

Rune Rifter's Relic Assembly



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Economics

Evolve your memories.

Overview of my company...

This is truly a one-of-a-kind service, which depends on the beauty of the customer's items to ensure that the final product is what they wanted. Relics can fit on a wide assortment of various items, such as hiking canes, baggage, jewelry, clothing, tools, weapons, and even your car. We are all familiar with the feeling of carrying around a sentimental object. A talisman, which can make you feel safe in all situations, can make you feel a sense of pride, knowing that the object you hold came from a line of several generations from your family tree, or maybe even a sense of achievement, given the item you care for so dearly is something that was lost to time, and that nobody was ever supposed to uncover it. Either way, you always want a way to have that talisman with you, no matter where you go, no matter what the event is. That's where I come in to help. At a fair price, relative to what you want your magnificent item to become, you can have your trusty talisman fused with a different object, which ultimately makes carrying your talisman more convenient for you.

Target Consumers:

- Region/State: At first in San Diego, but as company evolves, it will expand to the rest of the United States.
- Age: For ages 23 and above.
- Gender: All genders
- Income Level/Social Class: Middle to upper class

Competition...

My company's competition is a family-owned business called "Relicwood". They make hand-crafted wooden antique boxes which are customized by the customer to look however they want. My company, however, has a distinct advantage over thier's, because not only can I make relic boxes, but I'm capable of crafting a wide assortment of various unique specimens upon request.

The good thing that Relicwood has going for them is that they make products much faster than I can, since they have several people working on those items at once, AND they have a warehouse FULL of materials. For now, I just have myself, and the nature preserve behind my house to supply the bonus materials that are included in my products.

Relicwood sells their items from \$65.00, to as much as \$129.00 USD.

Costs:

Price of Product: The price can range from \$12.00 all the way up to \$50.00.

- What are your startup costs?: Approximately \$5,000.
- How much would it cost to manufacture this product?: Nothing! I do it myself at my house.
 - Office space/warehouse/factory rental: I will be doing all of this in my house in the beginning.
 - Product costs (how much you spent to buy materials): twine: \$3.85, wood glue: \$5.28, leather wrap: \$2.93, paints: \$2.99 per piece.
 - Labor costs: Nothing! Again, I do this myself!
 - Advertising (look up numbers): \$59.18 per commercial.
- Revenues per product (price of product- costs to make product): The price all depends on the size of the customer's request. Four relics of the same size cost four times more than one relic of that same size.
- How much money are you asking for from the sharks? (how much money and what % stake): I will be asking for \$200,000 and a 10% stake.

Explanation...

- How will your company advertise/sell your product? (marketing strategy): We will advertise on Google-owned platforms, such as YouTube.
- How many products do you hope to sell in a year?: I would say around 1,000 items annually.
- Where do you see your company in five years? I can see my business selling roughly 800 to 900 products a year and making revenues up to \$35,000 annually.
- Where do you see your company in ten years? I can see my business selling around 1,000 to 1,300 products a year, and making revenues up to \$57,000.
- Why should the sharks invest in your product?: It would be an honor if the Sharks would invest in my company, because this kind of business has never been created before. The possible outcomes for this kind of service is unpredictable, so, to be supported by an investor, if not several investors, would greatly help my business financially.

My Sources:

relicwood.com

Google images

- Thank you all so much for *viewing!*