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By Ani Meskhidze

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## Table of Contents

Company Overview .....	5
Company's Mission Statement .....	6
Objective .....	6
Company Services .....	7
Online Platform.....	8
Target Audience .....	9
Market Comparison .....	9
Swot Analysis .....	10
Advertising & Promotion Strategy .....	11
Pricing Strategy .....	11
Packages .....	12
Financial Analysis .....	13-15
Conclusion .....	16



Have you ever felt so stressed at work that you wanted to break something?

One thing that we are not out of it is stress!

A lot of things around us cause aggression in us. A countless number of works, the upcoming deadlines, unbearable boss, a TV gone off during watching football, uncharged mobile during important conversation or totally worse hoof down leg on Lego.

It often seems that the solution out is to smashing pieces everything, That's it!

From now on you can choose the items, the desired weapon of destruction, selected by great smashing experts and smash it as long as you want...

Letse - is a place where exemption from stress is simple, safe and pleasant.



## Company Overview

“Letse” is a renovation into the stress relief industry to provide employees and students with a new and invigorating way to reduce stress taking from workplace, university or anything that makes them angry. Nowadays, because of the duties and requirements every of us is indeed to relieve stress and aggravation taken from stressful environment. Letse is planning to get leader position into the stress relieving market. Letse is a smashing, rage room delivered to clients for aiding stress relief efforts and increase employee motivation. Though content and marketing efforts this idea is giving to the customers as well as companies envisions leading to great profits.

Letse operates in a stress relief industry. Providing mobile stress relieving solutions to raise engagement and help stressful environments. By offering customers stress relief or just having fun by breaking things like guitars, Tvs, phones, plates and printers in unusual safe and secure room.

## **Company's mission statement**

To be among the creative and innovative leader in the stress relief and mental health and wellness industry by committed to introducing new design and variety activities in this business. Letse will provide superior, mobile, stress-relief activities in a convenient environment. Letse wants to help people to release a lot of anger, stress or anxiety that builds up in a safe and healthy way.

## **Objective**

1. To establish and operate for the people who are living at Tbilisi
2. To provide with the services with affordable prices of service

## Company Services

Letse itself represents startup within the stress relief and mental health and wellness business. The service allows people to gather their stress or anger in one room and reveal it.

Rage room includes stuff such as tables, TV, plates, glasses, different kind of vessel, bottles, used electronics, printers. Getting stuff from donating, buying them from several places, for example renovators bringing old stuff such as useful printers and so on.

Company can also offer other companies or universities to order special distant rooms that are suitably setting up themselves on the business's own campuses and buildings. By using huge garbage pail all the electronics and objects will be into it that's why cleaning up will take several minutes. The given system allows for scrap objects after each session or after end of the day to be removed quickly and placed for recycling and giving chance to quickly reassemble the rooms for more sessions.

Rage room Letse is open for cooperating with organizations in order to make 20% discounts for its employees

Letse is eco-friendly business, waste assimilation process will be provided.

Also, Letse as company wants to take part in tourism sphere. With cooperation guides association of Georgia, guides will get 10% of benefit from each tourist invited there.

After official liability forms, customers are allowed to spend time in the Letse. It has need to be mentioned that rage room doesn't necessarily claim to be mental help or medical facility, process do not treat, gives a diagnosis or provides any kind of medical therapy. Letse assumes to be entertainment and indoor amusement, so in case if customer has any mental or medical issues indeed of treating, rage room suggests to visit licensed physician or obtain a referral.

Company takes care with safety, by wearing protective gear, providing customer with Coveralls, face mask, hard hat with hearing protection, Gloves.

As well as providing tools of entertainment for smashing. Instruments such as engineer hammer (hand held sledge hammer, Baseball bat, full size sledge hammer, Pipe.

## **Online Platform**

Letse itself provides website for all of the information about company, including packages, sales, news. Customer can reserve session and look for photos and video produced by team of Letse. Moreover, on the site customer can play special game. Where they with over 20 weapons can fuel heir fury.

Game provides to Rage:

Demolish items with any weapons you can. Choose from the basic weapons to start and gain enough credits by destroying items to unlock bigger and messier tools of destruction. This sandbox mode is all about playing around and doing whatever you want.

You can also customize your hands with different accessories dress up with gloves.

## **Target Audience**

Direct customers of the service will mainly be young professionals, mostly millennials, 20-35 those who work and study and usually are becoming alienated or stressed out from work and deadlines.

Target audience also includes all business sizes within the following directions:

- Corporate executives
- Business executives
- Front line and mid-range employees

## **Market Comparison**

While Letse does not have direct competitors there is a need of taking into consideration indirect competitors in stress relief business such as

- Psychologists and clinics
- Yoga studios& Gyms
- Spas & Massage parlors.



## Swot Analysis

### Strength

- Newest, one and only place in city
- Possibility of developing
- Target auditory
- Less concurrency

### Opportunities

- Partnership with other companies
- Developing smashing process as well as instruments
- Creating distant rooms at specific places

### Weaknesses

- Being boring because of one and the same process
- Causing aggression in case of not delivering properly idea to auditory

### Threats

- Possible injuries
- Blaming for encouraging aggression
- Stagnation in form of diversifying

## **Advertising & Promotion Strategy**

- Brochures & Social Networking
- Signboard
- Partnership with field related companies
- Business Card
- Sales Promotion
  
- Visual Material

Letse will be implementing a social media campaign to target and gain awareness from possible customers through Facebook and Instagram. The main social media network which will be used will be Facebook. The company will create blog posts, videos etc. on its main website, post company updates. Also given promotion strategy will be to reach main decision-makers by maintaining a regularly updated blog, creating a weekly newsletters, reaching out and pitching to media companies as well. Depending on SEO and using its principles is one of the main point in strategy, optimizing for search phrases an keywords. Another promotion strategy is hosting events to gain awareness in the market and provide discounted sessions to attendees of the events.

## **Pricing Strategy**

As the goal of Letse is to compete indirect competitors in the industry of the country, it supposed to be affordable way for relieving stress. Customers are expected to pay by choosing formed packages, as well they can pick items individually, in that case prices starts from 1 GEL to 50 GEL.

Students and corporate clients will receive a 20 % discount.

Also, Letse as company wants to take part in tourism sphere. With cooperation guides association of Georgia, guides will get 10% of benefit from each tourist invited there.

## Packages

### Starter

15 minutes • 10 GEL

By Purchasing This Package, You Will Smash:

- 4 Plates
- 3 Glasses
- 2 Bottles

### Standard

15 minutes • 15 GEL

By Purchasing This Package, You Will Smash:

- 5 Plates
- 4 Glasses
- 4 Bottles

### Large Pack

15 minutes • 25 GEL

By Purchasing This Package, You Will Smash:

- 8 Plates
- 8 Glasses
- 6 Bottles

### Didgori Mini

15 minutes • 40 GEL

By Purchasing This Package, You Will Smash:

- 1 Medium Size TV
- 4 Plates
- 3 Glasses
- 2 Bottles

### Didgori Max

15 minutes • 50 GEL

By Purchasing This Package, You Will Smash:

- 1 Large Size TV
- 4 Plates
- 3 Glasses
- 2 Bottles

## **Grandizer Mini**

15 minutes • 75 GEL

By Purchasing This Package, You Will Smash:

- 1 Large Size TV
- 12 Plates
- 11 Glasses
- 8 Bottles

## **Grandizer**

15 minutes • 100 GEL

By Purchasing This Package, You Will Smash:

- 1 Large Size TV
- 20 Plates
- 19 Glasses
- 14 Bottles

# Financial Analysis

Pic 1.

<b>Profit-and-Loss</b>							
<b>Receipts:</b>							
Total Selling		22770				759	
Value added tax		4098,6					
	<b>Net sales</b>	<b>18671,4</b>					
Cost of good sold							
Reserves at starting period		500					
costs for purchase		7380,6					
Reserves at ending period		0					
	<b>primecost of sold goods</b>	<b>7880,6</b>					
<b>Common Benefit</b>		<b>10810,8</b>		0,579003			
<b>Transaction Costs</b>							
Salary costs		1755					
Transportation costs		200					
Rent		625					
Promotion		250					
Communal costs							
Office costs		50					
Banking operation costs		50					
Insurance		0					
Bad debts write-off		50					
Other costs		250					
<b>Total operation costs</b>		<b>3230</b>		0,172992			
<b>Operational Benefit</b>		<b>7580,8</b>		<b>0,406011</b>			
Depreciation and paying off		0		0			
Other nonoperating income		0					
Other nonoperating expense		0					
Profit Tax		0					
Dividend		0					
<b>Operating net income (Loss)</b>		<b>7580,8</b>		<b>0,406011</b>			
		1516,16					
		6065		0,324809			
<b>Roi</b>		<b>74,92%</b>					
		1,33					

Pic 2.

	Quantity	Value	Complete Value
<b>Repair Costs</b>	1	2250	2250
<b>Office Property</b>			
Chair	1	50	50
Table	1	150	150
Computer	1	500	500
<b>Safety Equipment</b>			
One-Piecer	4	80	320
Waistcoat	0	0	0
Helmet	0	0	0
Glasses	4	20	80
Gloves	4	20	80
<b>Instruments</b>			
Bat	3	50	150
Hammer	3	20	60
<b>Creating Supplies</b>	1	500	500
<b>Promo Signboard</b>	1	1000	1000
<b>Launch Campaign</b>	1	300	300
<b>Rent</b>	2	625	1250
<b>Salary</b>	2	650	1300
<b>LTD Registration</b>	1	105	105
		Sum	8095



## Conclusion

Many large corporations located in Tbilisi, are giving good opportunities to create long-term contracts with them. Rage room located in center of Tbilisi as well as being mobile is what companies and customers need for stress relieving and employee engagement which is competitive advantage comparing to the indirect competitors. Given Business model allows consumer to stay in buildings, on campus, relieve their stress and anger or visit place and afterwards get back to their jobs. Such kind of activity could increase motivation of employee or student, productivity and etc. and generally well-being of a person.

