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7 Days 7 Design 7 Styles Designed by Yourselfs

YourStyle

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3 10 (Net Present Value: NPV) 102,268.52 100,000 (Payback Period)  
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Innovation Business Plan Project Title	Business Plan for New Innovation Jewelry for Functional Life Style
Innovation Business Plan Project Credits	6
Candidate	Ms. Natticha Rutanavalai
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Program	Master of Business Administration
Field of Study	Entrepreneurship Management
Faculty	Graduate School of Management and Innovation
Academic Year	2013

#### Abstract

Business Plan for New Innovation Jewelry for Functional Life Style aimed to behavior analysis, create marketing plan, business administration, operation plan and finance plan that possibility analysis for appropriate business. According to Jewelry for Functional Life Style Business was interesting for customer that Jewelry was a feature in the design and adjusts usage patterns, jewelry by themselves. Can be worn on a daily basis every day. This study has made a proposal under the idea that YourStyle 7 Days 7 Design 7 Styles Designed by Yourselves to respond to consumer demand for jewelry that enhance personality. Distinguished Person's identity is clearly and self-confidence.

This study analyzes the market situation consumer behavior analysis and finds a business opportunity. The research instrument was a questionnaire, documentary research then do business plan. The result showed that the feasibility of the business, market opportunities and adoption of consumer products by starting a business investment about 100,000 baht to build Net Present Value (NPV) was 102,268.52 baht Payback Period for 3 years, 10 months, indicating that Business Plan for New Innovation Jewelry for Functional Life Style are possible on the investment and interesting to perform optimally.

Keywords : Business Plan / Jewelry / Jewelry for Functional Life Style