

B I O T Y

BUSINESS PLAN



Ilhame MOUZOURI
&
Adja Ba

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Executive Summary

Our company is called Bioty by the fusion of beauty and bio. There are more and more cosmetic products on the market, but most of them consist of chemicals and are toxic to the skin. With pollution, people think about the well-being of their skin and take care of them with environmentally friendly products.

Having had skin problems, we don't found solutions to our problem on the market, so we decided to create our BIO cosmetics range.

We are going to create a soap for skin imperfections as well as a moisturizing cream. We want to collect the best products for our customers, that's why we choose them carefully. The argan oil, present in our products, is extracted from the argan tree cultivated in a small village of Essaouira in Morocco, the town where Ilhame's mother grew up. The oil is extracted cold in order to preserve as much as possible its vitamins and natural elements. It softens the skin, thus avoiding the appearance of wrinkles or stretch marks. It also moisturizes and nourishes the skin deep down. We privilege the artisanal manufacture and try to give visibility to the African craftsmen. Adja is originally from Senegal and has been using shea butter since his childhood to nourish his hair, deeply moisturize his skin, protect his skin from UV rays in summer and treat skin problems such as eczema. The shea butter contained in our products comes from Dakar, Senegal. It is the most widely used vegetable butter in cosmetics in Africa and has enormous benefits for the skin.

It is important for us to give our products a touch that refers to our origins and the culture we grew up with. We combine the best natural products into a miracle product.

Company Description

1. Idea

Skin Bioty is an online store which sells cosmetics products (for skin care and acne). We also want to bring a breath of fresh air to this market by offering our customers a variety of products at favorable prices.

2. Origin of the company

As friends and passionate about cosmetics, we always wanted to realize one of our dreams, which is to become self-entrepreneurs in this field. We had skin problems, we did not find solutions to our skin problems in trade which is mostly made from chemicals. So we decided to create our own cosmetic products based on organic and excellent skin products.

So we tested our skins and every time we changed the recipes to improve the products until we came up with the perfect product. We decided to link our acquired skills with our training and passion for fashion cosmetics in order to create a joint project. We wanted to offer a quality online sales service at reasonable prices, allowing access to all.

3. Team

Young, dynamic, passionate, curious and determined, Bioty is the association of a very complementary pair.

Young and dynamic to boost the preparation and dispatch of orders.

Passionate about sales and cosmetics in general.

Finally, curiosity and volunteering for the search for new products and partnerships.

Our team is organized as follows:

Ilhame Mouzouri, the chemist

Having studied chemistry specialty Cosmetics, ilhame will be responsible for the preparation of formulas and mixtures for soap and cream.

Being passionate about cosmetics, she wishes to satisfy her desire for discovery and creation through her own products.

Adja Ba, Marketing Manager

Currently studying computer science and management, she still had to carry out various professional experiences in sales.

Today, she has a great desire to be able to combine her studies with her experiences through this new project.

Rona, Community manager

Atypical school curriculum, having started with a year in biology, he then redirected to a bachelor's degree in Information and Communication professions.

Thus, within our company, he will be responsible for the image of the brand and its promotion mainly via social networks.

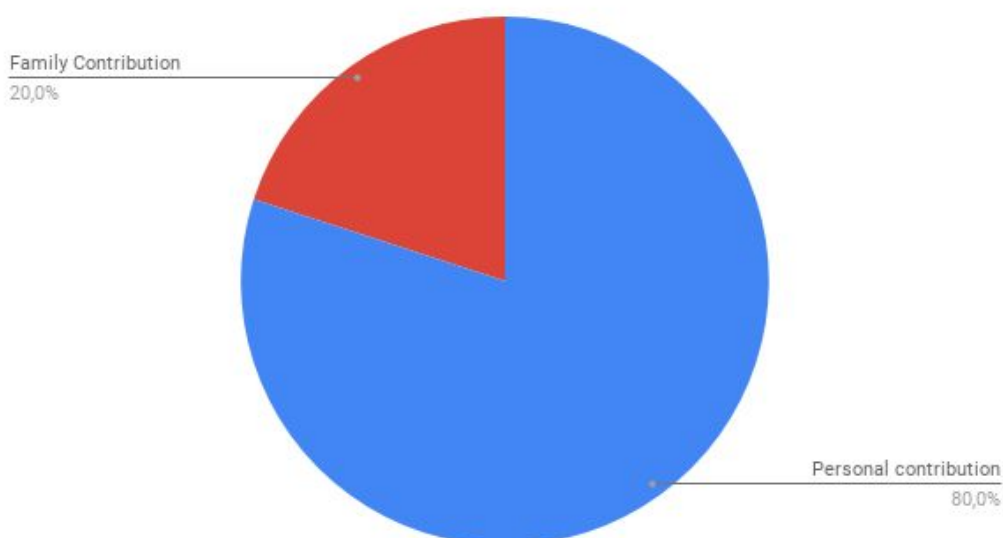
4. Activity

Bioty's main activity is the sale of cosmetic products, in particular that of cream and soap.

Our leadership is based on the ability of our team to create innovative products that combine quality, efficiency and safety in different areas of cosmetics.

Our capital will be €25,000, our assets amount to €20,000 (80% of our final capital), our relatives will participate in an aid of €5,000 (20% of our final capital).

Capital share



5. Logo

We have chosen "Bioty" as name of our company. This name, in our opinion, is easy to remember, easy to pronounce, short and distinctive. The logo we have designed has the colour green and is associated with vegetation and nature. Green is associated with luck, hope and calm. On our logo, there are two brown hands, the hands refer to the "homemade" recipes of our products. The brown's color present alludes to the wood and earth present in nature.



6. Mission

Bioty wants to meet an increasing demand for cosmetic products. This is why we are going to create a website in order to market organic cosmetic products.

Our company offers quality BIO cosmetics, adapted to different budgets, in order to allow the greatest number of people to benefit from them. We will start by creating a range for face.

This range is composed of 2 essential products for the skin:

- ☐ a soap that aims to eliminate skin problems
- ☐ a moisturizing cream that allows to tone the skin

This range is complete and targets any type of skin. We started by creating a range face. Then, we will develop new ranges.

7. Values

Our priority is the well-being of the customer, it is for this reason that we choose with rigor and love for quality raw materials. We want to make our customers feel good about themselves and all without emptying their wallets.

8. Vision

Our goal is to favor organic products and offer good value for money.
We also work for the respect of the environment with our 100% organic products.
Our final goal being to become the first reference in the market.



9. Status

The project:



Mrs. MOUZOURI Ilhame and BA Rockaya Adja plan to create the company BIOTY E-COMMERCE in the form of a self-enterprise in the name of Mrs. MOUZOURI from 01/05/2020 initially, then following the evolution, switch to a limited liability company. The main activity of this project will be: sale of goods through an e-commerce platform. The head office of the activity will be domiciled in Paris through a post office box.

The project leaders:

Mrs. **MOUZOURI Ilhame**:

 06.07.35.65.24
 ilhame@bioty.com

Mrs **BA Adja** :

 06.80.65.76.56
 adja@bioty.com

Legal structure :

The legal structure chosen in a first step is a “self-enterprise”. This status has many advantages such as the simplicity of the administrative formalities, the reduction of costs and above all the possibility of combining student status.

In a second step, we will switch to a limited liability company. If the company is doing well, we will have to hire employees.

Product Description

1. Soap product:

Description

To avoid pollution and in compliance with hygiene standards and French pharmaceutical laws, all our soaps will be produced in a partner laboratory, the Gilbert laboratory.

Thus, the production of our soaps will be done at the level of this laboratory from our key ingredients, supplied beforehand.



Quality

Raw materials:

Our soap is composed to:

- ❖ Lemon: Known for its many skin benefits, lemon helps fight old age wrinkles, excess sebum that promotes the onset of acne and prevents the appearance of blackheads
- ❖ Tea tree: Tea tree essential oil is a must-have beauty remedy. It is known for its antiseptic properties and its effectiveness in fighting skin problems such as acne, eczema or psoriasis.
- ❖ Honey: Known for its antiseptic status, honey can be used to treat acne-prone skin but also to beautify the skin and prevent it from aging
- ❖ Shea butter: Being more and more used in cosmetics, shea butter helps soften the skin and fight against black spots
- ❖ Palm Fatty Acid Soap: known for its exfoliating qualities, it is used to fight against wrinkles

How do we produce our soap:

Each oil has its own characteristics, and depending on the oils chosen, the properties of the soaps will not be the same: more or less hardness, a more or less creamy foam, softness and hydration of the soap, cleaning power, presence of insaponifiables.

As a general rule, it is recommended to choose three or four different fatty substances, including at least one vegetable butter.

A lye is prepared by mixing caustic soda with water, based on a soda concentration of around 30%. The temperature of the mixture then rises to more than 100°C

With the greatest of care, the lye is mixed with the preparation of vegetable oils. The resulting mixture is then worked out with a whisk or blender. Be careful, it is not a matter of making eggs in snow, it is necessary to go with delicacy. Gradually the mixture will change consistency, become opaque, it is the saponification process that is starting

The saponification phase of the soap takes time, so it is necessary to wait at least 24 hours until all the oils are saponified. The soap is covered with a food film and then sheltered from light in a room at room temperature. During this period, a chemical reaction called “Gel Phase” can occur. The soap then heats up and can even become boiling.

The saponification time is over, it is then time to unmould the soap and cut it. The cut-out soaps are then placed in an airy treatment room, away from light and humidity, at a constant ambient temperature and for a period of 4 to 6 weeks. The soaps will then dry out, lose in mass, and harden.

2. Moisturizer product:

Description

In town, pollution oppresses and attacks your skin. The skin must then protect and detoxify. The moisturizing cream with organic beeswax, argan oil, honey and rose water helps to deeply moisturize your skin, gives it a glow and helps reduce imperfections. This moisturizing day and/or night care helps regain elasticity and improve hydration.

Quality

Raw materials:

Our moisturizer cream is composed to:

- ❖ Beeswax: Beeswax is naturally rich in vitamin A. It moisturizes the skin and also helps to create a natural film on the skin protecting it from external aggressions. In addition to its nourishing virtues, it has repairing properties that are perfect for sensitive skin that is prone to shine or pimples.
- ❖ Argan oil: Rich in vitamin E, minerals and antioxidant properties, it helps maintain the elasticity of the skin and prevent premature aging. Thanks to its nourishing properties, the skin is more plumped, looks younger and more radiant.
- ❖ Rose water: Rich in vitamin C, it helps to smooth and revitalize the skin. It also brings a radiant complexion to your face. Very respectful of sensitive skin, rose water is also recommended in case of acne to take care of your face.
- ❖ Almond honey: It is rich in minerals and B vitamins. This honey is nourishing, moisturizing and soothing. Almond tree honey has purifying and healing benefits.



How we product our Moisturizer cream ?

We have developed a "homemade" recipe that we have made and tested in order to arrive at the perfect doses and mixtures. We will then, for questions of standards and management, provide our protocol to a laboratory that will carry out the blends.

Packaging

We have chosen environmentally friendly packaging. For the labels of our products we will use recyclable paper. We will use glass jars for our moisturizing creams because it is environmentally friendly.

Purpose

Benefits:

- Intensely hydrates
- Protects from external aggressions
- Reduces imperfections
- Improves elasticity

Use: Apply on perfectly clean and dry skin using circular and light movements. Apply to dry skin and work the moisturizer into the skin in a circular motion.

Who is it for ?

Skin type	Normal - Mixed - Oily
Skin condition	Dehydrated - Sensitive - Acne - Loss of elasticity
Age group	It can be used from adolescence onwards
Skin Needs	Imperfections & blackheads. Wrinkle prevention (antioxidant)

Results : Our 100% natural moisturizing cream will deeply moisturize your skin without leaving it oily. In addition, over time it will reduce imperfections and smooth your skin texture. Over time, the skin shows signs of fatigue such as sagging skin or even the appearance of wrinkles. Our cream is designed to prevent wrinkles to young skins and restore elasticity to older skins. The moisturizing cream acts as a youth stimulator and regenerates tired cells.

Market Analysis

Competitive analysis in the cosmetics market

For our project, we found 3 types of competitors:

1. Online shops selling "discount" cosmetics products (Aroma-Zone)
2. Sellers on Marketplace (Amazon, eBay, etc.).
3. The online shops concerned with large brands(Yves Rocher, Sephora, Marionnaud)

What dangers do they represent for Bioty?

A presence on the market for some time with an already accustomed clientele. Some of them benefit from very advantageous rates, which allows them to increase their notoriety thanks to their quality/price ratio.

1. SWOT

SWOT ANALYSIS



STRENGTHS

- Young and dynamic vision
- Collaboration with local African and French artisans
- Established brand
- Products and packaging
- Internal developer
- Quality website



WEAKNESSES

- Young company on the market
- New to cosmetics
- No warehouse
- Weak social media presence



OPPORTUNITIES

- Consumer needs cosmetic product is increasing.
- Internet sales allow target more potential buyers.
- Maintain quality of products but create new product lines



THREATS

- Competition of local agencies type Aroma-Zone, Sephora, Yves Rocher.
- Much of e-commerce sites offer low rates
- Competitive market, saturated market, many actors in the market

2. PESTEL



POLITIQUE



ECONOMIQUE



SOCIAL



TECHNOLOGIQUE



ECOLOGIQUE



LEGAL

- There are European standards to be respected for the importation of cosmetic products
- They must comply with the "Reglement Cosmétiques" n°1223/2009. Each imported product must be established a Product Information Dossier, which includes tests on the conformity of the product.

- The cosmetics industry is one of the most important sectors of the French economy. France is the leader in the cosmetics market.

- Everyone uses cosmetics everydayBeauty products allow the well-being of a person, the person can feel better about himself.

- Always being at the forefront and offering the best technologies to consumers is a guarantee of success and it is a priority for us.

- The plant remains at the heart of Skin Bioty, all our formulas and our research.
- Bioty advocates respect for nature and the environment. We use less polluting packaging. Our goal is to preserve nature, through species protection operations.

- It is also linked to respect for the environment and health. The "Code de la santé" regulates a cosmetic product.
- We must therefore inform authorities and consumers about the capacity and regulations of our products.

3. CANVAS

<p><u>Key partners</u></p> <ul style="list-style-type: none"> • Bus rental site with driver Autocar-drive.fr • Hub-grade workspace rentals • Personalized goodies website J-media.fr 	<p><u>Key activities</u></p> <ul style="list-style-type: none"> • Sale: organic cosmetics • Commercial: quote management, invoices • Digital communication: website creation and social media management 	<p><u>Offer (Value Proposition)</u></p> <p>Offer a range of organic products allowing people suffering from skin problems (acne, black spots, etc.) to reconnect with healthy and flawless skin.</p>	<p><u>Customer relationship</u></p> <p>Set up a telephone number for customer service and FAQ on the site.</p> <p>Business relationship: telephone/e-mail exchanges with the sales person.</p> <p>Interaction on our social networks: Lives, messages...</p>	<p><u>Segments de clientèle</u></p> <p>BtoC</p> <p>Main targets= Women between 15 and 60 years, students, csp (professional status category) average, managers</p> <p>Core targets = Between 18 and 35 years</p> <p>Secondary targets= men, influencers, media</p>
	<p><u>Key resources</u></p> <ul style="list-style-type: none"> • Intangible resources: e-commerce site, insurance • Physical resources: room, sound equipment (micro, lighting), computers, telephone. • Human resources: community manager • Financial resources: own capital, grants and subsidies. 		<p><u>Channels of distribution</u></p> <ul style="list-style-type: none"> • Social networks: via stories, posts (photos and videos - regular posts) on Instagram, Youtube (video presentation of our concept), Facebook, Twitter, LinkedIn. • Website: www.bioty.com 	

<p><u>Cost structure</u></p> <ul style="list-style-type: none"> • Trademark registration at INPI: €210 (online) • SEA marketing-communication campaign and website + hosting • Closed office for rent for 3 people (12m²): 600€/month (Hub-grade.com) • Electricity: 50€/month • 3 HP computers: €2,100 • Delivery cost : 200€ • Adobe Pack Office + Suite Software: 35€/month (5 licenses) + 69,99€/month (1 license) 			<p><u>Sources of revenue</u></p> <ul style="list-style-type: none"> • The sale <p>Additional sources of revenue:</p> <ul style="list-style-type: none"> • Sale of advertising space on our site 		

Financial Analysis

1. Working capital requirement

Name	Year 1	Year 2	Year 3
Receivables	14980	21571.2	26964
Stock	1000	1200	1500
Needs	15980	22771.2	28464
Payables	10308	14794.56	18199.2
wages and social charges	2500	2500	2500
VAT payable	1614,6	2157,12	2426,76
Resources	14422,6	19451,68	23125,78
BFR	1557,4	3319,52	5338,22

2. Cost list

Products	Year 1	Year 2	Year 3
Fix Costs			
rademark registration at INPI: €210 (online)	210 €	210 €	210 €
3 HP computers: €2,100	2 100 €	2 100 €	2 100 €
Community manager	2500€/month	2500€/month	2500€/month
Variable costs			
Electricity: 50€/month	50€/month	50€/month	50€/month
Delivery cost (Maroc & Senegal)	200€/month	250€/month	325€/month
Adobe Pack Office + Suite Software: 35€/month (5 licenses) + 69,99€/month (1 license)	104.99€/month	104.99€/month	104.99€/month
Shea butter	75€/month	100€/month	125€/month
Argan oil	270€/month	270€/month	360€/month
Lemon	50€/month	60€/month	75€/month
Honey	99€/month	188€/month	188€/month
Tea tree	287,25€/month	344,7€/month	430,875/month
Beeswax	297,5€/month	357€/month	446,25€/month
pink water	274,75€/month	357,175€/month	384,65€/month

3. Estimated sales

To determine my turnover, I looked at the sales figures of many companies in the same field (for example the AromaZone site that sells natural products).

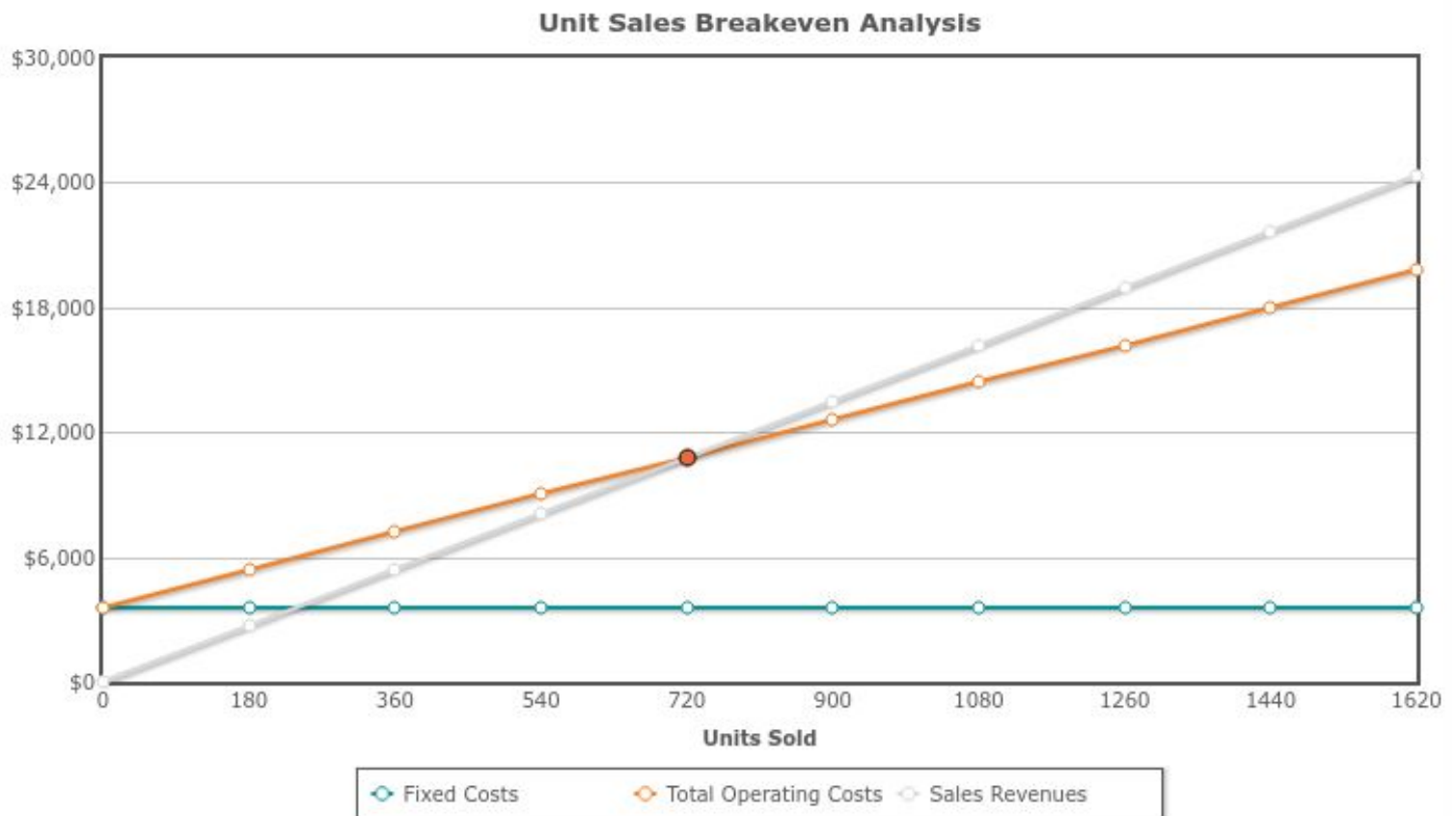
**Turnover = (marketing budget / cost per click) * conversion rate *
basket medium**

- Marketing budget : 333 / month for the 1st year
- Average cost per click: €0.8, so 416,25 clicks (333/0.8)
- Conversion rate: 1%, i.e. 5 sales/month(for 100 visits there will be only 1 purchase)
- Average basket 15€, i.e. a monthly turnover of 62,44 €.
- The annual turnover is therefore 750 €.

Company	Bioty
Marketing budget	333€/mois
Estimated clicks	416,25 clicks
Estimated volume sold	44 sales/month
Average basket	15€
Annual turnover	750 €

4. Projection and Breakeven

We would need to sell 720 units in order to cover our fixed costs. If we sell your anticipated 528 units then our loss would be -960 euros.



Marketing plan

1. Choice of Customer segments

Skin Bioty is a platform dedicated to satisfying all types of clients who are looking for quality products at low prices.

As a competitor on the internet, we will offer products for men and women, senior and junior because our products are 100% natural. We will try to target 18-25 year olds through social media.

We are also looking to attract consumers who are looking to save money and save time with door-to-door delivery by buying online rather than in physical stores.

2. Commercial and communication policy

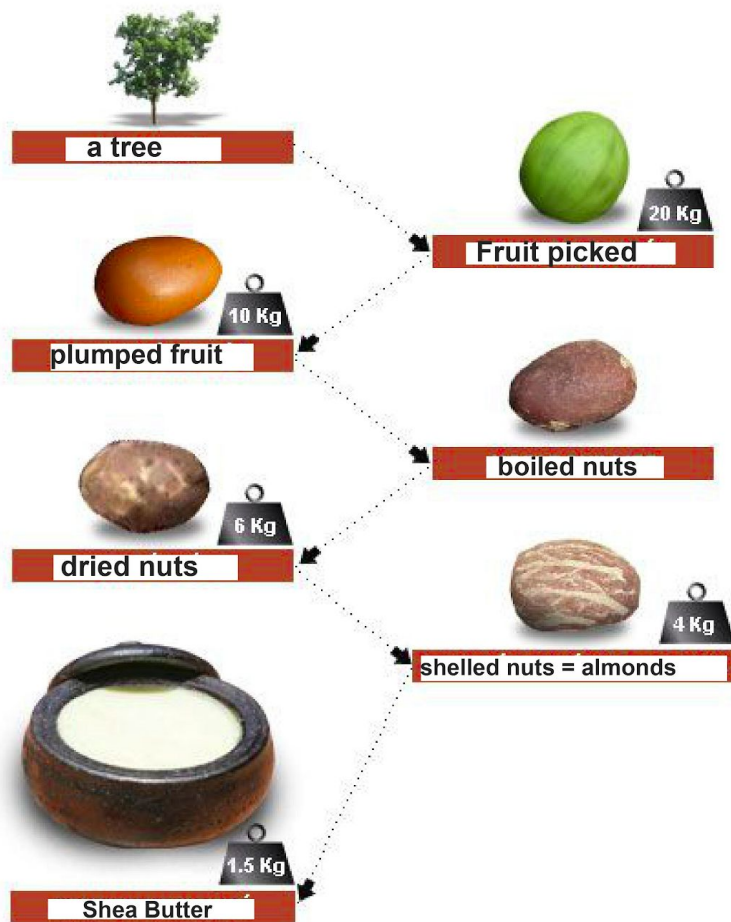
Type of action	Précisions	Budget (1st year)
Promote the brand	<ul style="list-style-type: none">➤ Email campaigns clients (writing and sending newsletters)➤ Management of my brand in social networks➤ Distribution of prospectus	2500 euros
Actions to get tested	<ul style="list-style-type: none">➤ Satisfied or reimbursement upon first order➤ Direct sale on market places (Rue du commerce ...)	500 euros
Shares for making buy	<ul style="list-style-type: none">➤ Management of our brand in social networks➤ Keep the website up to date	750 euros
Actions to build customer loyalty	<ul style="list-style-type: none">➤ update website and catalogue articles➤ promo codes➤ set up contest games	750 euros

Annexes

A- Method to extract argan oil in Morocco



B- Processus to extract shea butter



C- Method to extract shea butter



D- Technical Data sheet : Soap

BIOTY

Université Paris Nanterre
www.bioty.fr



Bioty		COSMETIC TECHNICAL DATA SHEET	Data emissione 22/03/2020 Data Revisione 22/03/2020 Numero Revisione 0
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Product commercial code Code commercial du produit Codice commerciale cosmetico	B0915SQ3
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Article description	Soap 15 g - "Bioty"
Description de l'article	Savon 15 g - "Bioty"
Descrizione dell'articolo	Saponi 15 g - "Bioty"

Product commercial code Code commercial du produit Codice commerciale cosmetico	BIOSAP
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Revision formula number Numéro de révision formule Numero di revisione formula	REV. 10
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Technical sheet date Date de compilation fiche technique Data compilazione scheda tecnica	24/03/2020
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Commercial name	Soap
Nom commercial	Savon
Nome commercial	Sapone

Market category	Toiletries
Catégorie de marché	Toiletries
Categoria di mercato	Toiletries

		EN	FR	ITA
Cosmetic characteristics Caractéristiques cosmétiques Caratteristiche cosmetiche	Appearance / Apparence / Aspetto	solid	solide	solido
	pH		10,5 ± 0,5	
	Color / Couleur / Colore	white	blanc	bianco
	Smell / Odeur / Odore	characteristic	caractéristique	caratteristico

INCI Labelling Étiquetage INCI: Etichettatura INCI
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Ingredients / Ingrédients / Ingredienti
Palm
Acide soap
Aqua
Parfum
Lemon
Honey
Tea tree essential oil
Shea butter

E- Technical Data sheet : Moisturizer cream

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Bioty	COSMETIC TECHNICAL DATA SHEET	Data emissione 22/03/2020 Data Revisione 22/03/2020 Numero Revisione 0
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Product commercial code Code commercial du produit Codice commerciale cosmetico	B0915SQ4
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Article description	Moisturizer 50 ml - "Bioty"
Description de l'article	Crème hydratante 50 ml - "Bioty"
Descrizione dell'articolo	Crema Idratante 50 ml - "Bioty"

Product commercial code Code commercial du produit Codice commerciale cosmetico	BIOSAP
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Revision formula number Numéro de révision formule Numero di revisione formula	REV. 10
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Technical sheet date Date de compilation fiche technique Data compilazione scheda tecnica	24/03/2020
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Commercial name	Moisturizer
Nom commercial	Crème hydratante
Nome commercial	Crema Idratante

Market category	Toiletries
Catégorie de marché	Toiletries
Categoria di mercato	Toiletries

Cosmetic characteristics
Caractéristiques cosmétiques
Caratteristiche cosmetiche

	EN	FR	ITA
Appearance / Apparence / Aspetto	cream	crème	crema
pH		6,5 ± 0,5	
Color / Couleur / Colore	pale yellow	jaune clair	giallo chiaro
Smell / Odeur / Odore	characteristic	caractéristique	caratteristico

INCI Labelling
Étiquetage INCI:
Etichettatura INCI

Ingredients / Ingrédients / Ingredienti
Beeswax
Argan oil
Rose water
Almond honey