

BUSINESS PLAN

Earthmade

I. EXECUTIVE SUMMARY

Summarizes your entire business plan in a concise way. Make sure to explain how your business meets an opportunity for import-replacement.

Earthmade is a home based sole proprietor business specializing in making 100% natural handmade artisan soaps and body care products. Earthmade sources as many local supplies as possible, including from the following local businesses: Berkshire co-op market, Hawthorne valley, Camp hill Village and Caterskill Store House. Earthmade products will be distributed through local businesses (Berkshire Co-op Market, Hawthorne Valley, Lea's) farmers' markets, and potentially through an online shop (Etsy). Earthmade customers will find out about the products being offered through flyers, social media, and word of mouth (friends and family). Earthmade products are a great local substitute for commercially made body care products, providing high-quality products with a local "flavor," and a soap maker ready to answer questions about ingredients and health benefits.

II. THE BUSINESS

A. Description of Business:

What are you selling? Who are your suppliers (local & non-local)? Why will people buy it? What is the legal form of your business?

Earthmade specializes in making and selling 100% natural 2-3 ounce bar soap and other body care products including lip balm, lotion bars, deodorant and toothpaste. Earthmade sources its basic supplies through the internet. The rest of Earthmade's supplies come from sources as local as the owner's personal home garden, as well as local farms and markets. Locally sourced fresh herbs, spices and flowers help keep Earthmade soaps as fresh as possible, bringing the essences of the garden to your shower. Customers will opt for Earthmade products because they are 100% natural, free of harsh chemicals, and are locally handmade artisan products. Customers may also wish to purchase Earthmade products due to their beautiful fragrance and the way that they resemble of delicious food products. For example, Earthmade's premium products include mint chocolate milk soap, cucumber mint soap, and oats with cinnamon milk and honey soap. Earthmade is a sole proprietorship.

B. Target Market:

Who is your target customer? Be specific. Can you describe where they go, what they read, what they listen to? How do you reach your customer? How will you distribute your product or service?

Earthmade products are more appealing to educated, health conscious individuals who are willing to spend a bit more money for a quality hand crafted artisan product. Earthmade products will appeal to other entrepreneurs, small business owners, and those willing to barter or trade products. Earthmade products will also appeal to customers who are conscious about the local economy and who visit local business including health food stores, cooperatives, clothing/handmade shops and farmers markets. Earthmade will reach its customers through word of mouth, (friends and family), social media, flyers and Earthmade products will be distributed through farmers markets, local businesses, local delivery and an online shop for return customers.

C. Competition:

Are there similar businesses nearby? How will you distinguish your business?

There are similar business locally which are much more established and/or commercial. Earthmade will stand out from these by staying focused on creating a 100% natural, high quality, long lasting, and sustainable product. Earthmade also stands out by providing customers with a variety of innovative products which constantly changes and improves. Earthmade soaps also stand out from competitors because almost all Earthmade soaps resemble delicious food or desserts, capturing the essence of the garden or kitchen in the form of luxurious bath and body products.

D. Team:

Who will you work with? Will you hire employees?

Earthmade will rely on the expertise and skills of Josh Goldberg for the most part, who will hire friends or family to help out when needed. Earthmade offers an apprentice program for those who wish to learn to make soap. Earthmade also collaborates with local artisan entrepreneurs who do similar or relevant work ex: essential oil blenders, herbalists, aroma therapists, florists, and many more.

E. Skills & Experience:

What experience do you have in this field? What skills do you bring to the table?

Josh Goldberg has 3 years of experimental and learning experience making soap and body care products. Goldberg also has 3 years of gardening experience, many years of computer/graphic design experience and a small amount of business management experience. Goldberg's skills at maintaining a garden gives Earthmade the advantage of having fresh herbs, flowers and spices available for adding to soaps and other products, and allows Earthmade to utilize fresh extracts and infusions. His graphic design and computer experience gives Earthmade the advantage of creating labels, logos, fliers and business cards without having to pay a contractor to design marketing and advertising materials.

III. FINANCIAL DATA

A. Start Up Expenses: What is your up-front investment?

The startup investment would include a total of the following costs/expenses: Materials, equipment and a \$35 business registration fee

Equipment:

Pots, measuring cups, buckets, molds, safety glasses, stick blender, thermometers, gloves, stove, cabinets/shelving, sink, counter space, computer, printer and ink

Materials:

Bulk oils, waxes and butters, essential oils, herbs, spices, lye, water, paper, ink, packaging

Approx. cost of equipment:

Pots-\$25

Measuring cups-\$10

Buckets-\$5

Molds-\$15-\$45

Glasses-\$5

Stick blender-\$25-\$50

Thermometers-\$5-\$10

Gloves-\$5

Kitchen setup-\$1000+

Computer-\$300+

Printer-\$100+

Approx. Cost of materials:

Bulk oils- (5 gal) \$60

Waxes/butters approx. \$10-\$20/gal

Essential oils- \$10-\$60

Lye-\$10-\$60

Paper-\$20

Ink-\$10-\$30