

Company Analysis

Market Share - The Art Shop revenue depends on the sales per day of an artwork and the services they serve to the customer. The studio's intricate design needs a lot of investment to maintain their company image as an "international brand" to be able to attract more customers, even artists from other countries. It's about investment, expenses and displays that cost hundreds of dollars depending also on the artists and the details that the customer wants.

Resources - Artists do not only rely on the quality materials alone, they need a wide variety of art sources from imagination, dreams, into real artwork to fuel their skills and talents.

Goals - The goal of this studio is not only to sell and produce their artwork but also to discover and develop one's talent through innovation.

Customer Analysis

The target customers are those artists themselves, members of the elite (through art bidding), government and private sector (for art promotion that they related with their culture and preferences) and most especially those people who connect naturally to the business as they stick around with colorful ideas that they bring with their lifestyle and home.

Competitor Analysis

Art as a business is a battlefield that has many competitors because everyone can share their colorful imagination through canvas and brushes, it's about the best of the best. That's why when a business owner already has "the one", he will sell it at higher prices, the more he offers, the more competitors will challenge such a move. Competitors need to think of an advantage move against other artists and artwork.

Suppliers

The raw materials that they use need to be "approved" so that they can assure every customer that it's quality and cost effective. They also have to maintain a fair and good relationship to meet the standard and to avoid the delays that might affect the business transaction especially if they are engaged in a service package.

Intermediaries

The one who will position in the middle must know everything about the artwork, she can have a flyer or any materials while she endorses or presents the arts. Pleasing and strong personality must have to impress the customer that she as the "bridge" can bring an impact as she stands elegantly while promoting the business.

Public

The more they see, the more they become curious and they become "future customer" or maybe "your future artist". Their positive and constructive comments can lift up the spirit of art itself and artist confidence while the negative one becomes the business opportunity to improve their output.

Political Environment

There could be a complex idea with this as the government sees this an attack as the artist shows the current situation through their artwork. Sometimes it's about the stories of the art that have a deepest meaning even though for example the artist does not directly want to sell it but as an artist working in the Art Shop might be misinterpreted by the government which will result in a negative impact toward the business.

Economic Environment

Art and culture has a huge contribution to the economy of the country. Creative industries like the **OEVAALI ART SHOP** not only offer products and services but they also promote "what