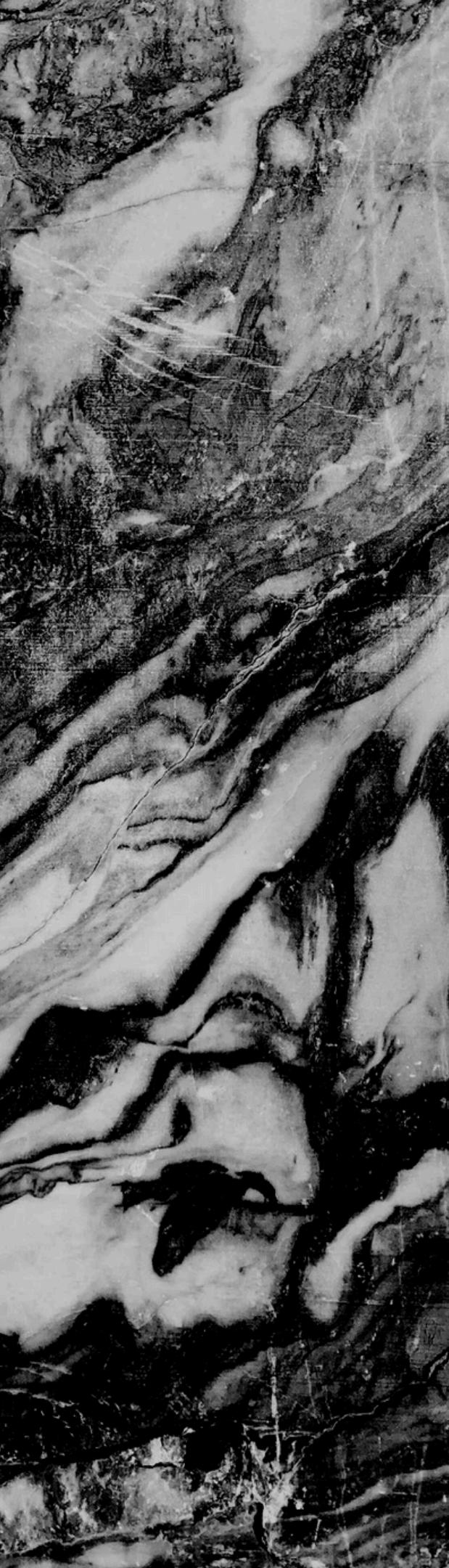


Business Plan



Executive summary

- Business Name: VASTU
- Product: Handcrafted, organic incense sticks made from sustainably sourced materials, free from chemicals and artificial fragrances.
- Target Market: Health-conscious individuals, wellness enthusiasts, yoga studios, spas, eco-conscious consumers.
- Mission: To bring wellness and purity to homes through sustainable aromatic experiences.

Strategic Business Development Plan for Organic Incense stick Brand

Market Analysis

🔍 Industry Overview

- Growing demand for natural wellness products.
- Global incense market expected to reach ~\$4.5 billion by 2028.
- Increasing shift towards organic and eco-friendly products.

👤 Target Audience

- Age: 25–55
- Gender: All
- Location: Urban areas, especially in North America, Europe, and India
- Interests: Meditation, aromatherapy, sustainability

🧠 Customer Insights

- Values: Purity, sustainability, ethical sourcing
- Pain Points: Synthetic fragrances, poor burn quality, lack of transparency in ingredients



Competitive Analysis

| Brand | Strengths | Weaknesses |
|--------------|-------------------|-----------------------|
| • Satya | Strong legacy | Synthetic ingredients |
| • HEM | Low cost | Not organic |
| • Wild Berry | Variety of scents | Premium pricing |

Branding & Product Strategy

PACKAGING

- Recyclable kraft paper boxes
- Minimalist branding with eco-friendly inks
- QR code for ingredient transparency and sustainability story



PRODUCT LINE

- Core: Lavender, Sandalwood, Patchouli, Rose, Lemongrass
- Premium: Frankincense, Myrrh, Oud blends
- Seasonal/limited editions



BRAND IDENTITY

- Logo: Earthy, clean, spiritual
- Tagline: “Breathe Nature. Burn Pure.”

📢 MARKETING CHANNELS

- DIGITAL ADS: INSTAGRAM, PINTEREST, GOOGLE ADS
- INFLUENCER MARKETING: WELLNESS AND YOGA INFLUENCERS
- SEO + CONTENT: BLOG POSTS ON INCENSE USE, WELLNESS, RITUALS
- RETAIL: YOGA STUDIOS, ORGANIC STORES, ARTISAN MARKETS

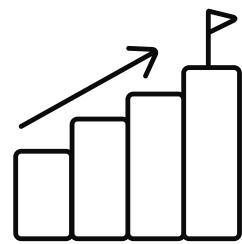
🛒 DISTRIBUTION CHANNELS

- DTC WEBSITE (SHOPIFY OR WOOCOMMERCE)
- AMAZON HANDMADE / ETSY
- BOUTIQUE RETAIL STORES
- WHOLESALE FOR YOGA STUDIOS AND SPAS



Go-to-Market Strategy

Financial Management Plan



| Item | Cost |
|-----------------------------|----------|
| Product Development | \$3,000 |
| Packaging Design & Printing | \$2,500 |
| Website Setup | \$1,000 |
| Initial Inventory (5 SKUs) | \$5,000 |
| Marketing Launch Campaign | \$4,000 |
| Legal & Miscellaneous | \$1,500 |
| Total | \$17,000 |

Financial management of business



Revenue Model

- Average Price per Pack: \$8
- COGS per Pack: \$2.50
- Gross Margin: ~69%
- Break-even Sales Volume: ~2,500 packs



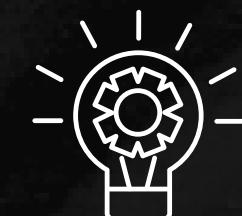
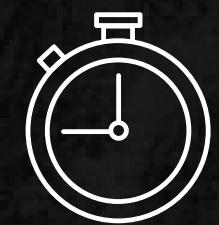
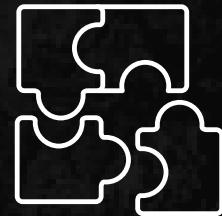
Financial Tracking Tools

- Accounting: QuickBooks, Wave, or Xero
- Budgeting: Excel/Google Sheets or Float
- KPIs:
 1. Gross Margin %
 2. CAC (Customer Acquisition Cost)
 3. LTV (Lifetime Value)
 4. Inventory Turnover
 5. ROI on Marketing Spend

Funding Options

- Bootstrapping
- Crowdfunding (e.g., Kickstarter)
- Angel Investors focused on sustainability
- Small business loan or grant

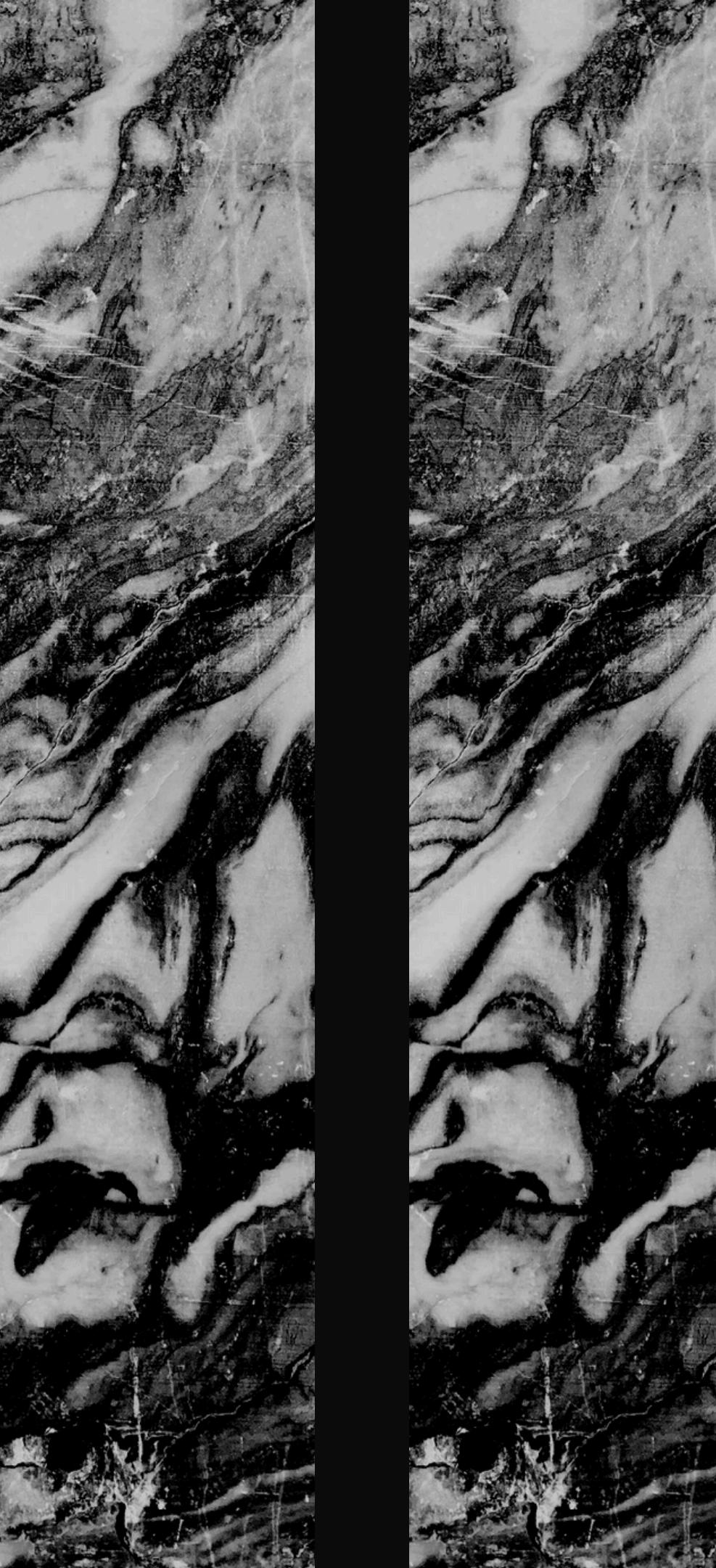
Growth Plan (Year 1-3)



| Year | Focus | Key Goals |
|--------|--------------------------|---|
| Year 1 | Brand launch & awareness | \$50K revenue, 1000+ loyal customers |
| Year 2 | Expand product line | Retail partnerships, \$150K revenue |
| Year 3 | Scale nationally | Subscription boxes, \$300K+ revenue |

Risk Management

- Supply Chain Disruption → Source from multiple vendors
- Market Saturation → Differentiation through organic certification and storytelling
- Cash Flow Issues → Maintain lean operations and build buffer reserves





Thank you.