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CreativeCalligraphyInvitations.com: A Production Process Analysis Exercise

Background

Since graduating from college two years ago, you and your best friend, Susie, have been living together in Chicago's Wrigleyville neighborhood. You attended the University of Michigan and majored in English. Susie also attended Michigan and majored in art with a focus on creative digital design and various forms of photography. The living situation has been a real joy, and the two of you are usually on the same page.

Approximately one year after beginning to live together, both of you have discovered a hobby of collaborating on creating custom cards when inviting friends and family over to the apartment for special occasions. When making the invitations, Susie uses software to create the background design of the card and attaches unique decorations while you use your gorgeous calligraphy skills to write the message and fill out the address information on the envelope.

Business Idea

After learning that custom-made invitations are of high demand for weddings, holidays, parties, and corporate functions, you and Susie decide to launch your own company out of the two-bedroom apartment. The company's name will be CreativeCalligraphyInvitations.com and it will produce customized, hand-made invitations for busy customers at a reasonable rate. Your research indicates the market rate for your product is \$10-25 per invitation. Since your business is just starting, you plan on charging around \$10 per invitation and require a minimum of 5 invitations per order. In the following, as you build your business plan, assume that all orders will come in quantities of 5 invitations, but also consider how your business plan will be affected if orders come in larger amounts.

Several factors will set you apart from standard invitations. First, the client will have a chance to customize the design and message of the invitations via a website. Second, beautiful calligraphy handwriting will be utilized for all parts of the invitations. The invitations will be fully personalized. This means that while the details of an invitation will be the same, the name and address information will be personalized for each recipient. Third, the handwritten invitations will be beautifully decorated with a combination of ribbons, bows, and motifs. Finally, to ensure complete satisfaction, the finished order will be mailed back to the client, who will have a chance to review the final product before simply putting on a stamp and sending the already addressed invitations to the intended recipients.



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