



Sara Liza: a Pant Suit and a Paint Brush

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BACKGROUND & RESEARCH

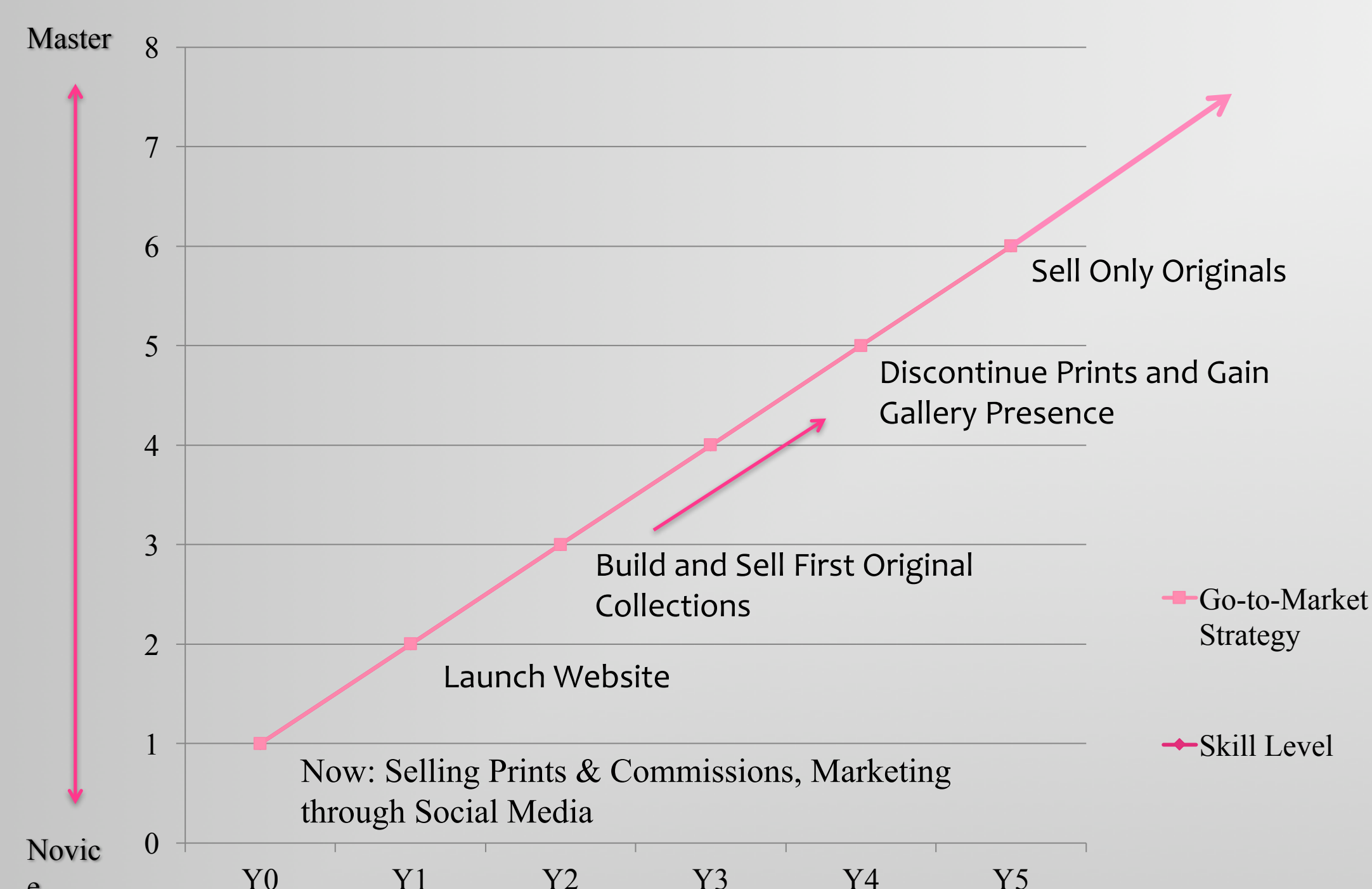
Sara Liza is a company inspired by my passion for painting and impacting others. It breaks the business plan mold by creating a need through an emotional interaction between consumers and art - rather than finding a need and filling it.

Vision: As a budding artist, it is necessary for me to gain awareness and financially support myself through accepting commissions and selling prints; however, I will eventually only sell originals to allow myself full creative freedom and maximize the value of my work.

Research Methods

- Interviews:** I conducted 20 interviews with artists, original art collectors and people from the general population to inform my decision on customer segments and what values to deliver.
- Admired Artists Study:** I selected 5 artists based on how I admire them for their styles and career paths. These artists influenced my decisions on my style, career path and go-to-market strategies.

CAREER TIMELINE: Skill matters



My go-to-market strategy changes over time as my skills progress from novice to master painter level.

THE BLUEPRINT: a foundation for my business

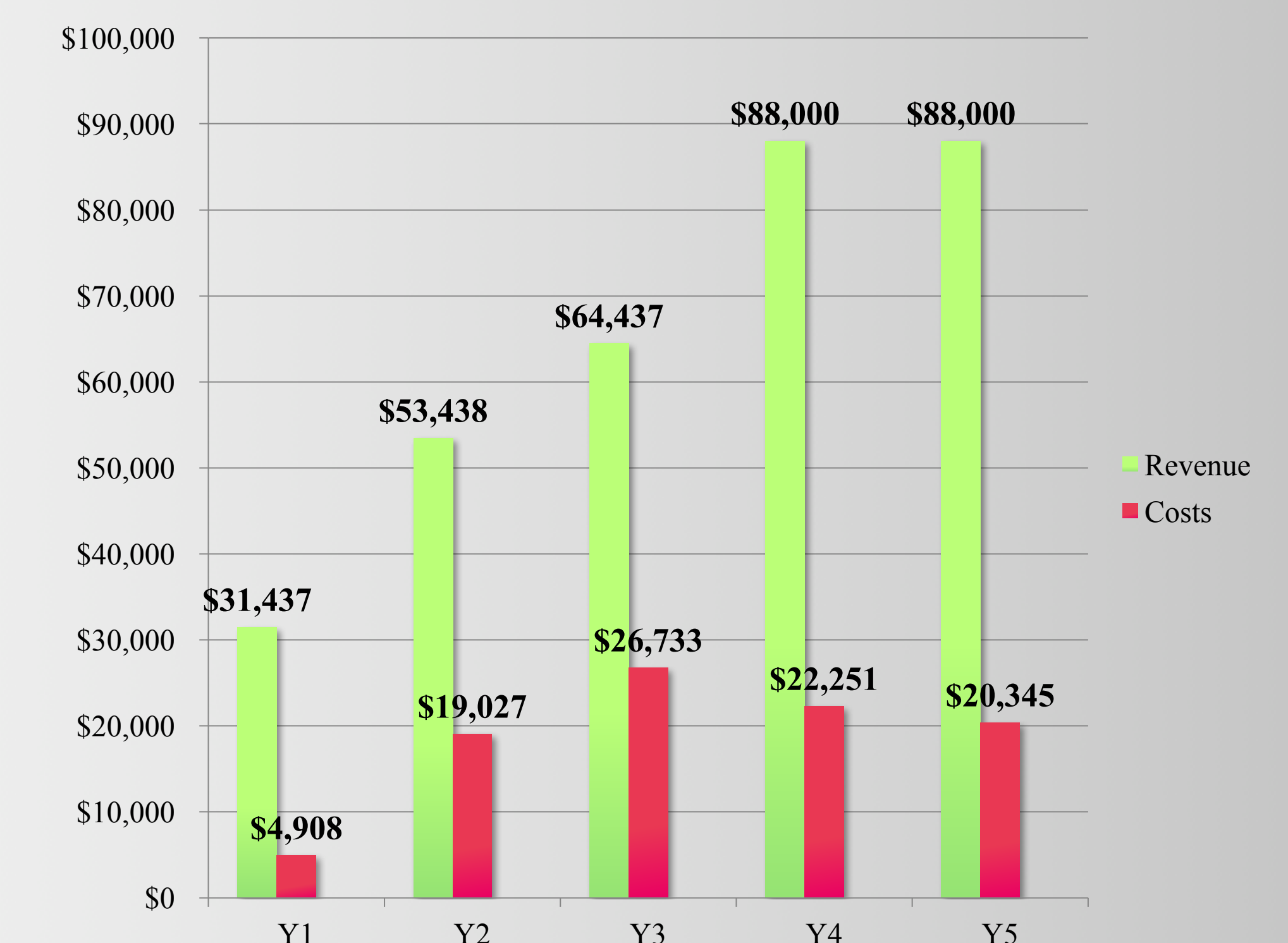


Key Partners •Graphic Designer •Investors •Galleries •Third Parties	Key Activities •Monthly Newsletter •Website & Social Media Communications •Product Research, Development, and Creation Key Resources •Studio •Sales Force	Value Proposition •Emotional Connection •Customization •Status •Design •Price	Customer Relationships •Personal Assistance •Dedicated Personal Assistance Channels •Word of Mouth •Social Media •Galleries •Website	Customer Segments •Original Art Enthusiasts •Commissioners •Print Buyers •Vol Fans
Cost Structure •Studio Rent •Website		Revenue Streams •Commissioned Pieces •Originals •Smokey Prints		
		•Employee Salaries •Painting Materials and Supplies		

OPERATIONS: Moving out of my dining room

- Y1**
 - Create and keep up website
 - Distribute monthly newsletter
- Y2 - Y3**
 - Rent small studio space (\$250/month)
 - Acquire advanced materials
 - Attend monthly oil painting workshops
- Y4**
 - Rent middle range studio space (\$500/month)
 - Ship original paintings to gallery network
- Y5**
 - Rent large studio space (\$700/month)
 - Acquire 2nd set of advanced materials
 - Attend cross-country Plein Air events

FINANCIAL SNAPSHOT: Price changes drive financial success



Costs peak due to initial investment in materials that do not require repurchase. Revenue appears to peak between Y4 and Y5 - this is because time limits my production capacity; however, as demand rises, the growth in my revenue comes from my ability to raise prices each January.

CONTACT



MY WORK: Impressionism meets reality



While the two styles represented in my works here - realism to the left and impressionism to the right - are opposites, I will marry the technique of Smokey with the color and freedom of the farm scene for future collections. This combination is unique and will set me apart as an artist.

I plan to continually develop and improve my products through workshops and formal classes.

