

# Business plan writing (overview, operation, hr)

[Business](#)



Lecturer: Corse: Business Plan Writing (Overview, Operation, HR) Overview

The business plan can enable one to secure finances and define the direction of the business through creating a strategy for achieving the stated goals effectively. The name of the business is Nebula Interiors; thus, the industry will deal with furniture and interior staging business activities.

Products/Services: The industry will focus on modern classical furniture and decorations. The services provided include interior designing and staging.

Mission: The mission of the industry is to deliver high-end quality furniture that will satisfy many customers.

Objectives: One of the objectives of the business is to offer customers varied collections of high-end furniture in order to meet their demanding expectations efficiently. Another objective is to provide customized luxury design services that are unique from other similar industries, thus enabling the business to improve its profitability level. Lastly, the industry will deliver to customers a high quality and relaxed staging experience; hence, satisfying their needs.

Marketing Research: Marketing research is effective in the business industry because it will enable the company to understand expectations of customers; thus employ effective strategies for achieving successful business performance. Therefore, the industry will conduct on-going field research on the target customers and competitors through observation and interview methods.

Operation

The operation part will involve varied aspects such as site selection, facility layout, workflow, resource planning, capital budget and operation budget.

Site selection: In this case, four inventory sites will be required, which

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include the storage mart to serve downtown, Northern and western area, exhibition storage to serve customers in the Southwest region, Sutherland site to serve client in Southeast and Northern region as well as two stores will be required.

Facility layout: This will include inventory sites each with a certain level with complete furniture and service contained storages. The store sites will have downtown store with high quality store decorations, high-end products, effective layout and designs.

Typical flow of work: Customers will be allowed to choose the flow part or arrange the workflow order that suits their needs.

Capital and operation budgets: The capital for store decorations will range from \$20, 000 to \$25, 000. The hardware such as computer and other tools will include \$ 10, 000. The operation costs such as labor cost will be \$7, 680 and the store cost will be \$ 16, 500 per month (Nebula, n. d). The inventory and storage cost will be included.

Resource planning: This will include 3 physical inventory storages, placing orders using timely strategy and inventory management will be managed in real time.

### Human Resource

Human resource plays significant roles in an organization including decision-making process, training employees, compensation and organizational structure.

Organization structure: The organizational will be structured in a manner that will include, shareholders or management, the design or staging department and marketing or sales department. It will also establish organizational link between the design and marketing departments.

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Decision structure: The industry will ensure that each department is capable of making effective decisions based on the implemented organizational guidelines and procedures. The management or shareholders will make the final decision on non-established procedures or complex issues arising across the departmental operations.

Positions: The industry will only offer two positions for managers and two for designers or staggers as well as two for marketers across the departmental operations.

Recruitment: The HR manager will hire experienced employees and he/she will utilize online job sites such as Linked in, ministers among others in advertising the available positions. He/she will ensure that the designer has design education, design background and experience on interior decorations. The HR manager will also recruit the marketer with real estate knowledge, furniture and interior staging experience; thus increasing organizational profitability.

Training, motivation and compensation: The HR managers will offer effective training programmes to employees and it will take 1-2 weeks. He/she will motivate employees through offering them 5% profit compensation for every sales made over \$5000 per month (Nebula, n. d). Lastly, the managers will also offer employees health and other insurance benefits for only long-term employees.

#### Work Cited

Nebula Interiors, "Nebula Interiors Business Plan," Overview, Operation & Human Resource Part. (n. d). Print.