SaoSimple.

**Business Plan**

Prepared by

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**Executive Summary**

**The Company**

Sao Simple. is the solution to women’s dreaded monthly visits. Sao Simple. was created for the busy woman and the woman in need by using the “buy one – give one” model. Sao Simple. aims to make a woman’s time of the month simple with easy online sign-up and payment options. Our online e-commerce platform will allow you to curate your period care package and have it sent directly to your doorstep just in time before your period starts. The innovation is the personalized profile and convenience of self-care. You personalize your profile and we do the rest. Meanwhile, we send a package to women in need, who account for nearly 40 percent of the homeless population in the US. We want to positively impact this monthly social crisis for women who do not have the means. You buy a package from us and we send a package to a woman in homeless shelter or nonprofit organization. You can designate the donation to go to a women’s shelter in your community or we can send one to an organization on our list. Sao Simple. is set to innovate self-care.

## Competitive Analysis and The Market

The subscription services industry, while not a new concept, has been booming in popularity in recent years with more than 2,000 subscription box companies, according to research by Shorr Packaging. The most popular box subscriptions are dominated by companies in the beauty industry. Particularly, the feminine hygiene/period care package sector is about a $1 billion business. There are about a dozen period care companies that offer similar product mixes – maxi pads, tampons, pantiliners, Advil, Midol, and sweet treats. There are fewer companies that offer some type of social impact, but does not implement the social impact into their business model.

## The Product/Service

Sao Simple. offers simple personalized care packages for girls and women, while providing care packages for women in need, particularly women and girls in homeless shelters and nonprofit organizations in the subscribers’ local community. Period care packages are meant to be simple, packed only with basic monthly needs. Consumer transactions take place on our e-commerce platform.

## Subscription services market is on a rapid rise among working professionals who have the income to spend on convenience.

* Entry to market has low barriers to entry.
* Cost of shipping is low.

The Service: Subscription members will curate their own profile to include:

* Ability to create log-in
* Select products based on users’ average flow – packages can be changed each month
* Select ship date
* Ability to receive notifications from Sao Simple.
* Ability to select non-profit organization that have been vetted by Sao Simple. to have donations sent directly. This option is optional. We will donate to our select organization if consumer does not choose this option.
* Subscription is monthly, semi-annually, or annually.

**The Company**

## Name and Location

Sao Simple. is a dba of Open, LLC, an LLC registered in the state of Mississippi. Co-working space is rented from the Mantle facility in Jackson, MS. Co-working warehouse space is borrowed from Vicksburg company.

## Employees

Management team is already in place. Up to 3 employees will be required for the first phase of product launch. Employee expansion is dependent on sales demand.

Founder and manager Mani Chanprasith

Mani Chanprasith is an experienced entrepreneur having launched in 2015 and successfully operating with co-founders a lifestyle food company that produces frozen meals. Billy’s Original Foods was the recipient of an entrepreneurship fellowship with the Delta Regional Authority in 2016. The company acquired a regional distribution with two major retailers – Kroger and Walmart – at the start of production in June 2016. Mani’s professional background includes work on Wall Street as an analyst and a decade in public relations and marketing, all culminating in work as an entrepreneur. Resume is attached.

## Company History

In November 2016 while on Thanksgiving break, my daughter, me, and our female cousins, called the local homeless shelter to see about volunteering by serving dinner or donating food. The shelter coordinator kindly said they were full of volunteers and food, but insisted that their most basic need was female hygiene products. He said the shelter always has problems keeping sanitary pads fully stocked for the number of women who come through. Instead of donating canned goods, we set out to stock up on feminine hygiene products – maxi pads, tampons, tooth brushes, soap, and pantiliners. It had occurred to us that donating these items once a year isn’t very helpful to these women on those other months when they get their period. The question became “how do we continuously help these women?” The period flow comes every month and we need to find a way to help every month. At the same time, I needed to find a way to efficiently keep my cabinet stocked with my own hygiene products. I need a service to stock my cabinet for me, as I am a busy, working mom with limited time to do just the basic shopping. The idea of a period care package subscription service with a social impact component was born. Sao Simple. aims to be a simple solution to the busy, working mom’s dilemma of no time to shop, while aiming to make a basic impact on daily lives of women in need.

### Industry

The market for subscription services is wide open for new entry. Critics say the industry could slow down due to consumer trends, but consumers need for convenience and innovation are still high. Coupled with the beauty industry, consumers are abundant. Birchbox, a beauty samples box, leads the industry with more than 100,000 monthly subscribers. Period box services have signed up at least 30,000 monthly subscribers. Their B2C business models, at length, has a social impact component that extends through hygiene education for young girls and limited donations through certain nonprofit organizations. Cost for monthly service ranges from $15 for basic packages to $40 for premium packages.

The revenue opportunity for Sao Simple. is significant enough considering the subscription services market revenue was valued at $100 billion in 2016. Many more consumers now are keenly aware of a social footprint that they would like to leave. Sao Simple.’s buy one – give one model of donating a pack for every package sold is a concept that is widely popular. Keeping transactions online through an e-commerce platform gives us data-driven growth potential. Also, the online platform allows for expanding and scaling on a national level. A test market will start in Mississippi and select cities from high population areas such as Dallas, Texas, and New York, New York.

### Sales Channels

Sao Simple. is an e-commerce business platform under the B2C model. All consumer transactions will take place online.

**Donation Channel**

Sao Simple. will partner with nonprofit associations in key cities and areas to start. Key areas will include the Mississippi Delta and capital area. Another key area where a relationship has started is Dallas and New York City. The nonprofit associations will be tasked with facilitating the donations to homeless shelters, women’s shelters, women’s organizations, and other organizations. Relationship building will strengthen the tie to communities.

Nonprofit Associations – United Way, Women’s Foundation of Mississippi, Flow in Dallas.

Shelters that are not part of any association may also contact us for donations. Delivery logistics will be worked out through the nonprofit associations. We want to reach as any women in need who are averse to shelters.

## Market Analysis

### Target Market and Customer Profile

The target market will be women, mothers, grandmothers, and thoughtful father and husbands from the online community. These targeted individuals will also have a penchant for helping those in need and an awareness of women's needs and community. The customer profile includes women who seek comfort and convenience and men who have daughters, wives, and girlfriends. While the end-user is ultimately women, men should have a role in the process of this natural physical process.

Primary Demographic - professional women between 23-45

Secondary Demographic – mothers, fathers, caregivers of girls ages 10-17, college age women 18-22

Both demographics will be targeted with social media ads on platforms such as Facebook and Instagram. Primary demographic will mainly be targeted during nonworking hours weekdays 5pm to midnight and weekends. Secondary demographic will be targeted during daytime weekdays and weekends. Both demographics will be cross promoted through nonprofit associations, conferences, and consumer advocates. What is the profile of the intended customer, including age, gender, profession, income, and geographic location? What attitudes, values, belief systems, and social status define this customer group? For business customers, what is your customer’s business type, SIC, and NAICS codes, intended use for the product/service, geographic location, and size of organization?

## Intellectual Property

How will you protect intellectual property (IP)? What patents, trademarks, trade secrets, or copyrights have been obtained or which ones will be pursued? What license or royalty agreements are associated with the product or service, and what plans are there for future agreements? What distribution rights have been obtained or given away? Who owns the intellectual property? Have other technologies been used to develop it, or have they been incorporated into the new technology? Is cross-patenting involved? Specify all barriers to entry into the market for competitors.

Logo, brand images, and websites are property of the company. Steps to trademark each are in the process.

### Advertising and Promotion

What advertising or promotion will be used for the distribution system and customers? What media will you use to promote your business? What will the advertising or promotion cost?

We plan to advertise in social media for the launch of the service. Additionally, strategic media buys will be varied in specific markets. Through consumer advocates, publicity is another important channel to building our brand. The use of Internet is another avenue to build awareness.

Partnering with awareness organizations, nonprofit organizations, and key community leaders is planned. Organizations such as the Women’s Foundation of Mississippi and Flow of Dallas have networks that will be beneficial in targeting women’s shelters and organizations to donate on a more structured level. They also have manpower that can help direct donations and awareness of Sao Simple.’s mission.

## Pricing

### Pricing Strategy and Policies

What are your short-term and long-term pricing strategies? Why have you selected these strategies? What are the competitors’ pricing strategies? What pricing constraints and sensitivities exist for your product or service?

The subscription strategy is simple, much like the product mix. Sao Simple. charges no sign-up fees and members can cancel anytime without additional fees.

### Subscription Price List

* Basic - $12/month – with one package donated each month
* Premium - $22/month – with one package donated each month
* No sign-up fees.
* Free sample box to new users only.
* Additional cost to donate more packages will be available.

**What is your price list, including purchase price, quantity discounts, introductory offers, shipping costs, and warranties/maintenance contracts.**

## Financial Summary

## Start-Up Costs

What are your estimated costs to start this business? [Answer only if your business is a start-up.] Are these one-time costs or ongoing costs?

Initial cash requirement of approximately $8,000 includes website design, logo design, raw materials, and marketing. The cost of sending sample boxes to beta testers is estimated at $500. The web development for a secure e-commerce website is important to gain consumers’ trust and business.

## Sales Projections

What are your sales projections for the next three years? Where did you get the information to project financials? What assumptions are the projections based on? Are the projections reasonable?

Sales are projected to grow as subscribers are added on monthly. To start, we will beta test a market in Mississippi and a two select cities with large populations – consumers and women in need. There are currently no financial documents in this idea and planning stage.

**Subscriber Projections**

|  |  |  |  |
| --- | --- | --- | --- |
| **Package** | **Month 1** | **Month 2** | **Month 3** |
| Basic | 200 subscribers | 500 subscribers | 750 subscribers |
| Premium | 100 subscribers | 250 subscribers | 500 subscribers |
|  |  |  |  |

**Donation Projections**

|  |  |  |  |
| --- | --- | --- | --- |
| **Packages** | **Month 1** | **Month 2** | **Month 3** |
| Homeless Shelters | 150 | 375 | 625 |
| Nonprofits | 150 | 375 | 625 |

What are your net income projections for the next three years? What assumptions are the projections based on? Are the projections reasonable? When will your company be profitable?

## Sources of Financing

Personal investment will jumpstart the business. Public and private funds will be sought to grow the company.

What new products/services, store locations, distribution centers, or profit centers will the venture pursue in the future? What new marketplaces will each of the new products or services penetrate? What will be the projected revenues from the new products or services, stores, distribution centers, or profit centers for the two years beyond your sales projected in your financial plan?

## Growth Strategy

What is your overall plan for growth? How will this plan enable you and your investors to obtain a wealthy harvest upon exit? What are your specific plans for going public, selling the business, merging the business, or other? What do you project as the ROI (return on investment) for each round of investors?

The goal is build a solid brand that is recognizable in any household starting in the Mississippi Delta region, and eventually, the entire country. The social media and online platforms gives us unlimited potential. The social impact component will allow us to connect with many organizations in an unlimited network of women and fellow do-gooders. Organizing under these networks will build our network of advocates for women’s care and advocates of women’s entrepreneurship.

Launching our services in stages will be helpful to us in evaluating our brand and target markets. After a three-month test market, we will be in a better position to evaluate our growth. Keeping the product mix simple keeps our costs and overhead low. This method will allow us to spend more on our marketing. Our conservative approach to capital, costs, and figuring incoming revenues will help us in our brand evaluation.