

DECEMBER 2022

BUSINESS PLAN

Our success journey

Presented To:

Presented By:

**SCENT
SOLIDS**

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Tip: Use links to go to a different page inside your template.

How: Highlight the text, click on the link symbol on the toolbar, and select the page you want to link in your document.

EXECUTIVE SUMMARY

Give a brief explanation for the page



MISSION

To introduce a more convenient perfume product



VISION

To be a reputable brand in the fragrance industry

The Product

Our main product is perfume in a stick form instead of the usual liquids in spray bottles.

The Leadership

Jiara Martins and Kiara Austen are the cofounders of Scent Solids, serving as CEO and COO, respectively.

The Overall Industry

The fragrance industry is dominated by big players. Scent Solids is looking to disrupt the industry with its product's unconventionality.

The Competitors

One major competitor is Aimsphere's perfume balm. Scent Solids plans to compete with this and differentiate itself through its more convenient format.

The Financial Status

Scent Solids is looking to raise \$5 million to start operations. 80% of this amount has already been achieved. These funds will be used for production and marketing.

Future Plans

By 2030, Scent Solids aims to significantly grow its revenue, expand the team, and increase product offerings.

Tip: Design with the /Magic shortcut - the quickest way to make your work stand out!

How: While on the page, simply press the "/" key and scroll for whatever you need on the dropdown menu — text boxes, lines, shapes, tables, stickers, videos, and many more!

THE ORGANIZATION

Give a brief explanation for the page



JIARA MARTINS

Chief Executive Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.



WENDY SALINAS

Chief Financial Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.



KIARA AUSTEN

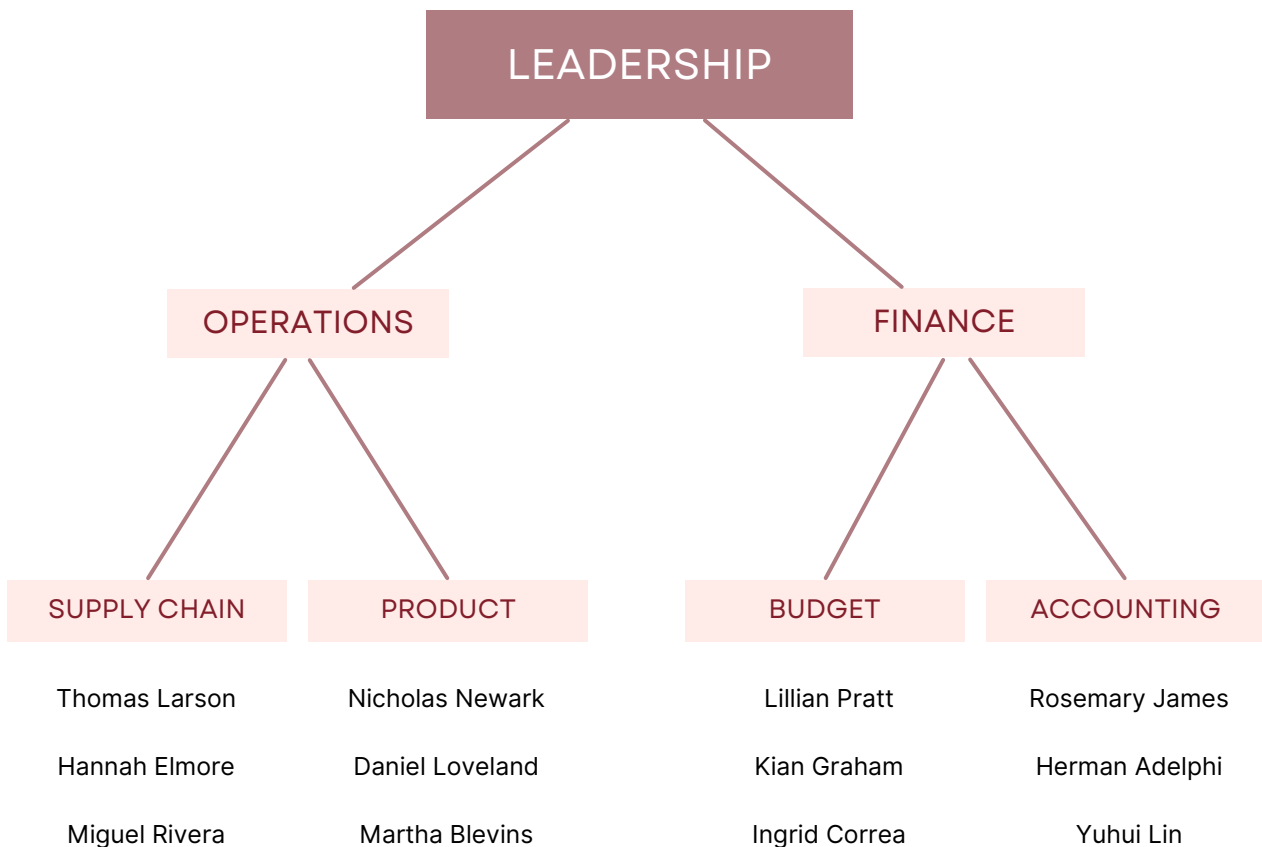
Chief Operations Officer

Explain what they do for the business. How much experience do they have? Where did they study? What are their achievements? You may also add a fun fact about them.

THE ORGANIZATION

Give a brief explanation for the page

MAP OF THE ORGANIZATION



BUSINESS DESCRIPTION

Give a brief explanation for the page

IMAGES AND MOCKUPS



THE FUTURE OF PERFUME

In this section, explain in detail what the business does. The goal is to convince potential investors that the business is a viable endeavor. What is the business's main product or service? How does it work? Will it offer a range of different product categories or services? What type of customers is it trying to reach? How is it new or different from other businesses in the field? And finally, consider the business's opportunities for growth and expansion.

Canva Tools for Mockups

Select an image on your template. Then click 'Edit Image' on the toolbar and scroll through our Smart Mockups and Frames available to you. You may also use our Background Remover to make photo cutouts of your products.

PRODUCT LIST

Give a brief explanation for the page

\$10.00

THE PURPLE STICK

Tired of spilled perfume in your bag? Get ready for a sturdy, spill-proof perfume stick that boasts a relaxing lavender scent.

\$80.00

ITEM NAME

Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

\$12.00

THE PINK STICK

Going out? Fit your perfume in that mini clutch! This classic rose perfume stick is perfectly portable.

\$45.00

ITEM NAME

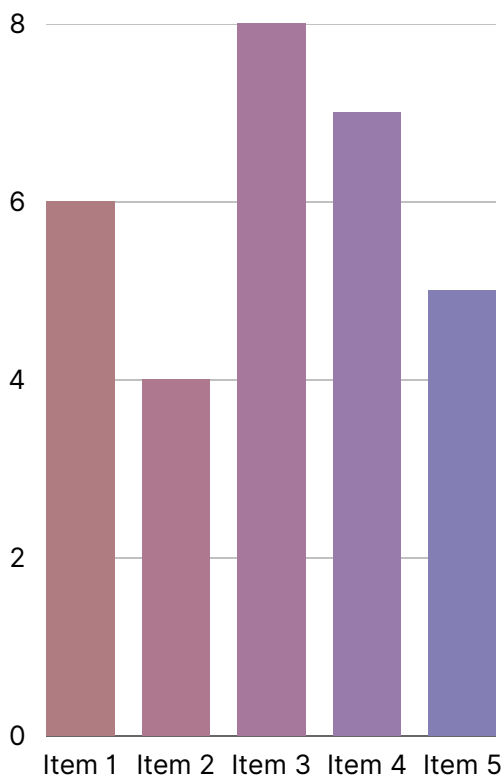
Add a description here. Be creative and descriptive. The goal is to entice the audience into purchasing it.

INDUSTRY BACKGROUND

Give a brief explanation for the page

THE PRODUCT

As all perfume industry players in Santa Solana share a relatively equal market share, Scent Solids has an opportunity to disrupt the market with non-traditional products.



THE SCENT INDUSTRY

In this section, write about the broader industry your business is in. Specify what industry it is - where it is, how big it is, what its general characteristics are, and what the usual products and services are available. What is the industry's history and what are its usual trends? Do you see new patterns developing? Give a prediction or outlook about where the industry is headed.

COMPETITOR ANALYSIS

Give a brief explanation for the page

AIMSPHERE

Duplicate the SWOT table as you evaluate other competitors.

STRENGTHS

- product portability
- very trendy
- affordable price

WEAKNESSES

- weak advertising presence
- less experience in the industry
- difficult product application

OPPORTUNITIES

- growing demand for a new perfume option
- convenience as an increasing priority
- easy market penetration

THREATS

- increasing competition
- ease-of-use is a growing priority
- a younger market has less purchasing power

THE OTHER SMELLS

In this section, specify who your competitors are and how prominent they are in the industry. Explain what products they have and what services they offer. Note their strengths and weaknesses. Show an analysis of their strategies for sales, branding, and marketing.

MARKET ANALYSIS

Give a brief explanation for the page

OUR SOLID SCENTERS

In this section, detail the specific market you are targeting. If it is a sizeable market, you may group your target audience into categories. You can also take into account the geography of your target market - if the business is an online endeavor or if it has physical locations. Besides geography, consider the audience's gender, race, educational level, and other demographic data.

USER PERSONA

Duplicate the table as you analyze other personas



Stella Ornelas She/Her

30 years old
Sales Agent
Brooknew City

Always hustling, Stella is a real embodiment of the phrase "work hard, play hard."

GOALS

- develop healthier habits
- buy a place of her own
- travel abroad

CHALLENGES

- no time for herself
- forgetful
- lack of sleep

LIKES

- socializing with friends
- trendy restaurants
- EDM

DISLIKES

- cluttered spaces
- tardiness
- spicy food

PERSONALITY

- ambitious
- straightforward
- social butterfly

PRODUCTS THEY ENJOY

- Asana Yoga Studio classes
- Fib & Joe app
- Wrya Inc jewelry

MARKETING PLAN

Give a brief explanation for the page

SCENT DIFFUSION

In this section, show potential investors what your specific marketing and sales targets are and how you plan to achieve them. Talk about how you will sell your product or service. Research the best methods for reaching your audience and convincing them to buy your product. Highlight how you are offering something new or how you can fix a problem in the industry. Understand the purchasing priorities of your audience and try to leverage that behavior.



MARKETING PLAN

Give a brief explanation for the page

THE 4 P'S OF MARKETING

Use this table to map out your marketing mix

PRODUCT

The brand, its features, its packaging

Common questions:

- What needs does this product fulfill
- What frustrations does it address?
- What makes it compelling to customers that they will want to have it?

PRICE

Discounts, bundles, credit terms

Common questions:

- What is the value of the product or service to customers?
- Are there established price points for this product or service in the market?
- How will this price compare with competitors?

PROMOTION

Print & broadcast ads, social media, email, search engine, video

Common questions:

- How you will get the word out about your product or service?
- What promotional approaches are most familiar to your audience?
- What resources are available to you?

PLACE

Physical stores, website, online marketplace

Common questions:

- Will it be in a physical store or online?
- Where will the stores be?
- What will be the distribution channels?

FINANCIAL PLAN

Give a brief explanation for the page

CAPITAL REQUIREMENTS

In this section, give a breakdown of how you plan to use the money and resources that your potential investors could provide. Specify how much capital you need and how you will allocate the money.

	VALUE	PERCENTAGE
Research and Development	\$456,000	44%
Marketing and Advertising	\$456,000	44%
Daily Operations	\$123,000	22%
TOTAL	\$1,035,000	100%

FINANCIAL OUTLOOK

You will also provide a projection of the business's financial performance within a certain time frame. Investors will want to know when they will receive a return on their investment.

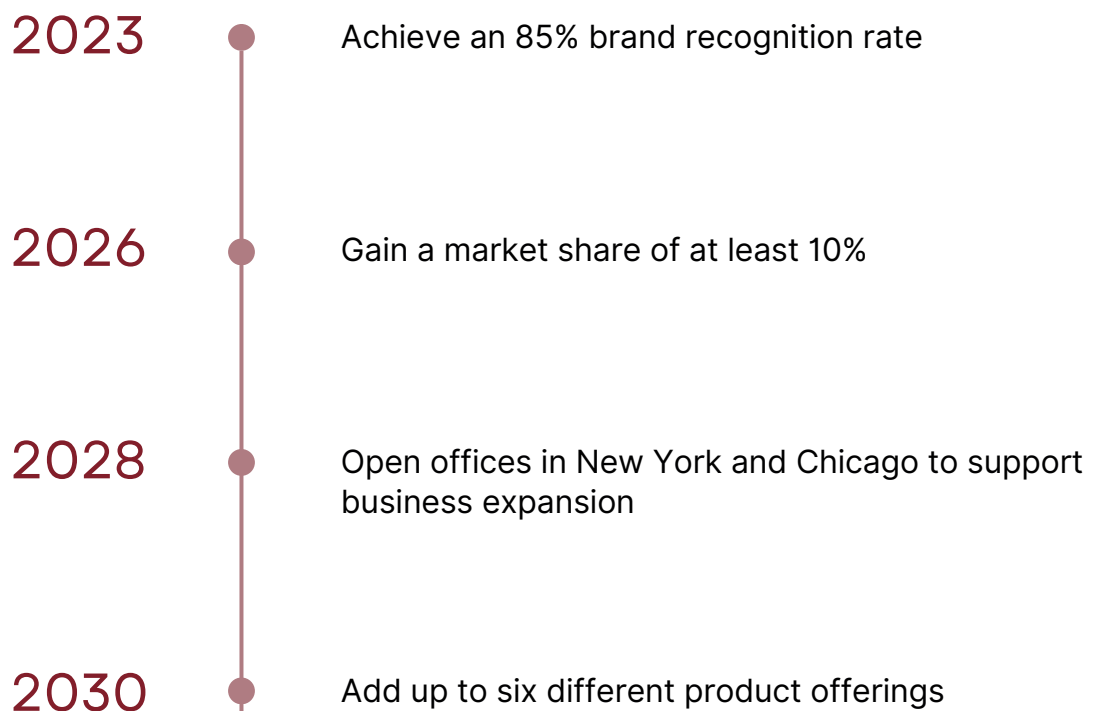
US\$ B	FY'26	FY'25	YOY CHANGE
Revenue	789.00	456.00	73%
Expenses	246.00	300.00	-18%
Profit	543.00	156.00	248%
Dividend per share	\$20/share	\$10/share	100%

FUTURE PLANS & MILESTONES

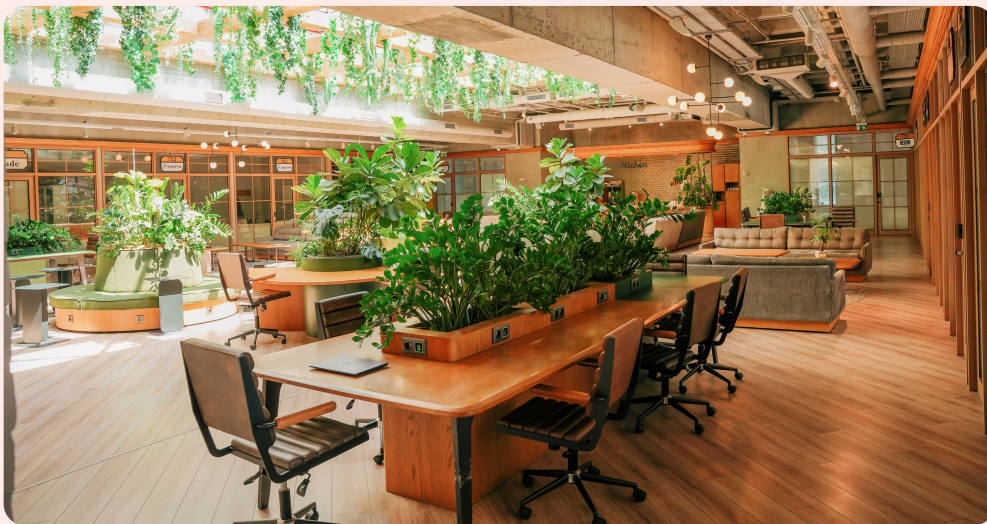
Describe what the page is about

SWEET SMELL OF SUCCESS

In this final section, map out your future plans for the business. Dream big! These plans could include expansion projects, new product offerings, and major partnerships. Discuss how much impact you want to bring to the industry. This enables potential investors also to be optimistic about the business.



CONTACT US FOR FURTHER INQUIRIES



Tip
Download your document as a PDF.

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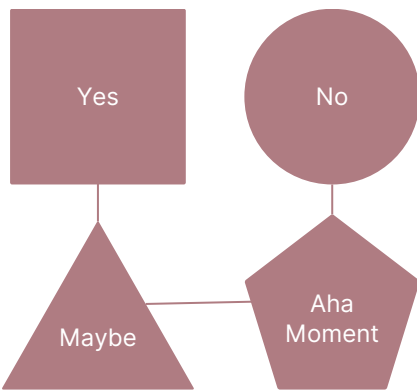
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APPENDIX



PHASELLUS QUIS
NUNC METUS.
INTEGER UT LEO
ARCU

Nulla semper malesuada sapien, ac luctus erat venenatis eget. Fusce metus arcu, ornare at dictum non, ullamcorper sed urna. Sed maximus quam eu velit auctor, eget facilisis nisi facilisis. Nam nec diam odio. Vivamus scelerisque at est tristique tempor. Suspendisse potenti. Fusce ut massa mi.



USE SMART SHAPES AND CONNECTORS TO BUILD A MAP OR FLOWCHART.

Etiam finibus felis mattis lacus eleifend, quis ullamcorper nunc luctus. Nulla et sagittis urna. Praesent ultricies odio non fermentum aliquam.

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PERSONALIZE AND EDIT YOUR TABLES.

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