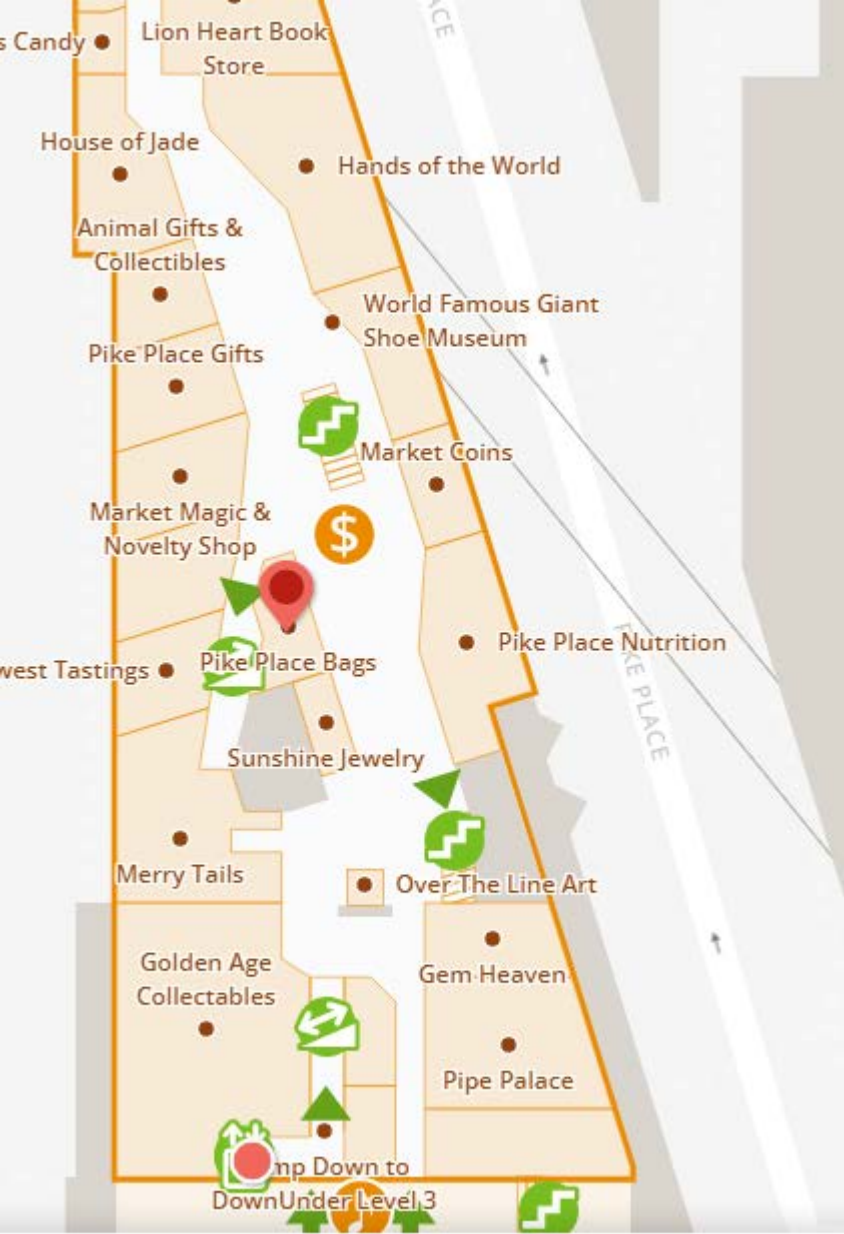


Pike Place Bags Plan Set

Gina So plans to acquire the established Pike Place Market business, Pike Place Bags, and take over its lease. She aims to expand the current product line to include a range of added-value items such as travel and electronic organizers, customized bag patches, cruise travel tags, distinctive tote bags, neck pillows with storage, bag charms, repair services for bags and patches, children's bags, and other travel and bag-related products.



CONCRETE
AREA
6005 sq. ft.

MARKET WARE
& MORE
0427

MASTER CRAFT
LEATHER CO

Pike
Place
Bags

SUNSHINE
VENEER



PIKE PLACE BAGS

Change of Ownership & Business Plan

Gina So

2024

Current Products

Tote Bags

Luggage Bags

Casual Bags

Stadium Bags

Leather Bags

Reusable Bags

Travel Bags

Sports Bags

RFID Bags

Backpacks

Items to remain th
same



\$12 - 19



\$10



\$24 - 28



\$40 - 120



\$24 - 40



\$28 - 38



\$12 - 20



\$60-140

New Products

Unique Tote Bags

Neck Pillows with
Storage

Children's Bags

Travel/Electronics
Organizer Bags

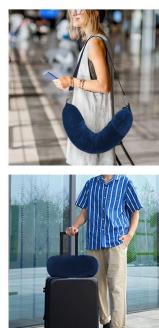
Bag Charms

Customized Bag
Patches

Offer Patch Services

Cruise Travel Tags

More Seattle Unique
Bags (Highlight
Seattle Artist Bags)



\$20



\$25



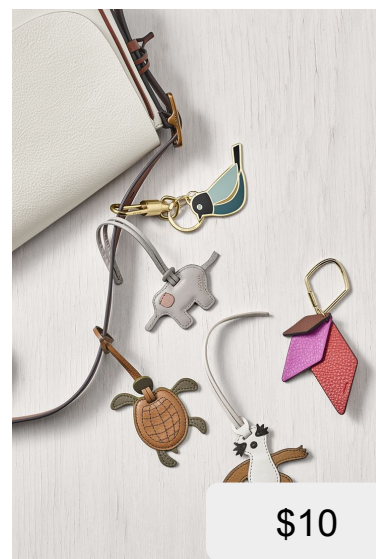
\$7



\$24



\$22



\$10



\$15



\$10

Target Audience

All Ages & locals/tourists

Children

- Add more Children's designs
- Smaller child size bags



Young Adults

- Highlight trending on TikTok
- Social media
 - Highlight new bags



Adults

- Add functional bags
- Comfortable and light-weight
- Travel Storage Accessories





Projected Costs & Growth

Estimate adding Inventory costs \$30,000

- Steadily add new items each month

Marketing Investments \$1,500:

- Update/Create Social Media
- Adding Custom Pike Place Bags Tags to Items

Refurbishing and Reorganization \$10,000:

- Adding Phone & Internet
- Creating Social Media (Website, Tiktok, Insta)
- Adding Computer system to POS
- Changing Product Packaging

Expected \$300,000 gross annual sales

- 10% annual growth; \$330,000 following year projection

Expected Peak seasons:

- Cruise Season (From April to October)