Brainstorming Ideas

**Business name**: JenSprinkleSpectacles

**What do they do?**

* A small business that sells wax beads which are scented to make any space smell good.

**Who are the customers?**

* Anyone who likes fragrance including floral, bakery, woodsy scents.
* People who like fragrance but get headaches from candles (research statistics on this for my market research database)
* People who do not want a black residue on their walls from candles (research statistics on this for my market research database)

**Who are the suppliers?**

* Pink Zebra (would supply the paraffin wax with the scented oils incorporated)
* Local soybean farm (who supply the soybeans to Pink Zebra – research Illinois soybean farms for the market research database)

**What area of the market does the business aim for?**

* Safety including toxic free ingredients

**Business Sales Pitch Idea:** Support a local business in Illinois

“Hello Good Afternoon, Investors,

My name is Jennifer, and I am here today to talk to you about my local business in Illinois. The name of the business is called Jen’s Sprinkles Spectacles. I’ll start off by saying, no, these are not sprinkles you would add to your ice cream. These are called sprinkles because they’re small soy wax beads that are strong and full of fragrance. Since you are all here because you love fragrances, I must say Jen’s Sprinkles are unique, because they are toxic free! Yes, that means they are safe for your pets and kids to smell. God forbids, they eat a small number of beads, they will be okay. Jen’s Sprinkles are safe for the environment because they are made of safe ingredients and meet 100% of the international fragrance association standards.

Another reason why they’re unique is because they can easily be blended by combining 2 or more fragrances together or enjoy as is. The soybeans are not grown or made in China like most products, they’re grown locally in the state of Illinois. This means you are supporting local soybean farms and a small local business. Did you know based on the Census of Agriculture growers in 2022 had less farmland acres (land that is suitable for farming) compared to the maximum value of farmland acres in all four years, that is 2007,2012, 2017, and 2022 that the survey was conducted. Based on the data, 2022 growers also had less cropland acres (a type of farmland that is used to grow plants for human consumption, animal feed, or fuel) compared to the maximum value of cropland acres in all four years. Also, the total income for Illinois commodity and export of soybeans was $61,350,571 in 2022.

Raise your hand if you ever used a candle then after a while notice a dark film on your glass container or walls?  Okay, I see a few hands up. That my friend is soot, which is the wax that is drawn to the wick faster than it can burn, causing an incomplete chemical reaction. That means that as the extra unburned wax releases into the air, it leaves behind a black residue on your walls. Jen’s Sprinkles are clean burning and have nontoxic ingredients. You can use any wax warmer to burn your sprinkles. No nasty mess left behind and if you do spill it is easily cleanable with an air dryer and towel.

You may be wondering, how long does the fragrance last? The strength & desirability of each fragrance are evaluated by real users in real homes for 3 consecutive 8 hours days from 20 feet away. The result of these evaluations concluded that the fragrance(s) can last up to 72 hours.

I personally use these all over my house from my bedroom to my bathroom to living room and in the kitchen. They in fact do last me up to 3 days and they’re easy to switch out by popping the wax plate into the freezer for 15 minutes and cleaning my plate with lukewarm water and soap then after drying, adding a new scent of sprinkles. I love to personalize my own by blending 2 or fragrances of sprinkles together to create a much stronger scent depending on the vibe I am going for. I love to personalize my blend by using spring, summer, fall, or winter scents.

Now to manage the business we will be using a business operations database to track entities such as customers, purchases, and scents. For customers, attributes or columns are customer Id as integer and primary key because we must uniquely identify which customer is which, first name as varchar with a size of 100, last name as varchar with a size of 100, city as varchar with a size of 100, zip code as varchar with a size of 5, and phone number as varchar with a size of 10. The second entity is purchases, attributes are purchase Id as integer and our primary key because we have to uniquely identify which purchase is which, customer Id as integer and first foreign key because I want to know which customer made the purchase, purchase date as date datatype, scent Id as integer and second foreign key because for each order I want to know which scent is being purchase, bag amount as integer, and bag description as varchar with a space of 200 to the scent Id of blend bags. The 3rd entity is scents, attributes are scent Id as integer and primary key because we have to uniquely identify each scent , scent name as varchar with size of 100, carton price as a decimal with a precision of 10 and scale of 4, cartons in stock as varchar with a size of 20, reorder level as a smallint or small integer, cartons on reorder with the supplier as smallint and discontinued scents as smallint. When I think about the minimum and maxium number of customers that a purchase can have I visualize here that is one and only one relationship, meaning that a specific purchase can have one customer and only one customer. I connect that to the customer Id under purchase as you see here the number of purchases customers can have zero (as the min) and many (as the max), meaning that a customer can exist but not purchase anything. The 3rd table over here for a purchase to exist, it must have one sent visualize here with this dash line, but a lot of different scents can be apart of that purchase as you can visualize here with this chicken feet symbol. The middle table here, the min amount is zero, as a scent can be apart of no purchases but can be a scent in many purchases. By inputting these relationships into a database, we have three tables and inside those tables we have attributes with records to manage the rewards program of the business and see which scent is in demand.

In conclusion, if you suffer from headaches and soot because of candles and want to feel joy and pleasure instead, then you can’t go wrong with Jen’s sprinkles. These incredible eco-friendly soy wax beads will surely make your home or office smile delightful. By investing in my sprinkle business, you're not only supporting small enterprises but also helping local farms in Illinois thrive.

If you have any questions do not hesitate to reach out to me. Thank you for your time.”