



MARK + MICHIKO

Business Plan

One of a kind art.

Handcrafted by two.

Executive Summary

Mark + Michiko is a company created by Mark and Michiko Weiner, husband-wife team. Mark and Michiko have been working with glass for collectively 60 + years. Mark was an owner and the managing partner at Martha's Vineyard Glassworks for 27 years (1992-2019) He was responsible for production and strategic decisions. Michiko was the sales manager and a glass artist and provided the impetus for much of our current design initiatives and marketing concepts.

The studio/store in Calistoga, CA, will have a glassblowing floor and a retail space where customers can hold and feel the beauty of handmade glass pieces. By utilizing our years of experience in running Martha's Vineyard Glassworks, we are able to offer personable yet professional customer service to every person who enters our door.

MARKANDMICHIKO.COM



Strategic Move Motivation

Martha's Vineyard Factor

- Seasonal retail consumer volume variations are becoming more extreme.
- The tourist season is primarily limited to July Fourth thru Labor Day.
- 37% of our gross revenue is generated during the limited tourist season.
- Lack of affordable year-round housing, limits availability and access to additional work force.
- Limited family and commercial growth opportunities resulting from the small Martha's Vineyard market.

DRAFT



Situation/Problem Definition

The studio glass industry has become defined by two main philosophies;

1. Studios where the focus is on teaching classes and workshops, while also offering rental time to people interested in experiencing the craft as well.
2. Glass artists that are more established who cater to the gallery scene and collectors.

Some Example of Studios in US

Museum

Tacoma Glass Museum

Corning Glass Museum

Toledo Glass Museum

Location

Tacoma, WA

Corning, NY

Toledo, OH

Purpose

Live Glass Demonstration/Show

Live Glass Demonstration/Show

Live Glass Demonstration/Show

Private Studio

Area 253 Glass Blowing

The Glass Spot

Dale Chihuly Studio

Location

Tacoma, WA

Richmond, VA

Seattle, WA

Purpose

Workshop, Classes, Rental and Events

Workshop, Classes, Rental and Live Demo

Art Glass Production



Solution

We have had extensive experience with the processes of designing and manufacturing glass objects and creating and maintaining a loyal customer base. This experience has been gained at Martha's Vineyard Glassworks which has given us an awareness of the solution;

- Customers have an affinity for uniquely designed items that have familiar concepts
 - Clean lines that accentuate forms.
 - Defined proportions with simple decorations.
- Customers respond well to products sold in a professional manner with attention to personal service and follow through.
- There is significant space in the marketplace for a studio that has a focus on simple yet unique designs that are well executed.

Calistoga Solution Opportunity

- Year-Round Clientele
- Three distinct groups of possible customers.
 - a. Tourists experiencing the wine culture of Napa Valley
 - b. Weekend getaway visitors from the Bay area
 - c. Local community of professionals
- Year round occupancy rate is higher for Calistoga as compared to the 36% for Martha's Vineyard creating a greater year-round retail buyers base.

Visitors to Napa Valley were estimated to be 3,850,000 compared to 150,000 for Martha's Vineyard in 2018



Visitor Breakdown Data of Napa Valley

Napa Valley tourism by the numbers

Top five places where U.S. visitors came from by volume percentage

1. California: 34.4%
2. Texas: 6.8%
3. New York: 6.1%
4. Florida: 5.7%
5. Illinois: 4.0%

Top 5 international countries by volume percentage

1. Canada: 17.7%
2. China: 17%
3. United Kingdom: 14.3%
4. Japan: 7.8%
5. Australia: 6%

2018 hotel tax revenues by Napa Valley government

- Napa: \$21.6 million
- Yountville: \$6.9 million
- St. Helena: \$3 million
- Calistoga: \$6.2 million
- American Canyon: \$1.5 million

Types of visitors

35.5% - Visitors who stayed overnight in Napa Valley

64.5% – Visitors on day trips

How old are the visitors?

46 – The mean age of the Napa Valley visitors

48.6 – Mean age for those staying overnight

Number of Tourists

3,850,000

97% Visited Wineries

73% Visited at least One tasting room

\$170,595 mean household income

Annual Growth

4.4%

Source: Visit Napa Valley



Business Model

Target Client Market: Professionals from multiple generations, with financial resources and an appreciation of quality.

The value proposition: Commitment to excellence with unique design, strong execution, and attention to customer service.

The distribution model:

- Retail sales through our studio showroom.
- Professional partnerships with architects, designers, and builders
- Exclusive partnerships with select Wineries



Product Uniqueness

- Our work is an expression of simplicity and elegance that showcase the unique properties of glass.
- We offer clean and simple designs that are both understated and elegant.

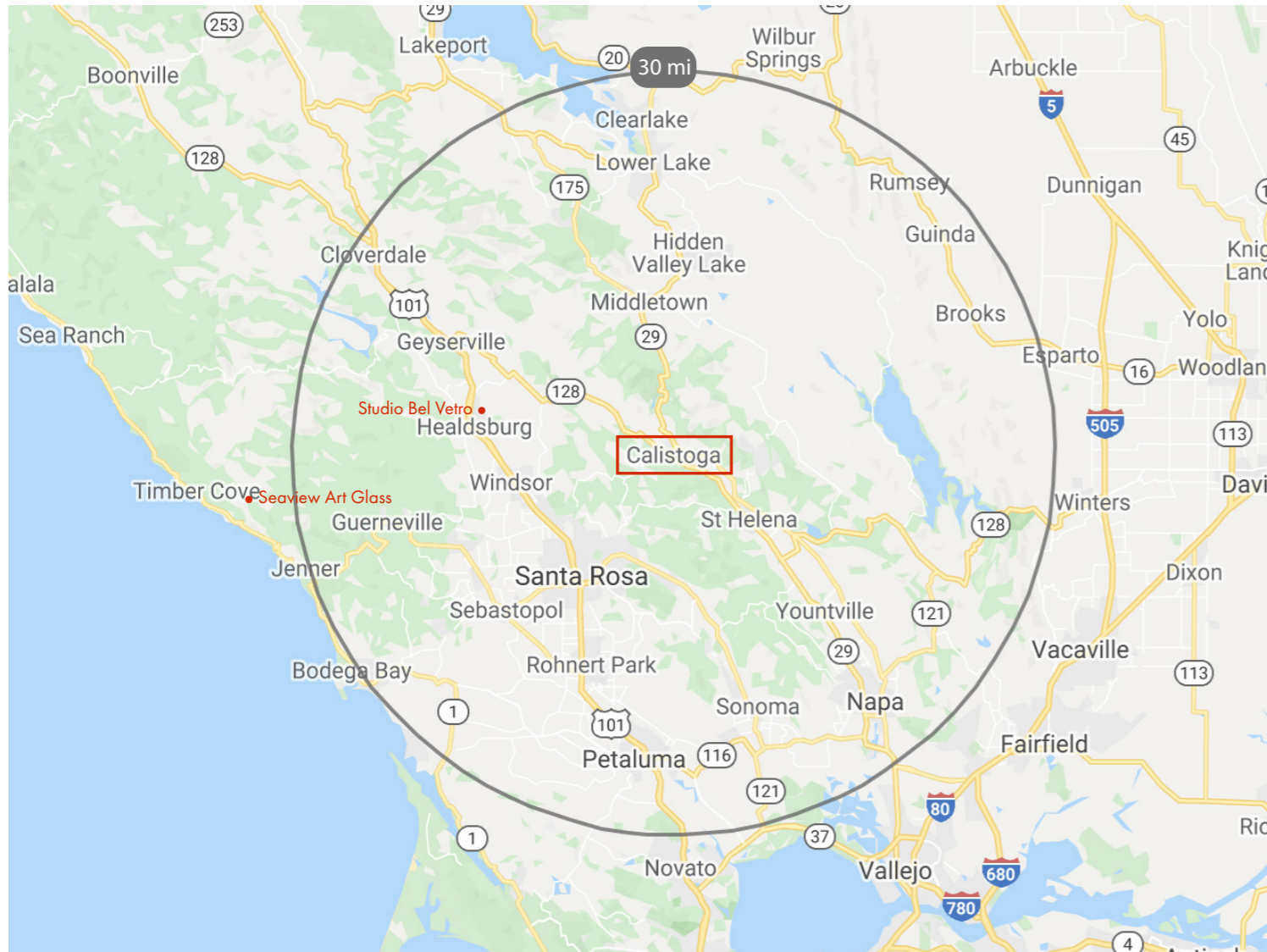


Marketing and Sales Plan

- Social Media Utilization
 - Website — Online Sales, Marketing & Advertising
 - Instagram — Marketing & Product Information
 - Google Search Optimization
- Retail Presence and Customer Engagement
 - Retail Shop for product display and client “experience”
- Potential Partnerships
 - Unique production/creation with other small businesses
 - Direct Sales



External Environment and Competition



Observation

- Few of the Glass studios in the area are focused on sales as a vehicle for creating brand
- Emphasis is more about classes, and/or rentals, or private high end commission lighting.

Mark+Michiko Approach

- Superior personal customer service.
- Standards of Excellence
- Uniquely designed and well crafted products

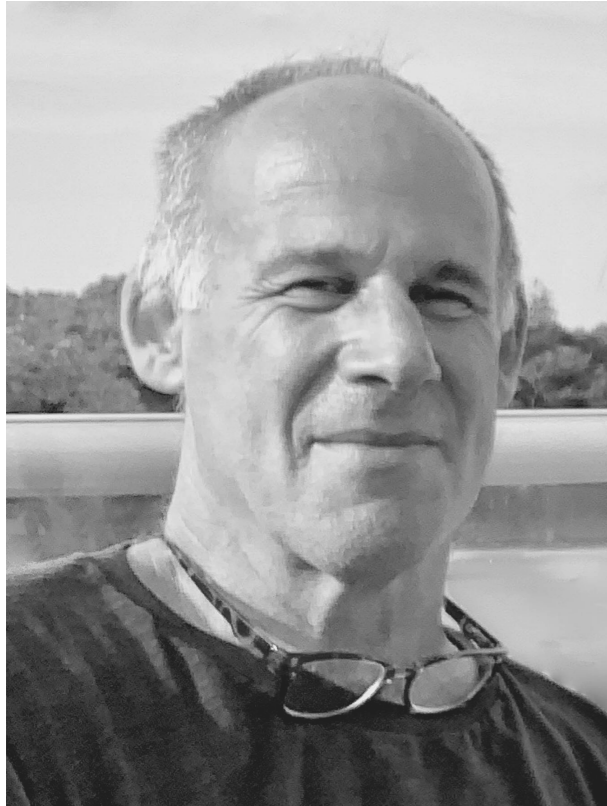
Other Glass Studios and Locations

Studio Bel Vetro, Healdsburg: Custom Lighting Manufacture. No retail space.

Seaview Art Glass, Cazadero: Studio and Gallery.



Management Team



Mark Weiner has been working in Glass for 42 years.

Starting as a student at the University of Kansas(Lawrence), and then attending Massachusetts College of Art. He has worked for various glass artists such as Dan Dailey, James Carpenter, Dale Chihuly, Toots Zynsky and Lino Tagliapietra.

Having worked in Seattle, Wa. as production glassblower in the mid 1980s he started freelancing in the 90s for various production studios throughout the US as well as internationally, France (Daum Cristallarie) and Murano, Italy.

In 1992 he co-founded Martha's Vineyard Glassworks with Andrew Magdanz and Susan Shapiro. Mark was the managing partner at MVG through 2019. Responsibilities included design, production, managing staff, infrastructure maintenance, setting strategic initiatives such as web-site development and e-commerce, introduction of POS, energy efficiency implementation.



Michiko Weiner has been working in glass for 18 years.

Starting as a student at the Franklin Pierce College (Rindge, NH). She worked at Josh Simpson Contemporary Glass Studio (Shelburne, MA) then started working at Martha's Vineyard Glassworks in 2005 as a glassblowing assistant.

In 2006 she started working in the showroom as well.

She became sales floor manager in 2012, as well as designer for many new items.

Michiko's forward thinking and constant searching for knowledge has found her at the forefront of many of MVG's technical initiatives, such as web-site implementation, POS and eComm integration, build out of control panels for hot shop energy efficiency upgrades, as well as 90% of all photography for MVG.

Unique Design
Well Executed
Superb Quality

WORK

BY

MARK & MICHIKO WEINER

LARGE QUAD ENCALMO PLATTER

BY MARK WEINER

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SANDBLASTED QUINTUPLE ENCALMO WALL PIECE

BY MICHIKO & MARK WEINER

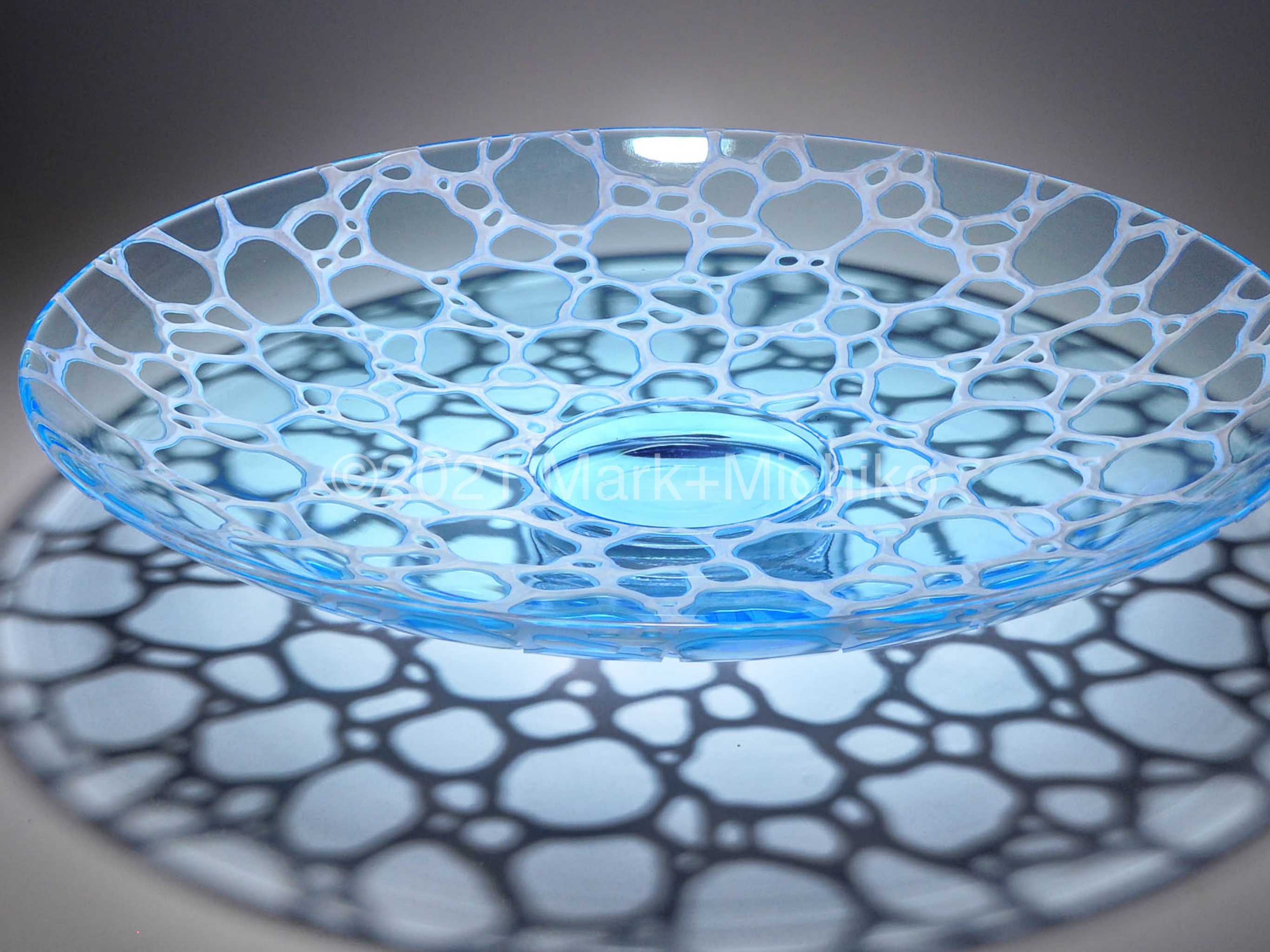


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SANDBLASTED WORK

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