

QUECO

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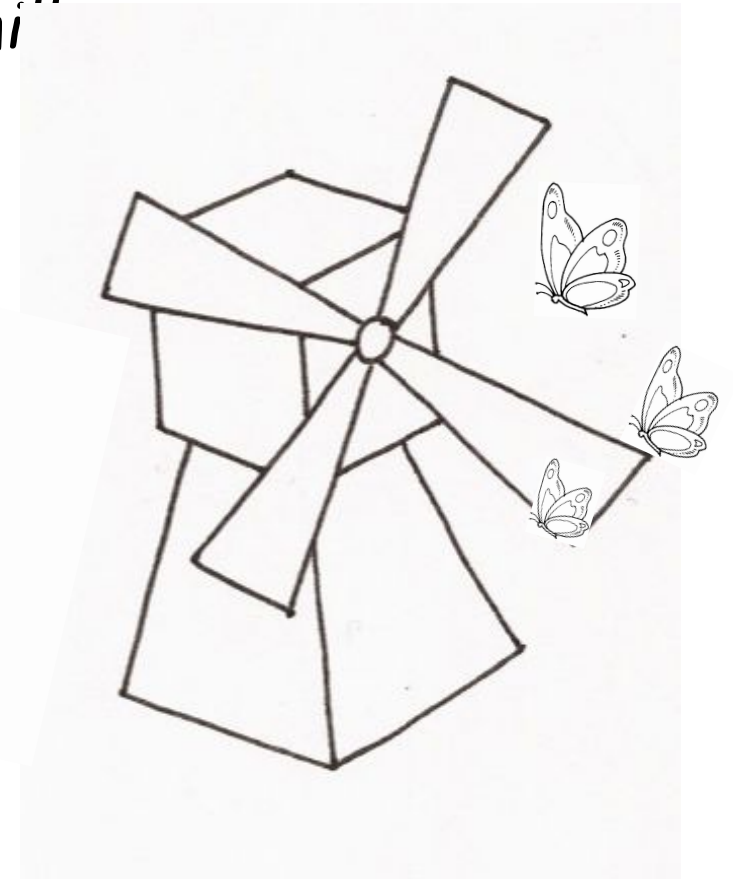
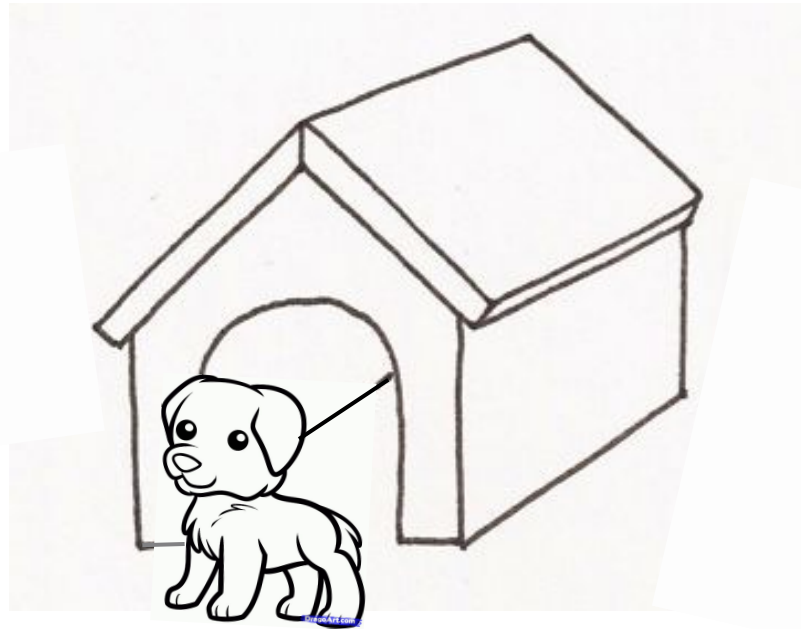
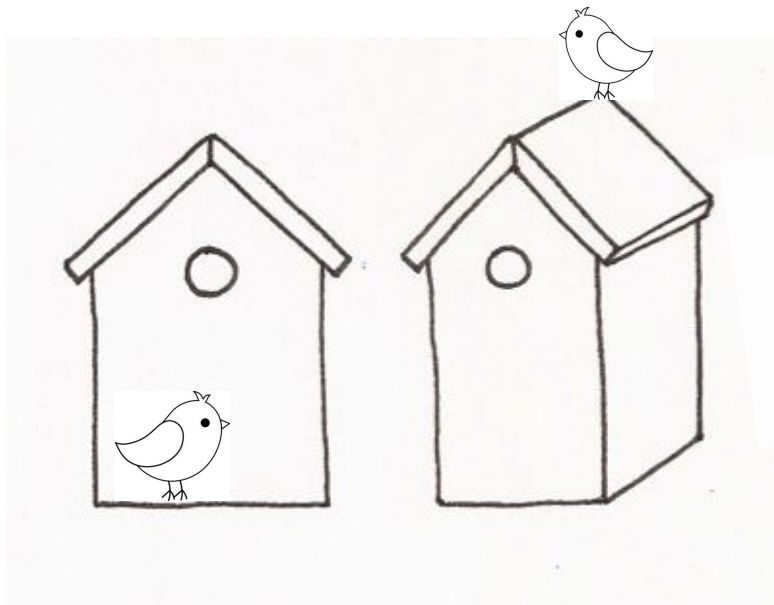
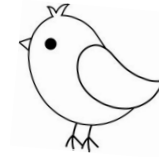
Our company Queco

- We are a company selling handmade, organic, environmental friendly and high quality wooden products online
- Main values: high quality and ecological products
- Every product is made with a lot of love

quality
— OVER —
quantity

SOME OF OUR PRODUCTS

A birdhouse, doghouse and a windmill





General

- Targets: private house owners, other kinds of houses with a yard
- Products designed for outdoor use
- We have a website on the Internet, where you have the opportunity to design your own product
- Knowledgeable staff who are all specialized in different fields
- By purchasing our products you support young Finnish entrepreneurship
- A percent of our income also goes to charity



Marketing

- We hand out free copies of our products to famous people, for example to youtubers
- Ads on Facebook and other social medias
- Articles and ads in interior decorating and gardening magazines
- Different kinds of offers:
 1. - free shipping in the purchase of a specific amount of money
 2. - choosing of a product made by a particular manufacturer
 3. - getting a particular product for free with the purchase of a certain amount of money



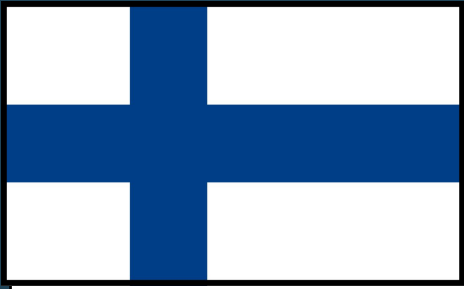


Sustainability



- Our products have a good quality and they will last many years
- Eco-friendly products are better for the environment
- Wooden products are more sustainable than for instance plastic
- We don't use fossil fuels to make our products
- 70% from the area of Finland is covered with forest





Economy (year)

Products	Number	Prise	Income		Income (year)		Expenses (year)	
Birdhouse	137	15	2055		Startcapital from authorities	4680	Starting the company	3000
Birdplank	136	30	4080		Product selling	407595	Creating internetsite	3000
Doghouse	83	200	16600		Advertising	5000	Translator services	500
Windmill	133	190	25270				Workshop rent	6000
Flowerbox	183	40	7320				Workshop tools	6000
Bench	63	200	12600				Tools (office)	1500
Shelf	233	70	16310				Insurances	4000
Garden swing	53	500	26500				Book keeping	2000
Pavilion	53	3500	185500				Wages	180000
Trach can house	103	600	61800				Marketing	5000
Woodholder	133	50	6650				Primary produce	81519
Letterbox	133	100	13300					
Playhouse	63	470	29610		Total	417275	Total	292519
	1506		407595					
	month	Year			Result (year)	124756		
Workshop rent	500	6000						
Persons	4				Income (month)		Expenses (month)	
Annual income	45000	180000			Product selling	33966	Workshop rent	500
					Advertisement	417	Book keeping	167

SWOT

Strengths

- The customer can design their own product
- Good marketing and special knowledge in web trade and design
- Creative and young entrepreneurs full of ideas
- Helpful custom service, skilled in languages
- Ecological and locally produced
- Made by Finnish tradition and design
- Accessible 24/7
- Fast delivery, we are able to say exactly how long it will take for the product to be delivered

Threats

- Competition
- Cheap and mass-producing companies

Opportunities

- Custom service through a chat on the front-page during a limited time
- Possibility to employ immigrants for seasonal work
- To use only ecological material
- International and modern

Weaknesses

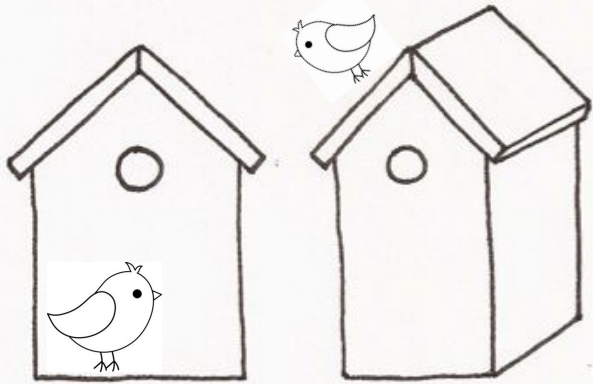
- Rather expensive products
- Queco isn't established on the market yet
- New company
- We only sell our products online

Future/international perspectives

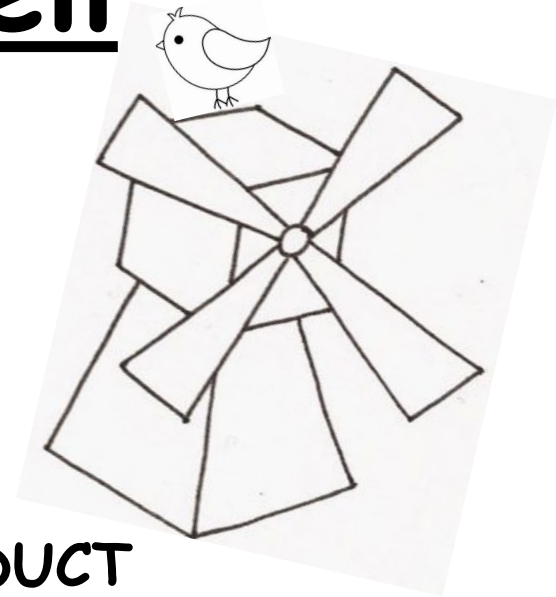
- Employing immigrants (seasonal work)
- Expand our website in even more languages
- Chat room in the website where customers can ask for help
- Being a role model to other companies
- We will start selling products in stores all around the world



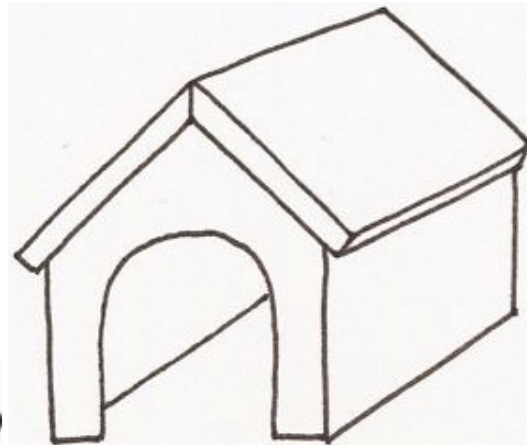
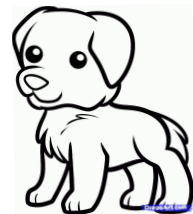
Our company in a nutshell



- ECOLOGICAL
- HANDMADE
- GREAT QUALITY PRODUCTS
- FAST DELIVERY



- THE POSSIBILITY TO DESIGN YOUR OWN PRODUCT
- BY BUYING A PRODUCT YOU SUPPORT US :-)





Queco

