

BUSINESS NAME: Tot Bits and Pieces

1. Executive Summary:

A. Mission

- Our mission is to provide the must-have products for babies and moms with a combination of quality and value pricing.
- Ensuring our exceptional unique products that are crafted with love for our customer's contentment.

B. Vision

- To be one of the top- sellers not just in our town as well but nationwide.
- To be one of the most competitive shops in terms of baby and parents essentials..

C. Objectives

- Establish online stores for accessible shopping while you sit back and relax.
- Away from the standards, typical and stereotypical products..

D. Start Date

- October 2019

E. Founders:

- Mea Dafny Papel

F. Current Key Players:

- Mea Dafny Papel
- Jheryl Terez
- Rea Jane Asentista

G. Products / Services Offered

- Baby and Moms Essentials;
 - Sleeping Mattress, Blankets and more
 - Feeding Gear
 - Potty Trainer
 - Bathing and Grooming Gear
 - Baby Clothing
 - Baby Travel Gear
 - Toys

and more baby care basics.

H. Differentiators

- Product quality
- Enhancing value to buyers
- Safety

I. Summary of Growth (3 year projection)

Year	Earnings – Year	Notes
YR.1 2019	500,000	Starting October
YR.2 2020	850,000	Whole Year
YR.3 2021	1,200,000	Whole Year

II. Company Description

A. Ownership

- Tot Bits and Pieces was born because of the two busy millennial moms with a shared purpose of doing shopping for their child a little less hard, and a lot more fun. We wanted to give parents like ourselves easy access to the best global and local brands for babies; all on a simple and convenient online shopping platform. The shop is located in Lala Lanao Del Norte.

B. Operations

- Owner – Mea Dafny Papel
- Co- owner – Rea Jane Asentista
- Manager – Jhiryl Terez

C. Need

- The services and products we provide is needed by parents who are;
 - Not having enough time to buy in shopping malls or physical stores.
 - Looking for unique products that are crafted with love.
 - Looking for affordable prices, membership discounts and also product bundles.

D. Business Model

- Customers' orders online, and Jhiryl will reach out for suppliers and sort them to deliver at our customers' doorsteps.

Customers --> Online store -----> Customers

III. Products: Baby Essentials and Parent's Needs.

A. Acquisition

- Online Ads
- Radio Ads
- Local TV ads

B. Differentiators

- Price Value
- High quality products
- Enhanced online store

C. Cost

- Product value depends on the brand.
- Product value is also based on category.

IV. Market Analysis

A. Segmentation

- Geographic
 - Country : Philippines
 - State : Lanao del Norte
- Demographic
 - Age : 20-50 years old
 - Gender : Female
 - Income : php 50,000
- Psychographic

- Values : Hardworking moms
- Goals: To be satisfied with products they order for their baby must-haves.
- Needs: Good products and gratifying services.
- Behavioral
 - Trust our products and services.

B. Industry Analysis

PORTER'S FIVE FORCES ARE:

1. **Competition in the industry**- Is there a price war?

As the number of competitors increases along with the number of equivalent products and services they offer, the lesser the power of a shop or establishment. Suppliers and buyers seek out a company's competition if they are able to offer a better deal or lower prices. - HIGH

2. **Potential of new entrants into the industry** – How easy is the shop to set- up?

A business level is also affected by the force of new entrants into its market. The less time and money it costs for a competitor to enter a company's market and be an effective competitor, the more an established company's position could be significantly weakened. – HIGH

3. **Power of suppliers** – Are products readily available in the market at a low cost?

A reachable supplier has more power and can drive up input costs and push for other advantages in trade. As there are many suppliers or low switching costs between rival suppliers, a company can keep its input costs lower and enhance its profits. - HIGH

4. **Power of customers** – how significant each customer is? And how much would it cost a company to find new customers or markets for its output?

A smaller and more powerful client base means that each customer has more power to negotiate for lower prices and better deals. A company that has many, smaller, independent customers will have an easier time charging higher prices to increase profitability. – HIGH

5. **Threat of substitute products** – Can customers easily find substitutes to find products?

Shops that produce goods or services for which there are no close substitutes will have more power to increase prices and lock in favorable terms. - HIGH

C. **Strategy** : Differentiated Products and Services Strategy

- Our shop needs to stand out, propose a promo, give discounts and product bundles.
- Disseminate flyers and promotion on online ads and through local radio ads.
- Improve customer services.

V. Marketing Strategy: Key marketing elements used to position a business strategically.

- **Product** - Warranty, Packaging, Quality, Appearance
- **Price** – Selling price, Discounts, Price matching Service
- **Promotion** – Media, Sponsorships, Advertising, Public Relation Activities, Message
- **Place** – Service levels, Location , Market Coverage
- **People** – Attitude, Customer Services, Appearance

VI. Operational Plan

- Shop expansion for more customers to cater.
- Bigger revenue.
- Create an organization that supports MOMS.

VII. Financial Plan

3 Year Financial Plan			
Pro Forma Balance Sheet			
Assets	1 YEAR	2 YEAR	3 YEAR
Current Assets			
Cash	36,356	59,137	77,459
Accounts Receivable	24,180	25,929	27,884
Inventory	10,550	11,482	12,464
Other Current Assets	0	0	0
Total Current Assets	71,086	96,548	117,806
Long-term Assets			

Long-term Assets	15,000	15,000	15,000
Accumulated Depreciation	4,284	8,568	12,852
Total Long-term Assets	10,716	6,432	2,148
Total Assets	81,802	102,980	119,954
Liabilities and Capital	Year 1	Year 2	Year 3
Current Liabilities			
Accounts Payable	5,779	13,226	14,194
Current Borrowing	0	0	0
Other Current Liabilities	0	0	0
Subtotal Current Liabilities	5,779	13,226	14,194
Long-term Liabilities	20,000	20,000	20,000
Total Liabilities	25,779	33,226	34,194

Paid-in Capital	255,000	255,000	255,000
Retained Earnings	(11,000)	1,023	14,754
Earnings	112,023	513,731	716,006
Total Capital	356,023	769,754	985,761
Total Liabilities and Capital	81,802	102,980	119,954
Net Worth	356,023	769,754	985,761

VIII. Milestones

YEAR 1 – Started the business.

- Consistent number of customers.

YEAR 2 – Stepping up the consistency while expanding our online business.

- Doubling the supplies.
- Outnumbered customers.
- Expanding suppliers.

YEAR 3 – Had our second line of online business.

- Adding products and services.
- Adding suppliers in the market.
- Multiple numbers of customers and friends.
- Successive progress in customer's satisfaction.