



EcoFresh

APRIL 2025

Startup Business Plan

Our Future is Bright





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Executive Summary

Give a brief explanation for the page

Mission

To provide ethical, sustainable consumer cleaning products

Vision

To be a key contributor to a sustainable world

“EcoFresh is a subscription-based service delivering eco-friendly cleaning products directly to customers’ doors. Our mission is to make sustainable living accessible and convenient, while reducing single-use plastic waste. With an innovative product line, a growing market demand for green solutions, and a passionate team, EcoFresh is poised to capture a significant share of the \$30 billion eco-friendly product market.”

The Organization



Leslie Boatwright

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.



Alfonso Perez

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.



Imani Olowe

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

Map of the Organization



Business Description

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Green Technology Solutions

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.

Product List

Give a brief explanation for the page

\$50.00

Product 1

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

\$40.00

Product 2

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

\$00.00

Product 3

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

\$00.00

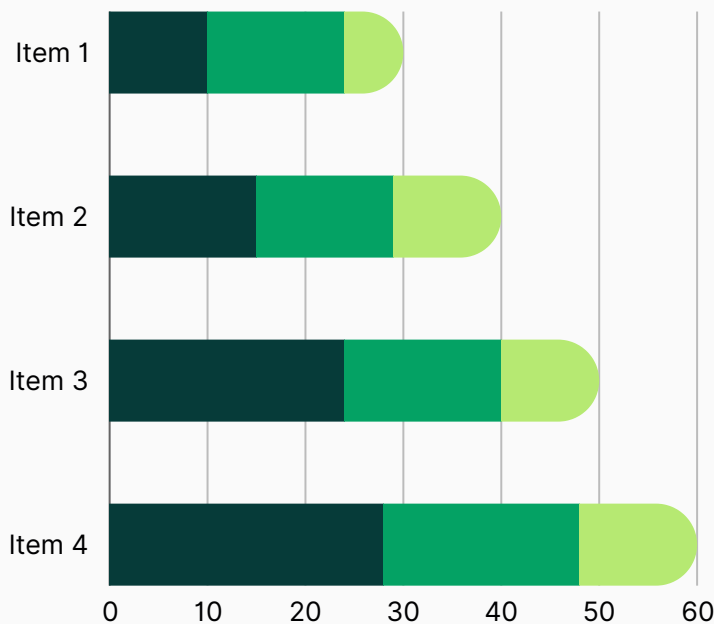
Product 3

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

Industry Background

The Eco Friendly Cleaning Market

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.



Lack of sustainable brands

Even though five major players dominate the cleaning market, We aims to provide consumers with a greener alternative.

Competitor Analysis

EcoFresh

Duplicate the SWOT table as you evaluate other competitors.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Affordable consumer cleaning• Attractive and trendy designs• Readily available to consumers	<ul style="list-style-type: none">• Does not meet quality standards• Adds to e-waste in landfills• Slow customer service	<ul style="list-style-type: none">• Growing number of conscious customers• High demand for eco friendly solutions that reflect one's personality• Increased spending on Sustainability	<ul style="list-style-type: none">• Increasing number of competition• Shift towards sustainability• Supply chain disruptions

Sustainability Matters

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.

Green and Ethical Consumer

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.



Olivia Wilson
She/Her

30 | Freelancer | Mother of 2

Olivia is a freelance writer who cares for herself, her family, and the planet.

Goals

- Practice self-care daily
- Reduce household waste
- Win more clients

Challenges

- Dealing with stress
- Managing an eco-conscious household
- Meeting her work deadlines

Likes

- Productivity apps
- Yoga
- Lean cooking

Dislikes

- Smog
- Wasteful packaging
- Fatty food

Personality

- Creative
- Resourceful
- Educated

Products They Enjoy

- Greenery Lifestyle groceries
- Flawless Green skincare line
- Year Yoga Gear mat

Marketing Plan

Touching More Lives

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 4Ps 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?

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

Transforming Consumer Habits

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**



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