Instead of writing a standard business plan, in the interest of everyone’s time, I opted for a more informal business proposal to outline the steps taken to achieve success of the venture for our valued guests of the Haven, the Salvation Army, clients, and investors.

**Primary Goal**

Apothe.Care’s primary goal is to provide the highest quality homemade, organic bath and beauty products for our valued clients while alleviating the plight of homelessness for our team members through business to business sales training techniques coupled with forming a cooperative type of an arrangement amongst the team members so they retain partial ownership of the microenterprise. ‘Apothe.Care at the Haven’ will launch the week of Halloween.

**Founder**

The creator of Apothe.Care and Managing Projects, Inc., Gwen Cassady, began dusting clocks in The Village Clock Shop, “America’s Largest Clock Shop”, for a quarter per grandfather clock starting at the age of 6. As her parents expanded their business into neighboring states in malls and other shopping locations, Gwen’s management skills and business acumen were put to use in high school managing a small retail location in a Simon mall.

Earning as much as a dollar an hour while babysitting, she opened her first bank account at the age of ten with $385. She has been in childcare and retail ever since. Buying her first Mercedes at the age of 15 with her babysitting money, she began her first business selling tie dyed t-shirts at Zionsville Community High School in Indiana.

Matriculating to the University of Virginia, she pursued a career on Wall Street majoring in Economics and planning on selling emerging market equities concentrating in the Southeast Asian Tiger economies. She secured positions at Bear Stearns, Merrill Lynch, and Smith Barney during summer and winter breaks as an undergrad and earned her real estate license as a teenager while a full time student at UVA. Gwen consulted to the Minister of Finance in Kuala Lumpur, Malaysia writing the business plan for the Bank of Islam to expand into western financial markets. She then consulted to the first ASEAN derivatives conference as well as the Chairman of the Kuala Lumpur Stock Exchange.

Upon witnessing uncivilized atrocities in the third world, Gwen opted to pursue a career in the arts. She moved to LA and became a Hollywood nanny. She then moved back East to NYC where she nannied and taught a kindergarten student advanced multiplication and chess causing him to win the NYC chess championship for an age division older than his. After 9/11 she moved to Wilmington, NC where she began Cassady Investments, Inc. which owned The Special Sitter Service, Kids’ Night Out, Free Family Fun, Drop-N-Shop, Gwen’s Gifts, Global Gifts and Apparel, and EcoChic Boutique. The free after school enrichment program Gwen created, Global Goals of Children, served an entire underserved county (the fifth worst public education system in America in 1998). She was mentioned by Duke University as a ‘model social entrepreneur’ in 2005 for her service and commitment to a high quality childcare service that funded the Global Goals of Children program.

Global Goals of Children was a free after school enrichment program focusing on raising awareness to pertinent global issues while fostering tolerance to every race and religion. Each week, approximately 150 2nd through 5th graders engaged in a weekly after school cultural awareness, goal setting, and art project in conjunction with the country being studied. The students learned of new cultures, geography, religions, ethnic values and mores, while raising their self-esteem and confidence through meeting weekly goals. Gwen created the weekly lesson plans for her teachers while running and managing her 7 small businesses.

**Client Relationships**

Apothe.Care’s business will accrue via word of mouth. After each team member has successfully completed sales training, Gwen will take team members as a group to call on prospective clients to include downtown boutiques and other shops. In addition, Apothe.Care will have a lemonade type of stand outside of the Haven, or inside the East dining room during cold days on Wednesdays in conjunction with the current social entrepreneurial venture, ‘Homecooking at the Haven’. Most people’s first business as a child is a lemonade stand. This nostalgia will hopefully evoke happy childhood memories for both our team members and our clients and customers while adding a unique flair to presentation.

**Primary Client Relationship**

Boutiques and small retail shops on the downtown mall will be divided amongst our team members through a lottery system to provide for equality amongst the co-op.

**Secondary Client Relationship**

The Apothe.Care stand at the Haven or on the downtown mall will provide for individual customers to be able to buy individual product and gift baskets.

**Tertiary Client Relationships**

The Apothe.Care website will provide for purchasing opportunity for existing and new customers.

**Other Relationships**

Apothe.Care plans to also have an Etsy and Shopify store. As Apothe.Care co-op team members find new opportunities either online or via trade shows, we as a co-op will decide which opportunities are viable based on current market conditions.

**Other Potential Clients**

There are numerous opportunities for Apothe.Care to procure new clients. During training, Gwen will emphasize that every idea is important to encourage brainstorming techniques and fearlessness amongst the Apothe.Care team.

**The Haven**

Once the pilot is successful, and the Apothe.Care co-op team members have completed training, the Haven could be utilized as a source for team members to teach classes on the various methods of production to the general public or special groups (the Junior League, women’s clubs, girl/boy scout troops, etc.). I wouldn’t foresee this happening until 2nd or 3rd quarter of 2018.

**Malls**

Mall kiosks are a possible revenue source.

**Festivals**

Attending festivals where there are arts and crafts vendors is a possible revenue source.

**Trade Shows**

Participating in trade shows is a viable method of expanding customer base.

**School Fairs**

Showcasing Apothe.Care at school functions will help garner more interest.

**Independent Contractors**

The Apothe.Care microenterprise will be formed as a co-operative where all team members have equal voting rights. The team members retain 40% ownership collectively of ‘Apothe.Care at the Haven’. Managing Projects, Inc. retains 60% ownership to be able to grow the microenterprise more efficiently and effectively. All team members will be acting as independent contractors complete with a 1099 assuming they earn over $600 individually. Apothe.Care the website will be owned by Managing Projects, Inc. with a yet to be determined percentage of revenue going to both the Haven and Salvation Army. If the online Apothe.Care requires assistance of the co-op, team members will be paid on a contractual basis with a minimum wage of $10/hour (hopeful for more).

If other guests of the Haven and Salvation Army want to act as ‘perfume models’ on the downtown mall selling product, they are able to do so. Essentially, each guest will be given a bottle of lavender water to spray on passersby with permission. If a guest is interested, they must watch a training video on what they can do and what they can’t do so everyone is as uniform as possible coupled with prevention of solicitation laws being broken.

Each guest will receive 15% of sales generated via a rewards card. So, if a potential team member refers 10 people who purchase $300 of product, that guest will receive $45. Those guests who want to join the co-op will be graded and rewarded accordingly. The Apothe.Care team members will decide on who is allowed to join the co-op with Gwen having final authority.

The initial co-op will decide their own rules and regulations in terms of how an individual has the potential to lose their good standing as a co-op member. If someone loses good standing, we will have a waiting list of potential team members starting after the initial interviews. The person who loses out on not being part of the co-op can rejoin after a quarter if they prove themselves in day sales.

Due to the population needs, every team member and guest of the Haven and Salvation Army is paid every Monday.

**Attire**

Gwen will pay for the 5 initial Apothe.Care team members to buy an outfit at Salvation Army so everyone can buy one complete business outfit whether it is a suit/tie; pants/skirt; shirt/jacket; and shoes. Gwen will help style each team member.

**Products**

Our primary product will be lavender water. Other products will include:

Essential Oils

Bath Bombs

Bubble Bath

Scrub

Lotion

Balm

Shampoo/conditioner

Shampoo

Body wash

Eye make-up remover

Shaving cream

Perfume

Salve

Skincare oil

Face wash

Soap

Detox bath salts

Face mask

Mascara

Shower jelly

Bath melts

**Product Fee Structure**

Although it is the intention of Apothe.Care to allow the co-op to determine the price of products, the basic Keystoning principle will remain in effect. Essentially once all costs are determined to break down the base cost of each product, the wholesale price will be a minimum of 200% of base cost (including marketing and packaging costs). The retail price will be 150% of wholesale pricing. Gwen will train Apothe.Care team members in basic cost and pricing structure so they can understand the business principles behind price development.

**Payment Structure**

The Apothe.Care co-op will be paid for sales garnered from both their personal accounts such as boutiques and small retail stores as well as a downtown mall vendor’s table. Although standard sales agents earn 10% revenue of sales, it is my hope that we can increase that to 20% depending on the costs involved and determined sales price of products. Apothe.Care team members will also be paid a quarterly payment based on the overall success of net revenue for the microenterprise. Given the co-op will begin with 5 team members retaining 40% ownership, initially each team member will receive 8% each quarter of net revenue of Apothe.Care.

**Insurance**

Currently shopping carriers….

**\*\*\*\*\*Our greatest donation right NOW, during infancy stages, would be a responsible insurance agent who can find a policy\*\*\*\*\***

The primary hold up for launching Apothe.Care and not meeting original deadline is the founder investing over 2 months corresponding with 40-50+ agents trying to find insurance. The challenges pertain to the nature of the business.

**Marketing**

Apothe.Care for the Haven will rely on its kiosk style design as the primary source of marketing. The Apothe.Care team will utilize vistaprint.com for all of its marketing needs. From utilizing banners both table and standing, Apothe.Care’s logo is currently being designed. Simple, clean, and elegant are the primary elements we want to convey in all marketing efforts. I look forward to hearing from the chosen initial Apothe.Care team members regarding their ideas.

The Haven and Salvation Army guests who are not yet part of the co-op will be given a business card with their name and guest number on it. After training to be able to convey to potential customers the uniqueness of our microenterprise, the customer will present the respective card to the two attendants manning the Apothe.Care downtown mall kiosk.

In training, the guest will learn how to have the customer write the dollar amount spent on the back of the card when making purchases to reduce any potential pitfalls such as dishonesty or thievery. In addition, the guest will explain how we are constantly striving for improvement and to please make comments or suggestions. There will also be signage at checkout reaffirming to the customer to write the dollar amount spent, include a tip if they want to the guest, and provide feedback.

**Packaging**

Blue plastic bottles will be encasing the lavender water. Glass bottles will be utilized for other products as well as glass rollers for the essential oils. Gift baskets will be provided for larger quantities of items.

Eventually, Apothe.Care will incorporate utilizing only sustainable packaging.

**Training and Educational Platform**

It is required for each team member to attend 100% of the training sessions. If an emergency arises, the selected team members must contact Gwen immediately and schedule a private tutorial as training sessions will be filmed for quality control and to expedite future training of future Apothe.Care team members.

The education platform will enhance cognitive functions pertaining to standard retail business protocols. Part of training will consist of business seminars and sales training techniques. Business to business sales tactics will be incorporated as part of the training. In addition, training will feature mock sales presentations by Apothe.Care team members.

During training, it is my hope that they will postulate their own ideas on how they want to run Apothe.Care. Although there are certain necessary essentials, I want to empower them to make their own decisions.

We will have a monthly review of how the co-op is running to discuss pitfalls and successes coupled with planning and operating discussions. Each team member is required to do a daily check in via email, phone, or text.

**Social Entrepreneurial Venture**

Similar to ‘Homecooking at the Haven’, ‘Apothe.Care at the Haven’ is another example of a social entrepreneurial venture. By empowering the team members through ownership of their microenterprise, they will gain invaluable skills in both selling and owning and operating a small business. The additional intrinsic benefits include raised confidence, self-esteem, pride, and self-awareness while providing our valued team members with a sense of purpose.