



MALAVITTI

BUSINESS PLAN

WHICH NEED DO WE SATISFY?

WE PRODUCE shoe suitable for autumn summer spring, allows freedom to the sole of the foot

ideas

product that satisfies the needs
identified through a MODERN
design

target

- trekking lovers and people who sweat a lot (medical condition)
- age gap: from 60 yo (pensionated people will get a discount)
- economic condition of the clients: from middle class
- gender: male and female
- where they live/work: that's not important, the client just want to practice trekking
- income:medium
- when they buy the product/service: annually
- how much they buy: units

BUDGET

- Graphic
- Stylist
- Warehouse worker
- Amministrator
- Door-to-door sales man
- 3D printer
- Materials
- Advertisement on facebook
- TOTAL BUDGET: 30000€