

**CLASSE IV G AFM** 

ISTITUTO TECNICO ECONOMICO G.B BODONI

# BUSINESS PLAN

**YEAR 2025** 

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# BUSINESS IDEA

FocuSport was born from the idea of starting the marketing of sports clothing created for children and teenagers aged 6 to 16.

The company's goal is to combine fashion with sporty functionality, offering comfortable, sustainable and fashionable garments that inspire young people to be active and confident.



# THE BRAND

The FocuSport brand guarantees quality products in the physical activity and sports sector.

In particular, FocuSport stands out for offering sportswear with particular attention to durability, functionality and innovation.

Products under the FocuSport brand are designed to meet the needs of children and teenagers.



# VISION E MISSION



Our vision is to sell our products to new generations and become the reference brand for young athletes, offering innovative and functional clothing that supports every phase of their physical and sporting growth, promoting confidence, comfort and excellent performance.



#### **MISSION**

We offer innovative, functional and sustainable sportswear, designed to improve the performance of athletes and sports enthusiasts, promoting an active, healthy and conscious lifestyle. Each of our products is designed to support people in every challenge, combining comfort, technology and design, respecting the environment and quality. I a

SDG'S 2030: OUR SOCIAL AND ENVIROMENTAL GOALS

- health and wellness
- Biodiversity
- Inclusion
- Partnership
- Responsable consumption and production



# SOCIAL AND ENVIRONMENTAL GOALS

#### **Health and wellness**

We focus on promoting health for young people and improving living conditions by sport activity

#### **Inclusion**

We create a work environment and corporate culture that respects, values and promotes differences among people, not only in terms of race, gender, but also in relation to ability, age, culture, and socio-economic background.

#### **Biodiversity**

We focus on adopting practices that support the preservation and respect of natural ecosystems, promoting sustainability and trying to reduce ecological impact, but actively contribute to the conservation of global biodiversity.

#### **Partnership**

We partner with suppliers who have concrete commitments to environmental sustainability. Thus reducing the ecological impact and strengthening the commitment to sustainability, inclusiveness and innovation.

#### Responsable Consumtpion

we pay particular attention to promoting sustainability through circular economy models.

This approach focuses on reducing waste, using resources efficiently and reusing materials, creating a continuous cycle that reduces environmental impact and promotes responsible consumption practices.

### The legal form

- Company limited liability SRL
- The members are responsible for the subscribed shares and do not fail with the company
- Share capital: 10500€ represented by n. 21 shares of 500 euro each
- The activities of the company are: Trade in sports clothing



#### Warm-up suits and complete sets:



**Sport Shoes:** 





Football Boots 110€



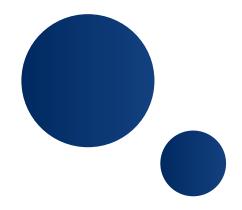
Warm Up Suit €70





Running Shoes 90€

#### **Soccer Balls:**



**Sport Bags:** 



Soccer Ball 15€



Set 5 Balls €60



Sport Bag 20 Liters €90



Sport Bag 15 Liters €70

#### Socks:



High Socks €3,50



**Thermal Shirts:** 



Thermal T-Shirt €7,50



Short Socks €2,50



Thermal Shorts €10



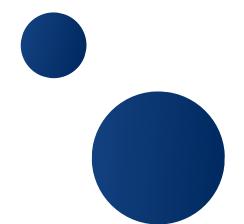
Thermal Pants €18



**Sports T-shirt € 7** 



**Sports shorts €7** 



### SECTOR, CUSTOMERS, COMPETITORS AND SUPPLIERS

#### **Commodity sector**

The company operates in the retail sector of sporting goods for football for children and teenagers.

#### **Customers**

IIThe main target is families with children and teenagers between 6 and 16 years old, interested in quality, safe products that are suitable for their growth needs.

#### Competitors

Competitions include international chains such as Decathlon and Nike Store, e-commerce platforms such as Amazon, and shops specializing in children's items.

#### **Suppliers**

The company sources its supplies from manufacturers and distributors of well-established sports brands, both national and international, who guarantee quality and safety materials.

#### **ORGANISATION CHART**



ADMINISTRATION DEPARTMENT (Hamza Marco)

Treasury Management and Banking Relations

Management Control and Financial Analysis

Accounting and Financial Reporting

Secretarial and Administrative Support Services

SALES ET MARKETING DEPARTMENT (Durante Irene)

Procurement and Sales Management

Digital Marketing and Web Marketing

Promotion and Communication Strategies

HUMAN RESOURCES DEPARTMENT (Abderahamn Yahiaoui)

Personnel Management and Administration

#### The 4 P'S Of Marketing Mix



Our goal is to find a balance that allows us to remain competitive while meeting the expectations of our customers.

PRICE

- Low price for T-shirts,
- High price for quality products.



PLACE

Our mission is to make sure that our product arrives easily where customers are. Whether through our physical store or online and we are always looking for the right channels to reach our target audience.



We make our products known through advertising. Our aim is to raise awareness, stimulate interest and ultimately convince customers to buy our products.



Our packaging offers protection, visual appeal, sustainability and ease of use, ensuring our customers a positive and sustainable experience from the outset.

# Financial statment

Situazione patrimoniale previsionale											
Attivo	n( fine)	n+1	n+2	Passivo	n	n+1	n+2				
Immobilizzazioni immateriali				Patrimonio netto							
Software	1.600,00	1.200	800	Capitale sociale	10.500	10.500	10.500				
brevetti	-	0	0								
lice nze	-	0	-	Riserve							
Totale	1.600,00	1.200	800	Utile	75.906	166.993	276.297				
Immobilizzazioni materiali				Totale patrimonio netto	86.406	177.493	286.797				
computer	16.800,00	12.600	8.400	Debiti							
arredi	3.150,00	2.835	2.520								
mobili	1.000,00	850	700	Debiti v/ fornitori	2.219						
stam pante	1.000,00	880	760	Istituti previdenziali**							
altri beni		-	-	Tributari							
Totale	21.950,00	17.165	12.380								
Totale immobilizzazioni	23.550,00	18.365	13.180								
Attivo circolante				Totale debiti	2.219	0	0				
Materie prime e di consumo	-										
Crediti v/ clienti	60.000,00	70.000	79.000								
banca c/c	5.000,00	2.000	1.000								
Denaro in cassa	75,18	205	761								
Totale attivo circolante	65.075,18	72.205	80.761,41								
Total e attività	88.625,18	90.570	93.941	Totale a pareggio	88.625	177.493	286.797				

### PROFITAND LOSS

	**************************************		
	n	n+1	n+2
Valore della produzione			
Ricavi ddi vendita	1.301.244	1.561.493	1.873.791
Totale	1.301.244	1.561.493	1.873.791
Costi della produzione			
costo d'acquisto di merci	650.622	780.746	936.896
Variazioni delle scorte di materie prime e di consumo	0	0	_
Costi per servizi	12.000	12.000	12.000
Costo del lavoro	525.000	525.000	525.000
Ammortamenti	5.185	5.185	5.185
Totale	1.192.807	1.322.931	1.479.081
Differenza tra valore e costi della produzione	108.437	238.561	394.711
Oneri finanziari	0	0	0
Risultato prima delle imposte	108.437	238.561	394.711
Imposte sul reddito (30% dell'utile lordo)	32.531	71.568	118.413
Utile dell'esercizio	75.906	166.993	276.297

# Brek even

# Analysis

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-			-	-	
2.000,00	35,00	542.185,00	612.185,00	140.000,00	-472.185,00
4.000,00	35,00	542.185,00	682.185,00	280.000,00	-402.185,00
6.000,00	35,00	542.185,00	752.185,00	420.000,00	-332.185,00
8.000,00	35,00	542.185,00	822.185,00	560.000,00	-262.185,00
10.000,00	35,00	542.185,00	892.185,00	700.000,00	-192.185,00
12.000,00	35,00	542.185,00	962.185,00	840.000,00	-122.185,00
14.000,00	35,00	542.185,00	1.032.185,00	980.000,00	- 52.185,00
16.000,00	35,00	542.185,00	1.102.185,00	1.120.000,00	17.815,00
18.000,00	35,00	542.185,00	1.172.185,00	1.260.000,00	87.815,00
20.000,00	35,00	542.185,00	1.242.185,00	1.400.000,00	157.815,00
22.000,00	35,00	542.185,00	1.312.185,00	1.540.000,00	227.815,00
24.000,00	35,00	542.185,00	1.382.185,00	1.680.000,00	297.815,00

15.491,00 quantità da vendere per realizzare il pareggio RICAVI =COSTI

BEP=





# CLASS 4^G