



# SOCCER CASTEL

Welcome to our business plan!





# TABLE OF CONTENTS

Product



People



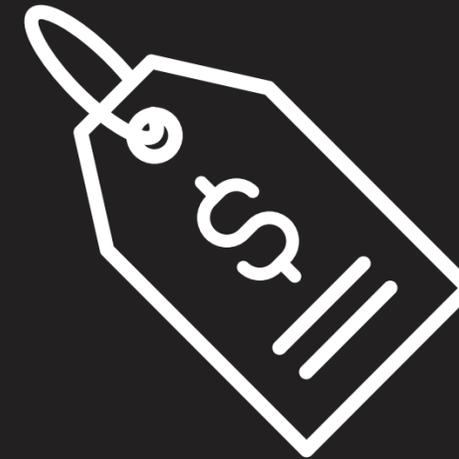
Place



Promotion



Price



Information about the store



**SOCCER CASTEL**



# 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**

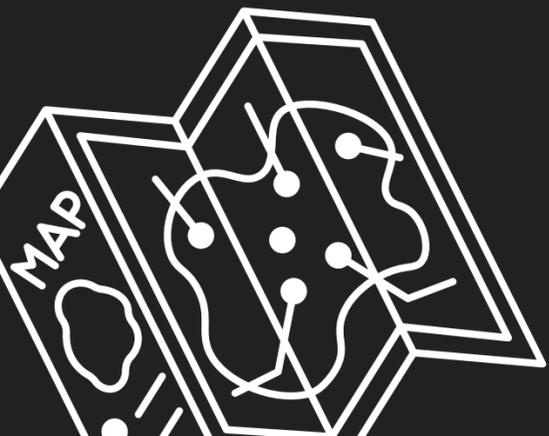


**OUR SALESPERSON IS  
ALSO A SOCCER COACH**



# 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**

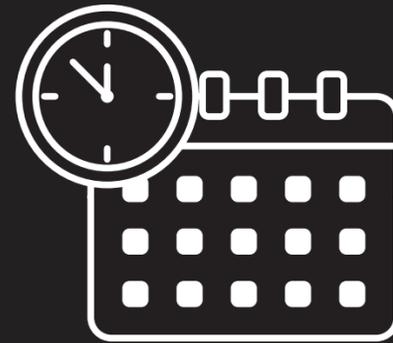




# PRICE

- 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!**

the Football  
Academy

