

Sample Business Proposal

[Logo]

The Tri Consultancy

Project leader: Chan Ah Yee (Year of studies, Major)

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Executive Summary

The Tri Consultancy is a Hong Kong-based social innovation consultancy firm that provides training and workshops for several problem-solving methods, including Design Thinking, Lego Serious Play and Participatory Design. The consultancy firm is launched to train representatives from non-government organizations, social enterprises and government organizations. The founder also has the vision to provide affordable training and workshops to these organizations at a cheaper price than the current market price.

Business nature

Deciding on the wording of your nature of business is one of the first steps to creating a company in Hong Kong. It isn't rocket science, but there are a few things to consider as you determine what nature of business you will report. In this article, you will find all the information you need to do this correctly.

Objectives

- Objective 1
- Objective 2
- Objective 3

Project Description

I.e. Handicraft products will be using multiple materials for different texture and effects.



Image 1: Social Innovation Project Descriptions

Target Customers

The major target customer group for Tri Consultancy would be Youth ageing at 18-30, from Greater Bay Area.

Marketing Strategies

Updating social media platforms with visually appealing contents would be the basic step for. Here are other ideas and directions as marketing strategies:

- **Facebook and Instagram Ads:** To look for potential customers and increase the number of sales.
- **Promotion Period:** To increase number of sales: Free Shipping/Discount
- **Influential Marketing:** Look for the popular parties on social media platforms (i.e. KOL) to ask for cooperation.

Timeline / Milestones

1st Month: Set up FB/IG pages

2nd Month: Company registration, 1st sale

3rd Month: Purchase advertisement, update mid-term progress to LEI

4th Month: Renting space

5th Month: Customers/Followers reach xxx

6th Month: Sales reach HKD xxx

Budget Plan (Expenses)

Items	Cost (HKD)	Remarks
Logistic Fees	xxx	
Packaging Materials	xxx	Printing fee of earrings holder
Shipping Fee	xxx	Products to customers
Printing	xxxx	A4 size
Design Quotation	xxx	From A company, B company and C company
Instagram Ad Fee	xxx	Long-term promotion
Pop-up Selling Store Rental Fee	xxx	May change according to location
Weekend Market	xxx	Rent, décor fee, freelancer
Promotion Materials	xxx	Name card / Leaflet printing
Freelancer for Photography	xxx	Product photos taking and editing
Total Amount:	\$xxxxxxx	

Expected Incomes

Items	Income (HKD)	Remarks
Product Sales	xxx	Unit price X Customer no.
Service Incomes	xxx	Package price X Sales no.
Total Amount:	\$xxxxxxx	

Team member(s) A : Chan Ah Yee (Year of studies, Major)

Email:

Phone:

Students ID:

Team member(s) B : Keung Ah To (Year of studies, Major)

Email:

Phone:

Students ID:

Team member(s) C : Yip Lok Man (Year of studies, Major)

Email:

Phone:

Students ID: