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1.0 Marketing Vision

We're here to make money doing what we love - art and design. The goals of the business are to keep it manageable and enjoyable, and to ensure the brand, MorDora, is flexible enough to introduce many more objects of desire as we are inspired along the journey.

2.0 Ideal Customer

Our ideal customer is a woman, age 30-60, who has the taste for a little sparkle in her wardrobe. She prides herself on her accessories, especially when they are noticed by others. She has no issue wearing a show-piece that starts a conversation. Ideally, she becomes a cheerleader for our designs that promotes sales by word-of-mouth.

These women shop in artist studios and boutique shops, looking for that '*special little something*' for themselves or as a gift for a woman close to them. They want something different from what everyone else has, and wouldn't dare shop at a cheap accessory shop in the mall. They love 'art' and sharing an emotional connection with the artist.

3.0 Remarkable Difference

1. Each piece is unique.

No piece is ever made the same way twice. Even if it's the same pattern, colours and patterns are re-imagined so that each piece is completely unique. Every collection is limited to approximately 10 pieces. This results in pieces that really stand out and are sure to make the woman stand out too.

2. Each piece is handmade.

MoraDora's jewelry, knitted and crocheted items are all lovingly handmade. Each piece reflects genuine craftsmanship and originality, and is made with the utmost care.

4.0 Product/Service Innovation

Prospects: We don't have a specific offering to prospects. They may become part of our blog or Web community and receive email updates when there is a surplus available.

Clients: Clients get a handmade giftbox with their purchase.

Premium Clients: Those who buy 4 or more pieces receive a pair of earrings at no extra charge.

Champions: Champions receive cards of thanks for each referral with a 10% discount card on the next purchase.

5.0 Lead Generation Plan

The primary lead generation tactic is word-of-mouth/referral. Our goal is to spend an absolutely minimal amount on advertising and commissions to stores.

We use a Facebook page to promote the products among friends, family and colleagues. This results in online requests far and wide.

We use jewelry pieces as gifts to friends, with the hope they will tell and refer others.

A large portion of our collection is displayed at at Wilson Road Pottery studio, where the jewelry is displayed among other artisan objects for sale. A small commission of \$2/piece is paid to the owner.

A website with professional photography is in development. This will mainly be used to refer people when they ask about the items, or click through from Facebook.

We may consider consignment selling at local home decor and accessory shops in Calgary. This is dependent on commission rates and what price the pieces can reasonably command in the market.

6.0 Lead Conversion Plan

We update our Facebook page regularly with new photos. This keeps the buzz going.

Once a prospect has made contact, we ask them what type of piece they are looking for, then email them photos of relevant pieces from our inventory. We close the sale with a cheque or cash payment on receipt of the item.

Due to the online nature of our business, almost all communication is through email.

7.0 Service Experience

The key issues that come up in terms of services tend to be around allergies - either to non-precious metals or natural fibres in our knitted goods. We address these through either custom order (such as using non-metallic beads) or by allowing the client to use their own chain and discounting the cost of ours. We can also cover the back of crystals if the metallic surface would come in contact with the skin.

We know that word-of-mouth is our primary marketing tactic, so if a customer ever calls to say there's been a fault in the craftsmanship or the chain, we are quick to address their concern and fix or replace the faulty part at no expense to them.

7.1 Loyalty Product/Service Offerings

People who refer business to us always get a great deal. If they order new pieces, we find a

MoraDora

way to give them 15% off, or throw in little bonuses like earrings to match a pendant. Thank you notes are written to ongoing referers.

8.0 Critical Numbers

Sales are tracked online as they happen. We also collect data on the most popular designs so they may be reproduced for future sale.

8.1 Sales Forecast

The sales forecast is realistically based on how many items can be made by the artist without becoming 'mass production.' This is to be a hobby business to support additional income, and to preserve the love of the work.

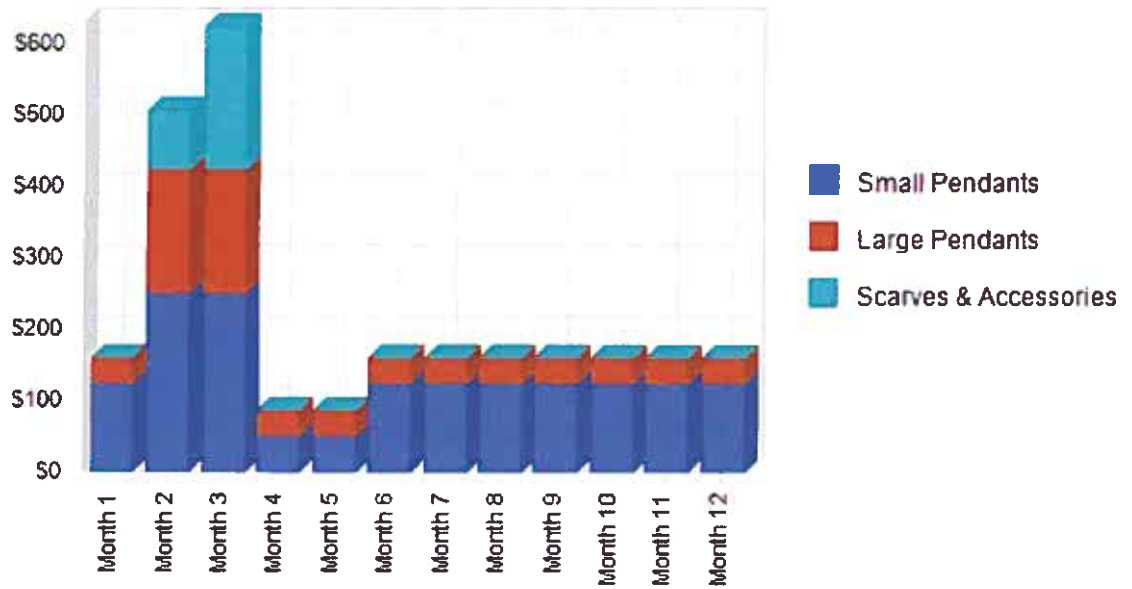
We know with accuracy what it costs to make each item in supplies, which can be obtained cheaply in the Calgary market and local bead and textile shops. We also know how long it takes to make each piece from start to finish.

Table: Sales Forecast

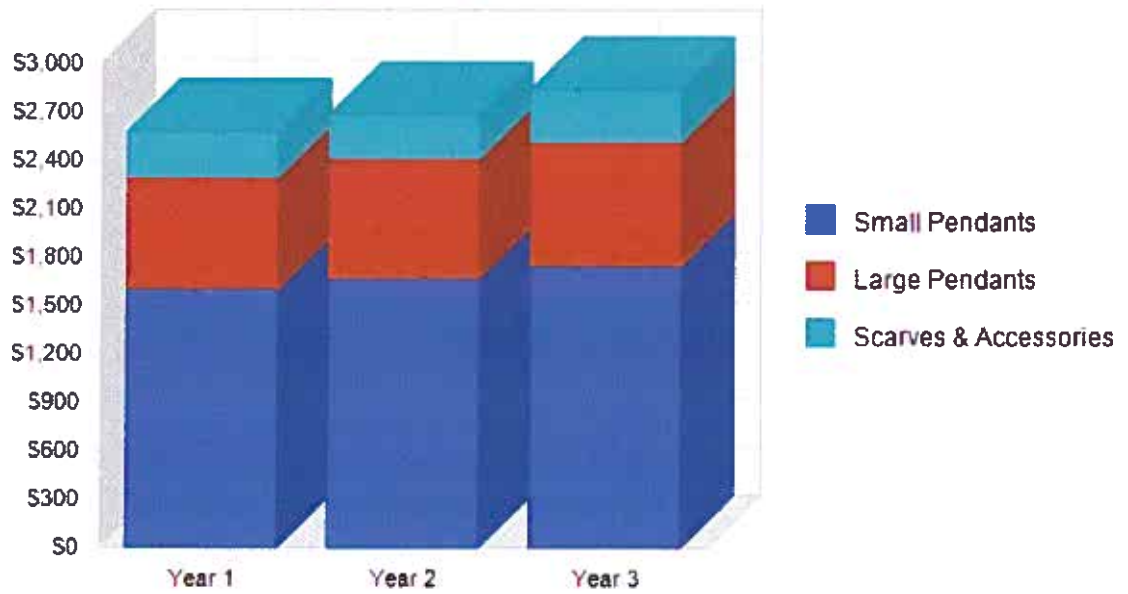
Sales Forecast			
	Year 1	Year 2	Year 3
Unit Sales			
Small Pendants	64	67	70
Large Pendants	20	21	22
Scarves & Accessories	7	7	8
Total Unit Sales	91	95	100
Unit Prices			
	Year 1	Year 2	Year 3
Small Pendants	\$25.00	\$25.00	\$25.00
Large Pendants	\$35.00	\$35.00	\$35.00
Scarves & Accessories	\$40.00	\$40.00	\$40.00
Sales			
Small Pendants	\$1,600	\$1,675	\$1,750
Large Pendants	\$700	\$735	\$770
Scarves & Accessories	\$280	\$280	\$320
Total Sales	\$2,580	\$2,690	\$2,840
Direct Unit Costs			
	Year 1	Year 2	Year 3
Small Pendants	\$4.00	\$4.00	\$4.00
Large Pendants	\$8.00	\$8.00	\$8.00
Scarves & Accessories	\$10.00	\$10.00	\$10.00
Direct Cost of Sales			
Small Pendants	\$256	\$268	\$280
Large Pendants	\$160	\$168	\$176
Scarves & Accessories	\$70	\$70	\$80
Subtotal Direct Cost of Sales	\$486	\$506	\$536

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Sales Monthly



Sales by Year



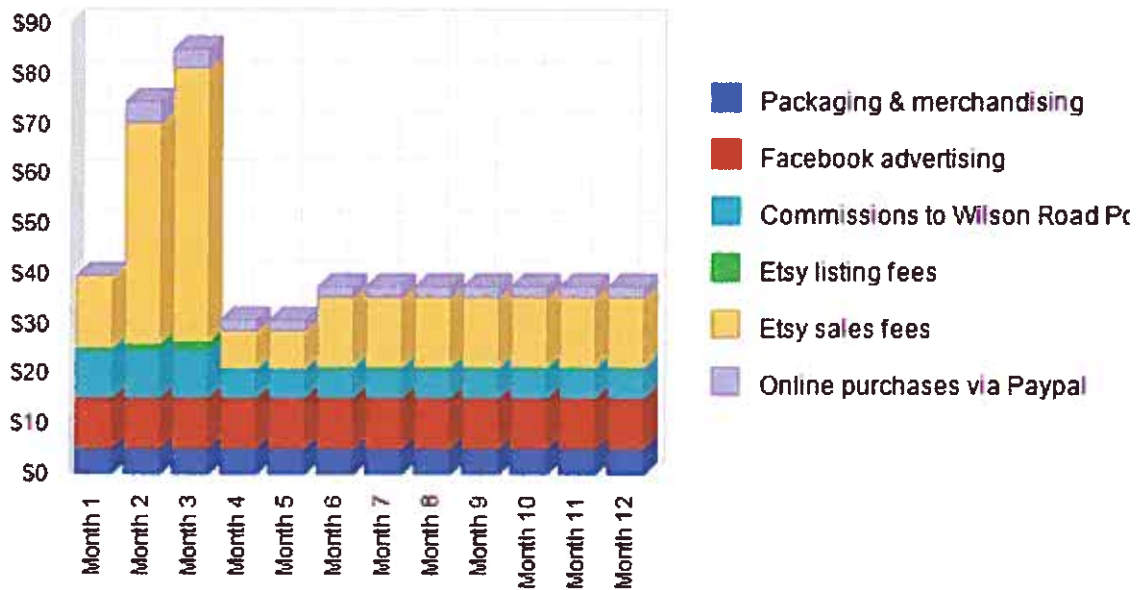
8.2 Marketing Expense Budget

Very little is spent on marketing. Our Web resources are as free as possible. The owner can build her own website and an online selling system can be set up on www.Etsy.com - a site that specializes in handmade goods. There is no setup fee, but there are per-item fees for listing (\$0.20/item) and selling (3.5% of sale price) on Etsy. The presentation of the product is important, so a small budget is kept for supplies to make handmade boxes and display items.

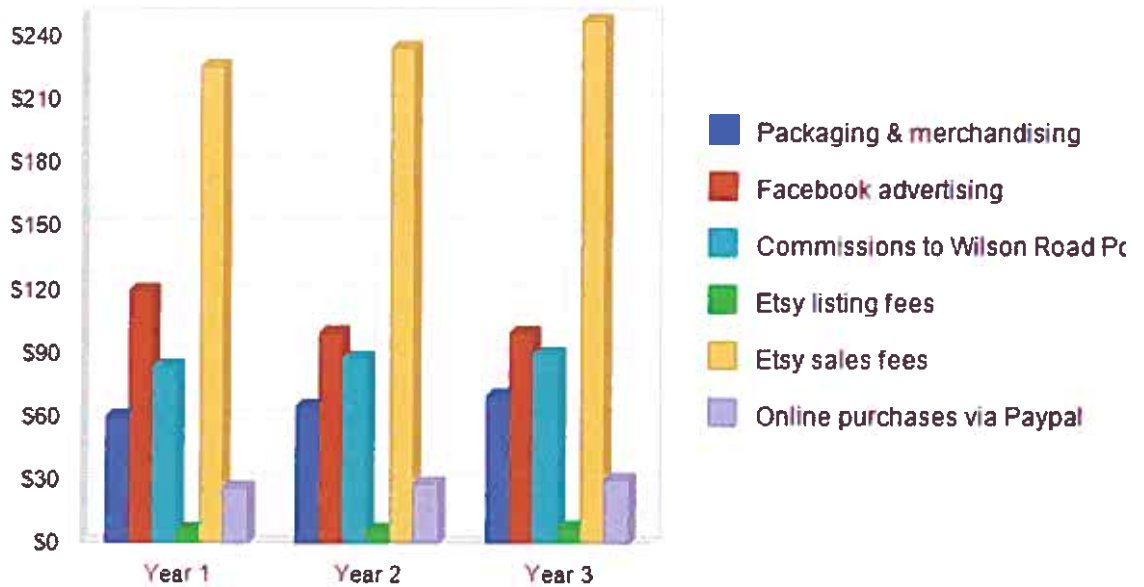
Table: Marketing Expense Budget

Marketing Expense Budget	Year 1	Year 2	Year 3
Packaging & merchandising	\$60	\$65	\$70
Facebook advertising	\$120	\$100	\$100
Commissions to Wilson Road Pottery	\$84	\$88	\$90
Etsy listing fees	\$6	\$6	\$7
Etsy sales fees	\$226	\$235	\$248
Online purchases via Paypal	\$26	\$28	\$30
Total Sales and Marketing Expenses	\$522	\$523	\$545
Percent of Sales	20.23%	19.43%	19.20%

Monthly Expense Budget



Annual Expense Budget



8.3 Key Marketing Metrics

As this is a new business, we don't have much insight as to how well the product could sell. Forecasts are based on summer performance - 20 pieces sold in 2 months. We assume that leading up to the Christmas season, there will be an influx of sales. We have learned that customers do refer their friends, and because their friends can see the piece, lead conversion from a referral has always been 100%.

Table: Key Marketing Metrics

Key Marketing Metrics	Year 1	Year 2	Year 3
Revenue	\$2,580	\$2,690	\$2,840
Leads	65	68	70
Leads Converted	100.00%	100.00%	100.00%
Avg. Transactions/ Customer	2	2	3
Avg. \$/Customer	\$31	\$31	\$31
Referrals	26	30	32
PR Mentions	0	0	0
Testimonials	3	5	5
Other	0	0	0

Appendix

Table: Sales Forecast

Sales Forecast												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Unit Sales												
Small Pendants	5	10	10	2	2	5	5	5	5	5	5	5
Large Pendants	1	5	5	1	1	1	1	1	1	1	1	1
Scarves & Accessories	0	2	5	0	0	0	0	0	0	0	0	0
Total Unit Sales	6	17	20	3	3	6	6	6	6	6	6	6
Unit Prices												
Small Pendants	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00
Large Pendants	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00
Scarves & Accessories	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00	\$40.00
Sales												
Small Pendants	\$125	\$250	\$250	\$50	\$50	\$125	\$125	\$125	\$125	\$125	\$125	\$125
Large Pendants	\$35	\$175	\$175	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35
Scarves & Accessories	\$0	\$80	\$200	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Sales	\$160	\$505	\$625	\$85	\$85	\$160	\$160	\$160	\$160	\$160	\$160	\$160
Direct Unit Costs												
Small Pendants	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00
Large Pendants	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00	\$8.00
Scarves & Accessories	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
Direct Cost of Sales												
Small Pendants	\$20	\$40	\$40	\$8	\$8	\$20	\$20	\$20	\$20	\$20	\$20	\$20
Large Pendants	\$8	\$40	\$40	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8
Scarves & Accessories	\$0	\$20	\$50	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Direct Cost of Sales	\$28	\$100	\$130	\$16	\$16	\$28	\$28	\$28	\$28	\$28	\$28	\$28

Appendix

Table: Marketing Expense Budget

Marketing Expense Budget	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Packaging & merchandising	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5
Facebook advertising	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10
Commissions to Wilson Road Pottery	\$0	\$1	\$1	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Ebay listing fees	\$14	\$44	\$55	\$7	\$7	\$14	\$14	\$14	\$14	\$14	\$14	\$14
Ebay sales fees	\$0	\$4	\$4	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$2
Online purchases via Paypal												
Total Sales and Marketing Expenses	\$39	\$74	\$85	\$31	\$31	\$37	\$37	\$37	\$37	\$37	\$37	\$37
Percent of Sales	24.63%	14.72%	13.60%	36.04%	36.04%	23.38%	23.38%	23.38%	23.38%	23.38%	23.38%	23.38%

Appendix

Table: Key Marketing Metrics

Key Marketing Metrics												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Revenue	\$160	\$505	\$625	\$85	\$85	\$160	\$160	\$160	\$160	\$160	\$160	\$160
Leads	5	15	15	2	2	2	2	2	5	5	5	5
Leads Converted	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Avg. Transactions/Customer	2	2	2	1	1	1	1	2	2	2	2	1
Avg. \$/Customer	\$50	\$50	\$50	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25
Referrals	1	5	5	0	1	2	2	2	2	2	2	2
PR Mentions	0	0	0	0	0	0	0	0	0	0	0	0
Testimonials	1	1	1	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0