



Cultural Tourism Business Plan Model

Example: Jewelry Business

November 30, 2021

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Executive Summary

Haa Shuká Designs makes sea otter and metal jewelry in Craig, Alaska, and is owned and operated by Jane Doe. Jane Doe is Tlingit on her father's side, and Scottish on her mother's side. As an Alaska Native arts business, Haa Shuká Designs seeks to unite customers with the business's core values of power, uniqueness, and connection. Customers of Haa Shuká Designs are looking for fashionable Alaska Native jewelry. Haa Shuká Designs delivers on that need by providing a range of sea otter and metal earrings.

Next year, Haa Shuká Designs hopes to generate approximately \$45,000 in revenues to support the owner and her family with owner compensation around \$40,000. The business has minimal fixed expenses, and is able to source materials for its products cheaply, resulting in high profit margins. This business enables the owner to spend time with her family while living and connecting with the place she has long called home.

Section 1: The Foundation

History of the Business

Haa Shuká Designs began in Jane's formative high school years, when she first began to work with sea otter fur. Growing up, sea otter furs were part of Jane's home, as her father would go hunting and would bring back the pelts. In high school, Jane was given her first sea otter fur by her father. He showed her that sea otter furs had great value that few people recognized or used. This was Jane's first experience with the product, and she broke a path on her own by experiencing independently, without mentorship, in working with this unique resource. After that, Jane pursued an education in Biology in Oregon, before moving back to Alaska and the warm and friendly people and communities of her youth. In both her early jewelry experimentation and choice of studies, Jane felt the pull of the ocean and mammals that inhabited it. A few years later, Jane met her partner in Anchorage and realized that her current career path wasn't the natural fit she was hoping for. Upon moving back to Craig, where her father and family were located, she once again had access to sea otter pelts. She started experimenting. Some proved difficult, and it took time before Jane began to find a rhythm. Early products felt flimsy and wobbly, and she sought a product that was strong, powerful, and stable. She found free metalsmithing workshops and took business classes online from an artist and influencer, and began learning her trade. Jane brought her first metal and sea otter fur earrings to a holiday bazaar in 2015, and her creative innovations have continued to take shape ever since. Each day provides a new opportunity to innovate and improve her creations, and expand her business skills. Jane lives in Craig, Alaska, with her partner, three children, two cats, and extended family.

Values

Haa Shuká Designs is guided by three core values:

- **Powerful:** knowing one's strength and ability to do anything one sets their mind to, and exemplifying this in the shapes and materials of the product.
- **Uniqueness:** from the changing colors of the fur to the colors of the metal, each piece is distinct, and this highlights the individual character and worth of the piece, the unique inspiration from the artist, and celebrates the individuality of the wearer.
- **Connection:** from the earth and the sea, these products ground the wearer in the rich resources of Southeast Alaska and the past, current, and future generations (*Haa Shuká*) who protect the land and culture. The cool metal and soft fur offer textures and invite the wearer to be present and live in the moment.

Like so many of Jane's generation, she has been separated from speaking and learning the Tlingit language. These values, while not written in Tlingit, come from the owner's ancestors. Jane sees how these values were taught to her by her parents, and that her grandparents continue to live these values, as do many in her tribe.

Community

For Haa Shuká Designs, community means family—past, present, and future. Jane maintains strong bonds with her ancestors and honors them through her life, ceremonies and work. She also recognizes her responsibility to future generations, and she must ensure that she works to protect her land and culture for her children and grandchildren and those who will follow them—for each product sold, Haa Shuká Designs donates one percent of profits to causes and organizations that are also actively doing this.

The company supports a small local family and keeps them connected with the rest of their family, all living in Craig. As the company grows, Jane looks forward to connecting with other Alaska Native artists and engaging with others that inspire her desire for professionalism, quality, and creative products. She engages with other Alaska Native artists and Alaska Native family members on the proper care and use of sea otter pelts and cultural values. By doing so, Jane shares the understanding of the value of these resources by the Tlingit people with the greater world, and connects the wearer to the resources many have been valued for generations.

One goal of Haa Shuká Designs is to be on the forefront of professionalism and quality in Alaskan Native art. Art and adornments have been valued by Alaska Natives for many generations. They were important in celebrations, in keeping spirits healthy, and in offering things of value to other tribes. Art and adornments continue to be a way for

Alaska Natives to share beauty and richness with others, and Haa Shuká Designs hopes that by offering high quality products to visitors of Alaska, they will take home an appreciation of the local history, tribes, and knowledge that have helped steward this land since time immemorial.

Culture

According to the 1972 Marine Mammal Protection Action, sea otter fur is a limited resource that can only be harvested and used by Alaska Natives of a minimum blood quantum of 25%, who are living in a coastal community. Additionally, sea otter fur can only be used in products made primarily by the product maker (not merely added on to another product). Knowing and adhering to this law is an important obligation for the business, however, the business also recognizes the limitations of this law, as it will drastically affect the next generation of artists, many of whom will fall below the blood quantum requirements and lose access to an important cultural resource.

Haa Shuká Designs follows cultural practices in selecting, harvesting, and using natural resources, especially when it comes to the use of sea otters. The company is constantly testing new and innovative uses of the resources they harvest, and is excited for future adornments that more fully utilize different parts of the sea otter.

Sea otters were introduced to Southeast Alaska in the 1960s, with around 300 individuals. Sea otters eat as much as 25% of their body weight each day. They are highly adaptable and eat sea urchins, crab, clams, mussels and octopus, and other resources humans also harvest to support their families and provide marketable products. Alaska Natives have long sought to live in harmony and balance with the land and waters, and as such, harvest sea otters at a sustainable rate to reduce the risk of this species wiping out other important species in this unique geographical area.

Hunting is an important part of the Alaska Native culture. Haa Shuká Designs hopes that the creation of these products will be one way that cultural practices like hunting can be carried forward in family cultural practices and norms. The business and family members that support Haa Shuká Designs will continue to share the use of sea otters and the production of Alaska Native art with the next generation. The family also carries forward a deep appreciation of the beauty of art, and displays Alaska Native art in their home, imbuing their daily life with these values.

Environment

The business relies primarily on sea otter pelts, metal, and daily utilities. Very little waste comes from these resources, as the business seeks to use each resource to its

fullest. When the fur is cut, extra unused fur is repurposed to fill pillows and other products. By using a natural product from such an abundant species to its fullest, the use of this product is regenerative and minimizes the consumption of mass-produced, man made synthetic materials. The small amount of scrap metal left over from the jewelry making process is also collected and repurposed.

For packaging, the internal parts of the packaging are made of paper. At present, some of the outer packaging is made of plastic, as is necessary to protect the product in Southeast Alaska's wet climate. However, Haa Shuká Designs continues to look for innovative, sustainable solutions to their packaging needs.

Section 2: The Opportunity

Value Proposition

Haa Shuká Designs' customers seek jewelry that makes them feel unique, connected, and powerful. By wearing Haa Shuká Designs' earrings, they individualize their style, connect themselves to the natural resources of Alaska, and show their support for a local Alaska Native artist.

Target Market

Haa Shuká Designs' ideal client is a woman in her late 20s to early 30s, either a visitor or resident. She wears trendy clothing and hangs out at hip, local spots with her friends. She likes to shop at locally-owned stores, whether in her own community, or during her travels. Supporting the local community is important to her. She likes to collect and wear special, handmade statement pieces that make her feel unique, connected, and powerful in her daily life.

According to [Fortune Business Insights](#), the global jewelry market has been growing. Consumers are keen to spend a portion of their income on luxury goods that showcase fashion trends and enhance the looks of the wearer. Social media and other online marketing have dramatically increased customer exposure to jewelry products, and encourage these products not only for personal consumption but also as gifts. While this market has faced a significant decline in market share due to COVID, some research suggests that larger jewelry makers may be facing more of this impact than smaller ones, as their supply chain for jewelry resources and also access to affordable labor have significantly decreased.

Although data on the size of the Alaska Native jewelry market has not been collected for this business plan, experience and data presented throughout the rest of this plan indicate that there is a strong market and appetite for Alaska Native jewelry priced

within the company's current range. To date, Haa Shuká Designs has not exceeded market demand and has, instead, consistently sold out of products offered during releases and pop-ups.

Competition

For Haa Shuká Designs, “competition” sometimes means another company that a potential customer chooses to purchase from instead of purchasing from them. Often however, the “competition” listed below are more accurately seen as peers, mentors, or simply alternatives for customers seeking wearable art that speaks to their style.

- **[Kivliq](#)**: Haa Shuká Designs' target market appears to buy from Kivliq because they are drawn to the strong, contrasting colors combined with another natural resource, in this case, feathers. It is likely that customers get a similar feeling and experience from Kivliq as from Haa Shuká Designs. One notable difference is that Kivliq's designs are more one-of-a-kind (as opposed to creating multiple copies of the same design). In addition to jewelry, Kivliq also sells apparel, Inupiat books, stickers, fine art prints, and greeting and postcards. *Jewelry sale price: \$35 - \$200.*
- **[Trickster Company](#)**: Many prior customers of Haa Shuká Designs have also shown interest in work by this company. Located in Juneau, Alaska, Trickster Company sells wood engraved earrings with contemporary Tlingit designs, as well as apparel, accessories, and home goods. *Jewelry sale price: \$24 - \$100.*
- **[Jennifer Younger Designs](#)**: While outside of the typical range of Haa Shuká Designs' target market, this company acts as inspiration for the company. From their story about their identity and cultural inspiration, to their professionalism and Jennifer's many accolades as an artist, this company is a leader in the Alaska Native art world. *Jewelry sale price: over \$1000.*

Product and Services & Pricing Plan

Haa Shuká Designs' customers seek jewelry that makes them feel unique, connected, and powerful. Each of Haa Shuká Designs' products connects the wearer to the natural resources of Alaska, enables them to display their individual style, and gives them the opportunity to show their support for a local Alaska Native artist in a slightly different way. Below is a brief description of each of the company's earring collections, with wholesale and retail prices.

- **Ovoid**: This earring design is made of sea otter fur attached to an ovoid-shaped bronze wire. The copper backing and hammered bronze wire is sealed to prevent tarnishing. Sterling silver ear wire. Small earrings are about 1.25” long by 1” wide

(not including ear wire). *Large ovoid pricing: retail \$90. Small ovoid pricing: retail \$80, wholesale \$40.*

- **Aged Copper:** These earrings embody all the vibes of the ocean with blue or black aged hammered copper. The sea otter fur adds elegance but also gives tribute to the ruggedness of the ocean from which it came. Aged and hammered copper wire is sealed to prevent tarnishing. Sterling silver ear wire. Aged earrings are about 3” wide and hang down 2.5” (not including ear wire) for large and small are 1.75” wide and hang down about 2”. *Large aged copper pricing: retail \$100, wholesale \$50. Small aged copper pricing: retail \$90, wholesale \$45.*
- **Changing Shades:** This light and airy collection dances as the wearer moves. The metal on the earrings is aged to create the blue tones in the metal. The sea otter fur is trimmed to expose the silvery tones and highlight the natural colors. Size: 1.75” wide by 2.75” long (not including the ear wire). Argentium silver ear wire. Not sold through wholesale outlets. *Changing shades pricing: \$175.*
- **Triangle with Formline:** This bold collection attaches dark sea otter fur to black metal triangles etched with minimalist formlines, for a distinct shape, contrast, and design. The ear wires are made of argentium sterling silver. The earring is 1.5” wide and 1.5” long (not including the ear wire). *Wholesale Triangle with Formline pricing: \$25.*
- **Pillow:** A new product, this product will be made of sea otter fur, creating a unique pattern which can decorate a home. Not sold through wholesale outlets. *Pillow pricing: retail \$500.*
- **Chair:** The chair combines wood with sea otter fur decorations and designs. Retail only. *Chair pricing: retail \$1500.*
- **Necklaces:** The necklaces are larger products which combine the company’s signature focus on metal and sea otter fur. The necklaces are made to match different collections, and follow that collection’s colors and shapes. Not sold through wholesale outlets. *Necklace pricing: retail starts at \$399.*

Comparative Advantage

Style, availability, price, and presentation are all some of the most common reasons why customers choose products from the above-mentioned competition, or from in-direct competition. To stay competitive, Haa Shuká Designs pays attention to their competitors and constantly strives to make the highest quality products available. Their hope is that by keeping the product quality high, unique, and striking, they will continue to capture an appropriate portion of the market.

Regulatory or Policy Constraints

In order to legally operate the business, Haa Shuká Designs is required to have a business license, the legal rights to their company name, and to stay up to date on their

filings as a sole proprietorship. Additionally, the business is also required to follow the Marine Mammal Protection Act in the harvesting and selling of sea otter fur and any other protected marine mammals.

Section 3: Execution

Marketing Plan

In order to reach customers, Haa Shuká Designs will use the following marketing channels:

- **Company website:** The website is used for online releases and displaying current inventory. It also has a blog, where photos are shared and linked to Pinterest. Customers are able to purchase products directly from the website, and the website is linked to all social media platforms. The business's primary target market likes to shop online, so this platform is integral to their sales.
- **Instagram:** Haa Shuká Designs recently surpassed 5,000 followers on Instagram. Haa Shuká Designs aims to post four times a week on the platform to advertise to new and current customers. This is one of its primary channels for attracting new customers, and is popular with their target market. An estimated 80% of website sales come from Instagram followers. This platform has worked very well for giveaways, which are typically done once per year. At the last giveaway event, their post had more than 2,000 comments and gained them 200 new followers.
- **Facebook:** @HaaShukáDesigns has 800 followers on Facebook, where they post about available products, upcoming pop-ups and other events, and feature photos of their products.
- **Pinterest:** Haa Shuká Designs is also on Pinterest, where they have 156 followers. They have taken extra care with these posts to try to ensure that they stay connected to the website, as this can be a common challenge faced by Pinterest content creators.
- **Wholesale vendors:** Their product is carried in four brick-and-mortar stores. They have found having inventory at these locations to be a great marketing channel, as many new customers are introduced to their product by seeing them in stores. The stores are set in central locations in various communities throughout Alaska. The eclectic collections of locally-crafted goods that these stores carry attract many visitors in the primary target market, and are where most sales to out-of-state residents are made. They hope to add additional wholesale vendors in the future. Two wholesale vendors offer products online in addition to their physical store.
- **Pop-ups:** These are in-person sales events, that are either part of a larger event with many sellers, or can be an exclusive sale happening at another retail shop.

These are typically very successful, and commonly occur in November - December for holiday shopping. To date, these have occurred locally but as the business grows, they hope to take part in other pop-up bazaars and events throughout the state to increase reach and visibility.

- **Email newsletter:** Haa Shuká Designs utilizes their list of 600+ email subscribers to connect regarding upcoming events, product drops, and sales.
- **Word of mouth:** As with many local businesses, Haa Shuká Designs consistently gets new customers through word of mouth marketing. Due to the rarity of sea otter fur products outside of Alaska, their products drum up a lot of interest when out-of-state visitors bring them home to wear.

For Haa Shuká Designs, being an Alaska Native business is most evident in their marketing posts that emphasize their values and way of life. Their values of power, uniqueness, and connection are the foundation for many of the messages in their postings, and these values come from the Tlingit people that have lived on this land, *Lingít Aani*, for generations.

Logo & Branding

The waters and lands of Southeast Alaska have nourished, empowered, and connected Jane's family and people for generations. From the waters, Jane's father crabbed and fished, and came home to tell the tales. From the waters, comes the fur that defines her jewelry. From the lands, comes her connections to her ancestors, future generations, and the place that makes her whole. The Haa Shuká Designs logo was created by a local Tlingit artist.

Core Marketing Messages

Haa Shuká Designs bases its core marketing messages on their values:

- **Power:**
 - Visually, some of the jewelry resembles armor, getting the wearer ready to battle the challenges of the day.
 - Jane's story of harnessing her innate strength in all of the things that she does, having grown up commercial fishing and knowing she can do anything.
 - Strength of materials, shapes, and lines, and how these convey power. This also can relate to past uses of materials, shapes, and lines in traditional Tlingit arts and handicrafts.
- **Uniqueness:**
 - Messages about the unique combination of metal and sea otter fur.

- Information on harvesting sea otters, and the disruption their species has caused to the Southeast Alaskan ecosystem, and the unique access Alaska Natives have to harvest this resource.
- Highlights of the colors and patterns of the metal and fur that makes each piece unique.
- Sharing ‘behind the scenes’ content on Jane’s process for making the jewelry and running the business.
- **Connection:**
 - Nature, and being drawn to the ocean; feeling and seeing and being connected to nature through the jewelry, for the wearer and maker.
 - The solidity of the metal and grounding the wearer in the natural resources of the earth.
 - Being present by feeling the fur.
 - Being a strong worker and being goal oriented, so it gives one something to do, a creative outlet, gives one a passion.
 - Using the natural resources of the place in a sustainable way.
 - Connecting out-of-state visitors to Southeast Alaska.
 - Connecting to the communities of Southeast Alaska.

Along with these core marketing messages, Haa Shuká Designs has found the following strategies to be critically important to their marketing success:

- Utilizing a social media calendar to do regular postings and drive market capture. This also makes the marketing aspect of the business easier to manage on a daily basis.
- Increasing followers so that the business can command a higher sale price, resulting in greater profits over time.
- Having high quality photography drives better marketing across all marketing platforms.

Visual Marketing

Visually, Haa Shuká Designs encourages a diverse range of customers to feel comfortable wearing Alaska Native jewelry, and hopes that all customers can celebrate Alaska Native art through wearing this jewelry. The business often displays earrings on a diverse range of models to encourage customers of all backgrounds to wear their products. Visuals also often feature the ocean and the Alaskan outdoors.

Distribution Plan

Customers can purchase Haa Shuká Designs products at the following locations:

- Online at haashukadesigns.com
- At four wholesale vendors:

- Galanin + Klein: 401 Lincoln St, Sitka, AK 99835, United States
- Kindred Post: 145 S Franklin St., Juneau, AK and online at www.kindredpost.com
- Sealaska Heritage Institute's Gift Shop: 105 S Seward St., Juneau, AK and online at <https://sealaska-heritage-store.myshopify.com/>
- Alaska Native Heritage Center Gift Shop: 8800 Heritage Center Drive, Anchorage, AK
- At any in-person pop-up events where they sell their products.

Sales

Shopify is used to collect credit card payments in-person and online. For in-person events, cash or check can be taken, however, it seldom occurs. Jane and occasionally her husband, Jon, attend the in-person shows and interact with customers at the point of sale. In-person sales are fulfilled immediately. For online sales, they typically ship products in 2-4 days or less, and fulfill the order directly.

Section 4: Operations

Locations & Facilities

The business currently operates from the owner's house in Craig. In the future, the owner envisions adding on a separate studio to her home for the business operations.

Manufacturing & Production

Haa Shuká Designs typically goes through the following steps to produce their products:

- 1) **Sea Otter Fur:** hunt and process the animals, get the furs tanned (takes several months), then wash and stretch them.
- 2) **Get other materials for jewelry:** metals and tools come from Rio Grande.
- 3) **Make jewelry:**
 - a) Template pieces, glue them to metal
 - b) Cut out all the metal shapes using jeweler's saw
 - c) Finish the metal with a file and sanding
 - d) Drill holes in the metal
 - e) Hammer the metal
 - f) Tumble the pieces in a tumbler
 - g) Age the metal: this is a chemical oxidation process for coloring the metal, and includes mixing different chemicals to produce different colors, scoring, acid washing, rinsing, and drying the metal.
 - h) Seal the metal to maintain color

- i) Create all the other components: jump rings, ear wires, bronze wire pieces, etc.
- j) Cut fur pieces to fit each metal shape
- k) Attach the fur to metal using jump rings and glue
- l) Attach the bronze wire and earwire
- 4) Take photos** of jewelry for website
- 5) Post** each product on website
- 6) Packaging:** place each item on a jewelry card in a jewelry box with tissue paper (from Atlanta Wraps), insert box band and earrings cards (printed at Alaska Litho), add a postcard (from Vistaprint), and put inside a padded envelope (from Amazon). Print a unique label for the customer based on Shopify information, and attach to the enveloped box.
- 7) Ship:** Bring to USPS for shipment.

Some of the partners they rely on in their current manufacturing process include:

- Family: as the hunters and processors of their sea otter furs, their family is integral to securing this important resource
- Tannery: they work directly with a tannery to process their sea otter hides
- Rio Grande: metals and tools
- Atlanta Wraps: packaging (boxes, tissue paper)
- Alaska Litho: earring cards and box bands
- Vistaprint: business cards and postcards
- Amazon: padded envelopes
- USPS: shipping.

Operations Equipment, Tools & Technology

Some of the equipment, tools, and technology that are required for the business to operate are:

- **Metalsmithing tools:** Jewelers saw, bench pin, files, sand paper, hammers, metal block, tumbler, metal aging chemicals, sealant, and soldering materials and tools.
- **Marketing equipment:** computer, camera, light box, shipping label printer, iPhone.
- **Technology:** Shopify for website, credit card processing, invoicing, and customer information.

Partners & Resources

The most important partnerships for Haa Shuká Designs to date have been their wholesale accounts, and suppliers for their products (ex. Rio Grande, etc.). They have an accountant at Elgee Rehfeld, and an attorney at Baxter, Bruce, and Sullivan.

Language & Culture

Like many Alaska Natives, the owner was not brought up learning to speak the language. At this time, Indigenous language is not woven into the business. Should this become an opportunity in the future, Elders and tribal leaders may be contacted.

Generational Involvement

Haa Shuká Designs is owned and operated by Jane Doe. As a mother of three, Jane shows her children through this business what it's like to work with sea otter fur, to persevere, to be self-sufficient, and how to connect with their grandparents and other family culture bearers to harvest the sea otter that makes this product unique. Jane's father taught her to hunt and process sea otters, and now her children watch and learn to subsist and live off the land.

Indigenous Education for Customers

Through some of their core messaging, they hope to teach customers about the impact of sea otters on Southeast Alaskan ecosystems, about subsisting on and respecting the land, of the importance and wealth of local natural resources, and of the inspiration and strength they draw from these resources. They do not require permission from any Tribal members to share these messages.

Risks & Mitigation

Owner illness/injury: At present, the owner manufactures all the business's products and operates all other aspects of the business. An extended injury or illness to the owner would limit the business's operations. For a short period of time, family members may be able to help out with some of the sales, product shipment, and pop-ups. Manufacturing products can be put on hold until the owner is able to resume production.

Time limitations: The owner currently operates the business while also taking care of her family and participating in commercial fishing during the summer. As such, there are limitations on the amount of time she can put into the business. In order to use this time well, having financial projections that show clear sales targets and that break these targets into monthly production and sales schedules is highly useful. Jane also works with business coaches and advisors to strategically build her business according to the resources available.

Section 5: Company Description

Ownership & Structure

Haa Shuká Designs is owned and operated by Jane Doe. It is a sole proprietorship, doing business as Haa Shuká Designs.

Management Team

The business is managed solely by Jane. As she works to grow the business, she consults with business coaches, an attorney, and her accountant. As opportunities arise, Jane hopes to work with other Alaska Native artists, Elders, business owners, and advisors to grow the business, and hopes to connect with others that have similar core values as the business's values.

Section 6: Financial Analysis

Revenues and Expense Projections

Based on their projections, Haa Shuká Designs estimates that their total income for next year will be \$45,078, with a net income of \$23,364.

This model assumes personal time off for the owner from March - July (with the exception of one product release in June), and generates approximately \$17,500 in wages through labor for the owner. Additionally, the owner typically takes an owner's draw of remaining funds from the business at the end of each year, less funds to purchase supplies (as this business does not purchase high cost products, reinvesting in the business has not been a need for the owner at this time), resulting in total income for the owner of approximately \$40,000.

Sales projections are based on 2021 actuals, with some increases. Here is an explanation of the projected volume of sales for each product offering:

- **Changing Shades:** Sold 26 pairs in 2021 in the Fall (2 releases), which sold out in less than 24 hours. Therefore, tripling sales for this product seems reasonable.
- **Aged Copper:** Sold 23 in 2021 YTD, and next year's projections are for 24.
- **Small Aged Copper** (wholesale and retail): Sold 47 in 2021 YTD, and projected approximately 80. In 2021, 15 sold out in a few days online.
- **Necklace:** Sold 10 in 2021, aiming to sell 28 in 2022. These sell out almost instantly when posted.
- **Chair:** New item, so it is difficult to estimate sales. We plan to adjust the price and quantity as needed. One stool was sold in the past for \$800. New designs will increase the price, and hopefully buyer interest. Likely will make four chairs.

- **Pillow:** Another new item, so sales are estimates.
- **Ovoid:** Sold 18 in 2021, and aim to sell 20 in 2022.
- **Wholesale Triangle with Formline:** Sold 34 in 2021, and aim to sell 40 in 2022..

Cost of Goods for all products includes the materials for the jewelry, and labor time by the owner to produce each product at \$30.00 per hour.

Fixed expenses for this business are minimal. Rent is not included, as it currently operates from the owner's house (and does not have a specific space within the home). Most marketing utilizes free social media posting. Monthly expenses for the business include subscriptions to Adobe, Shopify Email, packaging materials, Shopify Website hosting, and an accountant.

Should the owner be interested in scaling the business in the future, additional time could be put into the business to increase the amount of product available, especially for summer drops and events. If scaling is of interest, the business could consider equipment and technology to speed up the process. However, at this time, the business revenues meet the needs of the owner.

Haa Shuká Designs Financial Projections

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Totals
Income													
Changing Shades	\$ -	\$ 1,750	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,750	\$ -	\$ 2,975	\$ 2,800	\$ 2,975	\$ 12,250
Large Aged Copper	400	-	-	-	-	400	-	-	-	500	600	600	2,500
Small Aged Copper	900	-	-	-	-	450	-	-	-	1,080	810	1,260	4,500
Small Ovoid	400	-	-	-	-	400	-	-	-	880	560	560	2,800
Necklace	-	1,197	-	-	-	-	-	1,197	-	1,995	1,995	2,394	8,778
Wholesale Large Aged Copper	350	-	-	-	-	-	-	250	-	-	-	-	600
Wholesale Small Aged Copper	675	-	-	-	-	-	-	675	-	-	-	-	1,350
Wholesale Small Ovoid	520	-	-	-	-	-	-	480	-	-	-	-	1,000
Chair	-	-	-	-	1,500	-	-	1,500	-	1,500	-	1,500	6,000
Pillow	-	500	-	-	-	-	-	-	-	1,000	500	1,000	3,000
Large Ovoid	270	-	-	-	-	270	-	-	-	360	450	450	1,800
Wholesale Triangle w/ Formline	250	-	-	-	-	-	-	250	-	-	-	-	500
Total Income	\$ 3,765	\$ 3,447	\$ -	\$ -	\$ 1,500	\$ 1,520	\$ -	\$ 6,102	\$ -	\$ 10,290	\$ 7,715	\$ 10,739	\$ 45,078
Cost of Sales													
Changing Shades	\$ -	\$ 470	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 470	\$ -	\$ 799	\$ 752	\$ 799	\$ 3,290
Large Aged Copper	98	-	-	-	-	98	-	-	-	123	147	147	613
Small Aged Copper	245	-	-	-	-	123	-	-	-	294	221	343	1,225
Small Ovoid	85	-	-	-	-	85	-	-	-	187	119	119	595
Necklace	-	345	-	-	-	-	-	345	-	575	575	690	2,530
Wholesale Large Aged Copper	172	-	-	-	-	-	-	123	-	-	-	-	294
Wholesale Small Aged Copper	368	-	-	-	-	-	-	368	-	-	-	-	735
Wholesale Small Ovoid	221	-	-	-	-	-	-	204	-	-	-	-	425
Chair	-	-	-	-	350	-	-	350	-	350	-	350	1,400
Pillow	-	165	-	-	-	-	-	-	-	330	165	330	990
Large Ovoid	51	-	-	-	-	51	-	-	-	68	85	85	340
Wholesale Triangle w/ Formline	95	-	-	-	-	-	-	95	-	-	-	-	190
Total Cost of Sales	\$ 1,334	\$ 980	\$ -	\$ -	\$ 350	\$ 357	\$ -	\$ 1,954	\$ -	\$ 2,726	\$ 2,064	\$ 2,863	\$ 12,627
Gross Profit	\$ 2,431	\$ 2,467	\$ -	\$ -	\$ 1,150	\$ 1,164	\$ -	\$ 4,148	\$ -	\$ 7,565	\$ 5,652	\$ 7,876	\$ 32,452
	64.6%	71.6%	0.0%	0.0%	76.7%	76.5%	0.0%	68.0%	0.0%	73.5%	73.3%	73.3%	72.0%
Owners and Employees													
Total Salaries and Wages	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Fixed Business Expenses													
Advertising and Promotion	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 120
Adobe	10	10	10	10	10	10	10	10	10	10	10	10	120
Shopify Email	10	10	10	10	10	10	10	10	10	10	10	10	120
Packaging	10	10	10	10	10	10	10	10	10	10	10	10	120
Shopify Website	27	27	27	27	27	27	27	27	27	27	27	27	320
Accountant	42	42	42	42	42	42	42	42	42	42	42	42	500
Total Fixed Business Expenses	\$ 108	\$ 108	\$ 108	\$ 108	\$ 108	\$ 108	\$ 108	\$ 108	\$ 108	\$ 108	\$ 108	\$ 108	\$ 1,300
Other Expenses													
Taxes	581	590	(27)	(27)	260	264	(27)	1,010	(27)	1,864	1,386	1,942	7,788
Total Other Expenses	\$ 581	\$ 590	\$ (27)	\$ (27)	\$ 260	\$ 264	\$ (27)	\$ 1,010	\$ (27)	\$ 1,864	\$ 1,386	\$ 1,942	\$ 7,788
Net Income													
Net Income	\$ 1,742	\$ 1,769	\$ (81)	\$ (81)	\$ 781	\$ 791	\$ (81)	\$ 3,030	\$ (81)	\$ 5,592	\$ 4,157	\$ 5,826	\$ 23,364
	46.3%	51.3%	0.0%	0.0%	52.1%	52.1%	0.0%	49.7%	0.0%	54.3%	53.9%	54.2%	51.8%