

# Script

## Slide 1

Good afternoon class. Today our group would like to present the presentation of our company and product. Our company, named Big Mouth , produces lip balm.

Our slogan is "Big mouth Juicy mouth." Our company has arisen from the joining of individuals who are interested in self-care. We have chosen to produce lip balm because we have previously tried using various products and, afterward, had the idea to develop it into our own. This will lead to the establishment of our company.

## Slide 2

Let me introduce the group members ,  
first Miss Kob ,  
second Miss Paphawarin ,  
third Miss Usanee ,  
fourth Miss Sutthara , and  
the last one Miss Ornapa.

### Slide 3

In the present day, people are paying more attention to appearance. The area around the lips is a part of the body that should be taken care of regardless of gender. Although in the past, the use of lipstick was often uncommon among men, perhaps because the packaging seemed more suitable for women, causing some people to hesitate to carry or use it. Therefore, we are interested in producing lip balm to nourish the lips while providing value and ensuring the highest quality of product usage. The product is designed to be effective and suitable for all genders and ages, making it convenient and easy to use.

### Slide 4

Our target audience encompasses individuals of all genders and ages. Because our group believes in gender equality, we support and cater to everyone, including women, men, and LGBTQIA+ individuals. Our lip balm is truly suitable for everyone.

### Slide 5

The lip balm utilizes natural origin ingredients, such as  
Lanolin is incredibly hydrating without ever feeling sticky

cocoa seeds can boost skin health by increasing blood flow and improving skin density  
and hydration

Shea butter has soothing and anti-aging properties that may make skin appear smoother and reduce aging

Vitamin E protects the skin from various harmful effects

#### Slide 6

Even though Thailand is a hot and intensely sunny country, our lip balm possesses the ability to protect against UV sunlight. It is advisable to use a UV-protective lip balm because prolonged exposure to sunlight can cause our lips to darken.

#### Slide 7

Our product has a concentrated formula that can last all day, preventing lips from drying out and ensuring comfort.

#### Slide 8

The platforms we use for advertising are TikTok, Instagram, and X. We will advertise by shooting ads to users across various platforms, with advertisements popping up during app usage.

#### Slide 9

- The application of the lip balm is easy – just apply it to your lips. You can use it anywhere and anytime as it is non-sticky and convenient to carry.

- We value gender equality, so we have designed packaging that doesn't overly target women to erase the stereotype of lip balm. Currently, we have three colors and three formulas for sale:

" be yourself " : an original formula with a gentle scent suitable for daily use.

" fall in love " : a formula with a peachy fragrance for a refreshing fruit sensation.

" go on a first date " : this formula has a sweet chocolate aroma with a hint of soft mint.

Each formula is made with natural ingredients to provide the most effective lip care.

- The product prices range from 100 to 300 baht, making it affordable for students, working individuals, and anyone. The first set of products that we will be selling will be priced at 199 baht.

#### Slide 10

- As a special promotion for Valentine's Day, we offer a buy-one-get-one-free deal on all colors and scents. Whether you're buying it for a loved one or for yourself, it will benefit the lips of the recipient.

#### Slide 11

##### Benefits

We organize benefits into three types.

- Save the world
- Support
- Product advantages

## Slide 12

Save the world :

- This product is designed to minimize the use of non-recyclable plastics and avoid animal testing, thereby reducing environmentally harmful products.
- This product is made with all-natural ingredients and doesn't contain any harmful chemicals. Moreover, it has the potential to decrease greenhouse gas emissions and, by extension, protect the environment.

## Slide 13

Support :

- To assist in lip care, this nourishing lip balm keeps lips moisturized and prevents dryness, benefiting users of all ages and genders.
- By enhancing the attractiveness of lips, and increasing customer confidence in appearance.
- Opting for quality materials in the industrial aspect promotes the use of fewer environmentally impactful materials in chemical production.

## Slide 14

Product advantages :

- Lips are nourished to keep them moisturized throughout the day.
- It prevents lips from darkening because it has UV protection properties.
- This product offers portability and ease of application.
- After using the product, there will be no sticky texture left on the lips.