



ReSolution

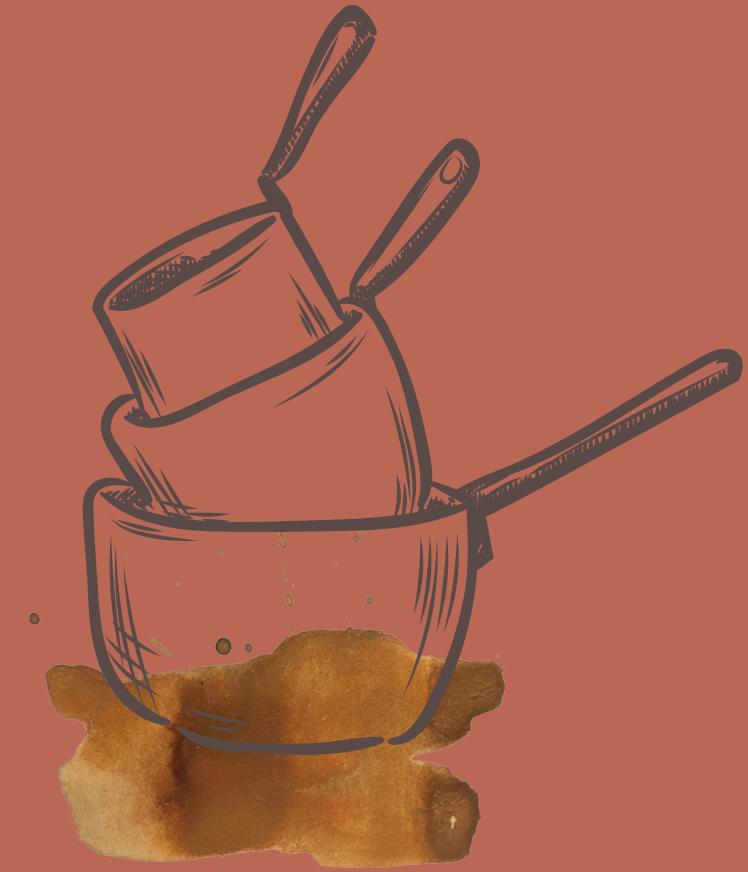
(n.) a liquid mixture (v.) a means of solving a problem

Dishwashing liquid from
“COFFEE GROUND”

1

WHAT IS THE PROBLEM?

**Due to the problem of washing pots.
Sometimes, there is a problem with
stains (from food or burns). Which is
firmly attached, making it difficult to
wash off.**



2

HOW TO SOLVE?

- Use products that clean stain and stick well.
- Use natural materials that are acidic, to wash away dirt.
- Use "coffee grounds"

Use hexane to extract the oil from the coffee grounds.(14.68wt%)

[Ref. Research from PSU]

Coffee
has a weak acidity.



3

HOW TO

IMPROVE PEOPLE LIVE?

- Help solve the problem of cleaning the stains on pots, pans to be more clean.
- Less effort is required to clean.
- Save time
- Suitable for people who eat coffee. Then, there is leftover coffee grounds. Instead of throwing away, it can be used. (Can help reduce waste)



ready-made

4

Prototype

Semi-finished

For people who have coffee ground

Type1

Ready to use (already put the coffee ground in)

Main materials

Cocamidopropyl betaine
Surfactant = 10% +
Baking soda = 10% +
Citric acid = 8% +
Coffee ground oil= 17%



plastic bottle

Brand

price 70 Baht/ 800 ml.

Type2

unmixed coffee ground+blend bottle

price 60 Baht/ 750 ml.

FREE



400 ml.

Main materials

Cocamidopropyl betaine
Surfactant = 10%
Baking soda = 8%
Citric acid = 17%
hexane = 10%

get free

If you have coffee ground, you can put coffee ground in this bottle and put the reactant dishwashing liquid. Then, blend them together before use.

SALES



- **ReSolution**
-dishwashing liquid from coffee ground

- **Price**
- Type1 Ready to use
70 Baht/ 800 ml.

- Type2 unmixed coffee ground+blend bottle
(for people who have coffee ground)
60 Baht/750 ml.

5

MARKETING PROPOSAL

ReSolution - dishwashing liquid

INVESTMENTS

capital cost of main ingredients
(roughly)

- baking soda 1kg. 61 baht
- citric acid 1kg. 73 baht
- coffee ground 1kg. 40 baht
- hexane 450cc 169 baht
- water 6 liters 35 baht
- cocamidopropyl betaine 1kg. 90 baht

total 718.2 baht

• **Type1 Ready to use 800 ml.**

capital cost (1bottle)=47.352 baht

price(1bottle)=70 baht

profit 22.648 baht

From total capital cost=718.2 baht

can made 12-15 bottles

so, cost = $70 \times 15 = 1050$ baht

total profit $1050 - 718.2 = 331.8$ baht

• **Type2 unmixed coffee ground+blend bottle 750ml.**

capital cost (1bottle)=44.045 baht

price(1bottle)=60 baht

profit 15.955 baht

From total capital cost=698.2 baht (-coffee ground/+blend bottle)

can made 13-16 bottles

so, cost = $60 \times 15 = 900$ baht

total profit $900 - 698.2 = 201.8$ baht

Material1,2 type 40%

Electricity&water supply 5%

wage and salary 15%

tag and any fee 5%

transportation 5%

fixed cost equipment 5%

totally 75%

Profit

total = $100 - 75 = 25\%$

Return on investment =profit/ produce cost

= $(25/75) \times 100$

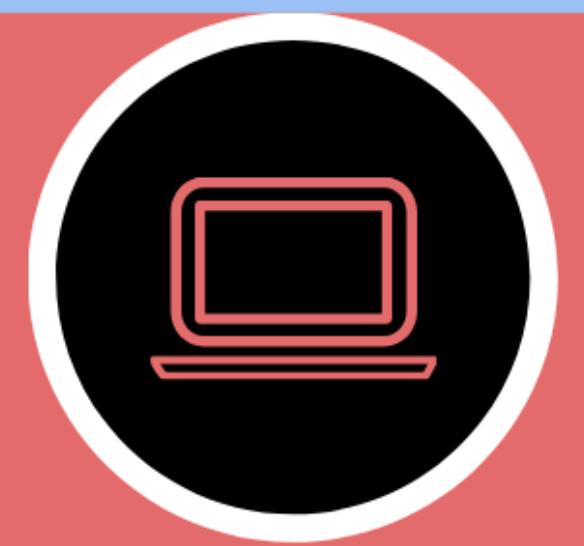
= 33.33%

Return depend on the percentage of investment assumption

total sale(roughly estimate) 1 million baht

total cost $(75/100) \times 1\text{million} = 750,000$ baht (each year)





AWARENESS

- You can access the products from the general department stores, cleaning shop.
- Have online sales channels. So that the product is popular and more accessible people by use Facebook, Instagram sell or Shopee etc.
- Suitable for general groups and housewives.
- The highlight is deep cleaning. The substances used do not irritate the skin. Easy to use without any hassle. Help reduce waste such as coffee grounds as well

BRAND AWARENESS



OFFER TO INVEST



OPERATOR



PARTNER INVESTORS

4P

- ✓ Produce-ReSolution
(Dishwashing liquid from coffee ground)
- ✓ Price-60-70 Baht
- ✓ Place-supermarket, cleaning products store
-online market(FB,IG,Shopee)
- ✓ Promotion-buy 1 get 1(important festival)
(still get profit)

*thank
you*

Reference information

- <https://kb.psu.ac.th/psukb/bitstream/2016/10711/1/409400.pdf>
- <https://www.girlsallaround.com/coffee-ground/>