



Bathing Beauty Bath Salts

Business Plan

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Bathing Beauty Bath Salts, Inc.

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Table of Contents

Page 3

- Company Overview
 - Mission Statement
 - Company History
 - Goals
 - Management Team

Page 4

- Product/Service
 - Product
 - Features & Benefits
 - Competitive Advantage
 - Innovation

Page 5

- Marketing Plan
 - Target Market
 - Competitors
 - Price
 - Place
 - Promotion

Page 6

- Financials
 - Revenue
 - Cost of Goods Sold
 - Expenses
 - Net Profit

Bathing Beauty Bath Salts



Company Overview

Mission Statement

Bathing Beauty Bath Salts exists to be a calming retreat from a stressful day. Relax in soothing natural salts and gentle scents as we dissolve your worries and help bring calm back in your life.

Company History

The concept for *Bathing Beauty Bath Salts* began as project research for our Talented and Gifted class. We were challenged to be creative and make an original product. We also had to make a business plan to enter in the Arkansas Young Entrepreneur Showcase. Our founders, Makiyah, Alanna, and Kaitlin have the tendency to be stressed out after doing so much work at school. By creating *Bathing Beauty Bath Salts*, we have made a soothing bath to help forget all of that stress and we want to share our escape with the world! We researched bath salts on the internet and combined several recipes to create an all natural product that contains no additives, preservatives, or chemicals.

Goals

Our goal is to provide natural ingredients in a quality, economical bath product that will be asked for by name in stores throughout the state and nation. The income and experience we gain through the sale and distribution of *Bathing Beauty Bath Salts* will be used to sustain the business and provide money for each member to have their own savings.

Management Team

Our team consists of sixth grade girls Alanna Serrato, Kaitlin Parker, and Makiyah Brown. Our Chief Executive Officer in charge is Kaitlin. She is right for the job because she stays organized and focused. She is also a leader and helps keep us on task. Our Chief Financial Officer is Alanna. She is perfect for the job because she is great at doing math and she loves doing it. She is quick and witty so we're lucky we have her. She is very patient and has endurance that will enhance our business. Makiyah is our Lead Marketing and Innovation Officer. She is creative and likes doing arts and crafts. She has participated in gymnastics and likes to play soccer. All of our members are in PreAP classes including pre-algebra, science, English, and social studies. Our personal goals are to graduate with honors from high school and attend college on academic scholarships. Alanna plans to become a magazine editor since she loves the challenge of writing and providing accurate information. Kaitlin would like to be a veterinarian and photographer and travel throughout the world. Makiyah plans to be a pediatric nurse and be in charge of a pediatric unit at Arkansas Children's Hospital. The management team of *Bathing Beauty Bath Salts* will work as a team and respect the ideas of our team members. Our dynamic team is ready to accept the challenge of creating and maintaining this exciting business!



Product /Service Product

Bathing Beauty Bath Salts are a relaxing and soothing way to release the stress from the hectic days we all experience. Our product is made from an original recipe of Epson salts (to relieve tired, sore muscles), rock salt, and various raw sugars, spices, and calming fragrances. Since we hope to patent our product, the exact recipe must remain a secret! Our bath salts will be packaged in recycled baby food jars that we get at no cost. The jars are the perfect size for holding the ingredients for one bath. Bathing Beauty Bath Salts will be available in various colors since we hand prepare each batch. We painted the jar lids bright, fun colors and added glitter and other decorations for a decorative touch. We know the importance of making our product eye-catching and we have added ribbons to make them look as good as they smell. All jars are bargain priced at only \$2.00 each.

Features and Benefits

Bathing Beauty Bath Salts are pleasing to your senses – sight, smell, and touch. We create each batch by hand and then attractively package the product in recycled baby food jars. One of our mother's works in a day care and they use hundreds of baby food jars. We wanted to make bath salts as our business and know our product will be unique since we are able to recycle perfectly useful glass jars to package our product. Our bath salts will be available in a variety of scents and attractive colors that will compliment a bathroom before being used. They are also made from natural house-hold spices like ground cinnamon and vanilla. Since the ingredients are premeasured, they are easy to use and only require the consumer to pour the product in their bath water.

Competitive Advantage

We researched local stores and could not find a natural bath product that was priced as competitively as ours. Other stores charged more than double our price. We believe that our combination of recycling baby food jars with an attractive product will be appealing to both women and men looking for the perfect escape.

Innovation

Bathing Beauty Bath Salts are very unique because we combine a product that will sooth tired muscles and relieve stress and transform baby food jars that would be thrown away as decorative containers for our product. Our bath salts are portable and can be taken on trips where you might have a stressful meeting and they are a perfect gift for any occasion. Since each container is reasonably priced, it makes a perfect surprise gift for anyone that can be left on a co-worker's desk or tucked in a gift bag for an unexpected treat! We can customize orders for customers that have special requests.



Marketing Plan

Target Market

Marketing for *Bathing Beauty Bath Salts* will target individuals needing an economical way to escape daily stress whether themselves or for giving to friends. Our buyers will be individuals looking for relaxing bath products that contain natural ingredients and are reasonably priced. This product is perfect for both women and men. We have fragrances that are sweet for women and woody for men. We know that consumers want products that do not contain harsh chemicals that can affect your skin. Our product is gentle and can be used by individuals from age 3 to 103!

Competitors

Our research has not found a product like *Bathing Beauty Bath Salts* on the market. We know that stores such as Bath and Body Works, WalMart, and Dollar General offer a variety of bath products, but we were unable to find an all natural product packaged in a recycled container. We surveyed students in our TAG class and found that they would like to purchase more products in recycled containers. The variety we will offer will be unique and provide our customers with many options they will want to try and will we are sure they will come back again to purchase all of our scents.

Price

Bathing Beauty Bath Salts will be competitively priced at \$2.00 per pre-measured single bath container. We are able to buy our ingredients in bulk at Sam's and have no cost for our containers so we are able to keep our cost low to the consumer.

Place

Bathing Beauty Bath Salts will be available at our fall church bazaars, at the day care where one of our mother's works, and door to door in our neighborhood. We also hope to have our statewide debut at the Young Entrepreneur Showcase Expo at McCain Mall in January. We will place brochures in our school and take orders at lunch each day for weekly orders and for holiday gift giving. Our plans also include creating a website that will feature our many color and scent options as well as our creative packaging. Special orders are welcome and will make perfect inexpensive gifts for everyone in your office or all of your friends

Promotion

Business cards, promotional brochures, and a website will be used to advertise our product. Again, these methods of advertising will keep our costs low and we can pass that savings to our consumer. Our brochures and website (www.bathingbeautybathsalts.com) will display pictures and product information. We will give locations of where our product will be sold and will take local orders that can be picked up at our central production site. Additionally, we will do a door-to-door brochure handout at houses in our neighborhoods, at church, and with the teachers at our school.

Bathing Beauty Bath Salts



Financials for One Month

Statement of Funds Needed

The management team of Bathing Beauty Bath Salts each invested \$10.00 to start our business. We used our money (\$30.00 total) to purchase Epsom salt, rock salt, spices, and various fragrances. Our containers are recycled items donated to us. Since we carefully research the cost of our product and our desire to not owe a lender, we did not request a start up loan.

Revenue:

Total Sales ...(projected 30 sales @ \$2.00 each)....	\$60.00
Net Sales	\$60.00

Cost of Goods Sold:

Supplies	
Epsom Salt, rock salt, spices, fragrances.....	\$20.00
Worker Pay.....	<u>\$00.00</u>
Total cost of goods sold	\$20.00

Expenses:

Equipment	\$00.00
Rent	\$00.00
Marketing	
Business cards, brochure paper	\$10.00
Office Supplies (donated)	<u>\$00.00</u>
Total Operating Expenses	\$10.00

NET PROFIT \$30.00

Bathing Beauty Bath Salts



Natural ingredients provide a calm escape from a hectic day!
Become a true bathing beauty as you relax in our
soothing stress relieving product!

