

Name and Contact Details

NAME

First Name Last Name

EMAIL

media@obdm.com.au

CONTACT NUMBER

02 6295-3331

BUSINESS NAME

Handmade Pens

PRODUCT/S INCLUDING PRODUCT NAME IF APPLICABLE

We make handmade pens of the best quality that are handcrafted through woodturning. The pens we create are made from pieces of wood or plastic that are shaped. With a metal kit, I install a tip clip and refill. In addition, I provide engraving services for my pens. Depending on materials, prices range from \$65 to \$145.

Business Strategy

HAVE YOU RUN YOUR OWN BUSINESS BEFORE?

I have helped my uncle run a stall in a few Sydney markets.

IF SUCCESSFUL, HOW WOULD YOU HANDLE AND GROW YOUR BUSINESS?

If successful and the business grows, then I would open an online component where people can order custom-made pens. I would first cater to areas in Australia such as ACT and NSW to better gauge demand for my product.

WHAT ARE THE STRENGTHS OF YOUR BUSINESS?

I make high-quality handcrafted pens that are not the norm these days. I source the wood from a supplier in Sydney. I also have someone who supplies me with high quality resin at a low cost. I can also prepare my pens in a relatively short amount of time, about 20-30 minutes per pen, which allows me to bring a good number of stock to the markets.

WHAT DO YOU CONSIDER ARE YOUR BUSINESS' WEAKNESSES?

Admittedly, creating wooden pens means catering to a niche market with a specific interest. I have yet to build a customer base for a more consistent stream of orders.

WHAT ARE SOME NEW OPPORTUNITIES THAT COULD HELP IMPROVE YOUR BUSINESS?

I need to put myself out there so that people are aware of my business. I could start by creating a small online presence such as a Facebook page where I could communicate to potential customers and where they can give me feedback. As mentioned, I would like to add a simple online component where people can request custom orders.

WHAT CHALLENGES IS YOUR BUSINESS FACING?

There are fewer and fewer people who use pens in the practical sense. I suppose technology and modernisation can be considered threats. I also understand that there are a couple other stalls at the markets that produce other pens.

SUMMARY

With my capacity to produce high-quality, handcrafted pens and personalise them to an extent, I can show people my product and talk to them about how I make them to get them more interested. I see my product as a potential gift that is well a step above the pens that can be commonly found and are mass-produced in retail shops or convenience stores. From there, I hope to build a small but loyal following and possibly identify new products that can be handmade through woodturning to diversify my products in the long-run. By diversifying and collecting positive feedback, it would help me overcome the weaknesses and threats of having a singular product.

Marketing

WHO DO YOU SEE AS YOUR POTENTIAL CUSTOMERS?

While I don't see my customers tied to a particular sex or location, I have observed that my product tends to be more for people of ages 35-44, 45-54, and 65-64. With an Australian handmade product, I also see this as a great way to sell my product to tourists.

In the practical sense, my product caters to people who prefer to write on pen and paper and would like something that's a step above what you can commonly buy from retail. My product also carries nostalgic appeal. In addition, it's an excellent accessory to have as part of a business attire or displayed on an office desk as it would make for a good conversation piece. As mentioned, my product can also be positioned as a gift item with the person's name engraved.

I understand that my product is viewed as a luxury item. And it tends to be that people of the above mentioned age ranges have more to spend on luxury goods.

HOW WOULD YOU MARKET OR SELL YOUR PRODUCT/S?

At the moment people know about my product from a few markets around Sydney. I'm gaining a bit of traction through word of mouth. I look to build on this via Facebook page to talk to customers and post 3 times a week about my products and materials used. I'm also considering an occasional video so customers can get a better idea of how they're made. Perhaps I could boost a few posts through a paid promotion to capitalise on bigger events at the markets.

HOW WOULD YOU KNOW YOUR MARKETING IS WORKING?

People would leave reviews via the Facebook page. I've also managed to talk to people and hear what they think about my product. I've received a few emails too.

Financial Acumen

PLEASE LIST THE COSTS OF YOUR MATERIALS AND PRODUCTION

Pen A
Pen kit - \$10
Blanks - \$3
Time to produce - 20-30 minutes

Pen B
Pen kit - \$30
Blanks - \$3
Time to produce - 20-30 minutes
Additional time for engravings - 10 minutes

HOW WOULD YOU PRICE YOUR PRODUCTS AND HOW DO YOU JUSTIFY IT?

Pen A is worth \$65 with the computation being $(\$10 \times 3) + (\$3 \times 5) + \$20$ mark up. This lets me earn \$52 per pen sold.

Pen B is worth \$145 with the computation being $(\$30 \times 3) + (\$3 \times 15) + \$40$ mark up. This lets me earn \$112 per pen sold. The higher price is due to the higher quality of the materials and the more care and time that needs to be spent on production.

I believe these prices are appropriate thanks to the high-quality of the materials, the uniqueness of the product, and the option to personalise them.

HOW WOULD YOU TRACK YOUR PROFITS AND LOSSES?

I have an EFTPOS machine that I will use to manage receipts. I will also review my debits and credits every Monday.

I have used Microsoft Excel to help keep track of finances

Conclusion

WHY THE OLD BUS DEPOT MARKETS?

The Old Bus Depot Markets is a staple to Canberra and one that has been consistent each week. I also have friends that advised me to apply to be a stallholder. As an Australian Tourism Awards Hall of Fame venue, I hope to be able to build my customer base from meeting locals and tourists. At the same time, I hope to meet like minded stallholders with whom I can build strong business relationships.

GENERAL COMMENTS

Please feel free to reach me if you have any questions about my products. I hope to hear feedback and am happy to discuss.

PLEASE CONFIRM

- I have read, understood, and will adhere to the guidelines of the OBDM Student Program
- I have the capacity to fully participate in the OBDM Student Program
- All information is true and accurate to the best of my knowledge