Praharshita Gaur

Foressential

1. Since I would be a sole proprietor, I would require a small business license. From previous experience it is known that the license costs $60. Most of the major costs would be related to production of the soaps. The method of cold pressing will be used hence wooden molds for the soaps would be required, which cost $15 per set of 6. an estimated 24 sets can be made a day by a single employee hence it would cost $45 for the wooden molds. Few of the main ingredients BeesWax, glycerin, coloring and an array of essential oils would cost $54/kg, $18/l,$7/30ml, $30/5ml respectively. Overall the cost of making 24 soaps a day would be anywhere from $240-$360 ($10-$15/bar) based on what grade of material has been used. All excluding variable costs of operation. Hence in a month it is expected to cost anywhere from $7200-$8000 with costs of operations decreasing as economies of scale increases. Marketing the business in the first stages will not be costly as social media is the first platform which will be used, essentially it is free.
2. The business of soap making heavily depends on the quality and quantity of materials used. It will be important to track the data of how much of a certain essential oil is used as it is the most expensive material used in the soap. Secondly, a track of sales is important, especially which type of soap is being sold the most and which are not as popular so that a decision as to which soap to discontinue and which to increase in production can be made. Another aspect that can be kept track off is which customer buys the most amount of soap and for what reason, this can help in knowing the target market better and its patterns, with knowing the reason, that aspect can be marketed more. In addition, data related to the customer’s location or residence can be kept track of in order to see which area most of the customers belong from, thus enabling us to focus more marketing on the geographical area. This also, encourages in making a rating system for customers so that it makes it easier to keep tracks of the regular customers likes and dislikes. Also, a track of ingredients and their use will be tracked so that when the inventory is running low they can be updated, additionally, this is important as some of the ingredients are not sourced locally from india but are rather sourced from Australia. Similarly, a track of vendors/suppliers will be kept in order to maintain relations and maybe get discount values on the ingredients in the future.
3. Foressentials specializes in the production of handmade beauty soaps enriched with FairTrade essential oils. It is a niche market that is waiting to be explored in India. More and more people with disposable income want to spend their money more ethically. Foressential gives them a chance to start small and make a green impact even though its small step. The beauty industry is ever expanding and people are looking for new natural alternatives, Foressential beauty soaps provide them with that. essentials oils and beeswax are proven to be beneficial for skin and reduce signs of a aging as well as improve skin quality. one the variants of essential oils that will be used, Eucalyptus oil is known for its healing properties, while Lavender oil is known for its relaxing properties. These essential oils are the USP of our handmade products, in addition, people enjoy handmade products more as they are more sustainable and help support small businesses. The product will succeed because of its quality and because of the clean intentions of the new brand.

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