

Business Plan

IDEA

A "Pebble Charm Bracelet". Each pebble on this bracelet will be a pebble from every state in North America. Customers can collect each of these pebble charms from every state they visit.



ANALYSIS

Our studies show that many people enjoy traveling for vacation and business purposes. An average of 1.73 million passengers fly per day around the United States alone.



WORK

We would send employees to every state in North America to collect rocks. We then sell these rocks at each state's airports and tourist shopping centers.



RISKS

Minor risks involve the bracelet itself becoming too heavy for customers who have collected every single pebble. Another risk is that people may not purchase something they can find outside for free.



SUCCESS

People from all over the United States will get obsessed into collecting these pebble charms. This obsession will earn a profit for the company. A side success will be customers exploring states they would have never gone to if not for our product.

