Executive Summary

Gelief is a headache relief gel that uses herbal oils, including menthol and eucalyptus. The product can be used by rubbing on the temples and breathing in the vapors to relieve the pain and discomfort associated with headaches.

Gelief is a product manufactured and distributed by Herbal Remedies International.

This business plan shows the objectives of the product, the mission of Herbal Remedies International, and the keys to success.

* 1. Objectives

1. Maintain a net profit of 10% by the second year
2. Distribute 200,000 units by the second year.
3. Maintain an average of $50,000 in monthly sales by the end of the sixth month of operation.
   1. Mission

Gelief was created to offer a more natural remedy to headaches, which can work as well, if not better, than the leading pill designed to relieve headaches. Herbal Remedies International is located in Twin Town, California. It will provide natural remedies, such as Gelief, for those who do not want to use a pill that can have adverse side effects.

Herbal Remedies International prides itself on being a part of the Twin Town community and gives back in several ways. In addition to the jobs opportunities that it brings to the residents of Twin Town and its surrounding areas, Herbal Remedies International also donates 2% of its profits to the local treatment centers. The company also holds an annual fundraiser to help feed the hungry.

Herbal Remedies International aim’s to provide the best, natural alternative to the over-the-counter pills. The main product, Gelief, is meant to be safe, healthy, and a cost-effective way to relief the pain associated with headaches.

* 1. Keys to Success

The keys to success in this business are:

1. Product quality: Our products will be tested for correct amounts of each ingredient, and for any adverse effects to the user. The adverse effects will be cited clearly on the label.
2. Service: Herbal Remedies International will provide excellent customer service and give their best efforts when trying to resolve any situation that may arise.
3. Marketing: The products will be marketed to the correct target audience. The products will be sold in local businesses that cater to those that live a more natural lifestyle, and wish to use natural remedies at home.
4. Management: There will be a deep understanding of how the product works, and how each ingredient enhances the quality of the product. The costs for production and labor will be understood. Proper inventory, employee management, and quality control will be key.