Section two

**The business**

**2.1 Your business name:**

Handmade by Hannah

**2.2 Strapline:**

Happiness is handmade

**2.3 Business overview:**

Making beautiful handmade bunting for every occasion.

**2.4 What are you going to sell?**

Bunting and garlands for all occasions including Christmas, weddings, baby showers and home decorations. The customers can choose to buy from a selection of pre-made pieces or order bespoke designs. The element of bespoke and customisation is a unique selling point.

Bunting and garlands will typically be 2m in length but 2.75m in total with extra ribbon to hang the banner. Where names/words are added, or additional length is required this will cost more and will be a bespoke order.

Customers can choose to provide their own fabric or have this cost added into their final invoice.

**2.5 Business aims**

1. To create high quality contemporary crafts

Find good quality material to

2. To delight customers.

Complete customer service training

3. To break even by the second event, then aim to make a profit

Set a reasonable price to cover costs for the business