

**POP-CIRCUIT**

Make Your Business POP

# Pop-Circuit Business Plan

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**MAKE YOUR BUSINESS POP**

**San Diego, CA**

**The Year of Operation Spring 2019**

**Maureen Rankin - Westview High School**

**Junior Achievement of San Diego**



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## EXECUTIVE SUMMARY

Pop-Circuit is introducing a new and creative way of marketing to all young business owners and youth entrepreneurs. Nowadays, brick and mortar buildings have become a thing of the past; they are too expensive, require too much space to build, and have a limited number of customers they are able to reach. Pop-Circuit is a pop up shop that markets products of young businesses in a mobile retail store, which retains all the benefits of a conventional store, but reaps the perks of a pop-up shop- meaning that shop locations are less expensive and products can reach further target markets.

To adapt to the changing markets, we are also utilizing the internet and popular social media platforms to connect clients to their customers. Platforms such as Instagram, Facebook, Twitter, Pinterest, YouTube, and even Etsy are the main ways that Pop-Circuit markets to potential customers through social media and the internet. By connecting to the younger generations that spend time on those platforms, Pop-Circuit is able to get in touch with more youth entrepreneurs and help those entrepreneurs connect to potential customers.

Another part of Pop-Circuit's integrated marketing plan is measuring the data from previous marketing techniques and how well clients and customers responded. Pop-Circuit then uses that data to improve and change current marketing techniques to better relate and connect to current customers and even potential customers.

Pop-Circuit was formed by 8 young entrepreneurs in the Economics of Business Ownership course under Westview Business in February of 2019. Our goal is to pioneer a path for new, small, and local businesses by introducing their product or service into the marketplace through our integrated marketing campaigns, as well as provide early hands-on business experience to students.

Our primary target market is high school-owned businesses. Our secondary target market is small local businesses willing to sell their products or services through the pop-up shops created by Pop-Circuit. Pop-Circuit's tertiary target market is customers shopping at our pop-up shops who are interested in buying our primary target market's products.

Pop-Circuit has two revenue streams which consist of our (1) Basic Integrated Marketing Plan and our (2) Plus Plan. Our one-time cost of creating the pop-up shop, inclusive of all building materials, is \$438.47. The combined cost of running the pop-up, as well as our integrated marketing services equals \$3084.54. Therefore, by subtracting our expenses from our earned revenue, we are making \$7,840.46 profit in our first year.



## MISSION & OBJECTIVE

Pop-Circuit aims to promote innovative and new products to the marketplace through creative, integrated marketing campaigns.

We strive to introduce original and new items created by local and student-run small businesses. This customer market is focused in the Greater San Diego Area. Through our various marketing strategies, including physical pop-up booths and a strong online presence, Pop-Circuit has reached their initial base cost by partnering with 5 current small businesses at Westview High School. Pop-Circuit plans to expand its current target market by partnering with other local small businesses and soliciting to potential stockholders for further investments.

## COMPANY SUMMARY

Pop-Circuit is a new company established by Westview Business in the Economics of Business Ownership course, based in San Diego. Our team consists of 8 young entrepreneurs who specialize in marketing, management, production, finance, research and technology.

Our company was formed in February of 2019 and has designed integrated marketing plans for each of the individual 5 small businesses it has since partnered with. Social media campaigns have been created as well through Pop-Circuit for each business. Pop-Circuit plans to begin running its mobile pop-up stands within the next month to market and sell its clients' products and services.

## PRODUCTION

### I. Formation Date

The small business Pop-Circuit was formed in February of 2019.

### II. Service Type

Pop-Circuit is a pop-up shop that markets products of young businesses in a mobile retail store, which retains all the benefits of a conventional store, but reaps the perks of a pop-up shop- meaning that shop locations are less expensive and products can reach further target markets.

### III. Service Description

To adapt to the changing markets, we are also utilizing the internet and popular social media platforms to connect to clients and their customers. Platforms such as Instagram, Facebook, Twitter, Pinterest, YouTube, and even Etsy are the main ways that Pop-Circuit markets to potential customers through social media and the internet. Another part of Pop-Circuit's integrated marketing plan is (1) measuring the data from previous marketing techniques and how well clients and customers responded, and (2) using that data to improve and change current marketing techniques to better relate and connect to current customers and even potential customers.



IV. Transformation Process

The original concept of Pop-Circuit’s integrated marketing campaign was a simple combination of social media platform generation and selling of products through pop-up shops. After discussion and input from experienced supervisors and our clients, the integrated marketing campaign has expanded into various plans of tiered levels of marketing, promotion, distribution of products and selling of products.

V. Packaging & Product Distribution

Pop-Circuit will market and sell all of its clients’ products in accommodation with Pop-Circuit promotional display guidelines and include the Pop-Circuit logo in all publicity created through Pop-Circuit. Products will be sold through local pop-up stands in-person.

VI. Prototype

Pop-up shops will consist of a small booth with all of our clients’ products and promotional items displayed. Brief descriptions or informational presentations of each client and Pop-Circuit will be included.

MARKETING

I. Marketing Analysis

The demographics, geographics, psychographics, and behaviors of Pop-Circuit’s target markets are dependent on our individual clients’ customer markets. Pop-Circuit will market and sell our clients’ products and services in multiple and various potential market environments in order to reach this wide variety of customer bases and effectively increase Pop-Circuit’s and our clients’ profits.

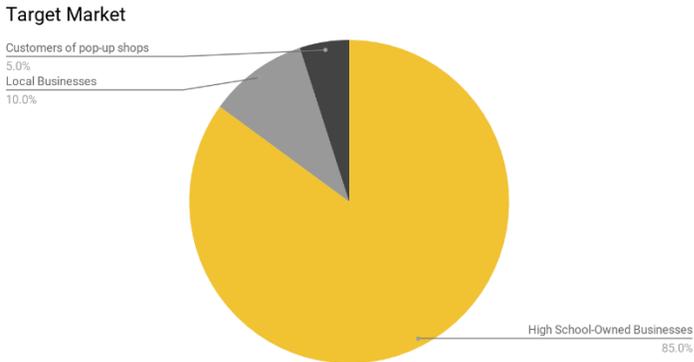
II. Target Market Segmentation

Our primary target market is high school-owned businesses. Because Pop-Circuit itself is a high-school owned business, we thoroughly understand our market’s wants and needs as well as what trends are popular.

Our secondary target market is small local businesses desiring to sell their products or services through the pop-up shops created by Pop-Circuit.

Pop-Circuit’s tertiary target market is customers shopping at our pop-up shops, who are interested in buying our primary target market’s products. However, because our main focus is selling integrated marketing services, over half of our profits come from the primary market rather than the tertiary target market of Pop-Circuit.

We differentiate ourselves from others in the variety of products we offer. With our company's special connection to our target customers as well as our clients, it will be easier to provide and exceed the required services and seize every possible opportunity to improve our company as well as our client's businesses.





**III. Business Promotions**

**A. Sales Promotion**

Pop-Circuit will promote and build demand for its various clients’ products by frequently attending community events and through self-promotion through previously partnered small businesses.

**B. Public Relations**

Pop-Circuit is emphasized as a local business retailer through pop-up shops, which will attract small companies based in San Diego. Frequent pop-ups at community events such as high school football games and park events will also aid in public outreach.

**IV. Sales Strategy**

Pop-Circuit offers two main marketing plans. (1) Our Basic Plan consists of marketing and selling at local high school football games for a contract of three months in addition to integrated media publicity and promotional displays created through Pop-Circuit. This plan is ideal for small businesses wanting public momentum to reach their initial capital necessary to freely institute their company into the marketplace. (2) The Plus Plan includes the integrated marketing and promotional campaigns of the Basic Plan with more emphasis on customer outreach and public frequency. This is inclusive of a professional sales account through Amazon for a contract of twelve months. This plan is suitable for newly established companies with smaller employee bases that require extended marketing and promotional aid or small businesses striving to establish their product or service at retail stores and shops for their sales strategy.

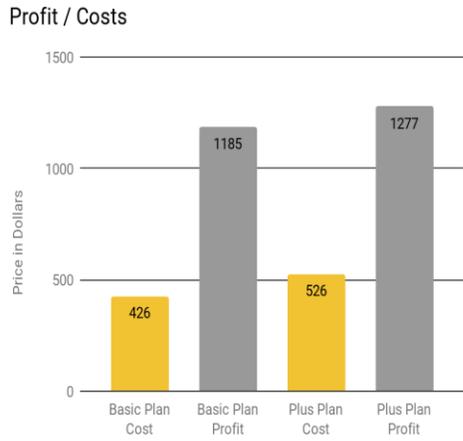
**V. Pricing Strategy**

**A. The Basic Plan**

Pop-Circuit’s cost to create the Basic three month Plan is \$426. Pop-Circuit’s clients pay \$395 per month for a three month contract, totaling \$1,185. Pop-Circuit earns a 64% markup on each three month contract that is sold totaling \$759.

**B. The Plus Plan**

The Plus Plan, an add-on to our Basic Plan, includes marketing through Amazon is priced at \$100 per month for a 12-month contract. Our expenses are \$39.99 per month which is charged by Amazon for ownership of the professional selling account. If we split the cost across our five clients, our cost comes to \$8 a month per client. The profit is \$92 with a markup of 92%.





## BUSINESS OVERVIEW

### I. SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>● Integrated marketing campaign</li> <li>● Unique and uncommon service</li> <li>● Multiple marketing plans for individual businesses</li> <li>● Online and social media presence</li> <li>● Aesthetic promotional display</li> </ul>	<ul style="list-style-type: none"> <li>● Various target markets makes it difficult to reach the majority of potential buyers efficiently</li> <li>● Locality limits outreach into different target markets</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>● Promote local and student-run small businesses</li> <li>● Provide necessary business operation experience to students</li> <li>● Expand small businesses through Pop-Circuit</li> <li>● Introduce products to new target markets</li> </ul>	<ul style="list-style-type: none"> <li>● Online retail stores</li> <li>● Customer return</li> <li>● Risk of unprofitability of individual businesses</li> </ul>

### II. Competitive Advantage

We differentiate ourselves from others in the variety of products we offer. With our company's special connection to our target customers, as well as our clients, it will be easier to provide and exceed the required services and seize every possible opportunity to improve our company as well as our client's business profitability and image.

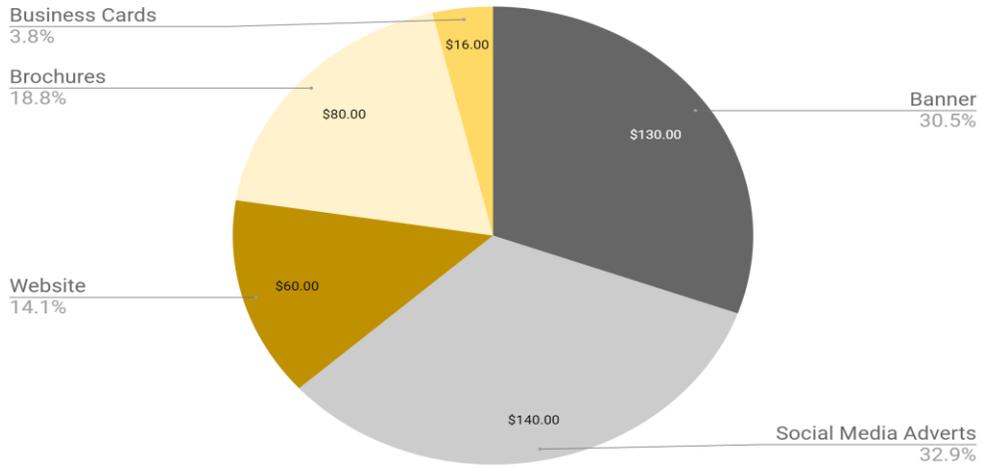
## FINANCIAL PLAN

### I. Business Revenue

Pop-Circuit has two revenue streams which are the basic integrated marketing plan and our Plus Plan. Our Basic Plan consists of the creation of promotional displays and social media campaigns for a three month period as well as selling our clients' products through pop-ups at local events such as high school football games. Pop-Circuit's marketing expenses per contract equate to \$426. The plan is marketed to our clients at \$395 per month totaling \$1,185 per contract, a markup of 64%. The Plus Plan includes further marketing through Amazon and is sold at \$100 per month for a 12 month contract. Pop-Circuit's expenses are the \$39.99 per month that Amazon charges for ownership of a professional selling account. If we split the cost across our five clients, that comes to total of \$8 a month per client. The profit is \$92 a month with a markup of 92%. Our total revenue at the end of our first year of running Pop Circuit is \$11,925. The Poway business license is an additional expense of \$112. The total expense of the Plus Plan is \$479.88 and our marketing expenses for the Basic Plan for our five clients is \$2,130. The sales tax for San Diego, California is 7.75% which then comes out to an expense of \$924.19. Our one-time cost of creating the pop-up to include all the materials is \$438.47, with all the expenses combined this equals \$4084.54. Therefore, subtracting our expenses from our revenue we are making \$7,840.46 profit in our first year.



### Cost Analysis For The Basic Plan



Pop-Circuit Income Statement:			
For the year ended December 31, 2019			
<b>Revenue</b>	Revenue from Basic Plan	\$	5,925.00
	Revenue from Plus Plan	\$	6,000.00
	<b>Total Revenue</b>	<b>\$</b>	<b>11,925.00</b>
<b>Expenses</b>	Business License	\$	112.00
	Amazon Selling Plan	\$	479.88
	Marketing Expenses	\$	2,130.00
	Sales Tax	\$	924.19
	Pop Up Cost	\$	438.47
	<b>Total Expenses</b>	<b>\$</b>	<b>4,084.54</b>
<b>Net Income</b>		<b>\$</b>	<b>7,840.46</b>