



JABÓN DE LUFA



Problem	2	Solution	4
<ul style="list-style-type: none">GROWING DEMANDS FOR NATURAL AND ECO-FRIENDLY SKINCARE PRODUCTSLIMITED AVAILABILITY OF LOCALLY MADE, HIGH-QUALITY LOOFAH SOAPENVIRONMENTAL CONCERNS WITH PLASTIC PACKAGING AND SYNTHETIC INGREDIENTS IN TRADITIONAL SOAPS		<ul style="list-style-type: none">HANDMADE, ALL-NATURAL LOOFAH SOAP MADE FROM ORGANIC INGREDIENTS.PLASTIC FREE PACKAGINGWIDE VARIETY OF BENEFITS, SUCH AS: EXFOLIATING, MOISTURIZING, AND SKIN-SOOTHING PROPERTIES .	
Unique Value Proposition	3	Key Metrics	8
<ul style="list-style-type: none">THE ONLY LOCALLY MADE LOOFAH SOAP BRAND THAT IS OFFERING ECO-FRIENDLY , ALL NATURAL AND CUSTOMIZED OPTIONSCOMBINES SKINCARE AND EXFOLIATION IN A SINGLE, SUSTAINABLE PRODUCT		<ul style="list-style-type: none">DAILY/WEEKLY/MONTHLY SALESCUSTOMER SATISFACTION AND REPEAT PURCHASE RATESONLINE ENGAGEMENT (WEBSITE, SOCIAL MEDIA ACTIITY)REVIEWS AND FEEDBACKS FROM CUSTOMERS.	
Customer Segments	1	Unfair Advantage	9
<ul style="list-style-type: none">HEALTH CONSCIOUS INDIVIDUALS.ECO-FRIENDLY AND SUSTAINABILITY ENTHUSIASTS.MIDDLE TO UPPER- MIDDLE CLASS HOUSEHOLDSSPA OWNERS AND BOUTIQUE HOTELS.		<ul style="list-style-type: none">LOCALLY SOURCED ORGANIC MATERIALSSTRONG COMMUNITY AND ENVIRONMENTAL BRANDINGUNIQUE HANDMADE DESIGNS AND CUSTOM SCENTS OPTION.	
		<div>Channels</div> <ul style="list-style-type: none">ECOMMERCE WEBSITESSOCIAL MEDIA MARKETING (INSTAGRAM, FACEBOOK)COLLABORATIONS WITH STORES AND DERMATOLOGISTS	5
Cost Structure	7	Revenue Streams	6
<ul style="list-style-type: none">MATERIAL COST (LOOFAH, OILS, NATURAL INGREDIENTS)PACKAGINGPRODUCTION COSTLABOUR COSTDISTRIBUTION COST		<ul style="list-style-type: none">DIRECT PRODUCT SALE (ONLINE)SUSBCRIPTION BOXES FOR RECURRING REVENUECUSTOMIZED BULK ORDERS FOR EVENTS AND BUSINESSESWORKSHOP FEES FOR SOAP-MAKING CLASSES.	

DESIGNED FOR
MANAGING THE
ENTREPRENEURIAL
VENTURE

DESIGNED BY
JABON DE LUFA

DATE
JAN-9-2025
MONDAY (3-6)