



اَوْبَعُدْ سَبِيَّتِي تَيْكُونُ لَوْ كُنْ مَبَارَا  
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**ENT 300**

**CRAFTICA BOARDWARE**

**PRODUCT NAME**

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## 2.0 PURPOSE OF BUSINESS

The long-term goals of the Craftica Boardware are to go public and be known to all the company besides gain a good profit. In the long run, we hope to expand our operations to our target market for student in art course and then, the whole country. This business plan is the first step towards realizing the above. Specifically, the purposes of this business plan are:

- Allow to understand what needs to be done for forwarding movement that consists of the simple description of your business and service that the company offer.
- Allow the entrepreneur to view and test the proposed business venture in an aim, critical and practical way.
- Have a budget and set start-up costs then continue with business expansion and new product development.
- To make research and test whether the business is having profit or loss.
- Convince relevant parties as to the investment potential of the project.
- As guidelines to routine management in the business.
- Allocate business resources effectively.
- Set future the vision that allows reaching the goals.

Hopefully, this plan can be used to convince the business to achieve the target and give a good profit to our business.