

# Executive Summary

In the highly personalized industry of tattooing and piercing, Eternal Artistry Tattoos, a highly reputable tattoo shop, sources talented artists and knowledgeable staff to provide exceptional services to adults aged between 18 to 45, interested in tattoos and body art. Our services are not limited to just providing tattoos and piercings, but we also manufacture and supply aftercare products to enable a smooth and clean healing process post-procedures, ensuring overall customer satisfaction.

Eternal Artistry Tattoos, a sole proprietorship, is led and operated by the seasoned tattoo master, Jackson Rodriguez with an impressive 25-year experience in the industry. With a full-time staff of four that includes two tattoo artists, one piercer and a receptionist, and one part-time cleaning staff, we efficiently manage two tattoo stations, a piercing booth, and a sterilization room. Our working hours are from 10 am to 8 pm, Tuesday to Saturday.

The business environment is inevitably competitive. Our primary competitors include Westville Ink Tattoo, Halo & Borne Tattoo Artists and Ink Masters. Nevertheless, we are strategically positioned to tap onto the market leveraging our competitive advantage, which includes talented and experienced staff, a broad range of creative and personalized services, and top-notch hygiene practices.

Our customer acquisition strategy revolves around online and offline marketing approaches. Social media is seen as a potent tool, thus we employ platforms like Instagram and Facebook, alongside local print media such as newspapers and magazines. Word of mouth translates to credibility, thus we prioritize customer satisfaction guaranteeing referrals. Our collaborations with local artists and influencers further popularize our brand.

Just as every business, we also foresee potential hazards. We've set stringent measures and contingency plans in place to mitigate health, legal, financial, reputation, and employee risks. These include having medical partners, practicing age verification, diversifying income streams, maintaining high customer service standards, safety training, business insurance, and ensuring a well-maintained facility. Long-term sustainability is our goal.

Looking towards the future, we forecast an annual growth rate of 7% over the coming 3-5 years. In financial terms, this is translated as an increase in our net profit from \$50,000 in the first year to \$200,000 by the fifth year, bringing the expected total revenue to a commendable \$500,000 by year five.

Eternal Artistry Tattoos offers more than a service; it shares a passion for the art, culture, and individualism associated with tattoos. Our mission, embodied in all our services, and the sublime environment we have created, directly mirrors the soul of our target market. Through our strategic operation and financial plans, proactive risk mitigation and contingency measures, coupled with our veteran team of artists, we are poised to leave an indelible mark in the industry while indelibly inking our customers.

## Business Description

Eternal Artistry Tattoos is a full-service tattoo and piercing shop located in the bustling heart of New York City. Set in a dynamic and expressive industry, we specialise in providing a range of high-quality tattoo designs, piercing services, and aftercare products committed to meeting the needs and expectations of our customers.

Established in 2005, by Jackson Rodriguez, a passionate and talented tattoo artist with over two decades of industry experience, Eternal Artistry Tattoos has been faithfully serving its broad customer base, ranging from trendy millennials to appreciative baby boomers. The goal has always been to embrace individuality, creativity, and the freedom of self-expression, which is beautifully encapsulated in our breath-taking and sentimental body artworks.

Our mission is to translate our clients' unique stories, emotions, and visions into a piece of art that lasts a lifetime. Hence, we are steadfast in providing a warm, inclusive, and professional environment that allows our team to work closely with our clients, from the initial consultation up until the delivery of our service.

As a sole proprietorship, Jackson Rodriguez is the ultimate decision-maker, guiding the business towards sustainable growth and development. We have a team of dedicated artists and staff members that thrive in fostering a friendly and comfortable space for our customers, ensuring their lasting relationship with us.

Eternal Artistry Tattoos has proven its long-term potential over the years. Having survived the challenges of the Great Recession in 2008 and the recent Covid-19 pandemic, we have proven our resilience and ability to adapt. We continue to thrive amidst industry changes and trends because we emphasize creativity, customer service, hygiene, and uniqueness, setting us apart from our competitors.

Our financial projections for the next 3-5 years indicate a bright future ahead. We anticipate achieving a steady annual growth rate of 7%, which would translate our revenues to \$500,000 by year 5. Furthermore, we have projected a substantial increase in our net profits from \$50,000 in the first year to \$200,000 by the fifth year.

We believe that our strategic business plan, remarkable services, and commitment to customer satisfaction are the driving forces that will continue to propel our growth, profitability, and prosperity in the years to come. Consequently, Eternal Artistry Tattoos remains on a steadfast trajectory that shapes and colors the future of the tattoo industry.

## **Market Research and Analysis**

The tattoo industry has seen substantial growth over the last decade. With an estimated size of \$3.8 billion, its rapid expansion is attributable to a cultural shift bringing tattoos into the mainstream. This advancement in attitudes has led to a more sizable and diverse target market. For our business, we will target adults aged 18 to 45 interested in tattoos and body art. In the United States, roughly 38% of this age group has at least one tattoo, signifying significant potential for growth and future expansion.

As far as market needs and demands are concerned, our target customers seek a clean, safe environment and painless services, along with creative, personalised

designs. Therefore, maintaining high hygiene standards and providing our customers with fresh, unique, and personalised designs will remain our key focus in operations.

Analyzing market trends and patterns, we see increased interest surrounding tattoo removal services, tattoo cover-ups and piercings. As these trends continue to grow, our business intends to expand our offerings accordingly to satisfy these newly emerging needs.

Upon analysing our competitors' strengths and weaknesses, we have identified our key rivals as "Ink Master Studios", "Lasting Impressions Tattoo Parlour", and "Skin Deep Tattoo House". While these competitors have substantial market shares owing to their established brand name and loyal customers, they also have certain weaknesses such as static design offerings and inconsistent quality of service. Identifying these weaknesses in our competition, we see an opportunity to differentiate ourselves and gain significant market share.

Potential barriers to entry in the tattoo industry encompass stringent health and safety regulations as well as a saturated market. High starting costs are also a potential barrier, with significant funds required to secure a suitable locational premise, professional tattooing equipment and skilled personnel. Establishing a credible reputation can be a slow process in this industry, making it another possible barrier. Our business strategy of hiring reputable tattoo artists, offering customer-oriented services and marketing extensively through social media will help us overcome these barriers and position ourselves positively in the market.

Overall, with a comprehensive understanding of the market and a thorough plan for navigating the industry, we are confident that Eternal Artistry Tattoos will make a significant mark in the tattoo industry.

## **Organizational Structure and Management**

### ORGANIZATIONAL STRUCTURE AND MANAGEMENT

Eternal Artistry Tattoos is a sole proprietorship company owned and managed by Jackson Rodriguez, a seasoned tattoo practitioner with over 25 years of industry-specific experience. Under his guidance, the company will maintain a lean workforce that promotes efficiency and accountability. We believe in delegating duties and responsibilities to competent hands. Therefore, our hierarchical structure is tailored to achieve this.

At the helm of the organization is Jackson Rodriguez, the CEO. He oversees the strategic direction of the business while liaising with external advisors and consultants to ensure the business stays competitive and profitable. Under him are the head tattoo artist, a piercer, a receptionist, and a part-time cleaning staff. Their roles are categorized and primarily focused on their areas of expertise.

Our management team is as follows:

1. Jackson Rodriguez, CEO: He ensures the business operates effectively, making sure all business goals align with the strategic vision. His background in the tattoo industry spans over two decades, making him adequately equipped to guide the

business to success.

2. Head Tattoo Artist: With a keen eye for design and extensive experience in tattooing, the head tattoo artist is responsible for creating unique and personalized tattoo designs for our customers.

3. Piercer: The piercer's focus is on providing quick, safe, and painless piercing services.

4. Receptionist: The receptionist manages the daily administrative duties, schedules appointments, and ensures smooth communication between the clients and our staff.

5. Cleaning Staff: Responsible for maintaining hygiene and cleanliness within the shop.

Future Staffing Needs: As the clientele of Eternal Artistry Tattoos grows, we might need to hire more tattoo artists and piercers to meet demand. Plans to hire an assistant for the receptionist are also in the pipeline.

Human Resources Policies and Practices: At Eternal Artistry Tattoos, we have policies in place that promote respect and adhere strictly to all state and federal labor laws. Regular performance appraisals, reward systems, ongoing training, and designated career progression paths ensure we get the best from our team.

External Advisors and Consultants: We understand the value of external expertise. Hence, we retain services from an HR consultancy for better manpower management, a legal counsel for all legal matters, and a business development consultant to drive internal growth and expansion.

Supplementing our structure and operational style, we have procedures followed strictly during recruitment, appraisals, termination of employment, and other HR-related affairs. Our disciplinary policy ensures staff comportment always aligns with the company's philosophy and aims to promote better professionalism amongst our staff.

Eternal Artistry Tattoos is, indeed, a well-structured company ready to offer quality services while maintaining a healthy work environment for employees. Our business model guarantees profitability and a steady return on investments for the long term.

## **Products or Services**

Eternal Artistry Tattoos aims to set new standards in the tattooing industry with a focus on hygiene, talent, and customer satisfaction. One of our core values is maintaining a safe, clean, and creative environment where our customers feel comfortable. Our tattoo and piercing parlors are equipped with state-of-the-art instruments, sterilizing equipment, and comfortable tattoo chairs to ensure that the tattooing process is as seamless and painless as possible.

Our products and services include custom tattoo designs, cover-up tattoos, tattoo restorations with aftercare products, and piercing services. We specialize in a wide range of tattoo styles, including traditional, Japanese, realism, watercolor, tribal, and more. This diversity in our offerings gives us a competitive advantage and ensures

every customer can find a style that suits their personal taste.

Our unique selling points are our personalized service, our high standards of cleanliness and safety, and our experienced team of professionals led by Jackson Rodriguez, our owner and head artist, who brings over 25 years of industry experience to the table. We use only the highest quality, vegan-friendly inks and superior aftercare products to enhance the tattoo healing process.

The Eternal Artistry Tattoos brand and logo are legally protected under U.S. trademark law, setting us apart in a crowded market. We are patent-pending on a range of aftercare products, developed in-house, which will be an additional source of revenue and will further boost our brand's reputation for quality and innovation.

Our production process is carefully calibrated for excellence and consistency. First, a client consultation takes place, in which the desired design and its placement are discussed and finalized. Next, the stencil of the design is transferred to the skin. Then, the tattoo artist begins inking the design using sterile, single-use needles. Post-tattoo, we guide our customers on aftercare procedures and provide them with our specially formulated aftercare products.

Being a service-based business, our main supplier involvement is linked to the raw materials such as tattoo inks, needles, gloves, aftercare creams, and other supplies required for the shop. We only work with reliable suppliers who deliver high-quality products in line with our brand's standards.

The future of Eternal Artistry Tattoos involves introducing new services keeping in mind the evolving trends and expanding our line of aftercare products. As a business committed to innovation, we continuously look for opportunities to improve our services and expand our product range, ensuring that our offerings always remain fresh and relevant.

## **Marketing and Sales Strategy**

**Sales and Revenue Strategy:** Our sales strategy revolves around the idea of superior customer service coupled with high-quality artwork that tells a story. This fusion aligns perfectly with our target market who are not just looking for a tattoo, but a piece of art that represents their individuality. We will be focusing on indelible customer experiences and satisfaction, fostering trust and building long-term customer relationships. We believe that satisfied customers are the best advertising for our business, and we aim to capitalize on that form of organic growth.

Our pricing strategy focuses on providing premium services at competitive and affordable prices. This includes promotional first-timer discounts, loyalty programs, and holiday specials. Our prices will be set while balancing the need to keep artists well-compensated and customers satisfied with the value they receive.

We will market and distribute our products through a vibrant and engaging shop on a busy high street. Our physical distribution channel allows our customers to walk into our shop, get an immediate feel of our services, and book an appointment. Further distribution channels include our website and social media platforms where customers can explore our artist portfolios and book appointments online.

**Promotion and Advertisement Strategy:** The promotion strategy for Eternal Artistry

Tattoos will primarily involve social media marketing, local partnerships, influencer marketing and will also heavily rely on word-of-mouth marketing.

Due to the visual nature of our service, platforms like Instagram and Facebook are natural fits. We will post high-quality images and videos of our work, behind-the-scenes processes, and compelling artist portfolios. Interaction and engagements with our customers will also be vital in building a community around our brand.

We will collaborate with local influencers, artists, and other businesses, sponsoring events, and offering promotional tattoos. This form of cross-promotion will increase our visibility and generate higher clientele.

**Excellent Customer Service:** We believe that superior customer service is an absolute necessity for any business's success. Our policies include welcoming every customer with a smile, listening to their tales and what they want their tattoos to represent, educating them about the process, and ensuring that they are comfortable throughout the procedure. As part of the aftercare service, we will be providing them with detailed care instructions and our line of aftercare products. If a customer is unhappy with our service, we will address their concerns and ensure that they leave our store satisfied, ensuring their return in the future.

In conclusion, the vision of Eternal Artistry Tattoos is to create a tattoo studio experience that far exceeds the industry standard in customer service, talent, and cleanliness, creating a brand that stands out in a saturated market and increases our market share. By focusing on several critical areas, including marketing, sales, pricing, distribution, promotion, and customer service, we are setting the foundation for a long-lasting and successful business.

## **Operations Plan**

Eternal Artistry Tattoo Shop's operational workflow involves a simple yet effective process. Our daily operations commence from 10 am to 8 pm, from Tuesday to Saturday, during which we operate two separate workstations for tattooing and a separate booth for piercing services.

**Production or Service Delivery Process:** Our service delivery process commences when a customer books an appointment, which can be scheduled either online or in-person. On the day of their appointment, a consultation is carried out to ascertain the type of service they require, be it a custom tattoo, cover-up, or piercing. The process aims at aligning expectations on design, size, colour, and placement of the tattoo or piercing. Once an agreeable resolution is met, the tattooing or piercing process begins which can take up to several hours depending on the intricacy of the design. Upon completion, the team shares aftercare instructions and offers aftercare products to facilitate the healing process.

**Quality Control Measures:** Eternal Artistry Tattoos prioritizes hygiene above all. Hence, it is ensured that all equipment is sterilized using a medical-grade autoclave before and after each use. Disposable gloves are worn for every procedure and discarded immediately afterward. Needles and other sundries used in the tattooing process are single-use and disposed of safely after each client.

**Inventory Management:** Our inventory usually includes a variety of tattoo inks, needles, cleaning solutions, gloves, body jewelry and aftercare products. Tracking is

done manually every week to ensure stock levels are adequate and restocking is carried out timely to avoid shortages.

**Supply Chain Management:** As a mostly service-oriented venture, Eternal Artistry Tattoos has a streamlined supply chain operation in place. We ensure that only high-quality tattoo inks, sterilizing solutions, cleaning supplies, and aftercare products are procured from reliable suppliers and routine check-ins are made to ensure a consistent supply of these products.

**Facilities and Equipment:** Our facility spans 1500 sq. ft, housing two tattoo areas, one piercing booth, a reception area and a sterilization room, all designed to promote work efficiency while maintaining utmost hygiene. The equipment includes tattoo kits, piercing tools, autoclaves, ultrasonic cleansers, tattoo beds, and office supplies that are sourced from industry-approved manufacturers.

Our operations plan aims to facilitate mythic service experiences while ensuring a conducive environment for the creative spark of our artists. With an emphasis on hygiene and quality control measures, our operation plan leaves no room for compromise on the services rendered or their output. Our plan is primed and ready to create a harmonious synchronization of top-tier services, client satisfaction, and business growth.

## **Financial Projections**

Financial projections forecast future sales, profit margin, and cash flows. They are crucial for planning your business, setting goals, and evaluating performance. Below is a detailed financial projection for Eternal Artistry Tattoos.

**Sales Forecast:** Eternal Artistry Tattoos aims to achieve a 7% growth rate each year over the next five years. Based on this projection, the total revenue for the first year is expected to be \$267,000, and by the fifth year, it should reach approximately \$500,000.

**Profit and Loss Projection:** In the first year, we anticipate maintaining a profit margin of 11%, equating to total net profits of around \$30,000. Over the next five years, our goal is to improve this margin to 25%, bringing our net profits to around \$125,000 annually by the fifth year.

**Cash Flow Projection:** Our cash flow is expected to be positive throughout all quarters, implying that we will have sufficient funds to cover everyday outgoings. We foresee generating enough profits from operations to finance most of our expansion over the five-year period, thus minimizing the need for external financing.

**Balance Sheet Projection:** We project our total assets to increase from \$150,000 in the first year to around \$600,000 by the fifth year, primarily driven by an increase in our sales, inventory and cash reserves. We anticipate a similar growth trajectory for the total equity, expecting it to rise from \$100,000 in the first year to about \$500,000 by the fifth year.

**Break-Even Analysis:** Our estimated fixed costs for the first year of operation will be approximately \$100,000. Factoring in an average revenue per customer of \$100 and an average cost per customer of \$40, we will need to serve approximately 1,667 customers to break even for the year.

Financial Assumptions and Considerations: The following assumptions underpin our financial projections:

1. We expect a steady increase in customer traffic due to our marketing efforts.
2. We assume that the economic conditions would remain stable enough to support our 7% annual growth rate.
3. These projections are based on the current cost structure. Future unpredicted expenses could affect our projections.
4. Our ability to maintain and gradually improve our profit margin will depend on effective cost management and pricing strategies.

In conclusion, although starting a new business comes with inherent uncertainties, thorough planning and conservative financial projections show that Eternal Artistry Tattoos is on the path to long-term sustainability and success.

## **Risk Analysis**

Risk management is a crucial part of any business plan, and at Eternal Artistry Tattoos, we are fully aware of the potential risks that can affect our operations and profitability. Therefore, we've systematically identified and assessed these risks and developed strategies to mitigate them.

One of the significant risks affecting our business is market risk. This includes changes in customer preferences and increased competition. We plan to mitigate this risk by keeping a close eye on market trends and adjusting our strategies accordingly.

Operational risks, such as employee injury, equipment malfunction, and fairly uncommon but potentially serious harm to clients, can harm our business performance. Our stringent procedures for cleanliness, disinfection, sterility, and equipment maintenance aim to minimize these risks. We'll ensure our staff are adequately trained and are following safety procedures religiously.

Financial risks also pose a challenge; sudden increases in overhead costs and unexpected dips in sales are possible issues. We will manage this by maintaining a reserve cash flow to cushion any financial blows. We'll also work on building a diverse and ample customer base to ensure steady revenue.

In terms of legal risks, we could face issues related to copyright infringement if we tattoo copyrighted artwork without permission or violate health and safety regulations. We'll ensure our designs are original or have appropriate permissions, and we will maintain full license and regulation compliance to avoid legal issues.

Given the nature of our business, insurance is vital. We will have a comprehensive business insurance policy that covers public liability, product liability, and employer's liability, offering financial protection against claims from clients or staff.

Our contingency plans include having arrangements with temporary staff agencies in case of sudden staff shortages, suppliers ready to facilitate sudden need for extra tattooing supplies, and an emergency fund to handle unexpected costs.

We know the importance of navigating these obstacles and have therefore designed mitigation strategies and contingency plans keeping in mind the unique



requirements of our business. By following these strategies, we safeguard the interests of our clients, employees, and business.