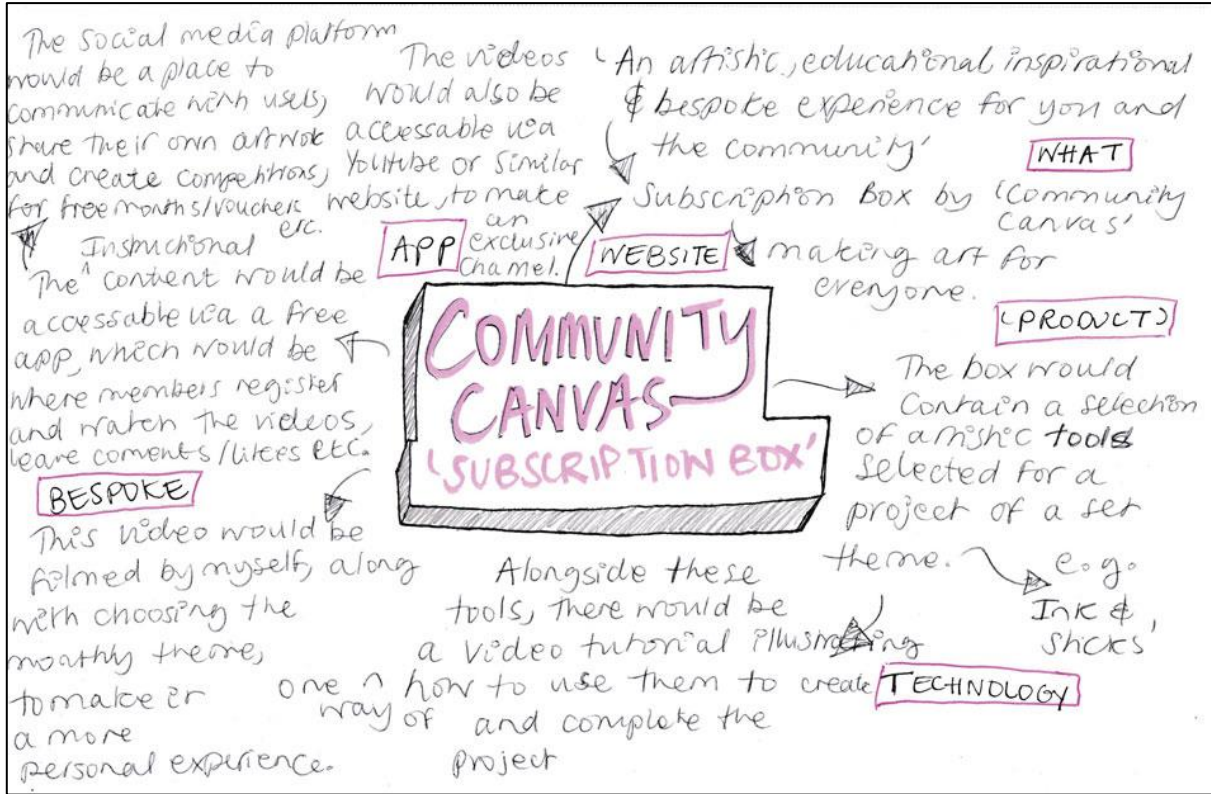
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<https://www.youtube.com/watch?v=P99ne6ptsA8>

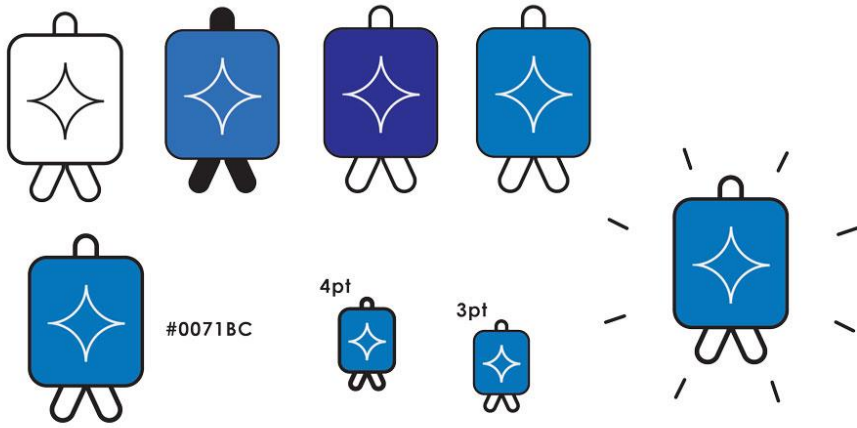
<https://www.youtube.com/watch?v=QP8PP6I9h-A>

# APPENDICES

## APPENDIX A



APPENDIX B



#0071BC

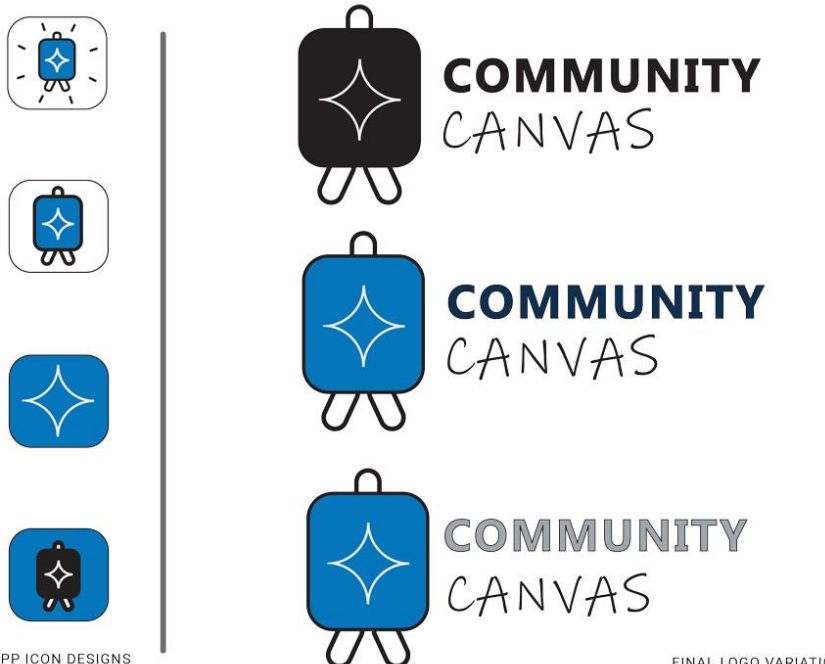
4pt

3pt

Community (Roboto)      CANVAS (Ink Free)

Community (Century Gothic)      **CANVAS** (Swis721 BlkCn BT)

Community (Ebrima)      **CANVAS** (Myanmar Text)



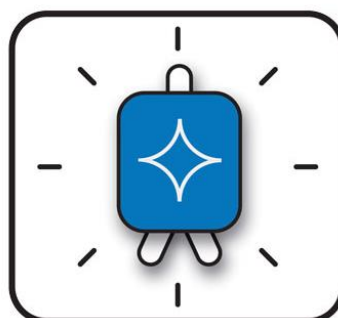
APP ICON DESIGNS

FINAL LOGO VARIATIONS

**COMMUNITY**  
CANVAS

**COMMUNITY**  
CANVAS

**COMMUNITY**  
CANVAS



FINAL APP ICON DESIGN

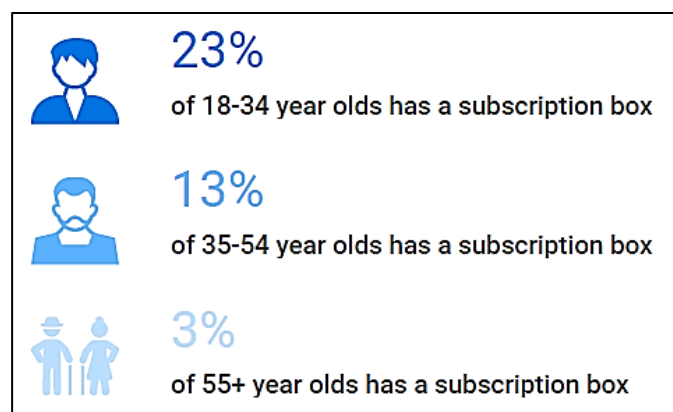
### APPENDIX C



**SOURCE:**

[https://en.wikipedia.org/wiki/South\\_West\\_England#/media/File:South\\_West\\_England\\_in\\_England.svg](https://en.wikipedia.org/wiki/South_West_England#/media/File:South_West_England_in_England.svg)

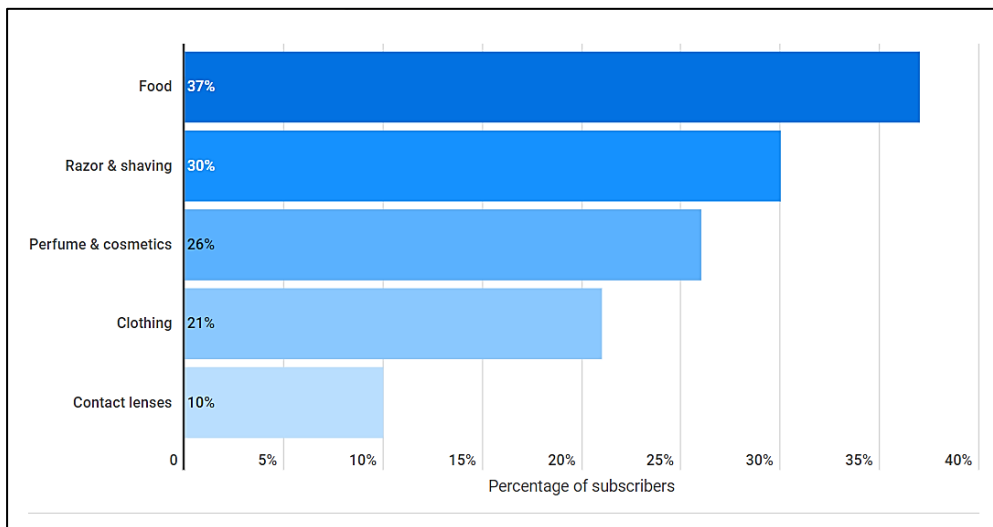
### APPENDIX D



**SOURCE:**

<https://www.finder.com/uk/subscription-service-statistics>

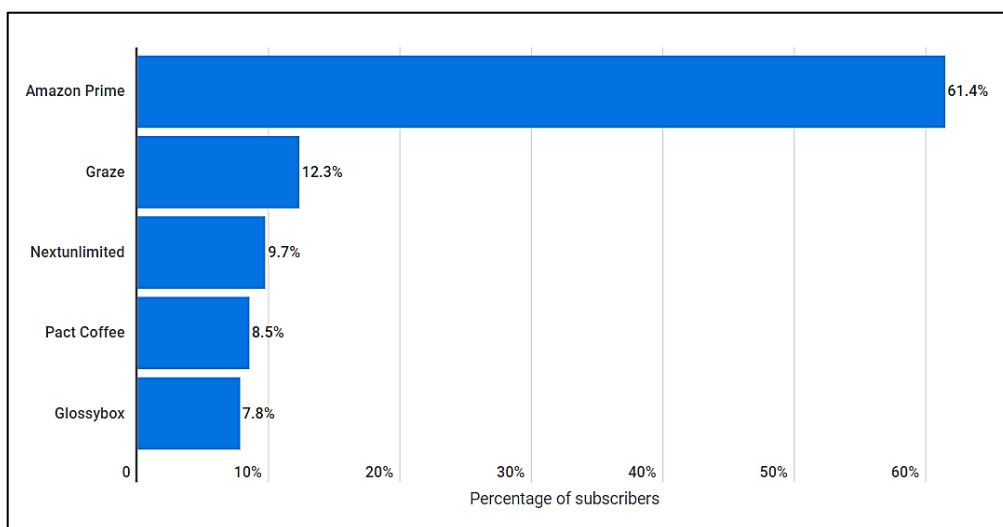
### APPENDIX E



**SOURCE:**

<https://www.finder.com/uk/subscription-service-statistics>

### APPENDIX F



**SOURCE:**

<https://www.finder.com/uk/subscription-service-statistics>

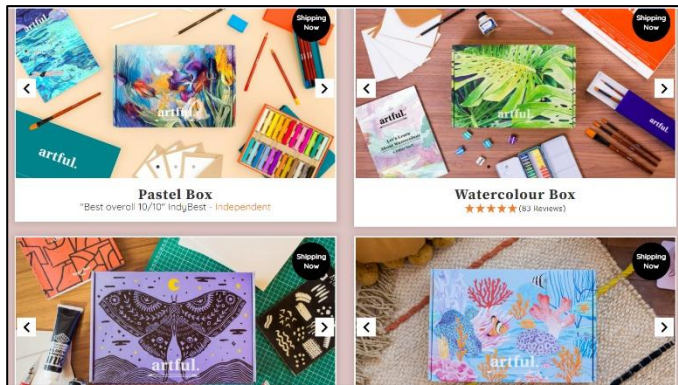
APPENDIX G



SOURCE: <https://scawlrbox.uk/>



SOURCE: <https://artful.co.uk/>

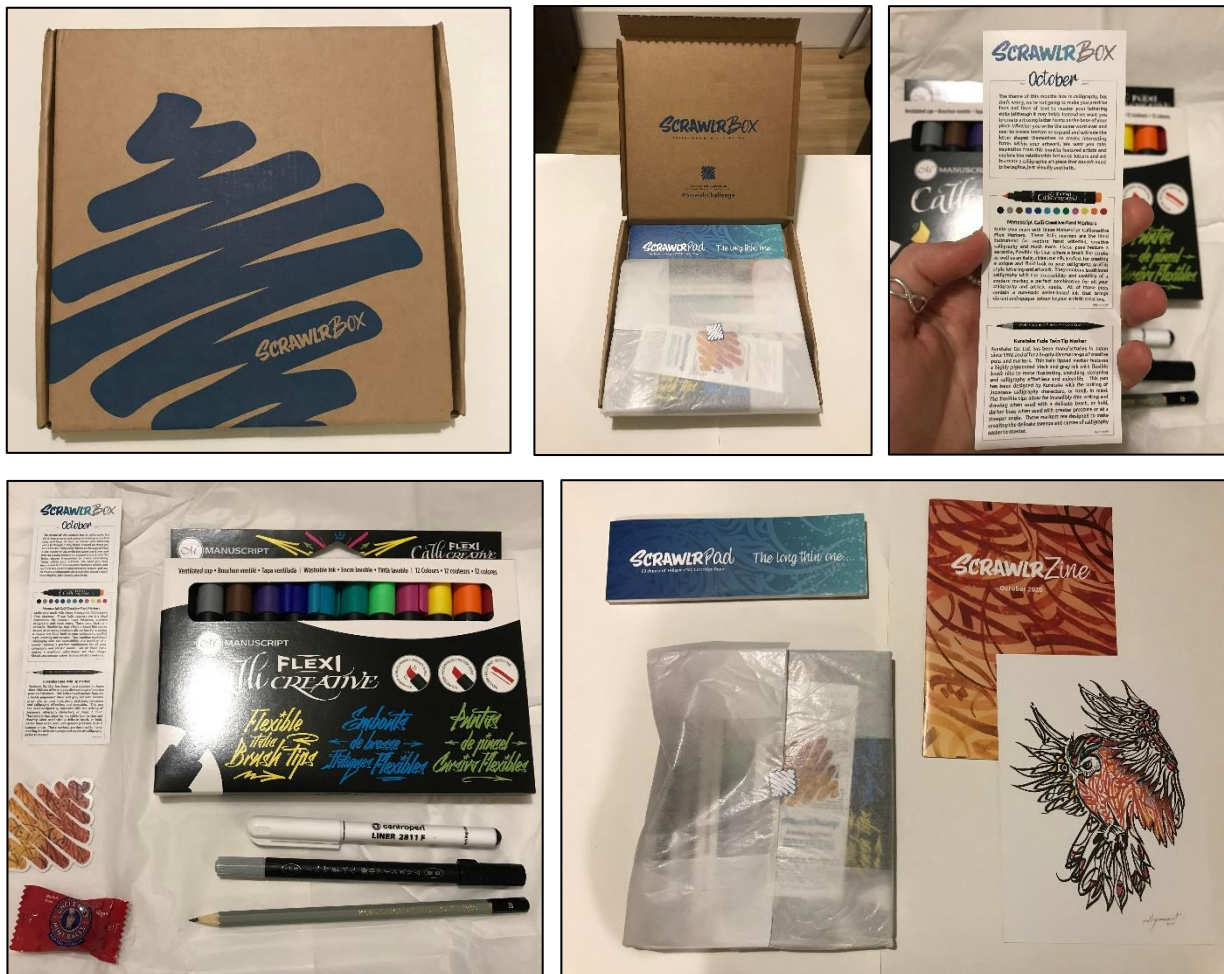


SOURCE: <https://www.artsnacks.co>





APPENDIX H



**PRIMARY RESEARCH:** Scawlr photo observation.

Scawl box is an art subscription box service that provides subscribers with a monthly box of mystery art supplies. The monthly box, with 1369 five-star reviews, is priced at **£16.95**. Its contents varies each month but follows a set format - art supplies, a product list, a collectable sticker, a print by an artist for inspiration, paper, and a 'sweet treat'. Scawlr also offered the option to buy a single box, either the one of the current month or up to 9 months' worth of boxes before, and this gave me the opportunity to order one myself for some close-up primary research of the product and the service the business offers.

**Pros**

- A good value for money subscription box, offering high quality and branded art supplies.

**Con's**

- There is no option to customise the contents inside the box, there is only the option to choose the regularity of the subscription.

APPENDIX I



**SUBSCRIPTION TIERS:** Example of first project theme and pricing.

APPENDIX J



**DESIGN & BRANDING:** Example of Marketing Poster & Subscription box 'Collectable Postcard'.

## APPENDIX K

TASK/ROLE/OBJECTIVE	WEEK 1						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Initial Brain Storm & Sketched Ideas							
Initial Research Strategy & Avenues							
Initial Research - Fundamental Business Practice							
Initial Inspiration - Moodboard							
Initial Research - Business Ideas Inspiration							
Initial Inspiration - Moodboard							
TASK/ROLE/OBJECTIVE	WEEK 2						
Initial Research Verdict & Next Steps							
Developed Sketches							
Business Concept & Functionality Development							
TASK/ROLE/OBJECTIVE	WEEK 3						
Get feedback on basis of Business Idea							
Target Market Research (Social Network & Creative Arts Platform & Functionality)							
TASK/ROLE/OBJECTIVE	WEEK 4						
Target Market Research (Social Network & Creative Arts Platform & Functionality)							
Development and Refinement of Idea							
Inclusive UX/UI Research							
DESIGN PROCESS - Logo, Name, Branding Ideas							
TASK/ROLE/OBJECTIVE	WEEK 5						
Final Research - Finance, Budgeting etc. Research							
Layout Final Components of Idea (Sketches)							
Logo & Branding Development (Sketches)							
Basic Idea Layed Out							
Developed Components Sketched Visuals							
Digital Logo Development							
TASK/ROLE/OBJECTIVE	WEEK 6						
Final Logo and branding Designs (x3)							
Work Out Start Up Costs & Budget							
TASK/ROLE/OBJECTIVE	WEEK 7						
Presentation (write up feedback)							
Business Digital Timeline Mock Up							
Layout Business Plan Essay							
Refinement & Improvement of Business Idea							
Refinement Sketches & Mindmap							
Next Steps Plan							
TASK/ROLE/OBJECTIVE	WEEK 8						
Layout Business Plan Essay Section - Introduction							
Layout Business Plan Essay Section - Your Business							
Finalised Idea Summary & Components							
Final Market Research (Subscription Boxes)							
Final Market Research (Commercial Analysis)							
Final Market Research (Target Audience Recap)							
TASK/ROLE/OBJECTIVE	WEEK 9						
Final Market Research (Target Audience Recap)							
Layout Business Plan Essay Section - Market Research							
Layout Business Plan Essay Section - SWOT ANALYSIS							
Layout Business Plan Essay Section - Strategic Actions							
TASK/ROLE/OBJECTIVE	WEEK 10						
Layout Business Plan Essay Section - Strategic Actions							
Layout Business Plan Essay Section - Finance & Research							
TASK/ROLE/OBJECTIVE	WEEK 11						
Subscription Box Finance & Pricing Research							
Prep for Pitch Presentation							
Finance Spreadsheets & Calculations							
TASK/ROLE/OBJECTIVE	WEEK 12						
Finalise Pitch Presentation							
Finalise Financial Spreadsheets							
TASK/ROLE/OBJECTIVE	WEEK 13						
Layout Business Plan Essay Section - Finance & Forecasts							
Layout Business Plan Essay Section - Conclusion							
Finalise & Proof Ready For Submission (21st December)							

KEY	
Challenges	
Milestones	

## APPENDIX L

Lovely hand-drawn graphics give the presentation a very personal feel that fits in well with your confidently-delivered, community-centered ambitions.

Cute little illustrations, though they made the slide a bit busy sometimes. Good job at keeping the amount of text low - makes it much more engaging. Lovely idea, though subscriptions like this do already exist.

I think this is amazing and taps into the Bob Ross teaching to paint kind of feel. I like the idea of bringing art supplies to newbies who would have no idea where to start.

Your presentation is very detailed and thorough, and the graphics add a nice personal touch.

Nice unique appearance for the slides. You might consider adding an old style canvas and easel for the premium as well. It would attract those who also want to LOOK like they are artists. LARP artists basically.

Really nice presentation aesthetic. It clearly shows the plan of the business. Very clear financials and plans for the future.

nice pic at the end

very beautiful presentation, well thought out, good idea

wow

The app is nice and simple and easy to read, a good design all round

Very nice

Incredible presentation and idea, you were clear and concise and accurately showed your ideas

very well done, maybe try not to use notes next time :)

Cool idea, informative and I can see it being successful

Great business idea! When it comes to the paid subscription have you taken postage costs into consideration? Particularly with the weight of parcels.

Reference for pitch presentation feedback.