



BUSTY
POOP

Coffee Ground Dishwashing Liquid

#11, 12, 20, 22, 23, 26 6/16



Vision

To sustainably improve the hygiene of people of all ages.

Dusty Pop



Key Resource

- Vision and Value prepositions
- Branding
- Business experience
- Management team
- Human resources team
- Graphic design team
- Social media team
- Warehouse
- Online platform
- Supply database
- Supplier database
- License

Value Preposition

- Environmental awareness
- Affordable
- High-quality product
- Value customer
- Functional
- Minimal design
- Continual improvement
- Easy access
- Support local coffee business

Key Partners

- Supplier
- Manufacturing plant
- Logistics and Hub
- E-commerce Platform
- Government officials



Key Activities

- Product design
- Quality control
- Product development
- Suitable supplier & manufacturing plant
- Diminish production cost
- Environmental awareness
- Marketing
- Capacity building
- Employee training
- Collaboration with brands & business
- Investment

Airless Pump Bottle Package

EASY AND
SAFE TO USE

NO CHEMICAL
PRESERVATIVES

LONG
SHELF LIFE

BUSTY
POOP



Customer Segment

- People of all ages and genders
- Household
- Restaurant

Pain Point (Problem)

- Cleaning stain
- Safe-to-skin product
- No chemical preservatives
- Eco-friendly alternative
- Easy and Convenient
- Long shelf life

Customer Relationship

- Feedback and Reviews
- Product opening promotion
- Eco-friendly and Quality product
- Giveaways sample product
- Workshop

Channels

- Online Store
- Online Advertising
- Social Network
- Feedback and Reviews



Online Advertising

Instagram



shop now at www.dustypop.com

Facebook



Like Comment

Online Advertising



The screenshot shows a GitHub repository page for 'DustyPop_production'. The repository is private. It has 1 branch (main) and 0 tags. There are 8 commits from incluDna. The repository description is: "'DustyPop' Project from Project Work subject. To create product and data about product research and business plan." The repository has 1 watching and 0 forks. A button at the bottom says 'Add a README'.

DustyPop_production (Private)

Code Issues Pull requests Actions Projects Security Insights Settings

Unwatch 1 Fork 0 Star 0

main 1 branch 0 tags Go to file Add file <> Code

incluDna https://kb.psu.ac.th/psukb/bitstream/2... 94962cd 15 hours ago 8 commits

Coffee Ground Dishwas... Add files via upload 15 hours ago

Demo1_Design project+... Add files via upload 15 hours ago

Final work_Dusty Pop P... Add files via upload 15 hours ago

Research coffee ground... https://kb.psu.ac.th/psukb/bitstream/2016/10711/ 15 hours ago

Add a README with an overview of your project. Add a README

Upload data about project creation, research, prototypes, and final work to gain customer's trust.

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incluDna / DustyPop_production

Type to search

Code Issues Pull requests Actions Projects Security Insights Settings

Unwatch 1 Fork 0 Star 0

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Project Progress Report

Dusty Pop

Date: 29 June 2023
Doc. Version: 1

https://github.com/incluDna/DustyPop_production.git

Cost Structure

- Production cost
- Product development cost
- Marketing cost
- Opportunity cost
- Investment
- Employee salary
- Training

Revenue stream

- Product sales via online platform
- Business expansion
- Other service and product sales
- Franchise
- Investment



Arigatō

ありがとう