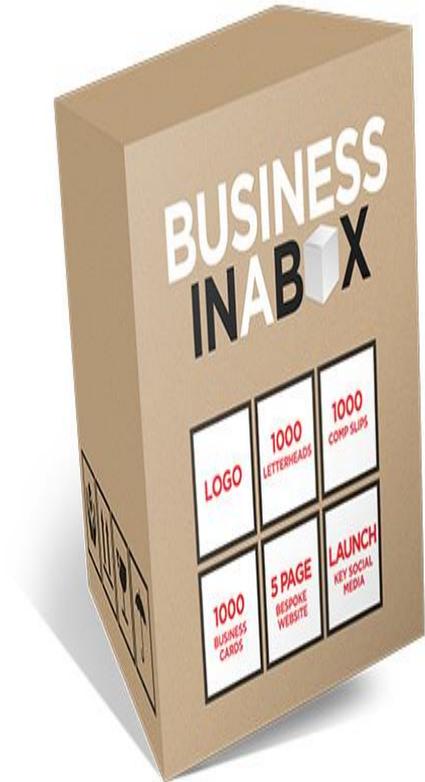


Business in a Box



Session

What is Business in a Box?

What's the Business Idea.

What we intended to do with the business.

Process and skills developed from experience.

- **Planning**
- **Delivery**
- **Evaluation**

What we would do differently?

Time for Questions

What is Business in a Box?

- Business in a box is when a company has been set up for more than a year and the owner is unable to further the process so they decided to put it in a imagery box, with all files and information belonging to the company.
- This can be started back up at any time
- Any other person can continue this process on
- Or the company can get put up for sale if it worthy of it.

What is the Business Idea?

Intuitive Organics aim to combine quality and ethics with designs that are aesthetically pleasing. Our background is outdoor sports and that is still our passion.

They aim to convey the moment, in the mountains or in the sea, when dropping into that gully on skis, or feeling the wave pick up your surfboard; that moment when you stop thinking consciously about the technical processes and all simply becomes, Intuitive!

What we intended to do with the business?

Ethnic Clothing for the Sporting World

Keep Intuitive Organics as the company title.

The select few ideas that we disagreed with we edited or dissolved them and added our own thoughts and ideas in to the business to make it personal and up to date.

A Change of target market as the original target market was not the best suited for the indoors sports range

Our Products!



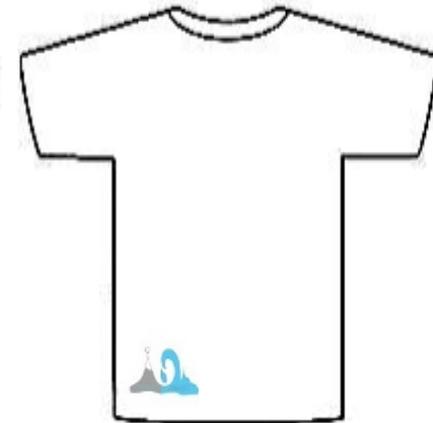
Front



Back



FRONT



BACK

PLANNING!

- 1) Develop a Business Plan
- 2) Consultation with mentor
- 3) Changed business plan
- 4) Changed Team Leader and Structure
- 5) New PP to present to mentor

Delivery!

1) Regular meetings

2) Develop partnerships

3) Conduct market research (internal)

4) Conduct market research (external)

5) Distribute product

6) Design logo

7) Final analysis

Evaluation!

1) Conduct SWOT analysis

2) Reflection

GAME TIME!!!

Planning – Skills

1) Develop a Business Plan



2) Consultation with mentor



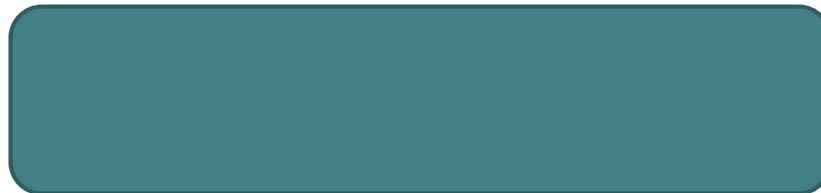
3) Changed business plan



4) Changed Team Leader and Structure



5) New PP to present to mentor



Delivery – Skills

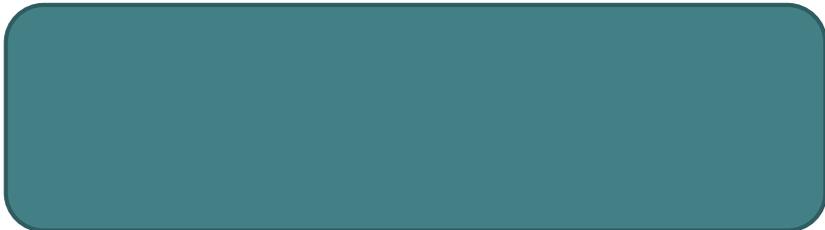
1) Regular meetings



3) Conduct market research (internal)



5) Distribute product



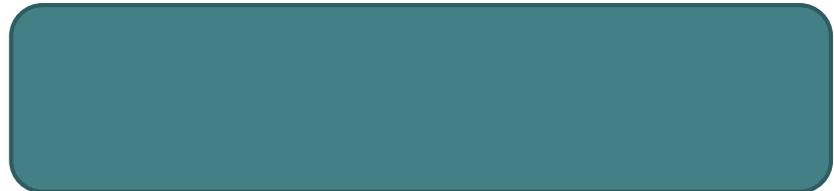
2) Develop partnerships



4) Conduct market research (external)



6) Design logo



7) Final analysis

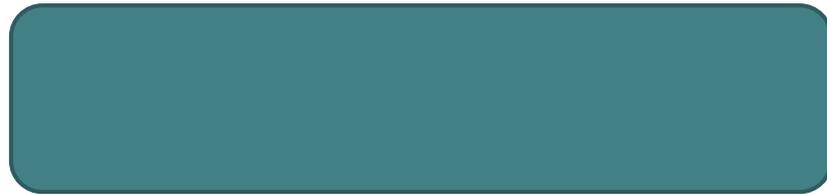


Evaluating – Skills

1) Conduct SWOT analysis



2) Reflection



What we would do differently?

- More in-depth market research
- Better links with mentor
- Improved group work
- Having our raw product
- Capital

Question Time?