



**DESIGN
VENTURA**
2009–2019
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 Projection 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 |

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|--------------------------------------------------------------------|------------------------------------------------|-----------------------------|---------------------------------------------------------------------------|--------------|---------------------|------------------|
| 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 (Transport of component parts to Design Museum) | 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 |

Dove Bunting Project Summary

| | |
|----------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| Number of products you propose to sell | 400 |
| Production cost of each product: + VAT @ 20 % Cost of each product including VAT: Total costs: | £4.58 (£1,830 / 400 products) 92p per product £5.50 £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) |