

Jabon De Lufa

Submitted for Entrepreneurship II
Course, BBA Program, Iqra University

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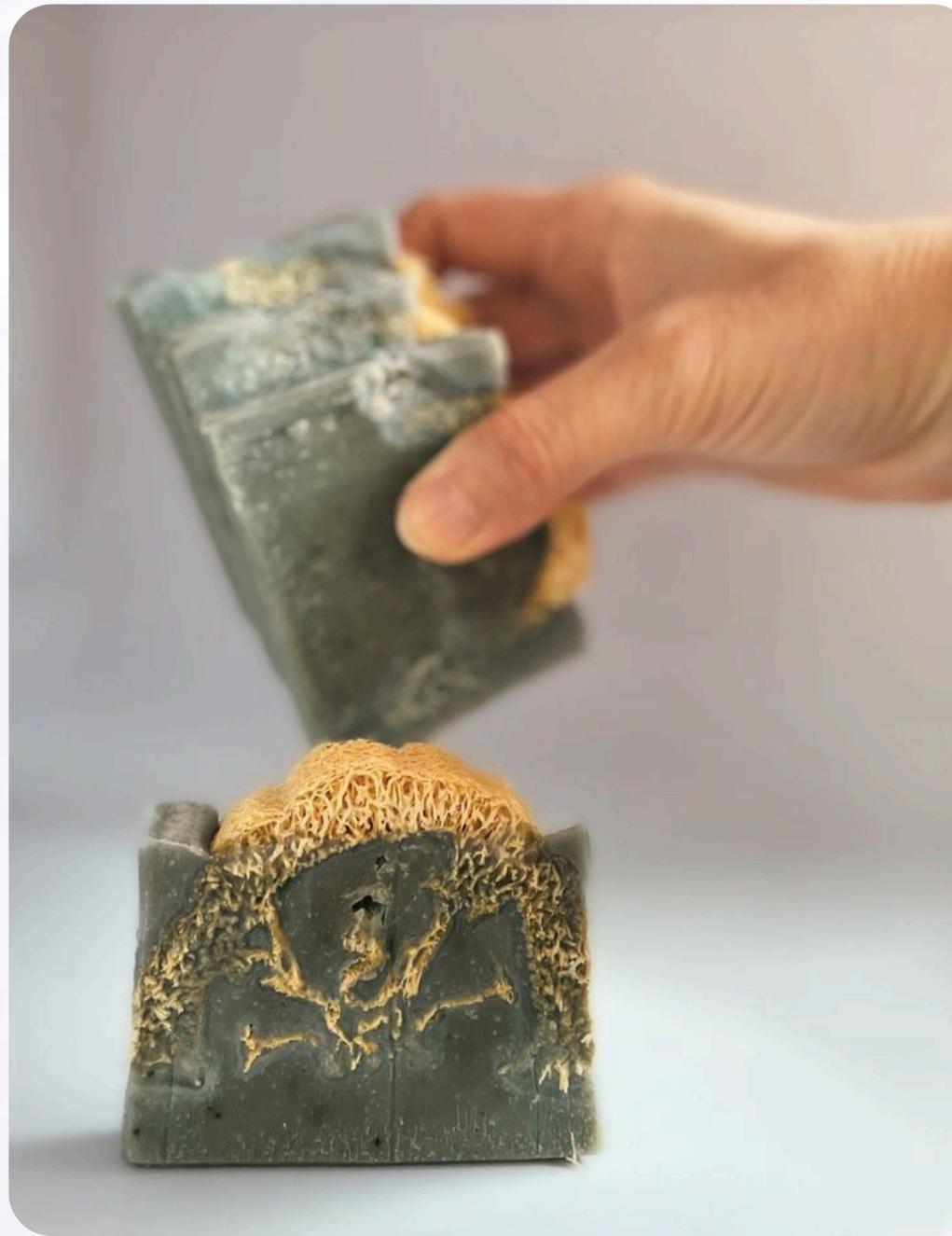




Presenters

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Introduction

- Introduction of Jabon de Lufa, an eco-friendly soap with built-in loofah.
- Highlight of market entry strategy and operational strategy for sustainable production.
- Emphasis on chemical-free and environmentally responsible production.
- Price range: Rs.950-1200.



Unique Selling Point



- Crafted from the finest natural oils, butters, and botanicals
- No harsh chemicals, parabens, or artificial fragrances
- Gentle on the skin, ideal for all skin types, including sensitive skin



- Infused with natural luffa to exfoliate and remove dead skin cells
- Promotes smoother, softer skin with every use
- Eco-friendly, biodegradable, and 100% natural.



- Eco-friendly packaging to reduce environmental impact
- No animal testing; cruelty-free
- Supports sustainable farming practices for our natural ingredients



Vision

Become a global leader in sustainable personal care.

Mission

Create eco-friendly, high-quality soaps with loofahs.



Marketing Mix

Product

Jabon de Lufa, an eco-friendly soap-loofah combination.

Price

Competitive pricing strategy,
Rs.950 - 1200.

Place

Online platforms like Facebook and Instagram.

Promotion

Discounts for early adopters, social media campaigns, influencer collaborations.



Market Overview

- Growing demand for sustainable, eco-friendly personal care products.
- Increasing awareness among consumers about their environmental impact.



Industry Background and Competitors

- Direct competitors: The Body Shop, Khadi Natural.
- Indirect competitors: Mainstream soap brands, DIY natural products.
- Competitive advantage: Unique integration of soap and loofah.



SWOT Analysis

Strengths

Innovative product, eco-friendly, customizable options.

Weaknesses

Limited brand recognition, niche market focus.

Opportunities

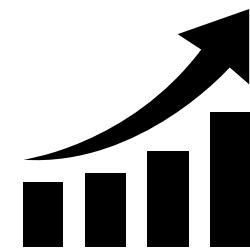
Expansion into international markets, increasing consumer preference for sustainability.

Threats

Competition from established brands, economic instability.



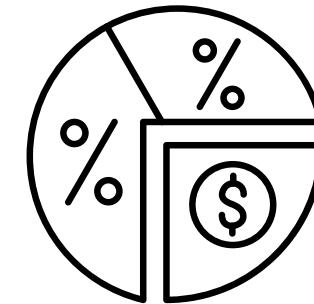
Financial Projections



Sales target of 15,000 units of soap in the next year.



Expected revenue of 450,000 from soap and body wash products.



Gross margin projection of 65%.



Thank You