***1. Provide a total fixed cost amount***.

| **Start Up Fixed Costs (name)** | **Cost ($)** | **Source** |
| --- | --- | --- |
| Shelving unit x10 | $729.90 | Yaheetech, (March 8 2021) “Yaheetech 5-Tier Industrial Storage Rack, Heavy Duty Garage Shelving Units, Blue, 70 x 30 x 150 cm” [Amazon](https://www.amazon.ca/Yaheetech-5-Tier-Industrial-Storage-Shelving/dp/B08X6C15RR/ref=sr_1_9?crid=3AFI1J8AEO9WB&keywords=industrial%2Bshelving%2Bunits&qid=1699644029&sprefix=industrial%2Bshelving%2Bunits%2Caps%2C153&sr=8-9&th=1) |
| Pallet Jack x2 | $304.42 | Shanghai Baijiang Industrial Technology Co., Ltd**.** (2022), “Easy Lift Hand Pallet Truck 1Ton 2.5Ton 5Ton High Quality Hand Pallet Truck Jack for Transport Goods” [Alibaba](https://www.alibaba.com/product-detail/Easy-Lift-Hand-Pallet-Truck-1Ton_1600922566291.html?spm=a2700.7735675.0.0.355bQtptQtptQE&s=p) |
| Desk x3 | $134.97 | BestOffice (March 9 2021), “Computer Desk,39.4” 47.2”Home Office Desk Writing Study Table Modern Simple Style PC Desk with Metal Frame for Home Office (47.2”, Brown)”[Amazon](https://www.amazon.ca/BestOffice-inches-Writing-Desk-Frame%EF%BC%8CBrown/dp/B08YD6WQRK/ref=sr_1_17?crid=16RGUFFV606A5&keywords=desk&qid=1699643487&sprefix=desk%2Caps%2C110&sr=8-17&th=1) |
| Workbench x3 | $839.97 | Goplus (Nov. 5 2021), “Goplus Adjustable Workbench, 53" Oak Board Garage Work Bench, Heavy-Duty Steel Work Table Hardwood Workstation, Easy Assembly” [Amazon](https://www.amazon.ca/Goplus-Adjustable-Workbench-Heavy-Duty-Workstation/dp/B08RS8MV8K/ref=sr_1_1_sspa?crid=2K42WXIMJKDIU&keywords=work+benches&qid=1699643442&sprefix=work+benches%2Caps%2C116&sr=8-1-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9hdGY&psc=1) |
| Computer x3 | $297 x3 | Amazon Renewed, (Dec 19 2017), “HP ProDesk 600 G1 High Performance Business Small Form Factor Desktop Computer, Intel Core i3-4130 3.4 GHz, 8GB RAM, 500GB HDD, DVD, WiFi, Windows 10 Pro (Renewed)” [Amazon](https://www.amazon.ca/HP-ProDesk-600-Performance-Refurbished/dp/B077MSZ9P3/ref=sr_1_1?crid=1UKXF4RKT0QTC&keywords=desktop+computer&qid=1699643412&sprefix=desktop%2Caps%2C121&sr=8-1) |
| Monitors x3 | $89.99 x3 | Amazon (2023). *Acer 21.5" 1920 x 1080 VA LED Monitor - SB222Q EBI*  [*Amazon*](https://www.amazon.ca/Acer-21-5-1920-1080-Monitor/dp/B0CGVWWQTT/ref=sr_1_5?crid=19Q9UD0ZV43LU&keywords=monitors&qid=1700851561&refinements=p_36%3A12035762011&rnid=12035759011&s=electronics&sprefix=monitor%2Caps%2C220&sr=1-5&ufe=app_do%3Aamzn1.fos.71722c10-739d-471b-befb-3e4b9bf7d0d6) |
| Phone Kit x2 (office and warehouse) | $278.18 | Amazon (2023). *Panasonic KXTGF352M Dect\_6.0 3-Handset Landline Telephone* [Amazon](https://www.amazon.ca/Panasonic-KXTGF352M-Dect_6-0-3-Handset-Telephone/dp/B072HNN9LH/ref=sr_1_49_sspa?crid=274H4BJO8GCQT&keywords=office%2Bphone&qid=1699643352&sprefix=office%2Bphone%2Caps%2C172&sr=8-49-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9idGY&th=1) |
| Printer x2 (office and warehouse) | $209.98 | Amazon (2023). *HP DeskJet 2755e All-in-One Printer with 3 Months Free Ink Through HP Plus (26K67A)* [Amazon](https://www.amazon.ca/HP-DeskJet-2755e-Printer-Through/dp/B08XYP6BJV/ref=sr_1_49_sspa?crid=22EWS5NXJZGZM&keywords=printer&qid=1699643299&sprefix=printer%2Caps%2C137&sr=8-49-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9idGY&psc=1) |
| Packing Tape Gun x2 | $40.00 | Amazon (2023). *Newest 2023 Model Heavy Duty Quick-Release "Mouse Trap" Packing Tape Dispenser - 2 inch/50mm Wide Packing Tape - Single Tape Gun (Blue)* [Amazon](https://www.amazon.ca/Newest-Model-Quick-Release-Packing-Dispenser/dp/B0C4LZL35G/ref=sr_1_2_sspa?crid=13PE8UJYWPX7L&keywords=packing%2Btape%2Bguns&qid=1699643217&sprefix=packing%2Btape%2Bguns%2Caps%2C122&sr=8-2-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9hdGY&th=1) |
| Boxcutter kit | $20.00 | Amazon (2023). *24Pack Box Cutters (9MM Wide Blade Cutter 4 Color) Utility Knife Retractable Compact Extended Use for Office, Home, Arts Crafts, Hobby* [Amazon](https://www.amazon.ca/Cutters-Utility-Retractable-Compact-Extended/dp/B08L7QP1W3/ref=sr_1_2_sspa?crid=GVW2CZLUGGJC&keywords=box%2Bcutters&qid=1699643174&sprefix=box%2Bcutters%2Caps%2C120&sr=8-2-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9hdGY&th=1) |
| Security Cameras | $379.99 | Amazon (2023). *[10CH Expandable] Hiseeu Wireless Security Camera System with 10in LCD 2K Monitor, 4Pcs 3MP Outdoor Indoor Cameras with One-Way Audio, Waterproof, Motion Detect, 1TB HDD/Cloud Storage, Work with Alexa* [Amazon](https://www.amazon.ca/Monitor-Wireless-Security-10-1LCD-Waterproof/dp/B07F32X3XZ/ref=sr_1_49_sspa?crid=25JUHCP2IH8TS&keywords=security%2Bcameras%2Bwireless%2Boutdoor&qid=1699643102&sprefix=security%2B%2Caps%2C175&sr=8-49-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9idGY&th=1) |
| **Total** | **$4,098.38** |  |

| **Annual Operational Fixed Costs (name)** | **Cost ($)** | **Source** |
| --- | --- | --- |
| Electricity Bill | 1271.64 | MovingWaldo (2023). *Alberta Utility Bills : How Much Does It Cost for Electricity, Water, Gas, Internet, Cable & Home Phones in 2023?* [Moving Waldo](https://www.movingwaldo.com/daily-living/alberta-utility-bills-how-much-does-utilities-cost/) |
| Natural Gas Heating Bill | 472.92 | MovingWaldo (2023). *Alberta Utility Bills : How Much Does It Cost for Electricity, Water, Gas, Internet, Cable & Home Phones in 2023?* [*Moving Waldo*](https://www.movingwaldo.com/daily-living/alberta-utility-bills-how-much-does-utilities-cost/) |
| Commercial Insurance Bill  (General liability +Business owners policy) | $ 1,188 | Insureon (Oct 9, 2023). *Small Business insurance costs.* [Insureon](https://www.insureon.com/small-business-insurance/cost) |
| Business Email/ Administrative Software Bill | $748.80/annum | Google Workspace (2023)  [Google Workspace](https://workspace.google.com/pricing.html?utm_source=google&utm_medium=cpc&utm_campaign=na-CA-all-en-dr-sitelink-all-all-trial-b-dr-1605018&utm_content=text-ad-none-any-DEV_c-CRE_658969970625-ADGP_Hybrid%20%7C%20BKWS%20-%20MIX%20%7C%20Txt_G%20Suite%20Top-KWID_43700076452837541-kwd-468847841903&utm_term=KW_register%20g%20suite-ST_register%20g%20suite&gad_source=1&gclid=CjwKCAiAsIGrBhAAEiwAEzMlC2UbA_AVybp1Gp6iwgWWz7PIC7pR6pVL2ljwxLVcVQaanwoxo2WDthoCzSsQAvD_BwE&gclsrc=aw.ds) |
| Website Bill | $432.00/annum | Squarespace (2023)  [Squarespace](https://www.squarespace.com/pricing/?channel=pbr&subchannel=go&campaign=pbr-go-ca-multi-core_general-e&subcampaign=(price-en_squarespace-pricing_e)&&cid=16750987385&aid=133807083774&tid=kwd-37652728184&mt=e&eid=&loc_p_ms=9001365&loc_i_ms=&nw=g&d=c&adid=602205695006&channel2=pbr&subchannel2=go&gad_source=1&gclid=CjwKCAiAsIGrBhAAEiwAEzMlC8YB4IexxpQ7co8PF6Jos-Zeb7x1C5S8mPHazMRQI1oOV1Wok5y9BhoChwwQAvD_BwE&gclsrc=aw.ds) |
| Do  main Name | $19.99/annum | Godaddy (2023)  [GoDaddy](https://www.godaddy.com/en-ca/domainsearch/find?itc=dlp_domain&domainToCheck=TruNorth.survival&tmskey=1dom_03_buydomain) |
| Internet Bill | $960/annum | MovingWaldo (2023). *The Average Cost of Internet Bills in Alberta*  [*Moving Waldo*](https://www.movingwaldo.com/daily-living/alberta-utility-bills-how-much-does-utilities-cost/) |
| Business Phone Bill | $260/annum | Telus (2023). *Business Connect Enhanced*  [*Telus*](https://www.telus.com/en/business/small/phone/cloud-phone?intcmp=tcom_b2b_homepage_link_phone_3_smb#enhanced) |
| Warehouse with Office Lease | $24,940/annum | Ian S. Fletcher, (Nov. 8, 2023), “12848 52 ST NW Edmonton, Alberta T5A0B6” [Realtor.ca](https://www.realtor.ca/real-estate/26259211/12848-52-st-nw-edmonton-kennedale-industrial) |
| Office Supplies | $7,392/annum | Chron (2019) *The Average Cost Per Month for Office Supplies*  [*CHRON*](https://smallbusiness.chron.com/average-cost-per-month-office-supplies-12771.html) |
|  |  |  |
| Total | **$37,685.35** |  |

| **Total Fixed Costs ($)** |
| --- |
|  |

***2. List all variable costs and provide a total variable cost amount***.

| **Variable Costs (name)** | **Cost ($)** | **Source** |
| --- | --- | --- |
| Sachel -1 | $0.87 | Amazon (2023). *80 Pack Canvas Zipper Makeup Bags Bulk Pencil Pouches Blank DIY Craft Canvas Cosmetic Bag Pouch with Zipper for Makeup Cosmetic Toiletry Stationary Storage (Black)*  <https://www.amazon.ca/dp/B0B5Q8ZH1M?ref_=cm_sw_r_cp_ud_dp_PKN948H22RZW4SZZ7BFX&th=1> |
| Medical scissors - 1 | $2.05 | CanMedDirect (2023). *Medline DYNJ04049 - IRIS Scissors, Stainless Steel, 4.5" Curved, Floor Grade, Sterile, EA*  <https://www.canmeddirect.ca/medline-dynj04049-ea-iris-scissors-stainless-steel-45-curved-floor-grade-sterile.html> |
| Medical gauze bandage - 1 | $1.29 | FirstAidCanada (2023). *Conforming Stretch Bandages – Sterile*  <https://www.firstaidcanada.com/product/conforming-stretch-bandages-sterile/> |
| Medical tape - 1 | $1.42 | Uline (2023). *3M MEDICAL TAPE*  <https://www.uline.ca/BL_6727/3M-Medical-Tape?keywords=medical+tape> |
| Tweezers -1 | $1.79 | FirstAidCanada (2023). *Splinter Forceps – Flat End*  <https://www.firstaidcanada.com/product/splinter-forceps-flat-end/> |
| Safety pin - 2 | $0.04 | Amazon (2023). *vrupin 1000Pieces -Safety Pins, 1.1 Inch Safety Pins Clothing Clips Tool 28mm Decorative Safety Pins Assorted, Sewing Accessories Kit.*  <https://www.amazon.ca/Pieces-Clothing-Decorative-Accessories-Jewelry/dp/B07THRSD1W/ref=asc_df_B07THRSD1W/?tag=googleshopc0c-20&linkCode=df0&hvadid=629223922009&hvpos=&hvnetw=g&hvrand=17712445008803264038&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9001371&hvtargid=pla-784254513789&psc=1> |
| Adhesive Bandage (of varying sizes) - 10 | $0.90 | Uline (2023). *Bandages*  <https://www.uline.ca/BL_1390/Bandages> |
| Pair of Gloves - 2 | $0.42 | FirstAidCanada (2023). *Nitrile Disposable Gloves (100/Box)*  <https://www.firstaidcanada.com/product/nitrile-medical-examination-gloves-100-box/> |
| Alcohol wipes/antiseptic towelette -10 | $0.17 | CanMedDirect (2023). *Loris 103-03 - Loris Alcohol Wipes, 70& Medium, 65mm X 35mm, Individually Wrapped, BX 200*  <https://www.canmeddirect.ca/loris-103-03-bx-200-loris-alcohol-wipes-70&-medium-65mm-x-35mm-individually-wrapped.html> |
| Site Cleansing prep pads - 10 | $0.88 | CanMedDirect (2023). *Loris 109-01 - Loris Povidone-Iodine Prep (10%) PVP-I Pad, Antiseptic, Medium. Box/200., Box 200*  <https://www.canmeddirect.ca/loris-109-01-box-200-loris-povidone-iodine-prep-10-pvp-i-pad-antiseptic-medium-box200.html> |
| Sterile gauze pads/sponges - 4x4 -2 | $0.58 | Uline (2023). *Gauze Pads.*  <https://www.uline.ca/BL_399/Gauze-Pads> |
| Sterile gauze pads/sponges - 2x2 - 2 | $0.43 | Uline (2023). *Gauze Pads.*  <https://www.uline.ca/BL_399/Gauze-Pads> |
| Booklet: *Edible and Medicinal Plants of the NorthWest* | $10 (bulk Wholesale price) | Indigo (2023). *Edible and Medicinal Plants of the Northwest.*  <https://www.indigo.ca/en-ca/edible-and-medicinal-plants-of-the-northwest/9780973981988.html> |
| **Total** | **$20.84** |  |

***3. Show your break-even calculations in an easy to understand format and identify clearly the break-even point (in terms of units)***. ***Please explain your pricing strategy in terms of selling price (with references)***.

Our pricing strategy is using at 30.50% markup on the product for a final sale price of $30 which puts us comfortably below our main competitors price of around $50.00

My Medic. (n.d.). *First aid kits | First aid supplies*. [MyMedic](https://mymedic.com/collections/first-aid-kits)

***4. In a short paragraph, explain why (or why not) the break-even point is realistically achievable or unrealistic at this point. If it is unrealistic, what needs to be adjusted in order for you to break-even (i.e., find longer-term financing options, adjust the expectations of your investors, raise prices, lower costs, sell more units, etc.)***.

The break-even point is unfortunately higher than we would like and is more than likely unrealistic for us to achieve in a year. Our goal its to reach 5000 units in sales by year 3, meaning we would need to trim our annual costs down. The startup cost and variable cost of each unit is low enough for goals but after the first year we could start to cut some of our annual costs that we didn’t find 100% necessary. Our main problem with our break-even point is simply the number of units we would need to sell. Therefore we would need to spur up interest in our product and potentially lowering our cost per unit by finding cheaper and more reliable suppliers for our production materials.