



SOCCER CASTEL

Welcome to our business plan!

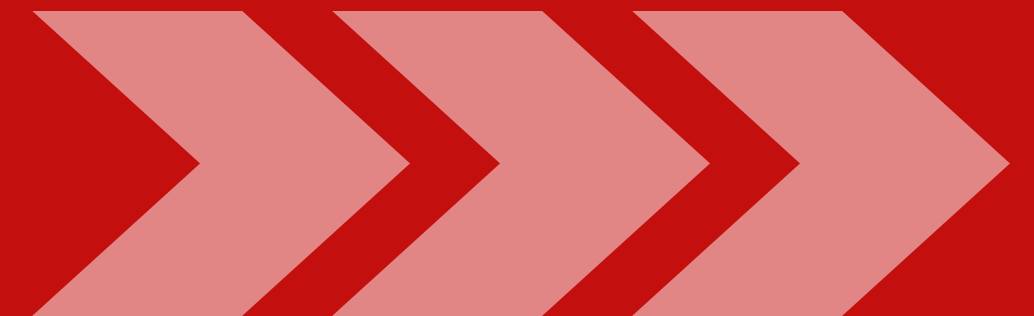




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Product



People



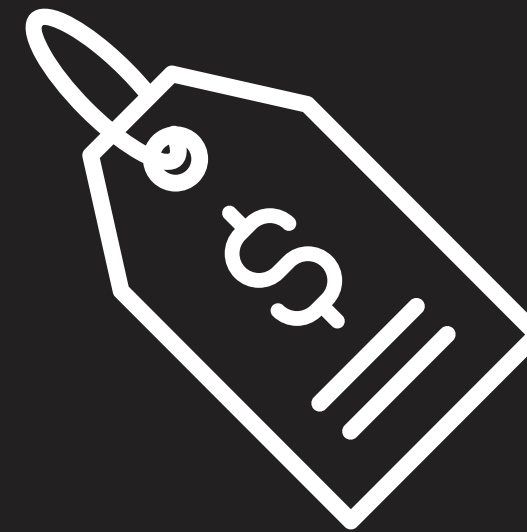
Place



Promotion



Price



Information about the store





PRODUCT

- Football store



- Cheap products, so that if they need to buy them again it won't be a problem





PEOPLE



**PEOPLE WHO PLAY
FOOTBALL**



FOOTBALL CLUBS



AMATEURS PLAYERS

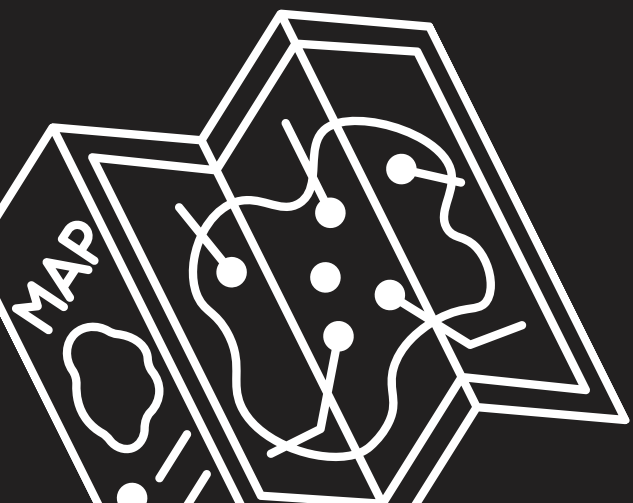


**OUR SALESPERSON IS
ALSO A SOCCER COACH**



PLACES

- *In Bulgaria*
- *Not many other stores*
- *Not many competitors*
- *We will be the only store next to the soccer field*
- *The store will open in Elhovo*





PROMOTIONS

**WE WILL TELL
PEOPLE
ABOUT OUR
STORE**

**USING
INSTAGRAM AND
FACEBOOK**

**SPORTS
MAGAZINES**

POSTERS

WEBSITE

**START LOCAL
EVENTS**

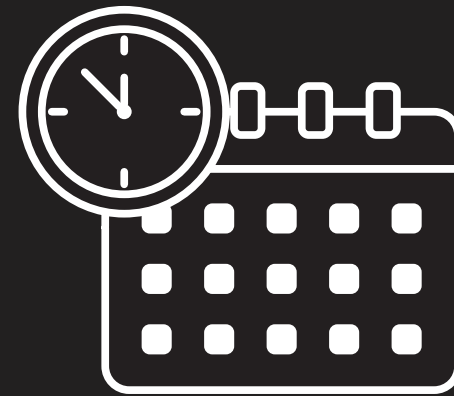
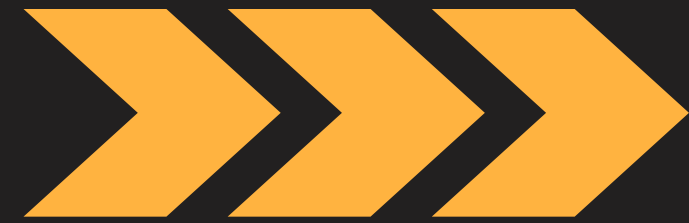




PRICE

- 100,000 euros to start
- We will get the money by selling stocks
- By selling jerseys we will make 600 - 1500 a month
- The shorts will make us 700-1300 per month
- Rent will be about 2.000 per month
- We will make about 1200 / month with balls
- 3 000 / month with accessoires
- 2,400 per month will go to the salaries





INFORMATION ABOUT THE STORE

• Open from Monday – Saturday

Open from 9:00 – 12:00 & 13:00 – 17:00

Selling: Shoes, Scarfs, Shirts, Protein and protein bars, Hats, Balls, Socks, Energy drinks, Gloves, shin pads...





WE ARE READY, ARE YOU?



THANK YOU VERY MUCH!

ie Football
Academy

