InnovateHER Competition

Business Plan

Start Up All Natural Mostly Organic Skin and Hair Care Business



Miriam “Celeste” Black

Owner/Creator

Body by Miriam Be.

ASkinLovingExperience

All Natural/Mostly Organic Skin and Hair Care Products

ASkinLovingExperience.Com

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**Executive Summary**

With the growing awareness of the hazards that everyday skin and household products can cause, Body by Miriam Be. is a start up all natural skin and hair care concept that was born from my change in lifestyle after battling stage 3 breast cancer. Body by Miriam Be. will begin as a E-commerce business that will eliminate the need for an immediate traditional brick and mortar retailer to open thousands of doors in order to reach the market, yet not eliminate the need for brick and mortar by partnering with other businesses . By utilizing this multi-channel approach I will be able to reach the niche market for luxury personal care products rapidly and efficiently. It will allow me to develop BBMB as the brand for quality skin and body care products within our target market. Our target consumer is interested in Mind, Body, and Spirit balance. They most likely are higher educated individuals, with a income of 40k plus that participates in regular exercise classes, enjoy clean eating, and working in the community. The age range for this luxury product is 25-65 and they are interested in living long, healthy active lives and are very busy with the family yet understand the importance of carving out “me” time in order to be able to stay positive and energetic so they can be the Wife, Mother, Father, Provider their family needs. Their busy lifestyle creates the need for self centering and pampering. They appreciate quality-–especially in concert with service and selection and yet that want to be seen with what is known as the latest and greatest as well. Body by Miriam Be. will provide this customer with a positive living brand. I create and bring to market, high-quality products for skin, body and hair care. In addition I am developing a BBMB line of personal care accessories, (body brushes, wash clothes, etc.) cleaning products, cooking classes and fresh juice options. A natural extension of the brand I am creating and living.

**Name of Business**

The name of the business is Body by Miriam Be.

**Ownership of the Business**

The business will be formed as a Sole Proprietorship. The owner/creator of the business is Miriam “Celeste” Black

**Information on the Business**

The purpose of the business is to provide all natural mostly organic skin and hair care products to everyone, with the skin care products made with love with the sensitivity of the cancer patient in mind. Products that the general public can trust in believe will not be harmful to their health, products that couple with a overall healthy living lifestyle with a balance of mind, body and spirit being the goal.

With the growing awareness of the hazards that everyday skin care and household products can cause, consumers are becoming more interested in more natural products. With the growing availability of herbal and complimentary ingredients and ready-made natural products, consumers are now able to take more control of the quality and safety of the products that they use on their bodies and in their homes.The increased awareness in health and wellbeing has created a great demand for natural soaps, lotions, skin care products and natural fragrances and hair care.

**Mission Statement:**

The mission of Body by Miriam Be. is to provide all natural mostly organic skin and hair care products that will nourish your mind, body and spirit. I used the highest quality all natural mostly organic products available to create a product that you can use and trust will not be detrimental to your overall health. I believe that your skin care regimen is part of an overall healing experience. I set out to empower women and men with the information needed to create healthy, energetic, ageless bodies and skin. Your skin plays a major in your health. It functions as an organ that can absorb and excrete both nutrients and toxins through its pores. The condition of your skin is a powerful reflection of just how healthy you are on the inside. Your skin has the ability to absorb whatever you put on it, careful choice of products is critical. You want to give your skin the same thoughtful care you give your internal organs.

**Value Proposition**

My value proposition is that my items are part of a luxury brand. The average person is not concerned about their health and overall quality of living. My end consumer will be interested in what I have to offer them that will be recognized as a benefit and a value? What about image does it fit that? I also aim to attract the retailer, who wants a product that is luxury, fits the image and exclusive, their motivation to purchase and market my products will be to provide a premium product to their customers that adds to the value of what they already offer.

We know that in this day in age consumers are being bombarded with claims and propositions from skin care companies. Most of them making claims to make you look younger, move better, feel invisible with some sort of mysterious and expensive ingredient. In most cases my desired customer is unclear about what really works for the skin and why. They are unclear how to choose the correct products for themselves and spas are seen as a luxury taking from the budget as well as time. A day of pampering, requires a commitment of a substantial amount of time and money. Body by Miriam Be. will provide her customer with education cards that include simple statements of benefit and recommended use for her products. The spa they desire can be enjoyed everyday, a skin loving experience in the comfort of their own home with products made from premium ingredients that are simple, yet luxurious and effective. My products will offer a new approach to personal care. In this new approach you look forward to their bath time as using this time to pamper your skin with the butters and oils, to breath in the benefits of the aromatherapy, to enjoy the texture of the products you are using, to indulge in the feel of the products you are using on your skin, in essence a skin loving experience. My multi-channel distribution strategy will insure her easy access to product when and where she needs it. By combining a simple approach to product knowledge, a distribution strategy that insures availability, a pricing proposition that puts us at the lower quadrant of the high quality brands and a quality, luxury brand image for BBMB, I believe I will create a compelling value proposition for my target consumer.

**The keys to success for my business are:**

* Providing a luxury product for consumers who are aware of the potential dangers of the toxins and carcinogens in everyday products
* Providing an easily accessible location for customers to purchase the products
* Providing an excellent product and experience every time, insuring the customer is happy with anything they purchase by offering a no questions asked return policy
* Offering clients a wide range of natural products
* Providing the customer with education on why they should use and what it does

**Products Offered:**

(Flavors offered: Be. Lavender, Be. Cherry Almond, Be. Citrus, Be. Sugar Pink, Be. Sugar Peppy)

* Skin Feels Like Silk Body Butter
* Skin Feels Like Silk Body Butter in Tube
* Skin Feels Like Silk Dry Body Oil
* The Queens Body Wash- African Black Soap and Castile Soap Body wash with luxury oils added
* Hand Poured Goats Milk Soap
* Sweet and Salty Skin Exfoliate
* Pink Himalayan Salt Bath Body Detox
* Yes! It Works Deodorant
* Facial Cleansing Treatment
* Yes! I Glow Facial Moisturizer
* Bright Eyes Eye Serum
* Plump and Poppy Lip Smoother
* Sow to Grow 1 hair Butter
* Sow to Grow 2 Hair Oil
* I Am a Classic Man Beard Balm/Oil
* I Am a Classic Man Body Balm
* Foundation- Fresh Pressed Organic Juice- 7 ingredients needed for a healthy and complete start to your day

**Pricing**

My luxury skin and hair care products will range in cost from $5.00 for a soap to $25.00 for body butter/body oil. These costs will vary form other competitors initially. My prices are somewhat less than the competition as I build my brand and reputation in this industry. As I grow in the market my prices will increase to match the competition. There will be standard price that stores may charge for these products.

**Customer Profile**

Body by Miriam Be’s typical client will be:

* Between the ages of 25 and 65
* Income levels of $40,000 and up
* 85 % Female/15% Male
* Typically full-time or a Housewife
* Very Brand Aware
* College Graduate or Above
* Professional male that takes care of himself

**History of Business**

**Body by Miriam Be.** is owned and operated by Miriam “Celeste” Black. Miriam Celeste Black was introduced in the summer of 2014 after she was diagnosed with stage 3 breast cancer two weeks after turning 40 in August 2012. My treatments included 1.5 years of chemotherapy, a double mastectomy, 33 radiation treatments, a 3 part breast reconstruction process with the first part being a 10 hour surgery and the third part being completed 10/30/15.

Her healing included a super strong spiritual connection, a positive attitude, clean eating/jucing, exercise, acupuncture, regular massages, being “Loved Back to Life” by family and friends and the use of my all natural mostly organic skin care products.

During my journey I was often complimented on the glow and luster of my skin. As a survivor I have first hand knowledge of the potentially detrimental effects of chemotherapy and radiation so in turn a skin care business was BORN! Skin care products Made with Love-All Natural and Mostly Organic with the cancer patient in mind but Amazing and Safe for everyone!

**Location and Hours of Operation**

Initially orders will be from E-Commerce sales trade shows and fairs. With the addition of a part time sales manager we will penetrate the retail market and create partnerships with fitness businesses.

**Revenues and Accounting**

Too soon

**Inventory and Supplies**

Obtain business license so that I can purchase my ingredients wholesale, in order to be able to make a profit quicker

**Body by Miriam Be.** is a at home start up business, at this time I do not have building overhead cost, the products are made in my kitchen.

|  |  |  |
| --- | --- | --- |
| Supplier Summary | What Used For | Amount of Inventory on Hand |
| Ingredients to Die For | Ingredients |  |
| WholeSale Supplies Plus | Ingredients |  |
| VistaPrint | Labels/marketing/education cards |  |
| E. D Luce Packaging | Containers |  |
| Freund Containers | Containers |  |
| Uline | Boxes |  |
| GoodWill | Displays/Jars |  |
| Natures Garden | Ingredients |  |
| Bramble and Berry | Ingredients |  |
| Oriental Trading | Boxes/Bags |  |
| From Nature with Love | Ingredients |  |
| USPS | Shipping |  |

**Market Analysis**

According to a new market report published by [Transparency Market Research](http://www.transparencymarketresearch.com) titled "[Organic Personal Care Products Market for Skin Care, Hair Care, Oral Care and Cosmetics—Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2012–2018](http://www.transparencymarketresearch.com/organic-personal-care-products.html)," the global demand for organic personal care products was over $7.6 billion in 2012 is expected to reach $13.2 billion by 2018, growing at a CAGR of 9.6% from 2012 to 2018.

The global organic personal care products market witnessed steady growth in recent years due to increasing consumer concerns regarding personal health and hygiene. In addition, widening distribution channels and new product development are the other factors that contribute to the market growth. However, limited shelf life, raw material supply and a stringent regulatory scenario are expected to be key challenges to market growth over the next five years.

Skin care products dominated the demand in the global organic personal care products market in 2011, with a 32.1% share, followed by hair care and cosmetics segments. In terms of revenue, the market for organic skin care products is expected to grow at a rate of 9.9% from 2012 to 2018. Demand for the three segments increased due to the entry of large multinationals in the organic personal care products space giving them tremendous visibility and increasing their accessibility across varied consumer segments. The three segments are also expected to dominate the global organic personal care market in the coming years.

North America accounted for 34.8% of the global demand in 2011 and is expected to grow at a CAGR of 9.8% from 2012 to 2018. Europe and Asia Pacific followed North America in terms of organic personal care product consumption. This dominance is driven by new product launches and widening distribution channels. Asia Pacific is expected to be the fastest-growing region at an estimated CAGR of 9.7% from 2012 to 2018, due to rising consumer incomes, changing lifestyles and increasing awareness and demand for organic personal care products. Japan and China dominated the Asia Pacific market, together accounting for over 64% market revenue in 2011.

At the country level, the U.S. was the largest market for organic personal care products followed by Japan and Germany. The U.S. demand for organic products is estimated to grow at a CAGR of 10.2% from 2012 to 2018. Strong awareness about the efficacy of organic personal care products and lifestyle changes are key drivers in this region. Countries such as India, China, Brazil and Mexico offer huge market opportunities for organic personal care products as well. Some of the leading brands in the organic personal care products market include Bare Escentuals, Aveda, Burt's Bee, Origins, Kiehls, The Body Shop, and others.

- See more at: http://www.cosmeticsandtoiletries.com/formulating/category/natural/Demand-for-Organic-Beauty-to-Grow-to-Over-13-Billion-by-2018-Report-Says-213160491.html#sthash.BiXdAck3.dpuf

**Marketing Strategy**

1. **Development of product packaging**: Develop a packaging and labeling system that communicates the Body by Miriam Be.
2. **Development of product brochures**: Create a series of brochures that will function at point of sale and at trade shows.
3. **Creation of a BBMB video**: Develop a video that introduces Miriam Be., explains how the products came about, benefits of using simple butters and oils, how the mind, body and soul is connected for healthy living and healing.
4. **Selection of a PR firm** **or Person:** Begin the selection process for a retained public relations firm or person to help build brand awareness and create partnerships with other businesses.
5. **Creation of our graphic language**: Retain a part time graphic artist for brand imaging for social media, web site, trade shows, promotional products, etc.

**Advertising**

Initially I will use social media, word of mouth, attend events, advertise during speaking engagements and radio shows and pass out flyers.

**Promotion**

Body by Miriam Be. is launching a brand. The successful execution of this strategy will provide us with the ability to transcend into other categories in the future, as long as we define our image and stay true to the base precepts. (Much like Ralph Lauren has done with his tie business.) For example, properly executed these five precepts can be applied to home products. We believe our ability to create new product opportunities and growth will only be limited by our imagination and our ability to attract talented people who understand the concept of branding.

**Seminars**:  
Our point of sale system will track consumer sales and usage by customer. We will invite our best customers to quarterly seminars on skin care and wellness.

**Public Relations**:  
We will contract a top public relations firm to develop and execute a gorilla campaign. The objective will be to secure product placement in key publications and endorsements by opinion leaders

**Sales Strategy:**

**Educate, Enform, Enjoy**

**Educatehttp://d.adroll.com/cm/x/outhttp://d.adroll.com/cm/o/outhttps://www.facebook.com/tr?id=479027785570261&cd%5bsegment_eid%5d=JLZW6CKKBZCBTGNDTG7RBU&ev=NoScripthttp://ib.adnxs.com/seg?add=1303696&t=2https://www.facebook.com/tr?id=479027785570261&cd%5bsegment_eid%5d=JOLZ7JLBIZEJ5IALWYSZOB&ev=NoScripthttps://www.facebook.com/tr?id=479027785570261&cd%5bsegment_eid%5d=3RIGAJVMOJBG7HIGFQUMV2&ev=NoScripthttp://ib.adnxs.com/seg?add=2022359&t=2https://www.facebook.com/tr?id=479027785570261&cd%5bsegment_eid%5d=6XVUKP7QMNFF7KWAI36H5P&ev=NoScripthttp://ib.adnxs.com/seg?add=2022360&t=2https://www.facebook.com/tr?id=479027785570261&cd%5bsegment_eid%5d=3HTR2UBYCFBIFOE4GVJAHE&ev=NoScript**

About benefits Continually develop and bring to market products that function as intended and represent an acceptable price--value proposition to the consumer.

Skin care and fragrance will be developed around natural themes:

**Enform** About carcnigens , health concerns

* + Locate, nurture and develop a team that is talented, committed and understands the concept of brand.

**Enjoy A Skin Loving Experience**

Targeted marketing programs:

Print advertising will be focused on the benefits of our products, both physical and emotional. They will speak to the lifestyle our target consumer aspires to have. It will be carefully placed to insure the proper affiliation.

Point of sale graphics will reinforce our message of function and quality. We will create a package of shop in shop and concession concepts for spas and retail accounts.

Develop a team of "technical representatives" to support key accounts with product and sales training.

**E-Commerce**

Body by Miriam Be. Website – AskinLovingExperience.Com

**E-commerce**  
The e-commerce consumer is brand and convenience conscience. The early ventures have shown that it costs dearly to try and establish a brand via this medium. We will develop our initial Internet capabilities as a combination business-to-business tool and e-catalogue. Our site will be simple and direct with minimal cost. Many of our products are consumable. We will be able to establish a use profile and contact the customer via email when she should be running low, to remind her, at the same time offering her an option to click and replenish. We will establish an EDI capability--directly with the end user. This contact will enable us to suggest add-on items based upon preferences of other users of the same item(s). In addition the e-commerce platform will provide us with a valuable wholesale tool. We will provide client companies with an access code that will allow them to place orders and utilize our product knowledge database as a training tool for their employees.

**Hospitals-Specific for Cancer patients**

**Partnership with other companies**

**Skin Care Parties**

**Craft Shows/Fairs**

**Demographic**

Our targeted end user is between the ages of 24 and 65. They are female urban professionals with at least some college. This consumer has an active lifestyle. They are concerned about social and environmental issues. Mind and body wellness are important to them. They belong to a health club; take yoga, pilate's or tai chi lessons. The effects of aging and the maintenance of a youthful appearance are a part of their life

**Management Plan**

**Management** –Miriam “Celeste” Black

**Employees**-me, I need at least part time sales person, part time, laboror, part time graphic designer, event assistants

**Explain**

**Financial Analysis**

In order to launch its unique product line Body by Miriam Be. requires an initial outlay. Sales at E- commerce, hospital stores, and business partnerships are planned to grow rapidly from Year 1 through Year 5. BBMB revenues are planned to grow enormously. I expect Body by Miriam Be. to become profitable in my third year of operation. Initial growth will be financed by a combination self financing and reinvesting the funds from sales back into the business. Due to have limited funds available the business may initially grow slower but will pick up steam as awareness continues with the business regarding the story of how the product began, the benefits of the product, the increased awareness of natural products and the status of using the product. My growth plans are challenging but realistic.

**Financing Summary**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Money Needed For** | **Amount Needed** | **Estimated** | | **Source of Funds** | **Amount** |
| **Start Up Cost** | **40,000** | **Yes** | **Owner/Creator** | | **10,000** |
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**Start-up Costs**

|  |  |
| --- | --- |
| **Description** | **Amount Needed** |
| **Salaries** |  |
| **Professional Fees** |  |
| **License/Permits** |  |
| **Insurance** | **$200** |
| **Advertising/Marketing** |  |
| **Inventory** |  |
| **Vehicles** |  |
| **Supplies** |  |
| **Taxes** |  |
| **Miscellaneous Fees** |  |

**Projected Profit and Loss**

Body by Miriam Be. is expected to reach profitability in year three due to limited amount of debt Certain expenses in the early years may appear outside the accepted ranges (i.e. marketing) as a % of sales. This is a result of our strategy to bring the brand to prominence in five years and should be considered as a start-up cost. Likewise, our initial salary numbers and staffing reflect our growth plan rather than a stable or mature business. Our margin numbers may appear high. This is the result of a combined retail and wholesale strategy. Our retail stores and catalogue will calculate margin from first cost rather than wholesale. Our wholesale effort will not receive sales credit for internal sales (this reflects a more accurate picture of retail profitability and of wholesale growth). Our margins are projected lower in years two and three to account for promotions to wholesalers intended to assist in reaching our wholesale sales targets. In years four and five, margins move up again as the number of retail stores increases and the catalogue comes online. As the retail business overtakes the wholesale business we believe maintained margins can exceed median. Wholesale commissions are calculated at a straight percent of sales. We have assumed a continuation of outside sales management in these tables.

**Long-term Plan**

Body by Miriam Be. will show the company growing to a multi-billion dollar a year distributor of high quality natural skin-care products and related fitness apparel for women. We will begin life as a wholesale company with a retail component and evolve to a retail company with a wholesale component within our first ten years. Our public offering in year five will provide the funding to launch a retail roll out that will take us to 500 stores in the following five years, expand our e-commerce program and grow our catalogue distribution. It will allow us to begin development of new product lines that complement Bluespa and further define our image. We will move to worldwide distribution. Once the brand has been established it will have significant cache with the Asian market and our European manufacturing ties will provide us a logical place in that market. Bluespa will become one of the most recognized brands in quality skin care and related products for the active female consumer.