



# Enterprise Roadmap

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4 September 2019



## ENTERPRISE ROADMAP

### Market Research

In 2012 an American report valued the greeting card industry at \$7.5billion. That figure dropped to \$933million in 2018, with 56,714 pieces of mail being posted in that year.

In Australia, greeting card sales are valued at \$500million annually. Being sold across 27,000 retail outlets with the industry employing 20,000 people. Consumption is estimated at 22 cards per person, per year (Australian Greeting Card Association).

### MIPP Pilot

MIPP is a social enterprise that supports pre-accredited training pathways for disengaged youths, people with disability and the unemployed residents within the City of Port Phillip by selling greeting cards that feature iconic images of and are locally made in Port Phillip.

### Niche - Point of Difference

- Greeting cards are locally made in Port Phillip whilst capturing the iconic and artistic history of the CoPP.
- A partnership between SPCC and E+SNLC offering a retail unit to ARCS students as a pathway to employment, volunteering and further study.
- All sales from greeting cards (phase1) and limited edition products (phase2) will be reinvested back into community programs.
- MIPP will be documented as a replicable framework for social enterprise.

### Product Development Plan

- Design - uniquely captures and made in PP
  - Style/s -
  - Paper/Presentation - sustainably produced/post consumer paper
  - Packaging -
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## Sales Location

<b>Location</b>	<b>Flow</b>
Station Pier	30,000 in cruise season
SPCC Reception	
E+SNLC Reception	
MIPP Shopify	
Etsy, Artfire	

## Target Market

<b>Retail Location</b>	<b>Demographic</b>	<b>Design Sensitivity</b>	<b>Price Point</b>
Station Pier	Cruise passengers - older		
SPCC Reception			
E+SNLC Reception			
MIPP Online			
Etsy, Artfire			

## Marketing Plan

<b>Retail Location</b>	<b>Buyers Demographic</b>	<b>Marketing/Advertising Efforts</b>
Station Pier		
SPCC Reception		
E+SNLC Reception		
MIPP Online		
Etsy, Artfire		

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## Costing/Sales Forecast

### Formula for pricing handmade cards;

Supplies Cost + time cost + overheads x2 = wholesale price x2 = Retail price (\$5 - \$12)

- Emerging designs/designer fee cost?

Emerging designers donate their designers to get exposure.

- Established designs/designer coast?

Established designers enter a 50/50 consignment agreement, targeting 30,000 flow of cruise traffic sales.

If 1 out of every 30 cruise passenger buys a card - Station Pier + CC Receptions

Greeting Card	Cost/Unit	Price/Unit	Quantity sold	Sales
Emerging Designer Donated	0	8	500	\$4,000
Established Designer 50/50 Consignment	4	4	500	\$2000

Greeting Card	Cost/Unit	Price/Unit	Quantity sold	Sales
Emerging Designer Donated				
Established Designer 50/50 Consignment				
Card Transaction fees				
Online Sales Postage & Packaging				
Online Sales				