



Day & Night Watch Co.

BUSINESS PLAN

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EXECUTIVE SUMMARY

Day & Night Watch Co., a visionary watch brand, seeks funding to pioneer the next evolution in luxury timepieces. We aim to revolutionize the industry by crafting exclusive, handcrafted watches that seamlessly blend heritage craftsmanship with cutting-edge innovation. Our mission is to create enduring, heirloom-quality watches that epitomize precision, sophistication, and sustainability. With the infusion of strategic funding, we aspire to establish Day & Night Watch Co. as a leading global luxury brand, synonymous with excellence and distinction.

Our watches are more than just instruments that tell time; they embody stories of perseverance, dedication, and success. They are meant to accompany individuals on their life's journey, serving as cherished heirlooms to be passed down through generations, carrying forward the values and principles of those who wore them.

With an unwavering commitment to craftsmanship and innovation, Day & Night Watch Co. endeavors to curate collections that resonate with individuals who value hard work, integrity, and the appreciation of their heritage. Each timepiece we create is a fusion of timeless design and modern aesthetics, meticulously crafted with the finest materials and attention to detail.

In summary, Day & Night Watch Co. stands as a testament to craftsmanship, heritage, and integrity, crafting timepieces that transcend generations. Our watches concentrate on the dedication and values that individuals hold dear, ensuring that their legacies endure and are celebrated through time.

Business Description

Day & Night Watch Co. is DBA under The Noble Caballero LLC in Denton, TX

Mission Statement:

The meaning Day & Night refers to one's personal grit and determination. The goals are always to create something that reflects on your values and principles. You must strive to be the Best at what you do, and more importantly, enjoy the journey ahead. Never Settle for anything less!

Products and Services:

Day & Night Watch Co. specializes in creating high-end watches, marrying traditional watchmaking techniques with contemporary advancements. Our product line encompasses diverse collections, each characterized by distinctive designs, superior materials, and exceptional craftsmanship. We are dedicated to offering customization options, enabling customers to personalize their timepieces, and fostering a deeper connection with our brand.

Market Analysis

Industry:

The watch industry operates with the broader luxury goods sector, valued at billions of dollars globally. It comprises a diverse range of products, from affordable fashion watches to high-end luxury timepieces.

Target Market:

Demographic Characteristics:

- Age: 24-45 years old
- Gender: Men and Women
- Socioeconomic Status: Lower to Mid-Upper Class
- Occupation: Diverse professionals across various industries
- Education: Varied educational backgrounds, including degrees and higher education

Psychographic Traits:

- Values: Strong emphasis on hard work, dedication to family, and future-oriented mindset
- Lifestyle: Fashion-forward, trend-conscious, and keen on societal impact
- Mindset: Ambitious, goal-driven, and innovative thinkers
- Beliefs: Advocates of resilience, innovation, and preserving their roots
- Aspirations: Aspire for success, advancement, and making a difference

Behavioral Characteristics:

- Trendsetting and Disruptive: Early adopters of new trends, leaders in their social circles
- Leadership Qualities: Exhibiting leadership traits in their personal and professional lives
- Community Engagement: Actively involved in philanthropy, social causes, or community-building activities
- Family-Centric: Strong emphasis on family values, heritage, and traditions
- Brand Affinity: Attracted to brands that mirror their values and symbolize their achievements

Communication Preferences:

- Digital Proficiency: Tech-savvy, active on social media, and adept at online communication
- Content Preferences: Seek informative, inspirational, and authentic content that resonates with their values
- Influencer Impact: Influenced by credible figures advocating hard work, success, and family values

Consumer Motivations:

- Quality and Exclusivity: Desire high-quality products with exclusivity and uniqueness
- Symbolism and Heritage: Value products representing success, hard work, and family heritage
- Status and Prestige: Appreciate luxury items that reflect their elevated social status

Marketing Approach:

- Aspirational Storytelling: Engage in storytelling that highlights personal achievements, heritage, and the journey towards success.
- Exclusive and Premium Experience: Convey a sense of exclusivity, premium craftsmanship, and uniqueness in brand messaging.
- Community Building: Foster a sense of community among like-minded individuals, emphasizing shared values and aspirations.

Market Trends:

Shift in Consumer Preferences: Consumers increasingly seek authenticity, craftsmanship, and unique designs. They value heritage and storytelling behind watch brands.

Rise of Luxury Accessories: Watches are considered more than mere timekeeping devices; they're fashion accessories and status symbols. Consumers seek watches that reflect their lifestyle and personality.

Demand for Customization: Personalization options are gaining traction. Customers want the ability to customize their watches, adding a unique touch that resonates with their identity.

Emphasis on Sustainability: There's a growing concern for sustainability in luxury goods. Consumers seek environmentally responsible brands, favoring those that use ethical sourcing and eco-friendly practices.

E-commerce and Digitalization: Online sales channels have expanded. E-commerce platforms and social media play a significant role in brand visibility and customer engagement.

Competitive Analysis

Company Advantages:

Day & Night Watch Co.: The brand's core identity revolves around family dedication, future orientation, and preserving one's roots. It resonates with consumers who prioritize family values, hard work, and a forward-thinking mindset. The watches serve as symbols of heritage, embodying values passed down through generations.

Competitors:

Xeric Watches stood out for its innovative and avant-garde designs, often combining unconventional features with traditional watchmaking. Their signature model, the Xeric Trappist-1, gained attention for its unique display and celestial-themed design. The brand's crowdfunding campaigns, where backers could pre-order watches at discounted prices, contributed to its success and customer engagement.

Talley & Twine focused on producing stylish and affordable watches targeted towards men. The brand emphasized cultural representation and community engagement. They offered designs that resonated with their target audience and were known for their quality, affordability, and commitment to supporting black culture and heritage. Their marketing strategies, including influencer collaborations and community involvement, helped in building a strong brand identity.

McDowell Time differentiated itself by offering vintage-inspired designs with a modern twist. The brand's founder, Andrew McDowell, leveraged his experience in the industry to create timepieces that appealed to both watch enthusiasts and those seeking unique, stylish watches. McDowell Time's limited-edition releases and attention to detail in craftsmanship contributed to its competitive edge.

Unique Selling Proposition:

Eternal Values, Timeless Craftsmanship: Day & Night watches are not just about telling time; they encapsulate the essence of your core values and personal story. We specialize in crafting meticulously designed timepieces that serve as symbolic representations of your character, fortitude, and the principles you hold dear.

Customized Legacy, Unmatched Precision: Each Day & Night watch is a masterpiece of customization. Through an artful blend of artisanal craftsmanship and state-of-the-art precision, we offer personalized designs that mirror your unique journey, values, and aspirations. From material selection to intricate detailing, every facet of your watch reflects your enduring legacy.

A Symbol of Intergenerational Connection: Our watches transcend generations, becoming cherished family treasures. They are crafted to pass on stories and values from one generation to another, fostering an eternal bond among family members while preserving the essence of your legacy for posterity.

Embrace Your Narrative, Forge an Everlasting Legacy: With Day & Night, you're not simply acquiring a watch; you're investing in a piece of your history. Our timepieces serve as a constant reminder of your values, accomplishments, and the legacy you aspire to leave behind. Embrace your narrative and etch an enduring legacy that withstands the test of time.

Why Day & Night Watches Are Exceptional:

- **Unparalleled Personalization:** Our commitment to personalized craftsmanship ensures that each watch is a bespoke representation of an individual's values and life journey.
- **Preserving Generational Ties:** Day & Night watches bridge generational gaps, passing down values and narratives, fostering an emotional connection among family members.
- **Crafted with Unwavering Dedication:** We uphold the highest standards of craftsmanship, ensuring that each timepiece symbolizes the enduring legacy of its wearer.

At Day & Night Watch Co., we don't just create watches; we create legacies. Embrace the opportunity to immortalize your values and stories, leaving behind a legacy that transcends time itself.

Sales and Marketing Plan

Brand Positioning and Value Proposition:

- **Luxury and Heritage:** Day & Night Watch Co. positions itself as a purveyor of luxury timepieces that encapsulate heritage, elegance, and the values of family dedication and future aspirations.
- **Value Proposition:** The brand offers meticulously crafted watches that transcend time, symbolizing not just timekeeping but also storytelling and emotional connections.

Target Audience Segmentation:

- **Primary Target:** Affluent individuals aged 24-45, with a focus on men and women from lower to mid-upper class segments, seeking luxury watches with an emotional narrative.
- **Secondary Target:** Watch enthusiasts appreciating heritage-inspired designs, collectors interested in limited editions, and individuals valuing both innovation and tradition.

Marketing Strategies:

A. Storytelling and Emotional Appeal:

- Utilize emotional storytelling in marketing campaigns, emphasizing the brand's dedication to family, hard work, and a vision for the future. Highlight how each timepiece represents a legacy to be passed down.

B. Online Presence and Digital Marketing:

- Maintain a sleek, user-friendly website showcasing collections, brand story, and the emotional narratives behind each watch.
- Implement a comprehensive digital marketing strategy encompassing social media (Instagram, Facebook), influencer partnerships, and targeted online advertising to reach the affluent audience.

C. Collaborations and Partnerships:

- Forge collaborations with luxury lifestyle influencers, celebrities, and organizations aligned with the brand's values to enhance brand visibility and credibility.

Sales Strategies:

A. Exclusive Retail Partnerships:

- Establish partnerships with high-end retailers and boutiques specializing in luxury accessories, enhancing the brand's visibility and accessibility to its target audience.

B. Limited Edition Releases:

- Create limited edition watch series or collaborations to stimulate exclusivity, attract collectors, and drive demand.

C. Direct-to-Consumer Sales:

- Strengthen the brand's direct-to-consumer sales channel through the official website, offering exclusive deals, personalized shopping experiences, and excellent customer service.

Customer Experience and Relationship Management:

- Prioritize exceptional customer service and post-sales support to foster long-term relationships and encourage repeat purchases.
- Implement loyalty programs, exclusive events, and personalized communication to engage customers and reinforce brand loyalty.

Performance Measurement and Analysis:

- Utilize key performance indicators (KPIs) such as sales revenue, conversion rates, website traffic, and customer engagement metrics to measure campaign effectiveness.
- Regularly analyze market trends, consumer feedback, and competitive insights to adapt strategies for maximum impact.

Budget Allocation:

- Allocate marketing budgets judiciously across digital marketing, influencer partnerships, retail partnerships, and customer engagement initiatives based on their anticipated return on investment.

Continuous Innovation and Adaptation:

- Stay agile and adaptive, continuously innovating in designs, marketing approaches, and customer experiences to remain competitive in the evolving luxury watch market.

Growth Strategy:

Product Diversification and Innovation:

- **New Collections:** Continuously innovate and introduce new elegant watch collections that cater to evolving consumer tastes while maintaining the brand's core values of sophistication and craftsmanship.
- **Limited Editions and Collaborations:** Create limited-edition releases or collaborate with renowned designers/artists to create exclusive, high-demand collections that generate excitement and attract collectors.

Market Expansion and Penetration:

- **Geographical Expansion:** Identify new markets and regions with high demand for luxury watches. Strategically enter these markets through partnerships with local retailers or by strengthening the brand's online presence.
- **Targeted Marketing Campaigns:** Customize marketing campaigns to resonate with specific demographics within existing and new markets, highlighting the elegance, craftsmanship, and timeless appeal of the watches.

Strengthening Online Presence and E-commerce:

- **Enhanced Website and User Experience:** Continually optimize the brand's website, ensuring a seamless and visually appealing interface that facilitates easy navigation and encourages conversions.
- **E-commerce Expansion:** Explore opportunities to expand the brand's e-commerce operations, possibly by offering exclusive

online-only collections, enhancing customization options, and optimizing the online shopping experience.

Retail Partnerships and Distribution Channels:

- **Strategic Retail Partnerships:** Forge alliances with high-end retailers, luxury department stores, or boutiques to expand the brand's physical presence and accessibility to customers seeking elegant timepieces.
- **Pop-up Shops and Exclusive Events:** Organize exclusive pop-up shops or participate in prestigious events to create buzz, engage with potential customers, and showcase the brand's elegant collections.

Customer Engagement and Loyalty Programs:

- **Personalized Customer Experience:** Offer personalized consultations, exclusive previews, and VIP treatment to high-value customers to enhance brand loyalty and create advocates for the brand.
- **Loyalty Programs:** Implement loyalty programs offering incentives, rewards, and special privileges for repeat customers to encourage retention and foster long-term relationships.

Embrace Sustainability and Ethical Practices:

- **Sustainable Initiatives:** Incorporate sustainable materials and eco-friendly practices in manufacturing to align with the growing consumer demand for environmentally conscious products.
- **Transparent Supply Chain:** Communicate transparently about sourcing practices, ethical manufacturing, and sustainability efforts, resonating with socially conscious consumers.

Data-Driven Decision Making and Continuous Improvement:

- **Analytics and Feedback:** Utilize data analytics to monitor sales trends, customer feedback, and market insights to make informed decisions and refine product offerings and marketing strategies.
- **Adaptation and Innovation:** Continuously adapt to changing consumer preferences and technological advancements, fostering a culture of innovation within the brand.

Ownership and Management Plan

Principal Members:

Adam Jackson - Chief Executive Officer, 100% Owner

As the sole owner, Adam Jackson is responsible for setting the company's vision, mission, and overall business strategy. He oversees the financial health of the company, manages investments, and makes decisions regarding revenue allocation and growth initiatives. Adam leads the strategic planning process, defining objectives, and guiding the company's growth trajectory. He oversees day-to-day operations, ensuring efficient production, quality control, and adherence to brand standards. Adam Jackson is the legal representative and signatory authority for all legal documents, contracts, and agreements involving the company. He ensures compliance with industry regulations, tax obligations, and any legal requirements pertinent to the business. Adam is responsible for building and leading a high-performing team, setting clear expectations, providing direction and support, and creating a positive work environment.

Operating Plan

Business Overview:

- Location: Based in Dallas, TX, Day & Night Watch Co. operates as an online-based luxury watch brand.
- E-commerce Focus: The primary sales channel is the company's e-commerce platform, facilitating the online purchase of elegant timepieces.

Organizational Structure:

- Founder and CEO: Adam Jackson is the sole owner, founder, and CEO, responsible for strategic direction and decision-making.
- Team Composition: The company employs a lean but efficient team, including marketing specialists, customer service personnel, and logistics coordinators.

E-commerce Operations:

- Website Management: Maintain a robust and user-friendly website showcasing the watch collections, allowing easy navigation, and ensuring a secure checkout process.
- Product Display: High-quality images and detailed descriptions of watches, including customization options, to provide customers with comprehensive information.
- Payment and Security: Implement secure payment gateways and SSL encryption to ensure customer data safety during transactions.

Inventory and Supply Chain Management:

- Inventory Control: Maintain a well-managed inventory system to track stock levels, monitor demand trends, and ensure timely restocking of popular models.
- Supplier Relationships: Forge strong relationships with suppliers for sourcing high-quality materials and components essential for watch manufacturing.

Marketing and Brand Promotion:

- Digital Marketing: Deploy targeted digital marketing campaigns, including SEO, PPC advertising, and social media marketing to increase brand visibility and drive traffic to the website.
- Content Creation: Develop engaging content such as blogs, videos, and social media posts highlighting the brand's elegance, craftsmanship, and storytelling aspects.
- Influencer Collaborations: Collaborate with influencers, watch enthusiasts, and industry experts to endorse the brand and reach a wider audience.

Customer Service and Experience:

- Personalized Support: Offer exceptional customer service, including live chat, email, and phone support to assist customers with queries, orders, and after-sales service.
- Customization Consultations: Provide personalized consultations for customers interested in customizing their watches, ensuring a seamless and tailored experience.

Logistics and Fulfillment:

- Order Fulfillment: Partner with reliable shipping and logistics providers to ensure prompt and secure delivery of orders to customers worldwide.
- Packaging Excellence: Ensure elegant and branded packaging to enhance the unboxing experience and reflect the brand's sophistication.

Analytics and Continuous Improvement:

- Performance Metrics: Regularly analyze key performance indicators (KPIs) such as website traffic, conversion rates, customer feedback, and sales data to make data-driven decisions.
- Continuous Optimization: Act upon insights gathered from analytics to optimize the website, marketing strategies, and overall operations for continual improvement.

Community Engagement and Events:

- Customer Engagement: Foster a sense of community through online forums, social media engagement, and exclusive events, encouraging customer interaction and loyalty.
- Virtual Events: Organize virtual events, product launches, and webinars to engage with customers, share brand stories, and showcase new collections.

Regulatory Compliance and Legal Aspects:

- Compliance: Adhere to local, state, and federal regulations, including tax obligations, data protection laws, and e-commerce regulations in the State of Texas.
- Intellectual Property: Safeguard intellectual property rights, trademarks, and patents associated with Day & Night Watch Co. and its designs.

Risk Assessments:

Cybersecurity Risks:

- Data Breaches: Potential risks of data breaches or cyber-attacks that compromise customer information, financial data, or proprietary business data.
- Mitigation Strategies: Implement robust cybersecurity measures, including encryption protocols, regular security audits, and secure payment gateways. Conduct employee training on cybersecurity best practices.

Operational Risks:

Website Downtime: Risks of technical glitches, server issues, or website downtime affecting customer experience and sales.

Supply Chain Disruptions: Risks of disruptions in the supply chain, impacting inventory availability and timely delivery.

Mitigation Strategies: Utilize reliable hosting services, employ redundancy measures, and establish backup systems for the website. Diversify suppliers and maintain good relationships to mitigate supply chain disruptions.

Regulatory and Compliance Risks:

Legal Compliance: Risks of non-compliance with e-commerce regulations, data protection laws, and tax obligations.

Intellectual Property Protection: Risks related to the protection of trademarks, patents, and intellectual property.

Mitigation Strategies: Employ legal counsel or compliance experts to ensure adherence to relevant regulations. Implement robust intellectual property protection measures and documentation.

Reputation and Brand Risks:

Negative Publicity: Risks of negative reviews, social media backlash, or brand damage due to product issues or customer dissatisfaction.

Counterfeit Products: Risks of counterfeit products damaging the brand's reputation and market credibility.

Mitigation Strategies: Prioritize exceptional customer service to address grievances promptly. Implement brand protection strategies, including anti-counterfeiting measures and monitoring.

Financial Risks:

Payment Fraud: Risks associated with fraudulent transactions, chargebacks, or financial losses.

Cash Flow Management: Risks related to cash flow disruptions, inventory management, or overstocking.

Mitigation Strategies: Utilize secure payment gateways and fraud detection systems. Maintain a prudent cash flow management strategy and regularly review inventory levels.

Financial Plan

Sales Forecast:

Day & Night Watch Co. Sales Forecast for the next 5 years:

Year 1:

Q1: $\$125,000 / 4 = \$31,250$

Q2: \$31,250

Q3: \$31,250

Q4: \$31,250

Year 2:

Q1: $\$156,250 / 4 = \$39,062.50$

Q2: \$39,062.50

Q3: \$39,062.50

Q4: \$39,062.50

Year 3:

Q1: $\$195,312.50 / 4 = \$48,828.13$

Q2: \$48,828.13

Q3: \$48,828.13

Q4: \$48,828.13

Year 4:

Q1: $\$244,140.63 / 4 = \$61,035.16$

Q2: \$61,035.16

Q3: \$61,035.16

Q4: \$61,035.16

Year 5:

Q1: $\$305,175.78 / 4 = \$76,293.95$

Q2: \$76,293.95

Q3: \$76,293.95

Q4: \$76,293.95

This sales forecast is based on the assumption that Day & Night Watch Co. will steadily grow its customer base and increase its sales over time. Factors that could impact sales include market competition, changes in consumer demand, and changes in the economic environment. The sales forecast will be regularly reviewed and updated to ensure that it reflects changes in the business environment and accurately predicts future sales.

Break Even Analysis:

Average Order Value = \$214.83

Total Cost per Unit = \$56

Yearly Combined Fixed and Variable Costs = \$24,000

Break-Even Point Calculation:

Contribution Margin per Unit: Contribution Margin = Selling Price per Unit - Total Cost per Unit
Contribution Margin = $\$214.83 - \$56 = \$158.83$

Break-Even Point in Units: Break-Even Point (in Units) = Total Fixed Costs / Contribution Margin per Unit
Break-Even Point = $\$24,000 / \$158.83 \approx 151$ units

Break-Even Point in Sales Revenue: Break-Even Sales Revenue = Break-Even Point (in Units) × Average Order Value
Break-Even Sales Revenue = $151 \text{ units} \times \$214.83 \approx \$32,458.33$

This analysis indicates that Day & Night Watch Co. must sell at least 151 units of watches annually, or generate approximately \$32,458.33 in sales

revenue, to cover both fixed and variable costs without incurring a profit or a loss.

Funding Request:

Day & Night Watch Co. is an emerging luxury watch brand committed to elegant crafting timepieces that embody timeless sophistication and personal values. In our pursuit of excellence and market expansion, we seek a funding injection of \$250,000 to propel our growth trajectory and execute strategic initiatives crucial for our brand's advancement.

Utilization of Funds:

Product Development for New Designs (\$90,000):

- Innovation is at the heart of our brand ethos. The allocated funds will fuel our product development efforts, enabling us to introduce new designs that resonate with evolving consumer preferences. This investment will cover design research, prototyping, and manufacturing of new collections.

Securing Inventory (\$60,000):

- To meet escalating demand and maintain adequate stock levels, a significant portion of the funds will be allocated towards securing inventory. This ensures the timely availability of our existing popular designs and new collections, strengthening our market position and customer satisfaction.

Working Capital for Operational Efficiency (\$70,000):

- Working capital is essential for day-to-day operations, including marketing initiatives, website enhancements, personnel, and operational expenses. The funds dedicated to working capital will bolster our operational efficiency, allowing us to scale sustainably and drive brand growth.

Miscellaneous Costs and Contingency (\$30,000):

- A portion of the funds will be set aside to address unforeseen expenses, contingencies, and miscellaneous costs associated with marketing campaigns, legal fees, and potential market fluctuations.

Impact and Growth Projections:

- **Market Expansion:** The funding will facilitate the introduction of innovative designs, attracting new customer segments and fortifying our presence in existing markets.
- **Brand Visibility:** Enhanced marketing efforts supported by this funding will elevate our brand visibility, resulting in increased website traffic, customer engagement, and sales growth.
- **Sustainable Growth:** With prudent utilization of the funds, we project a substantial increase in sales revenue, market share, and profitability over the next fiscal periods.

Repayment and Investor Benefits:

- We propose repayment terms and schedules to be discussed and agreed upon, ensuring a mutually beneficial arrangement. Investors will have the opportunity to be part of an innovative brand's growth story and potentially reap financial rewards as Day & Night Watch Co. expands its market presence and profitability.

Day & Night Watch Co. is poised for significant growth and success with the infusion of \$250,000 in strategic funding. We are committed to utilizing these funds efficiently, driving innovation, expanding our product offerings, and solidifying our position as a leading luxury watch brand.

We welcome the opportunity to discuss this funding request further and explore a collaborative partnership that aligns with our vision for growth and excellence.

Appendix and Exhibits

