



**DESIGN
VENTURA**

Bringing the business of design
to life with Deutsche Bank

BUDGET CASE STUDY - DOVE BUNTING

The Ventura Brief asks you to work within a production budget of £1000. Here are the real costings for the Design Ventura winning product Dove Bunting from 2010.

As you can see the final production budget exceeded £1000. This was to create “economies of scale” (i.e. the more you make, the cheaper they are to produce) in order to maximise potential for profit.

DOVE BUNTING PRODUCTION BUDGET

Product:	Item	Supplier	Description	Unit Cost	Quantity	Total Cost
Materials	Ribbons	Midpac / online	85 x 20m	£3.95	85	£335.75
	Stickers	Marsh Labels	Graphics for front & back of bag	£330	800	£330
	Inks	Inkmasters	Printing inks	£10	4	£40
	Paper	Rymans	Info insert slips	£5	2	£10
Manufacturing	Clear, round seals	Midpac / online	For sealing bags	£13.35	1	£13.35
	Printing and die-cutting 'doves'	Generation Press	Printing and die-cutting on recycled card	£1.77	400 x sheets (16 x doves per sheet)	£705
Labour (hours to assemble each product)		Design Ventura winning student team + museum staff	Assembling final product, packing bags, attaching stickers etc	free	400 x products assembled	£0
Marketing	Dove Bunting graphic identity	Build Graphic Design Studio	Graphics packaging and brand identity	One off cost	1	£200
	Product photography	Build studio	Website photography	One off cost	1	£15
Other costs	Boxed components to Design Museum for assembly	Relevant suppliers	Printed doves, ribbons, stickers, bags, clear seals, printed insert slips	One off cost	Total parts ordered	£45
Total production budget						£1,830.00

the
**DESIGN
MUSEUM**

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BORN TO BE
The Deutsche Bank youth
engagement programme





DOVE BUNTING BUDGET SUMMARY

Number of products you propose to sell	400
Production cost of each product:	£4.58 (£1,830 / 400 products)
+ VAT @ 20 %	92p per product
Cost of each product including VAT:	£5.50
Total costs:	£2,200 (£5.50 x 400 products)
Retail price of each product: (roughly double the cost price)	£9.95
Total retail income from sales: (retail price x the number of products)	£3,980 (£9.95 x 400)
Total PROFIT you expect to make through sales: (total retail sales minus total costs)	£1,780 (£3980 - £2,200)