

SAMPLE BUSINESS PLAN

YOUR COMPANY LOGO
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2021

BUSINESS
PLAN

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01

EXECUTIVE SUMMARY



The production of paper towels is hurting the environment. Producing paper towels requires trees, chemicals, fuel, water, and electricity—contributing to millions of metric tons of CO₂ annually. While manufacturing causes many issues like pollution and the reduction of natural resources like trees and water, the disposal of these towels is also an issue. According to the Environmental Protection Agency (EPA), paper and cardboard waste—of which paper towels are a contributing factor—make up the largest percentage of waste materials worldwide.

According to market research from Euromonitor International, the U.S. consumes nearly half of all the world's paper towels. In other words, Americans use paper towels on a much larger scale than the rest of the world. Imagine roughly \$12 billion in sales, and half, belonging to a single country. Compare that to France, which only spends 10% of what the U.S. spends and is the runner-up.

<Company Name> LLC is a startup company that will produce more eco-friendly paper towels, including those made from 100% recycled <Example Product> pulp material. Our <Example Product> paper products will not contribute to growing deforestation problems and will stay away from dyes, fragrances, and inks that can also contribute to pollution. Our research pushed us to come up with this idea, as we learned that the production of recycled paper towels requires about 40% less energy to produce, potentially cutting greenhouse gas emissions by almost half.

We will become a <Example Product> paper products company that will produce tissue papers for bathroom use, paper napkins, face tissues, paper towels, wipes, and specialty tissues. We will be able to cater to our home consumers and commercial customers such as Hospitality, Medical, Food & Service, Schools and Universities, and other such customers.

We intend to provide excellent customer service to all our customers to ensure repeat business. This means we will listen closely to their complaints and resolve them promptly, as well as take into account their suggestions and tips that would move our business forward. Our goal is to stay in communication with our customers and keep them informed of new services and products.

We are initially starting the business in North America, the Caribbean, and Central America. Later, we will expand to the worldwide market by building a solid relationship with distributors and other stakeholders in the industry. In the future, we have plans to build our <Example Product> farms with our production set up to create a renowned name in the global marketplace.

We see enormous potential to operate this business worldwide. We will review and extend our product range to adapt to consumer demand and industry needs. Our business practices are driven by a strong vision, defined goals, and long-term sustainability. Our focus is on delivering high-quality products and building a capable team of employees who will add value to the business to establish it as a leading player in the product packaging industry.

To ensure that we reach our short and long-term goals, we have thoroughly analyzed our target market's business model, prospects, and scope. We are aware of the market demand and the factors that may influence takeaway packaging products' demand. Accordingly, we have devised effective strategies to deal with complex market scenarios.

The business founders, <Company Owner #1>, <Company Owner #2>, <Company Owner #3>, and <Company Owner #4>, are on a mission to inspire people to use recyclable products without considering the effects on the ecosystem. Their experiences and knowledge will be sufficient enough to take the business to new heights.

Our location will be easily accessible not only for our employees but also for our distributors and suppliers - this is so that production and distribution channels are efficient.

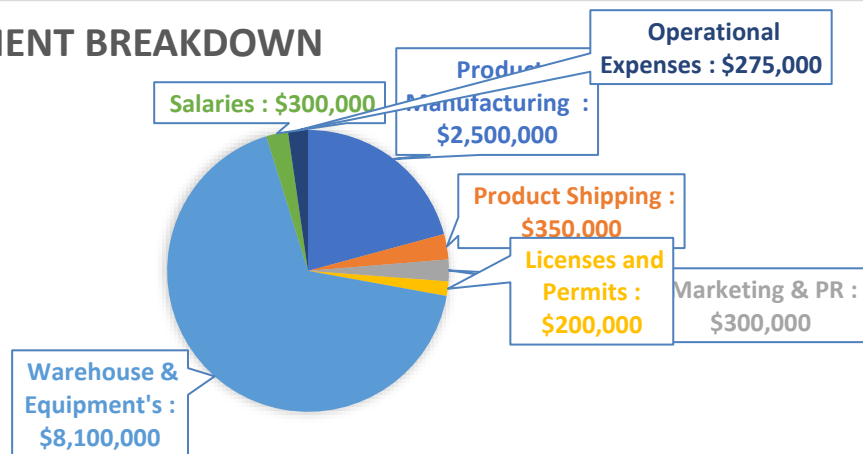
To achieve our business goals and objectives, we have developed sound strategies to streamline our business. The strategies include aggressive B2B and B2C marketing to promote our business model and product offerings. We will approach the target market effectively through a well-organized and targeted marketing campaign with the latest digital marketing trends and a seamless supply chain.

To initiate business, we require an investment of \$12,025,000. The <Company Name> team will provide the technology, website, marketing, branding, and handle all managerial aspects of the company. Once we have acquired the equity investment, we will acquire a suitable production facility.

The business plan is intended to demonstrate the viability of the business model and demonstrate the requirements of the business.

FINANCIAL HIGHLIGHTS

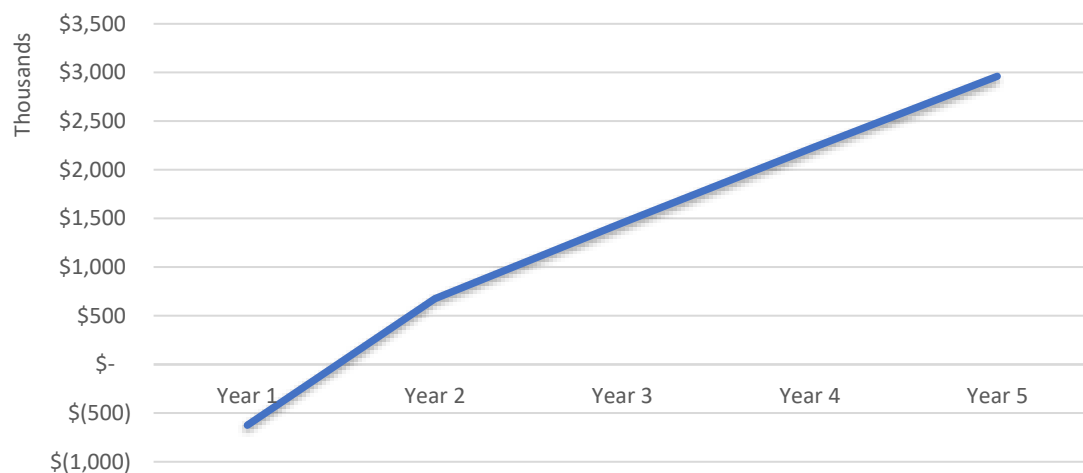
INVESTMENT BREAKDOWN



REVENUE VS EXPENSES



Profitability



A close-up photograph of a hand holding a white, textured cloth. The hand is positioned in the upper right corner, with fingers gripping the edge of the fabric. The cloth is draped and folded, showing its fibrous texture. An orange rectangular overlay is positioned in the lower left quadrant, containing the text '02 COMPANY OVERVIEW'.

02

COMPANY OVERVIEW

BUSINESS DESCRIPTION

<Company Name> LLC will be a startup firm in <Insert Location>, specializing in producing 100% biodegradable paper products using 100% natural <Example Product> pulp. We aim to offer environmentally friendly and sustainable products to make the earth better for future generations. The range of products that our company will produce include rollout paper towels, facial tissues, and napkins. <Company Name> will become the qualified producer, manufacturer, and distributor for <Example Product> paper products in North America, the Caribbean, and Central America in the coming years. Our <Example Product> paper products will be a standard commercial; hence will make use of materials that provide protection, tampering resistance, and unique physical, chemical, or biological needs.



We aim to leverage the vast opportunities available in The <Example Product> Paper Products Industry to contribute our quota in growing the USA economy and over and above to make a profit. At <Company Name>, our customer's best interests will always come first, and our values and professional ethics will guide everything we do. We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely.

Our product range will comprise high-quality <Example Product> paper products, including rollout paper towels, facial tissues, napkins, and wipes. Our product range will be marketed for both B2B and B2C clients. For B2B, our products will be offered in different packaging quantity sizes to Hospitality, Medical (Hospitals), Entertainment venues, and Food & Service industry players. Nowadays, these markets rely heavily on bio gradable products usage, mainly due to growing environmental sustainability awareness. We have analyzed that such environment-friendly products play an essential role in creating awareness, enhancing customer interest, and ultimately sales. This points to a real opportunity for <Company Name>.

In the future, we plan to secure a land to grow and cultivate our own <Example Product> farms in a controlled natural environment to produce a large quantity of <Example Product> sufficient for global demand. Also, we aim to build and operate our manufacturing unit to expand our product line. To cater to our client's needs, we will develop a user-friendly online store, and we aim to offer as much convenience as possible to our potential customers.

We will employ all our resources and efforts to ensure that we gain competitive advantages and maintain them in the long run. We seek to add maximum value to our products to stay a step ahead of market dynamics. Our strategic business planning and a robust business model will enable us to become a trusted player in the industry.

The management team has the leadership skills, knowledge, industry experience, and vision to think outside the box to build this platform and provide unique solutions to the users. They aim to represent the new generation moving forward, taking on new and innovative ways to attain significant results while focusing on every detail. We will be using various digital marketing strategies to reach out to our clients.



VISION

To build a reputable and renowned <Example Product> paper products firm in the global marketplace



MISSION

To become a world-class 100% biodegradable <Example Product> paper product company that will make use of an environmentally friendly material to build a variety of paper products



PURPOSE

Our company aims to take part in a sustainable environment within our community. Our goal is to help prevent deforestation and protect the environment by saving trees using <Example Product>

TARGET MARKET & LOCATION

<Company Name> Inc. will offer its range of products to both B2B and B2C clients. Initially, our offerings will be for North America, the Caribbean, and Central America customers. After getting years of success, we will operate in the global marketplace. Our customers will be segmented by the industry type, which will consist of Hospitality, Medical, Food & Service, Schools, and Universities. We will also offer our product range to SMEs.

GLOBAL STATISTICS

With some 422 million metric tons of paper consumed globally in 2018, the world's paper consumption is roughly equal to the amount produced annually. The largest paper-consuming country worldwide is China, which in 2018 consumed more than 100 million metric tons of paper and paperboard. This was followed by the United States and Japan, which consumed 70.6 million metric tons and 25.5 million metric tons in the same year, respectively.¹

PAPER USAGE STATISTICS

- Global paper use has increased by **400%** in the last 40 years.
- The average person in the US uses more than **700 pounds** of paper every year, and that's the highest paper usage figure per capita worldwide.
- In the last 20 years, the usage of paper products in the US reached 208 million tons (up from 92 million), a growth of **126%**.
- America uses 30% of the global paper supply, although we account for only 5% of the world's population.

¹ <https://www.example.com/topics/1701/paper-industry/#dossierKeyfigures>

- To meet the global demand, paper production volumes currently exceed 300 million metric tons per year.²
- However, per capita, the average American spends 50-60% more every year than Europeans, and almost 500% more than Latin American.
- Paper towel usage in the USA is around 13 billion pounds each year.³

BUSINESS OPPORTUNITY

Consumers are becoming more educated about the environmental impact of a growing population competing over finite natural resources in our increasingly connected world. Most people are more open to less harmful products - especially if they are as easy to find and use as other products.⁴

Going green is becoming increasingly attractive as a business strategy. As scientists and politicians debate the truth of global warming and dwindling natural resources, green industry practices not only enjoy the favorable public sentiment and the psychic income of a lower carbon footprint but increased cost savings, supportive government policies, and ever-increasing profitability as well. Trends in consumption, government policy, and costs all point towards even more green industry business opportunities in the years ahead.

The pulp & paper end-use industry segment in the global <Example Product>s market is witnessing high growth. It is expected to follow the same trend over the forecast period owing to the utilization of <Example Product> as a raw material in the production of paper & pulp.

It is relatively easy for paper napkins to incorporate recycled paper fibers. The more that paper fibers are recycled, the shorter they become — and because many paper napkins only need short paper fibers, a company could craft napkins from fibers that have already seen five to seven reuses, according to Stanford Magazine. As a result, many restaurants have vowed to use 100 percent recycled paper napkins. For instance, napkins in McDonald's, Dunkin' Donuts, and Starbucks stores are made entirely from recycled paper. But while some napkin companies have specialty lines that promise high proportions of recycled content, like Seventh Generation's 100 percent recycled napkins, other major brands, including Vanity Fair, Mardi grass, and Kleenex, offer little to no recycled content at all.⁵

COMPANY OWNERSHIP & LEGAL STATUS

<Company Name> LLC is owned by four highly experienced individuals <Company Owner #1>, <Company Owner #2>, <Company Owner #3>, and <Company Owner #4>. Our company warehouse will be located <Insert Location Address>. The official web domain for our website is <http://<ExampleWebsite>.com>.

² <https://www.examplebuzz.com/facts-about-paper/>

³ <https://ecofamilyexample.com/eco-articles/paper-towel-usage-facts-amazing-things-you-need-to-know/>

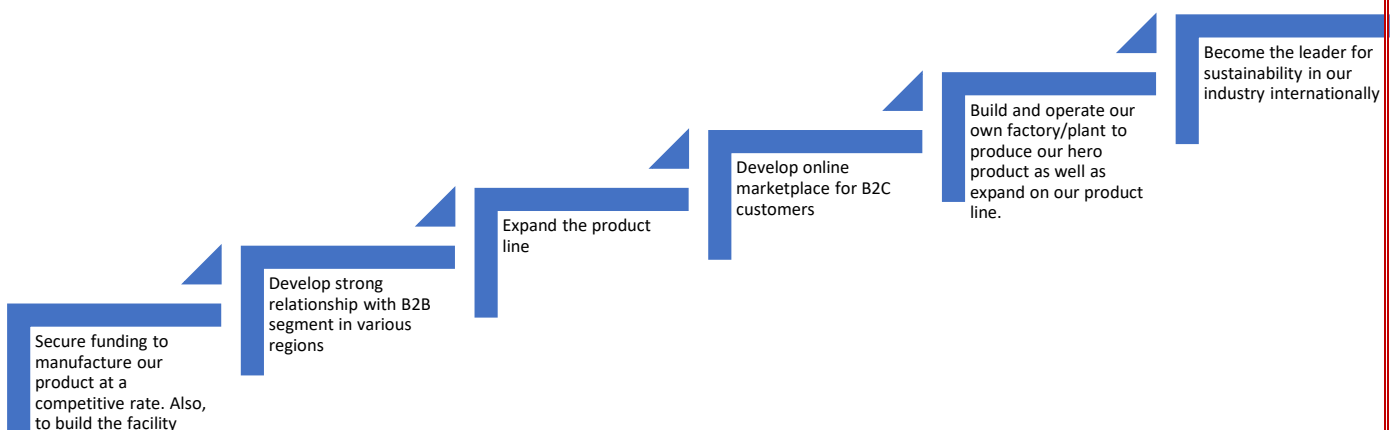
⁴ <https://www.examplehelp.com/industry-reports/green-industry-analysis-2020-cost-trends/>

⁵ <https://www.example.com/the-goods/2019/10/31/20921322/paper-napkins-towel-environmental>

OUR WAY TO SUCCESS



MILESTONES



BUSINESS GOALS

1

To determine the scope of our business in the market and raise the required investment

2

Setup distribution process to ensure a seamless supply of products internationally

3

To implement different marketing strategies to promote our 100% biodegradable paper products and attract users and investors

4

To develop strategies for our business growth; continuously evaluate performance and review goals



03 **— PRODUCTS**

OVERVIEW

<Example Product> is one of the most robust materials on the planet, but at the same time, it is still highly flexible. This results in a product that does not break easily. We will produce 'beautifully soft' luxury <Example Product> toilet rolls, facial tissues, and napkins that are 100% biodegradable. The many uses and benefits of <Example Product> continue to increase as individuals turn to organic, eco-friendly products. It is incredibly versatile and can be used in textiles, construction, cooking, transportation, and medicine, making it the material of the future. On the journey to develop more environmentally friendly habits, <Company Name> will come up with environmentally friendly paper products that will have many advantages. It will be tree-free, plastic-free, as <Example Product> is one of the world's fastest-growing plants; it will make them much more rapidly renewable.

Our main ingredient, <Example Product>, is a far more sustainable material with many attributes which make it ideal for producing eco-friendly napkins and toilet papers. Our products will be dermatologically tested to be kind to the skin. By selling <Example Product> paper products, we will be benefiting the environment by preventing the destruction of trees and reducing our environmental footprint.

PRODUCT RANGE

<Company Name> products will be made with the best quality wooden pulp, anti-bacterial, and septic safe. They will efficiently wipe off the dirt from the hands and face. Our products will be free of bleach, gentle, and will be soft on the skin. It will have good absorbent power and be widely used for multi-purposes like skin, kitchen, car, and traveling. It will protect the skin against rashes and contains no harmful additives. We will be offering eco-friendly products packed efficiently and free of artificial color. Our Product Range includes:

ROLLOUT PAPER TOWEL

<Company Name> rollout paper towel made from 100% <Example Product> pulp and free from the fluorescent agent. Our natural <Example Product> toilet rolls will fit in universal standard bath tissue roll dispensers; Hygienic, individually wrapped standard rolls will come in convenient cases for easy storage.



FACIAL TISSUES

Facial tissues have utmost importance in daily usage to keep our face clean and are essential for attractive and glowing skin.

<Company Name> facial tissues will be made from 100% Virgin <Example Product> pulp that provides strength and tenacity to the tissue. The tissues help absorb the dirt and impurities from our face that help achieve vibrant and glowing skin.

Our facial tissues will be Paraben-free, BPA-free, and chlorine-free. Our tissues will be light brown as it is not white-bleached at all. They will be suitable for all drainage systems, soft, highly absorbent, and



allergy-free that does not cause rashes. It will be environmentally friendly and compostable as they biodegrade into the soil within 2-6 months and have no toxic elements. We will provide different size packs, 100 pulls, and 200 pulls.

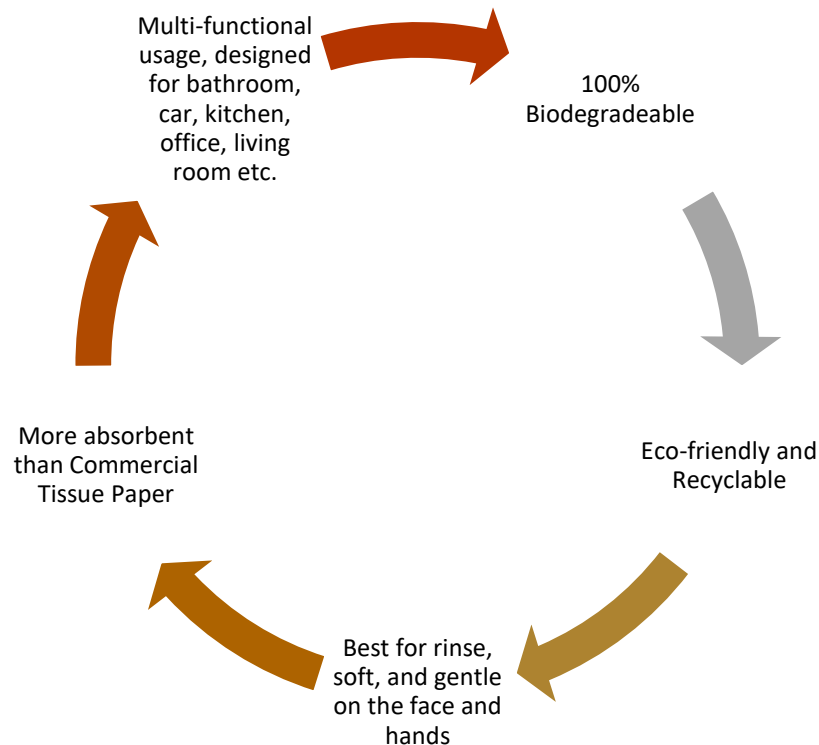
NAPKINS



The <Company Name> will bring all the natural goodness. The superb functionality of the <Example Product>-made high-quality sleek tissue napkin will be perfect for everyday use for serving, cleaning table surfaces. Still, above all, its easy texture makes it easy to clean soft surfaces like a baby's hands, face, and skin. Our tissue napkin will be made from pure and natural <Example Product> that provides durability and strength to the tissue and a soft texture that makes for an easy and comfortable experience. The unbleached fiber material will be used in the making of the tissue that makes it a convenient use for pregnant women and kids

who have sensitive skin. The light, brown-colored tissues will have a 2-ply texture that ensures tenacity and is highly absorbent, facilitating multi-functional use. Our napkins will have the look and feel of premium cloth napkins. They will be made from 100% <Example Product>, and these high-quality, sleek <Example Product> napkins will be perfect for everyday use or large parties.

BENEFITS



HIGH-QUALITY <EXAMPLE PRODUCT> PULP

The best quality <Example Product> pulp will be used to manufacture our toilet tissue. <Example Product> pulp is the most common ingredient in any tissue paper. There are many different qualities of <Example Product> pulp used in various tissues, but very few manufacturers use the top-quality pulp. <Company Name> will ensure that the ingredients used in the manufacturing of various products are of high quality.

BLEACH FREE ROLL OUT PAPER TOWEL

There will be no bleach added to our products to make tissues gentle and soft on the skin. Human skin is a sensitive organ of the body, and it can be erred by harsh paper tissues if used on the skin. In that case, we keep in mind to use bleach-free tissue paper that is human-friendly.

STRONGER, COOLER, SOFTER

<Example Product>'s natural properties make it inherently stronger than hardwoods and are as strong as mild steel. So our tissues will be more fantastic and softer to the touch, which is a positive benefit when it comes to toilet paper handling.

BIODEGRADES FASTER

The <Company Name> tissues will be 100 percent biodegradable. It's like it melts right back into the earth, making for cleaner, safer soils. It's easier on our landfills, better for dirt quality, and doesn't leave as many leftovers, unusable byproducts during production. All of these reasons amount to long-term cost savings for us, distributors, retailers, and agriculturists, which results in a happier, healthier bottom line for both producers and users of such an earth-friendly alternative to traditional toilet paper.

ENVIRONMENTALLY FRIENDLY

The <Company Name> tissue paper will be re-useable, eco-friendly, packed efficiently, does not break easily, and is free of artificial color. All these features make it an environmentally friendly and all-natural tissue paper.

FUTURE PRODUCT EXPANSION

<EXAMPLE PRODUCT> BABY WIPES AND CLEANING WIPES

Our future product, baby wipes, will be made with super soft <Example Product> fibers. They are organically smooth and round without chemical treatment, meaning no sharp spurs or harsh chemicals that irritate the baby's skin. <Example Product> is 70% more absorbent than cotton, and <Example Product> wicks moisture away from the body and keeps babies 100% drier than cotton.



Our <Example Product> wipes permit fresh air to circulate, which allows the baby's skin to remain dry and comfortable at any temperature. It is more breathable than cotton.

- <Example Product> also has excellent natural anti-bacterial and deodorizing properties. Cotton does not.
- <Example Product> reduces or eliminates odor-causing bacteria.

<EXAMPLE PRODUCT> BABY DIAPERS AND SWIM DIAPERS



<Company Name> future product, <Example Product> baby diapers, will be 70% more absorbent than cotton, keeping the baby drier (and happier) longer. <Example Product> fiber is naturally smooth and round, so no sharp spurs or chemical treatments will irritate the skin. <Example Product> is naturally hypoallergenic, making it perfect for babies with sensitive skin. When <Example Product> is used in disposable diapers, it reduces the time it takes to decompose from 500 years for conventional diapers to 180 days.

OUR WEBSITE

DESIGN

Our website will be designed using the latest trending design features. Our website will be easy to navigate, allowing for a smooth and transitioning customer experience providing easy access to our product range. Each product will have a dedicated page with detailed explanations, descriptions, and images about the product. Furthermore, our website will boast a user-friendly shopping cart, which will allow customers to review their shopping, compare prices and make adjustments accordingly. Once the shopper is ready to go, the shopper will choose from various payment methods, including credit/debit cards, etc.

ATTRACTIVE PRODUCT LAYOUT

The customer will be able to navigate through each product and find other related products without any hassle. We will ensure that the website provides an intuitive shopping experience, demonstrating products through popup windows and individual pages, with elegance, ease of access, and visual effects that are appealing and promote our products.

REFUND POLICY

We will outline our refund policy on the company's website. We will also display a reminder for users to read our refund policy at the time of check-out. Our refund policy will cover:

- No change-of-mind refunds on items
- We will offer to replace or refund if an item is faulty or significantly not as described.

To process a complaint, customers will have the following options:

- Contact via email as listed on the company website
- Contact via contact numbers listed on the company website
- Fill out the complaint form on the website

The customer can request a replacement/refund for the following reasons:

- The item is faulty or damaged

- The wrong item was delivered
- The item is significantly different from the product images and description

USER ACCOUNTS

We will also enable users to register their accounts on our website. This will enable them to save their details and payment details, so they do not repeatedly have to fill the same forms. Having a user account will also enable those to keep track of their purchasing history while benefiting from promotional emails and discounts for registered users. To use our platform, customers will register by going to our website, clicking on the “My Account,” and choosing the register option. Registration will require users to fill out the essential personal and contact information.

- First Name
- Last Name
- Email
- Password

After registration, a verification email will be sent to the user’s email address. Once the user has verified the email, the account will be activated. After the user logs into the account, they will be taken to the homepage to navigate through the different pages. Through user registration, it will be ensured that:

- Consumers can choose their mode of payment
- Consumers can view and track their orders

S.W.O.T ANALYSIS

The SWOT analysis below represents the strengths, weaknesses, opportunities, and threats of our company:

STRENGTHS

- ➔ Tree-free sustainable toilet tissue made from <Example Product>
- ➔ Eco-friendly and cost-effective
- ➔ It is 100% biodegradable
- ➔ Products are chemical-free and 100% natural
- ➔ High-quality and environmentally friendly packaging
- ➔ It is the perfect toilet tissue to use in septic systems as it will dissolve naturally and dissolve in pipes
- ➔ Naturally anti-bacterial
- ➔ Using our business to help protect our planet and inspire change.
- ➔ Our contribution to reducing the carbon footprint
- ➔ Premium-quality products at competitive Prices

WEAKNESSES

- ➔ Need to invest in marketing and attracting investors
- ➔ Since the business is under the form of partnership, a personal factor of partner can affect the entire business
- ➔ Need to build business relations within the industry

OPPORTUNITIES

- ➔ Expansion towards other business segments of <Example Product> products related
- ➔ Innovative and environmental-friendly <Example Product> products are the new trend in the market
- ➔ Growing awareness about the advantages and benefits of using natural, biodegradable products

THREATS

- ➔ Difficulty in convincing cost-conscious consumers to spend on eco-friendly products
- ➔ Competitors with a significant market share
- ➔ The market, economic and legal risk for business



04 **MARKET** **ANALYSIS**

<EXAMPLE PRODUCT> PRODUCTS MARKET SIZE

The <Example Product> Products Market (2021-2027) generated was valued at USD 21810 million in 2019 and is expected to reach USD 22860 million by the end of 2026, growing at a CAGR of 4.6%

<EXAMPLE PRODUCT> TOILET PAPER - TRENDS

Tree-free toilet paper usually means no wood fiber is used for toilet paper - typically, it contains <Example Product>, sugarcane fibers. But when we say <Example Product> toilet paper, it means 100% <Example Product> toilet paper.

<Example Product> fibers are more vital than sugarcane fibers, meaning 100% <Example Product> toilet paper is stronger. <Example Product> toilet paper is an eco-friendly alternative to toilet paper made with virgin fibers. <Example Product> is highly sustainable and versatile. The <Example Product> plant grows faster than trees in the boreal forest and grows in various climates, and <Example Product> toilet paper also uses less water during its manufacturing process. When buying <Example Product> toilet paper, look out for an FSC certification to ensure the brand sustainably sourced its <Example Product>.

Currently, the piece of paper has curved into a big, booming industry with many toilet paper factories and industrial units. This boom has generated great waves in the entire toilet industry, and the manufacturers of toilet paper in today's time have given us a diversity of types of this essential household item that vary in terms of their texture, color, production process, style, size, durability, cost, and feel. Numerous factories are into the manufacturing of different types of toilet paper. Toilet paper is also available in different types of textures and maybe moistened or perfumed. To moderate the roughness of the toilet paper, companies generally use a light coating of aloe, lotion, or wax worked into the paper.

The companies explore the market by adopting mergers & acquisitions, expansions, investments, new service launches, and collaborations as their preferred strategies. The players are exploring new geographies through expansions and acquisitions to avail a competitive advantage through combined synergies. It is estimated that Vendors from the United States will contribute to the maximum growth of the toilet paper market throughout the predicted period. Established and emerging vendors should take a closer view of their existing organizations and reinvent traditional business and operating models to adapt to the future.⁶

<EXAMPLE PRODUCT> PAPER IN THE US

In 2014, the North Carolina State University, Raleigh, began to research the feasibility of growing, harvesting and pulping <Example Product> for paper in the American southeast. National <Example Product>, a private company in North Carolina, has sponsored the research, hoping to become a domestic <Example Product> paper industry leader.⁷

TISSUE PAPER MARKET OVERVIEW

Tissue paper refers to light crepe paper or lightweight paper. Tissue papers can be produced from both recycled and virgin paper pulp. The main characteristics of tissue paper comprise comfort,

⁶ <https://www.exampleanalytics.com/reports/14855-global-toilet-paper-market>

⁷ <https://examplebatu.com/<Example Product>-toilet-paper-sheet-happens/>

appearance, stretch, brightness, thickness, basis weight, absorbency, and strength. Such utilities are projected to amplify the growth of the global tissue paper market in the years to come.

There are many products made from tissue paper, such as toilet paper. It plays a vital role in the life of people these days. Toilet paper adds to convenience, comfort, improved hygiene. Products made from tissue paper are engineered to offer excellent absorbency, softness, ultra-lightweight, and strength.

GROWTH OF THE HOTEL INDUSTRY TO SPELL GROWTH OF THE MARKET

The growth of the tissue paper market is estimated to be influenced by the expansion of the tourism and hospitality industries. With the rise in the number of individuals traveling worldwide, the tourism industry is likely to witness considerable growth in the years to come. This, in turn, is estimated to drive the business of the hotel industry. With the growth of the hotel industry, the demand for tissue paper is predicted to rise. This factor is likely to propel the growth of the global tissue paper market in the years to come.

The demand within the tissue paper market is growing on account of advancements in the domain of residential utilities. The use of tissue paper in households and restaurants has increased by a dramatic chase in recent times. The presence of a seamless sector that focuses on manufacturing household utilities has generated tremendous demand within the global tissue paper market. Tissue papers have become an essential commodity used for cleaning, wiping, and cooking applications in recent times. Furthermore, the use of tissue papers to substitute wiping and cleaning cloth has also given a thrust to market growth. The revenue index of the global tissue paper market is expected to improve in the years to follow.

The medical and healthcare industries recommend the use of tissue paper instead of cloth wipes. Tissue papers can be easily disposed, and are more hygienic than cloth towels. In recent times, the use of tissue papers in infants has increased by a noticeable margin. In addition to this, these tissues papers are also used to disinfect surfaces made of wood, glass, and metal. Soaking tissue papers in disinfecting liquids helps in easy cleaning surfaces in houses and other areas. In addition to this, wet tissue papers can be used to clean the face and hands. Wet tissues are in great demand and have become a part of the cosmetics industry.

DRIVERS FOR MARKET GROWTH OF TISSUE PAPER PRODUCTS

Value-added benefits are a staple in the tissue paper landscape that help drive market value growth. Manufacturers introduce a range of value-added benefits such as ingredients in products, pursuing innovations, and improved functionality in tissue-based products. Additional ingredients in toilet paper and facial tissues include fragrances, disinfectants, and essential oils, to provide gentleness on the skin.

Since the tissue paper landscape is moderately fragmented, it is easy for small- and medium-scale manufacturers to enter the market. In the highly competitive landscape of the tissue paper market, consumers are likely to base their purchase decisions according to the price of the product. As such, stakeholders are overcoming the price barrier of tissue-based products with innovative packaging solutions to increase their attractiveness and make them stand out on the crowded store shelves.

As consumers become more environmentally conscious, recycled, tree-free, and plastic-free toilet paper are surfacing in the tissue paper landscape. Stakeholders can produce recycled toilet paper

from post- and pre-consumer recycled content and paper scraps. On the other hand, tree-free and plastic-free toilet paper are produced from fast-growing plants such as <Example Product>, sugarcane, bagasse, and eucalyptus, which serve as a far better renewable raw material resource as compared to slow-growing trees.

Manufacturing toilet paper from clear-cut trees and forests raises the question of the destructive 'tree-to-toilet' pipeline. There is a growing need for manufacturers to adopt sustainable production operations to produce tissue paper products to emerge as an environmental-friendly brand.

As such, stakeholders use recycled and responsibly-sourced content to manufacture toilet paper and use <Example Product> pulp. Instead of depending upon virgin fiber acquired from ancient forests, manufacturers use recycled and sustainably-sourced fibers and pulps. Such sustainable practices are significantly reducing the destructive impact on ancient forest covers.

BATH AND TOILET TISSUE PAPER MOST USED

The tissue paper market analysis is conducted by considering various factors such as ply, tissue grade, material source, application, and end-use. It has been witnessed that the bath and toilet tissue paper sub-segment contributes a prominent market share. Following this, the facial tissues and kitchen towels segment results in significant growth in the global market.

In China and other countries, the demand for facial tissues is high, whereas, in North America and Europe, there is a massive demand for kitchen towels. The takeaway food trend and gift wrapping are attributed to the versatile applications of tissue paper.⁸

TISSUE TOWEL MARKET – GLOBAL & US

The global Tissue Towel market is expected to grow from USD 14400 million in 2020 to USD 15930 million by 2027; it is expected to grow at a CAGR of 1.4% during 2021-2027.

The United States Tissue Towel market was valued at USD million in 2020 and is projected to reach USD million by 2027, at a CAGR of % during the forecast period.⁹

GLOBAL WIPES MARKET

According to the research report, the global Wet Wipes Market in 2019 was approximately USD 14 Billion. The market is expected to grow at a CAGR of 8% and is anticipated to reach around USD 24.3 Billion by 2026.

MARKET DRIVERS

The rising concerns over hygiene and the increasing requirement for multi-functional wet wipes are the primary factors anticipated to propel the global Wet Wipes market share. The lower cost and demand for high-performance and convenient products are likely to influence the market's growth during the forecast period. Additionally, the ease of use, high biodegradability, supreme efficiency, and increasing consumer demand will further help surge the market's growth. In addition to this, the

⁸ <https://www.transparencymarketresearch.com/tissue-paper-market.html>

⁹<https://www.examplewatch.com/press-release/tissue-towel-market-size-2021-market-share-top-companies-report-covers-global-industry-trends-statistics-definition-share-and-regional-analysis-by-key-playerscagr-of-14-reports-page-no-93-2021-10-18>

stringent government regulations regarding hygiene maintenance will further aid in the Wet Wipes market expansion. One of the key factors propelling the growth of the global Wet Wipes market is a growing health and hygiene-related awareness among the populace. The increasing application of wet wipes in the residential, personal care, and commercial sectors is estimated to boost the market growth.

Furthermore, the escalating infant population, urbanization, and high disposable income among females are some of the reasons accelerating the global Wet Wipes market. Apart from this, less time for hygiene due to the hectic lifestyle's day-to-day activities is predicted to help the market growth. Moreover, the high demand for flavored, biodegradable, and alcohol-free products will also help surge the global Wet Wipes market growth. However, the increasing cases of skin problems owing to the chemical contents in the wet wipes and the high cost of the products are estimated to hamper the Wet Wipes market growth.

MARKET SEGMENT DOMINANCE

Baby Wipes accounts for the largest market share in the global Wet Wipes market

Baby wipes are expected to hold the most prominent global Wet Wipers market share. The rapid urbanization and increasing infant population offer significant growth potential to the Wet Wipes market. The fluctuating prices help many companies enter the market and thereby increase the baby wipes supply and demand across the globe.

The convenience stores category is anticipated to hold the majority of the market share in the Wet Wipes market

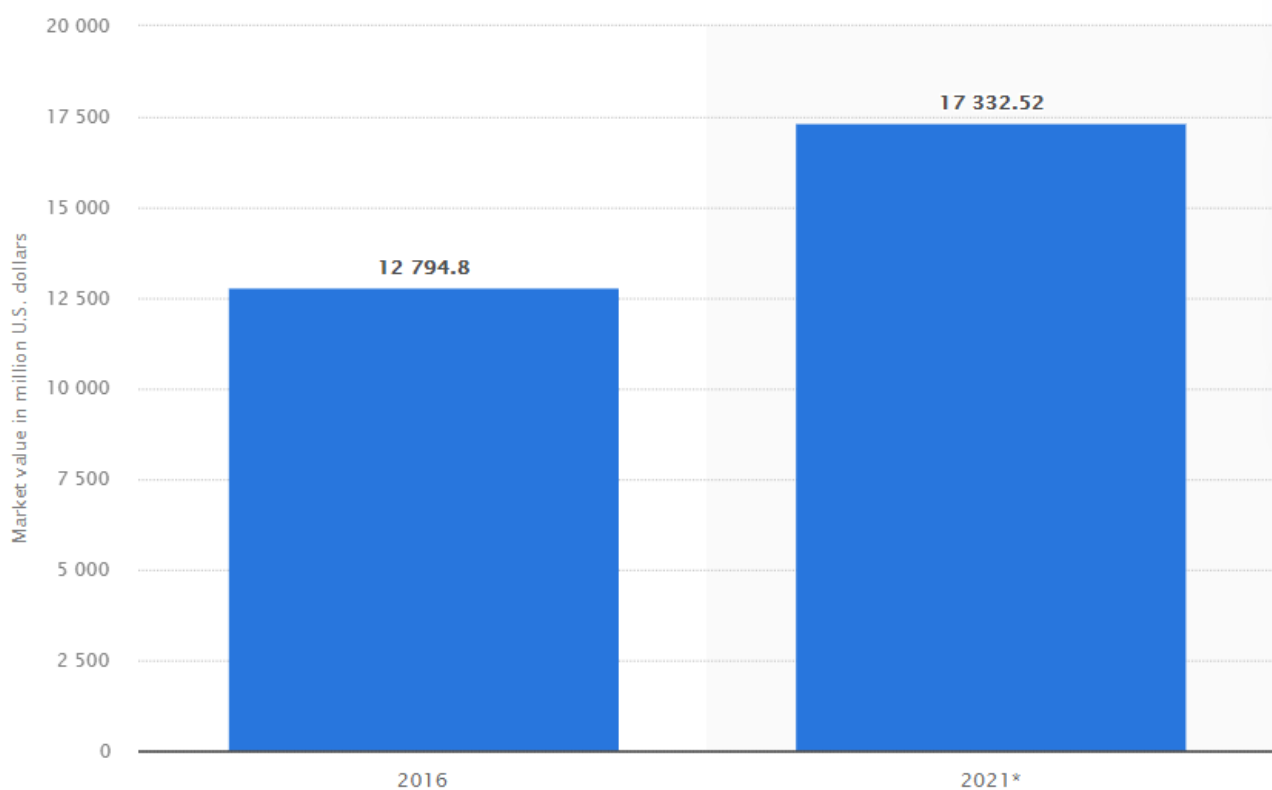
The convenience stores category is projected to dominate the global Wet Wipes market during the forecast period due to the easy availability of wet wipes in the convenience stores and many of these stores in various regions. Furthermore, the surging preference of convenience stores among the consumers for the purchase of daily goods results in the maximum market share for convenience stores.¹⁰

MARKET VALUE OF WET TISSUES AND WIPES WORLDWIDE IN 2016 AND 2021

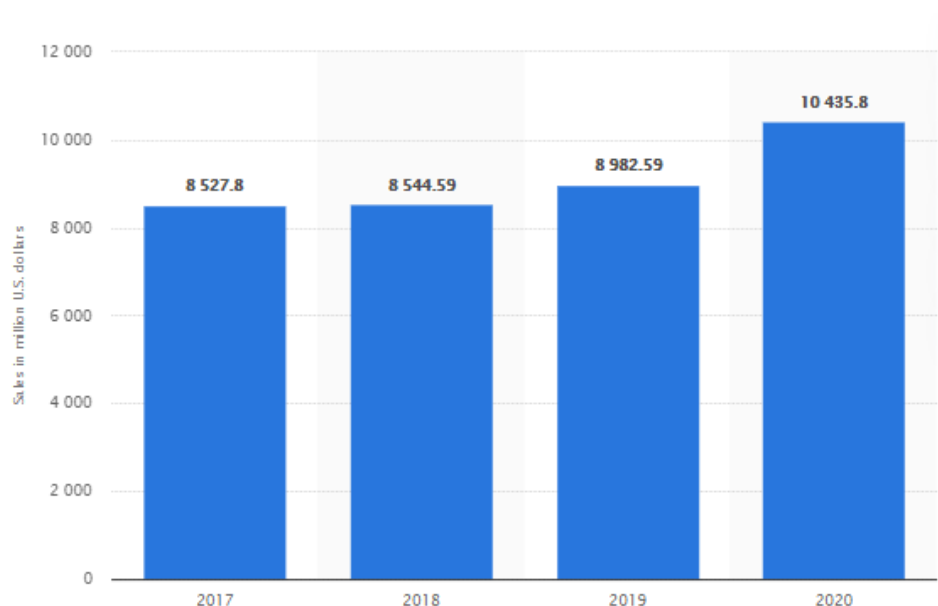
The statistic depicts the market value of wet tissues and wipes worldwide in 2016, with a forecasted figure for 2021. In 2016, the global wet tissue and wipes market had a value of about 1.3 billion U.S. dollars.¹¹

¹⁰ <https://www.globenewsexample.com/en/news-release/2021/01/20/2161162/0/en/By-2026-Global-Wet-Wipes-Market-Size-Share-Estimated-to-Reach-USD-24-3-Billion-at-8-CAGR-Facts-Factors.html>

¹¹ <https://www.example.com/statistics/858031/global-wet-tissues-and-wipes-market-value/>



TOILET TISSUE SALES IN THE UNITED STATES FROM 2017 TO 2020



For the 52 weeks ended October 4, 2020, toilet tissue sales in the United States amounted to 10.4 billion U.S. dollars. Toilet paper was the top household paper product sold in U.S. multi-outlet retail that year. Compared to previous years, the coronavirus pandemic can explain the significant sales

increase, which urged Americans to stock up on sanitary products. According to this statistic, 326.38 million Americans will use toilet paper in 2020.¹²

TOILET PAPER FACTS

- About four billion people don't use toilet paper. About 70% - 75 % of the world's population does not use toilet paper.
- People in some parts of the world do not use toilet paper due to a lack of trees.
- Some people don't use toilet paper because they can't afford it.
- A lot of people would rather not spend money on fancy paper to wipe their behinds.
- Water is the universal solvent, not paper.
- Toilet paper has secondary uses such as nose care, removing makeup, covering toilet seats, packaging material, cleaning mirrors, cleaning glasses, etc.
- Two-ply toilet paper consists of two layers of 10 thickness paper, one-ply is made of a 13 thickness paper, so two-ply is not necessarily twice the thickness.
- When comparing one-ply and two-ply, on average one-ply toilet paper lasts twice as long. One-ply will also tend to break down faster in a septic system.
- In an average household, the average roll of toilet paper lasts approximately five days.
- Consumers use approximately 8 - 9 sheets of paper per toilet use.
- Consumers use an average of 57 sheets of toilet paper a day
- The average roll weighs 227 grams (measurements: 4.5 inches by 4.5 inches per sheet)
- Seven percent of Americans steal rolls of toilet paper in hotels or motels.
- It takes about 384 trees to make the toilet paper that one man uses within his lifetime.
- The average person uses 100 rolls of toilet paper per year (over 20,000 sheets).
- The daily production of toilet paper is about 83,048,116 rolls per day.
- Toilet paper is often used for making dresses.
- An average tree weighs 1,000 pounds which would yield 450 pounds of bleached chemical pulp; assuming a 90% converting yield, approximately 810 rolls of toilet paper would be produced from a single tree.
- In many countries, a person can't flush the paper.
- Today, there is an in-office machine, which turns used copier paper into toilet rolls, right there in the office.
- Toilet paper was first patented in Albany, NY¹³

¹² <https://www.example.com/statistics/807119/leading-us-general-merchandise-categories/>

¹³ <http://www.examplepaperhistory.net/toilet-paper-facts/toilet-paper-fun-facts/>



05 **COMPETITIVE** **ANALYSIS**

<COMPETITOR #1>



Industries: Retail

Company size: 1-10 employees

Headquarters: Santa Monica, CA

Type: Privately Held

Founded: 2018

Competitor #1 paper is a company made tissue and toilet papers with sustainable <Example Product>. The company provides subscription box services to their subscribers conveniently delivered directly to their door. The company is providing commercial and household paper products in the all-over USA.

The Toilet Papers are tree-free, fragrance-free, chlorine-free, and use zero plastic. No inks or dyes were used, and the toilet papers are entirely biodegradable and gentle in use.

Products:

- Toilet Paper
- Paper towel¹⁴

¹⁴ <https://examplepaper.helpdocs.io/>

<COMPETITOR #2>



Industries: Consumer Goods

Company size: 11-50 employees

Headquarters: Vancouver, British Columbia

Type: Privately Held

Founded: 2012

<Competitor #2> is a tissue manufacturing company that offers commercial and household paper products made from renewable, fast-growing <Example Product> and sugarcane. <Example Product> and sugarcane are sustainable alternatives to using trees to make paper.

The company uses new technology and materials to provide sustainable, tree-free paper that is also soft & strong.

Products:

The products include are bathroom tissue, facial tissue, kitchen roll towels, table napkins, cleaning wipes, hand & face wipes & baby wipes.

Specialties:

Bathroom tissue, facial tissue, table napkins, kitchen roll towels, sugarcane and <Example Product> paper, hand & face wipes, baby wipes, and cleaning wipes¹⁵

¹⁵ <https://cabooproducts.com/products/>

<COMPETITOR #3>



Industry: Tissue paper

Location: USA

<Competitor #3> is an American company; The Company provides toilet papers, tissues, and napkins made of <Example Product> pulp. The company provides subscriptions to its costumer and delivers products on their doorstep.

The <Example Product> used in company toilet paper is not farmed commercially. The company sources it from FSC certified farms where it provides a source of income and stability for communities. The <Example Product> is hand-cut and harvested using a machete, eliminating the need for heavy machinery and other invasive and destructive harvesting practices.

Features:

- FSC certified, 100% <Example Product> fibers
- 360 tree-free sheets per roll
- 3-ply and embossed texture for extra strength
- No inks, dyes, or scents
- BPA-free & hypoallergenic
- Plastic-free packaging
- Septic safe and biodegradable¹⁶

COMPARISON TABLE

Details:	<Competitor #1>	<Competitor #2>	<Competitor #3>
Location:	Santa Monica, CA	Vancouver, British Columbia	USA
Founded:	2018	2012	n/a

¹⁶ <https://www.examplebetterway.com/>

Services:	Tissue and toilet papers with sustainable <Example Product>. The company provides subscription box services to their subscribers conveniently delivered directly to their door	Commercial and household paper products made from renewable, fast-growing <Example Product> and sugarcane	Toilet papers, tissues, and napkins made of <Example Product> pulp. The company provides subscriptions to its costumer and delivers products on their doorstep.
Specialties:	The Toilet Papers are tree-free, fragrance-free, chlorine-free, and use zero plastic. No inks or dyes were used, and the toilet papers are entirely biodegradable and gentle in use.	Bathroom tissue, facial tissue, table napkins, kitchen roll towels, sugarcane and <Example Product> paper, hand & face wipes, baby wipes, and cleaning wipes	<p>FSC certified, 100% <Example Product> fibers</p> <p>360 tree-free sheets per roll</p> <p>3-ply and embossed texture for extra strength</p> <p>No inks, dyes, or scents</p> <p>BPA-free & hypoallergenic</p> <p>Plastic-free packaging</p> <p>Septic safe and biodegradable</p>



06 **ORGANIZATION & MANAGEMENT**

BUSINESS LEADER

<COMPANY OWNER #1>- CO-FOUNDER/CEO

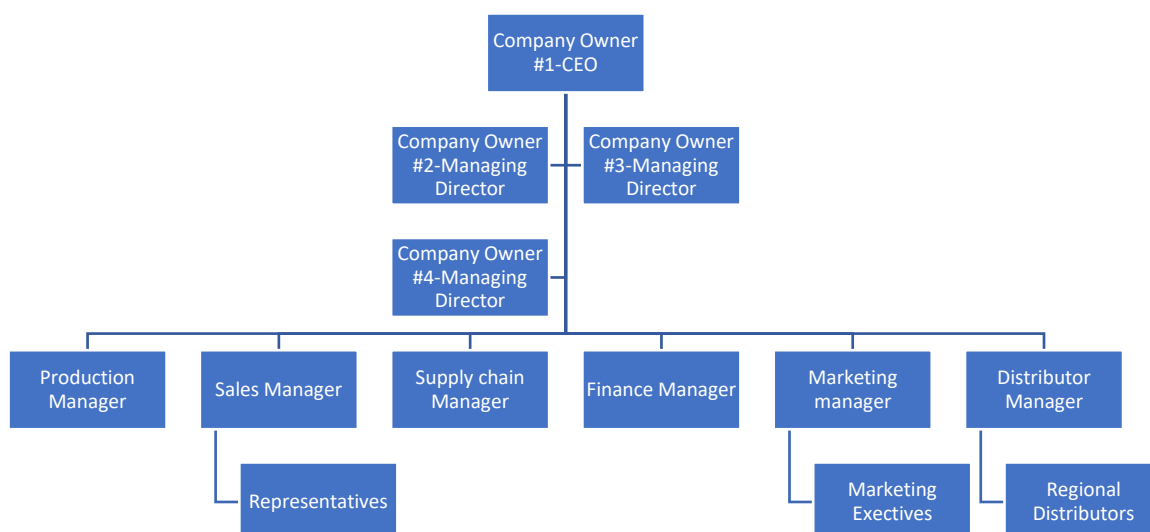
<Company Owner #1> is the CEO and the Co-founder of <Company Name> LLC. He is a dedicated, passionate, and intelligent individual. He is independent and original in his thoughts. He thrives positively by being a long-term thinker with a high expectation for performance. He is an individual with an exceptional ability to turn theories into solid plans and transform those plans into actions. Among other things, he highly values knowledge, competence, and structure. He thrives positively by being a long-term thinker with a high expectation for performance. His dynamic approach and broad-minded thinking ability made him the perfect CEO for the company. In addition, his background knowledge and previous work experience demonstrate his sound judgment, effective communication, planning, and leadership skills.

MANAGING PARTNERS & CO-OWNERS

<Company Owner #4>, <Company Owner #2>, and <Company Owner #3> are co-owners of <Company Name> LLC. They create strategic plans and implement tactical processes that propel results by sharing the vision and gaining buy-in from employees. They have a collaborative style that leads to the identification and development of critical opportunities. Executives recognize them for their approachable style, ability to relate well with concerns/issues, and exceptional listening skills. They quickly assess customer needs, diffuse escalated issues, and follow through to resolution.

They have a holistic approach to business that has ensured a medium of communication, promoting knowledge, growth, and learning. They are the leaders and team players, portraying their vision and ensuring its fulfillment. They believe in the team and not individuality. Their principles of trust, loyalty, and faith will become an emblem and example for the entire organization. Their visionary heritage has led the way forward, while their personalities, vast knowledge, diverse experience, humble approach, and intuitive business mindset make them a great people to work alongside

ORGANIZATIONAL STRUCTURE



ROLES & RESPONSIBILITIES

Roles	Responsibilities
C.E.O	<ul style="list-style-type: none"> • Develop and implement operational policies and a strategic plan • Develop the company's culture and overall company vision • Oversee the company's fiscal activity, including budgeting, reporting, and auditing • Assure all legal and regulatory documents are filed and monitor compliance with laws and regulations • Oversee the day-to-day operation of the company
Production Manager	<ul style="list-style-type: none"> • Creates a production schedule. • Train new employees. • Schedule regular maintenance for equipment. • Discuss budget expectations with clients. • Purchase the required materials. • Ensure that health and safety protocols are adhered to.
Supply chain Manager	<ul style="list-style-type: none"> • Assist logistics process for the development of new products, inventory maintenance, manufacturing, shipment and delivery, and returns on products. • Keep detailed records, generate reports, and develop presentations to help management understand the logistics perspective. • Build relationships within the company and with external parties, such as suppliers or distributors. • Read and comprehend legal documents, such as contracts or import/export agreements. • Understanding of principles of accounting and finance. • Collaborate with others from diverse backgrounds to identify problems and find solutions.
Sales Manager	<ul style="list-style-type: none"> • Managing organizational sales by developing a business plan that covers sales, revenue, and expense controls • Meeting planned sales goals • Setting individual sales targets with the sales team • Tracking sales goals and reporting results as necessary • Overseeing the activities and performance of the sales team • Coordinating with marketing on lead generation • The ongoing training of salespeople • Develop sales team through motivation, counseling, and product knowledge education • Promoting the organization and products

	<ul style="list-style-type: none"> • Understand our ideal customers and how they relate to our products
Marketing Manager	<ul style="list-style-type: none"> • Establishes marketing goals based on past performance and market forecasts • Oversees current offerings and comes up with initiatives for new products or services • Research and analyze market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies • Works with marketing staff to develop detailed marketing plans for all media channels and sales teams • Approves and oversees the creative development of promotional materials, website content, advertisements, and other marketing-related projects • Communicates with various media buyers, advertising agencies, printers, and other services to help marketing projects come to fruition • Provides in-depth information to interested clients and acts as a representative for the marketing department in important buyer meetings • Works within the department budget to develop cost-effective marketing plans for each product or service • Tracks all marketing and sales data and creates detailed written reports and verbal presentations to senior executives • Adjusts marketing campaigns and strategies as needed in response to collected data and other feedback
Finance Manager	<ul style="list-style-type: none"> • Collecting, interpreting, and reviewing financial information • Predicting future financial trends • Producing financial reports related to budgets, account payables, account receivables, expenses, etc. • Developing long-term business plans based on these reports • Reviewing, monitoring, and managing budget • Developing strategies that work to minimize financial risk • Analyzing market trends and competitors
Distributor Manager	<ul style="list-style-type: none"> • Manages the distribution of products, parts, and inventory. • Ensures distribution staff delivers efficient operations and timely deliveries to meet distribution performance goals. • Direct warehouse operations, including transportation, maintenance, and order management.

HIRING

We plan to hire staff to add value to our product development and overall business in the future. We plan to hire 15 – 20 employees and freelancers. With the need to expand and develop the business, we will need the right mix of talent, vision, and creativity for all the critical roles. We will set up a process to hire young minds as internees and experienced professionals to take the business to the next level. A thorough process will ensure only the best candidates are selected. Furthermore, we will instill a beneficial training program to develop and nurture employees. The training programs will ensure that the employees are living up to the standards and expectations of our brand.

HR POLICY

We believe in maintaining a team of talented personnel who are capable of adding value to our business. For this purpose, we will constantly evaluate our employee performance through appraisals. The employees will be provided with SOPs and detailed job descriptions to understand their role in our organization.

TRAINING AND EMPLOYEE DEVELOPMENT

We believe in providing required training for career growth for our human resources. Through various training, we will ensure that our employees are capable of competing in a highly dynamic environment. Training will be conducted according to the employee career growth requirements. Training goals and objectives include:

1. Increase in job satisfaction and morale among employees.
2. Increase in employees' motivation.
3. Increase efficiencies of processes, resulting in financial gain.
4. Increase in capacity to adopt new technologies and methods.
5. Innovation through new business strategies and products.
6. Responsible representation of the company name
7. Diversity training

A hand is holding a roll of white paper, possibly a roll of paper towels or a large sheet of paper, over a wooden surface. A green marker is visible on the left side of the frame. The paper is partially unrolled, showing a green and white striped pattern on the inner layer. The background is a wooden surface.

08 MARKETING & SALES



Recent trends in marketing have indicated that digital marketing has taken a stronghold in advertisements. The digital drivers of marketing have become a very reliable medium for marketing as well as a cost-effective way for companies to quickly gain popularity and market their products/services. More importantly, in today's world, the customers play a more crucial role, and it has become important to design advertisements to target customer segments more directly. We will create a mixed marketing strategy, taking account of the leading marketing tools as well as using the more traditional methods while also ensuring that the marketing strategy suits the target market.



MARKETING

Digital Media
Content Marketing
Social Media Marketing



ADVERTISING

Print Materials
Online Ads



PUBLIC

Press Releases
Events
Media Coverage

STRATEGIES AND TACTICS

The current marketing plan includes the following channels for marketing, promotion, sales, and distribution:

- Online Advertising & Promotion
- Offline Advertising & Promotion
- Relationship building with clients
- Events

WEBSITE

We are in the process of designing our website <ExampleWebsite>.com. The website will contain extensive details about our product range and its advantages. It will also be the online store of our customers with an attractive product layout and shopping experience. The website will also serve as a marketing channel to create awareness of our product.

The website will display a section for businesses to register and subscribe to newsletters and email updates to monitor the progress of the company's development.

Objectives

- ➔ Create brand awareness in the target market
- ➔ Create appealing and relatable ads
- ➔ Create informational content
- ➔ Create an email list
- ➔ Showcase and display the product offerings

Activation Tactics

- ➔ Create Call-to-action landing pages for the potential clients interested in our email registry
- ➔ Create call-to-action landing pages for potential clients to sign up for membership packages
- ➔ Collect and post client testimonials

EMAIL MARKETING

We will use emails to reach potential customers and clients. Marketing automation has made it possible for companies to adopt email-marketing strategies and define their target market and client segments so that the designed content is suitable for them and helps deliver the right message /information /newsletter. It also helps in building PR and building a channel of communication.

The emails will contain our website link, newsletters, <Example Product> toilet paper rolls, napkins, facial tissue products content, and services details. An email list will allow us to deliver updates and content to the user base and create more awareness about our Eco-friendly <Example Product> toilet rolls and future products.

Objectives

- ➔ Create brand awareness in the target market
- ➔ Create appealing and relatable content for emails

Activation Tactics

- ➔ Design the emails by adding useful media
- ➔ Use automation tools to create newsletter campaigns

CONTENT MARKETING

The power of content is strong as people read before entering into a buyer-seller relationship. Content-based marketing will be essential to create the company's digital identity.

Client stories about success are often the first thing that catches the eye of individuals. By using testimonials, we will be adding credibility to the company's product and services.

The use of a blog, guest bloggers, press releases, and newsletters fulfill its content marketing needs. We will use other media like videos and animation as well to make content attractive.

Every time the company updates a blog post, it will create a new page that will attract more user traffic, which will, in turn, lead to more opportunities to show up in search engines and drive traffic to the social media websites in organic search.

We will use the following strategies to build our blog:

- Content strategy: We will produce content that focuses on beautifully soft' luxury <Example Product> toilet rolls, facial tissues, and napkins that are 100% biodegradable.
- Objective Strategy: Our topics will focus on information, news, and events related to <Example Product> toilet paper rolls and other related products.
- Average posts per week target: 5
- Content Promotion Strategy: We will include quotes, snippets for sharing on social networks, and links to authoritative sources, as this kind of modern optimization reels in lots of traffic. We will also use hashtags to promote our content.

- Action-Driven Content: Every blog post will have an actionable point, and the main point will be in the headline.

Objectives

- ➔ Create engaging, fresh, and relevant content for our <Example Product> toilet paper rolls, napkins, and facial tissues.
- ➔ Improve search engine ranking
- ➔ Partner with key organizations in the industry

Activation Tactics

- ➔ Identify and partner with influencers from the target market
- ➔ Outsource content writer
- ➔ Post content regularly on the blog and social media sites

ONLINE-ADS

The company will use online ads for search engine marketing and strengthening its online presence to gain traffic. Online ads will motivate ideal clientele and tailor messages that improve recall and engagement towards brands among similar <Example Product> napkins and toilet rolls.

PPC and sponsored ads will be designed for people who fall into the target market and search for relevant <Example Product> toilet paper rolls content or products online.

Objectives

- ➔ Raise <Example Product> toilet paper awareness through online ads
- ➔ Promote <Example Product> products through ads
- ➔ Generate leads from click-through

Activation

- ➔ Tactics Google AdWords

SOCIAL MEDIA MARKETING

Social networking has become an effective marketing tool. It is no longer about communication, but rather, it has evolved into a medium through which people share their experiences, ideas, and thoughts. Besides, social media allows brand knowledge to be passed on by word-of-mouth, and people tend to rely on these sources more than other marketing methods.

We will initially set up and create social media pages on different channels, including Instagram and Facebook. To generate followers, we will send out invitations to a network of influencers with a large number of followers and use their network to spread our name. Once we have developed a small following, we will create posts to generate interest in our products.

Facebook and Instagram will be our central paid marketing platforms, and a significant portion of our marketing budget will be allocated to these two platforms. Our marketing campaigns will be run according to our social media marketing plan with our goals in mind.

A comprehensive social media marketing plan will be developed and implemented with the following social media marketing goals.

- **Increase Brand Awareness:** Make our brand visible to the broader audience
- **Strengthen Customer Loyalty and Support:** All our business milestones will be posted on our social media pages to keep the target customers up-to-date.
- **Build Network:** Building a social media presence will play a vital role in raising awareness about the brand and generating leads and referrals.

We will conduct the following activities:

- ➔ Upload details about the <Example Product> toilet paper rolls, napkins, and facial tissue as well as include a link to our other social media pages and website
- ➔ Upload photos/videos that demonstrate our values, philosophy, and beliefs
- ➔ Sending out messages to our email subscribers with an incentive to follow our pages
- ➔ Post engaging articles and tips on various subjects to garner attention
- ➔ Analyze and understand which posts are getting the most hits, likes, and shares
- ➔ Be active and responsive on Instagram and Facebook Direct Messages
- ➔ Respond to comments and feedback on posts/profile
- ➔ Publish online ads regularly
- ➔ We will also add social media badges on our website as well
- ➔ Post one image per day while adding other information to the story
- ➔ Conduct regular live Facebook/Instagram sessions

Objectives

- ➔ Create followers through influencers network
- ➔ To create word-of-mouth marketing
- ➔ Accumulate feedback and testimonials
- ➔ Direct communication with users

Activation Tactics

- ➔ Use Facebook and Instagram
- ➔ Post content regularly that is engaging

SEARCH ENGINE OPTIMIZATION

The strategies of search engine optimization (SEO) and pay-per-click (PPC) ads will support our website and our company name rank in search engine results. We will prefer to stay competitive on Google, Bing, and Yahoo search engines. We will develop our website using all the popular methods that fulfill the needs of organic traffic generation by using strong content and keywords.

Objectives

- ➔ To improve website and content search engine ranking
- ➔ Improve online brand visibility

Activation Tactics

- ➔ Hire someone that specializes in SEO

PRESS EDITORIALS AND RELEASES

Press releases and editorials will attract publicity, achieving a more significant impact on the target audience. Through their PR campaigns, we will create public awareness and knowledge, reach a broader target audience and attract attention, and create brand recognition.

The campaigns would also assist in providing relevant knowledge about the beliefs and aims of our company. We will use press releases and editorials to provide information to the public and create a campaign to help promote our firm's name.



08 **FINANCIAL PLAN**



The Financial Calculations And Projections Are Based On The Pro Forma Income Statement, Balance Sheet And Cash Flow Statement For A Five-Year Period That Can Be Found In The Appendix

CAPITAL REQUIREMENTS

Financing	
Particular	Value
Owner Equity	\$ 25,000
Bank Loan	\$ 12,000,000
Total	\$ 12,025,000

Bank Loan	
Particular	Value
Loan Amount	\$ 12,000,000
Tenure (Months)	240
Interest Rate (Annual)	5.45%

Financing Breakdown	Value
Product Manufacturing	\$ 2,500,000
Product Shipping	\$ 350,000
Marketing & PR	\$ 300,000
Licenses and Permits	\$ 200,000
Warehouse & Equipment's	\$ 8,100,000
Salaries	\$ 300,000
Operational Expenses	\$ 275,000
Total	\$ 12,025,000

REVENUE ASSUMPTIONS

SALES

- Number of Orders in first operational Month: 32
- Monthly Growth rate in Orders Received:
 - Year 1: 1
 - Year 2: 2
 - Year 3: 2
 - Year 4: 2
 - Year 5: 2

Month	Year 1	Year 2	Year 3	Year 4	Year 5
Number of Orders	450	672	960	1,248	1,536

- Orders Distribution:
 - Small Size Orders: 30%
 - Mid-Size Orders: 40%
 - Large Size Orders: 30%

Orders Distribution	Year 1	Year 2	Year 3	Year 4	Year 5
<i>Small Size Orders</i>	136	203	289	376	462
<i>Mid Size Orders</i>	180	269	384	499	615
<i>Large Size Orders</i>	134	200	287	373	459
Total	450	672	960	1,248	1,536

- Average order Size:
 - Small Size Orders: \$2,000
 - Mid-Size Orders: \$5,500
 - Large Size Orders: \$10,000

Month	Year 1	Year 2	Year 3	Year 4	Year 5
<i>Small Size Orders</i>	\$ 272,000	\$ 406,000	\$ 578,000	\$ 752,000	\$ 924,000
<i>Mid Size Orders</i>	\$ 990,000	\$ 1,479,500	\$ 2,112,000	\$ 2,744,500	\$ 3,382,500
<i>Large Size Orders</i>	\$ 1,340,000	\$ 2,000,000	\$ 2,870,000	\$ 3,730,000	\$ 4,590,000
Total Revenue (Sales)	\$ 2,602,000	\$ 3,885,500	\$ 5,560,000	\$ 7,226,500	\$ 8,896,500

WAREHOUSE RENTAL SPACE REVENUE

- We have assumed the Following warehouse space Rental Revenue:
 - Year 1: \$100,000 per Month
 - Yearly Increase rate @ 5%
 - Year 2: \$105,000 per Month
 - Year 3: \$110,250 per Month
 - Year 4: \$115,763 per Month
 - Year 5: \$121,551 per Month

Month	Year 1	Year 2	Year 3	Year 4	Year 5
<i>Warehouse Rental</i>	\$ 1,200,000	\$ 1,260,000	\$ 1,323,000	\$ 1,389,150	\$ 1,458,608
Revenue	\$ 1,200,000	\$ 1,260,000	\$ 1,323,000	\$ 1,389,150	\$ 1,458,608

REVENUE SUMMARY

Month	Year 1	Year 2	Year 3	Year 4	Year 5
<i>Sales</i>	\$ 2,602,000	\$ 3,885,500	\$ 5,560,000	\$ 7,226,500	\$ 8,896,500
<i>Warehouse Rental</i>	\$ 1,200,000	\$ 1,260,000	\$ 1,323,000	\$ 1,389,150	\$ 1,458,608
Total Revenue	\$ 3,802,000	\$ 5,145,500	\$ 6,883,000	\$ 8,615,650	\$ 10,355,108

OPERATIONAL ASSUMPTIONS

DIRECT COSTS

- Direct cost (COGS): 35% of Revenue

Direct Cost	Year 1	Year 2	Year 3	Year 4	Year 5
Direct Costs (COGS)	\$ 910,700	\$ 1,359,925	\$ 1,946,000	\$ 2,529,275	\$ 3,113,775
Total Direct Cost	\$ 910,700	\$ 1,359,925	\$ 1,946,000	\$ 2,529,275	\$ 3,113,775

OVERHEADS

Operating Expenses			
	Monthly	Annual	Annual Increase
Marketing & PR	\$ 25,000	\$ 300,000	15%
Salaries	\$ 25,000	\$ 300,000	15%
Licenses and Permits	\$ 200,000	One Time	
Administrative Expenses	\$ 12,500	\$ 150,000	10%
Legal and Accounting	\$ 16,667	\$ 200,000	10%
Initial Expenses	\$ 500,000	One Time	
Operations	\$ 20,833	\$ 250,000	10%
Utilities	\$ 5,000	\$ 60,000	10%
Legal & Professional	\$ 2,500	\$ 30,000	10%
Insurance	\$ 1,400	\$ 16,800	10%
Miscellaneous Expenses	\$ 1,250	\$ 15,000	10%
Repairs & Maintenance	\$ 833	\$ 10,000	10%

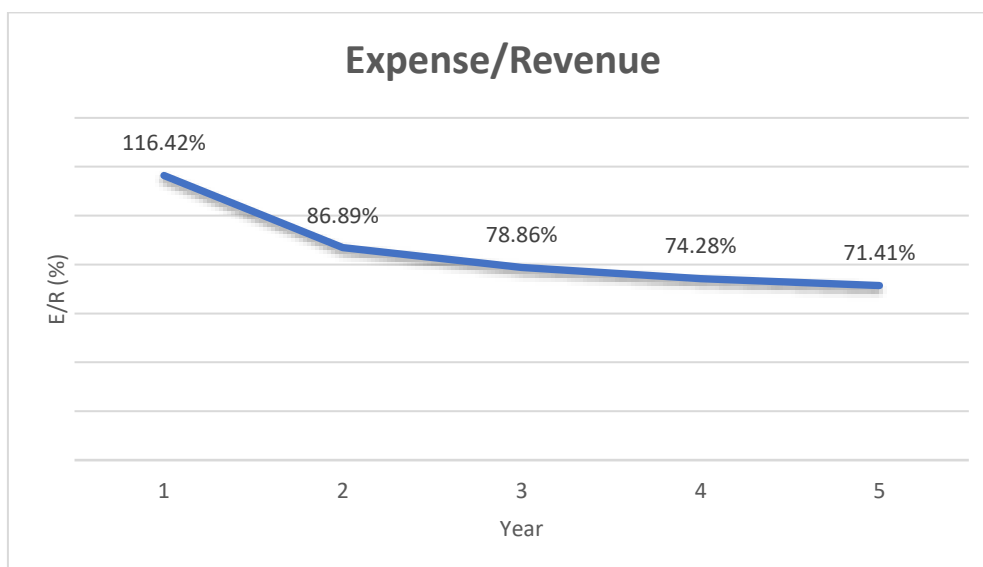
NET PRESENT VALUE

The financial model was developed to assess the net present value using assumptions over five years using a discount factor of 10%.

Discounted Cash flows	0	1	2	3	4	5	Terminal Value
Revenue		\$ 3,802,000	\$ 5,145,500	\$ 6,883,000	\$ 8,615,650	\$ 10,355,108	
Operating Expenses (Inc Tax)		\$ (4,426,472)	\$ (4,470,777)	\$ (5,428,118)	\$ (6,399,964)	\$ (7,394,370)	
Net Profit After Tax		\$ (624,472)	\$ 674,723	\$ 1,454,882	\$ 2,215,686	\$ 2,960,738	
Add: Depreciation		\$ 810,000	\$ 810,000	\$ 810,000	\$ 810,000	\$ 810,000	
Add: Changes in Working Capital		\$ (12,019)	\$ (129,872)	\$ (210,522)	\$ (288,872)	\$ (365,313)	
Deduct: Capital Outflow	\$ (8,100,000)	\$ -	\$ -	\$ -	\$ -	\$ -	
Net Free Cash Flows	\$ (8,100,000)	\$ 173,509	\$ 1,354,850	\$ 2,054,360	\$ 2,736,814	\$ 3,405,424	\$ 38,216,430
Present Value (10%)	\$ (8,100,000)	\$ 157,735	\$ 1,119,711	\$ 1,543,471	\$ 1,869,281	\$ 2,114,501	\$ 23,729,396
Net Present Value	\$ 22,434,095						



We are able to retain profits in year 2 and onwards throughout the forecast period. Performance during the first year will be optimal; however, the company will generate lucrative profits as we gain market recognition. The revenue is expected to grow, indicating a healthy cash position and robust business model.

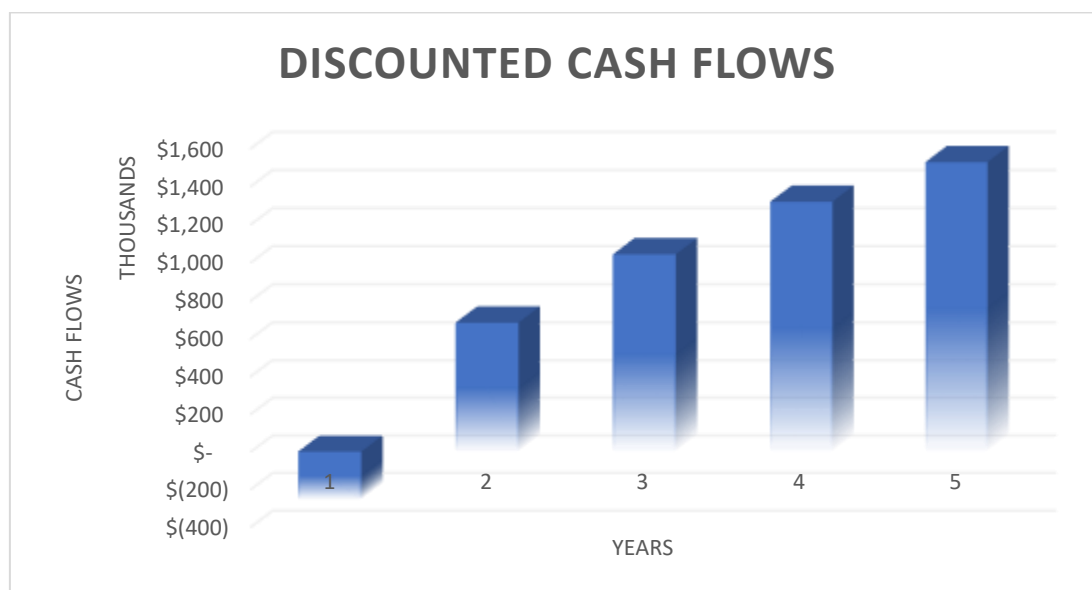


The chart above shows that the company operates at a high operating margin. The graph demonstrates a decline in the ratio throughout the remaining forecast, indicating that we can push down costs and earn higher profit margins. As indicated by the graph, we can maintain this position and earn better margins.

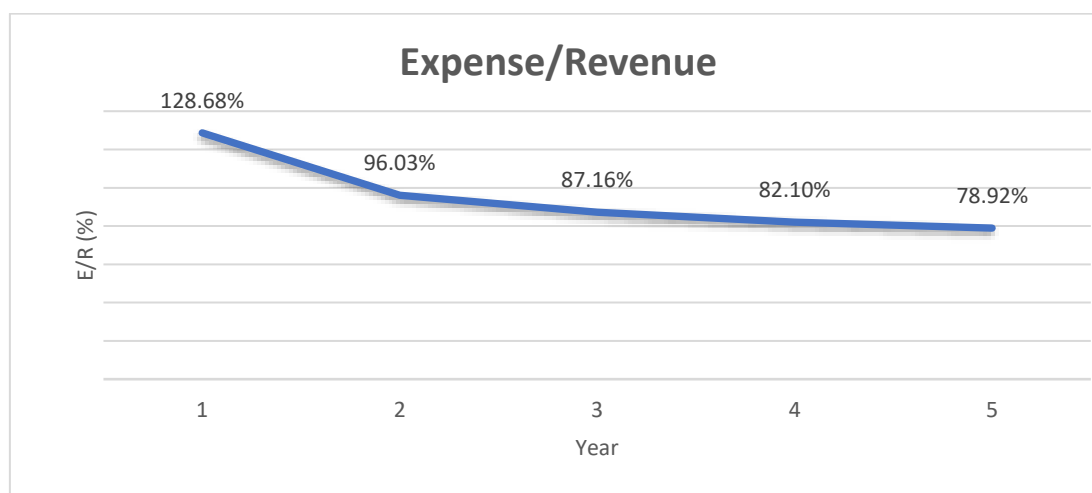
SENSITIVITY ANALYSIS

The slightest changes in conditions can have a detrimental impact on cash flows. Given the initial assumptions, however, if revenue is 5% less than expected while expenses rise by 5%, the following situation arises:

Discounted Cash flows	0	1	2	3	4	5	Terminal Value
Revenue	\$ -	\$ 3,611,900	\$ 4,888,225	\$ 6,538,850	\$ 8,184,868	\$ 9,837,352	
Operating Expenses (Inc Tax)	\$ -	\$ (4,647,795)	\$ (4,694,316)	\$ (5,699,524)	\$ (6,719,962)	\$ (7,764,088)	
Net Profit After Tax	\$ -	\$ (1,035,895)	\$ 193,909	\$ 839,326	\$ 1,464,905	\$ 2,073,264	
Add: Depreciation	\$ -	\$ 769,500	\$ 769,500	\$ 769,500	\$ 769,500	\$ 769,500	
Add: Changes in Working Capital	\$ -	\$ (12,620)	\$ (136,366)	\$ (221,048)	\$ (303,315)	\$ (383,579)	
Deduct: Capital Outflow	\$ (8,505,000)	\$ -	\$ -	\$ -	\$ -	\$ -	
Net Free Cash Flows	\$ (8,505,000)	\$ (279,016)	\$ 827,043	\$ 1,387,778	\$ 1,931,090	\$ 2,459,185	\$ 27,597,520
Present Value (10%)	\$ (8,505,000)	\$ (253,650)	\$ 683,507	\$ 1,042,658	\$ 1,318,960	\$ 1,526,960	\$ 17,135,888
Net Present Value	\$ 12,949,323						

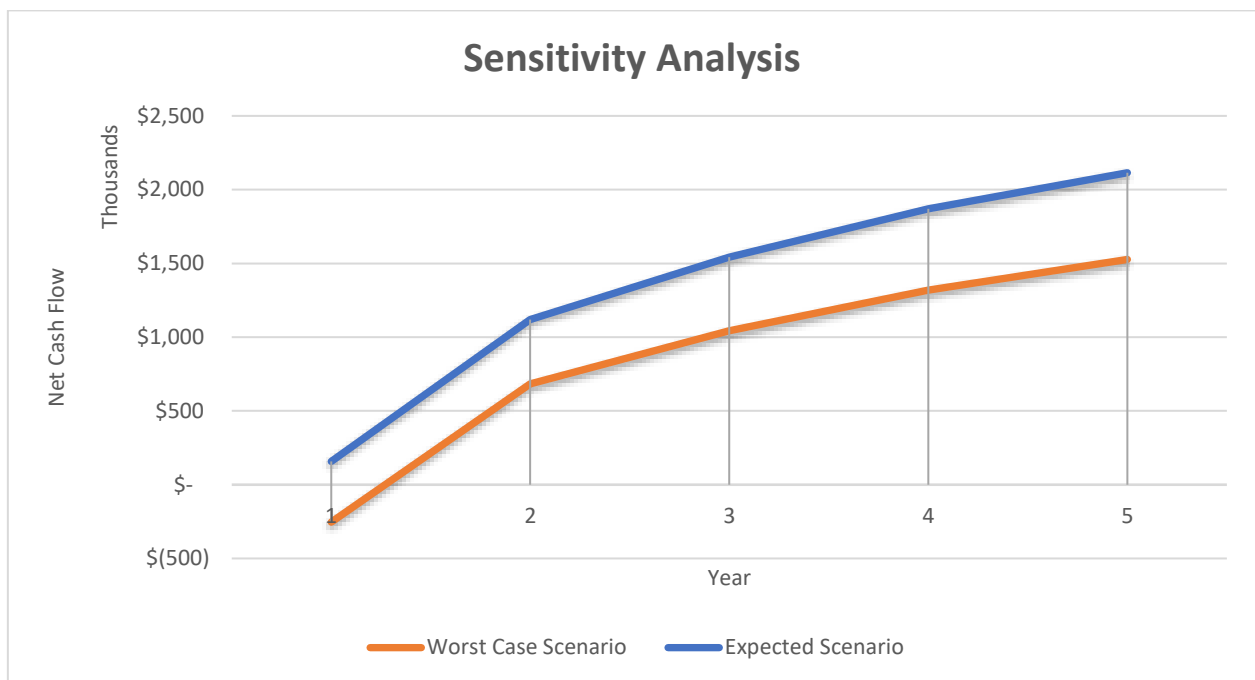


We can break even in Year 2 and gradually progress throughout the forecast period in an adverse situation. We are more than capable of maintaining a positive cash flow position and retaining healthy profits in the years to come. The net present value is positive, indicating that the company is a beneficial investment. This demonstrates the viability of the business model and its propensity to perform even when performance is lower than expected.



The expense/revenue is expected to be higher in this situation. However, much like the first scenario, the company can push down costs and earn better margins.

COMPARISON



Both scenarios indicate a similar pattern, indicating a steady incline in profitability as the business grows.

APPENDIX

APPENDIX A – FIVE-YEAR INCOME STATEMENT PRO FORMA

Income Statement for the period ended	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$ 3,802,000	\$ 5,145,500	\$ 6,883,000	\$ 8,615,650	\$ 10,355,108
Less Direct Costs	\$ 910,700	\$ 1,359,925	\$ 1,946,000	\$ 2,529,275	\$ 3,113,775
Gross Profit	\$ 2,891,300	\$ 3,785,575	\$ 4,937,000	\$ 6,086,375	\$ 7,241,333
Operating Expenses					
Marketing & PR	\$ 300,000	\$ 345,000	\$ 396,750	\$ 456,263	\$ 524,702
Salaries	\$ 300,000	\$ 345,000	\$ 396,750	\$ 456,263	\$ 524,702
Licenses and Permits	\$ 200,000	\$ -	\$ -	\$ -	\$ -
Administrative Expenses	\$ 150,000	\$ 165,000	\$ 181,500	\$ 199,650	\$ 219,615
Legal and Accounting	\$ 200,000	\$ 220,000	\$ 242,000	\$ 266,200	\$ 292,820
Initial Expenses	\$ 500,000	\$ -	\$ -	\$ -	\$ -
Operations	\$ 250,000	\$ 275,000	\$ 302,500	\$ 332,750	\$ 366,025
Utilities	\$ 60,000	\$ 66,000	\$ 72,600	\$ 79,860	\$ 87,846
Legal & Professional	\$ 30,000	\$ 33,000	\$ 36,300	\$ 39,930	\$ 43,923
Insurance	\$ 16,800	\$ 18,480	\$ 20,328	\$ 22,361	\$ 24,597
Miscellaneous Expenses	\$ 15,000	\$ 16,500	\$ 18,150	\$ 19,965	\$ 21,962
Repairs & Maintenance	\$ 10,000	\$ 11,000	\$ 12,100	\$ 13,310	\$ 14,641
Bank Loan Interest	\$ 645,568	\$ 626,516	\$ 606,399	\$ 585,159	\$ 562,731
Depreciation	\$ 810,000	\$ 810,000	\$ 810,000	\$ 810,000	\$ 810,000
Net profit before tax (EBIT)	\$ (596,068)	\$ 854,079	\$ 1,841,623	\$ 2,804,666	\$ 3,747,769
Provision for Income Tax	\$ 28,404	\$ 179,357	\$ 386,741	\$ 588,980	\$ 787,032
Net Profit after tax	\$ (624,472)	\$ 674,723	\$ 1,454,882	\$ 2,215,686	\$ 2,960,738

APPENDIX B – FIVE-YEAR BALANCE SHEET PRO FORMA

Balance Sheet as at	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets:					
<i>Cash and Cash equivalents</i>	\$ 3,757,581	\$ 4,752,452	\$ 6,426,715	\$ 8,762,192	\$ 11,743,852
<i>Inventory</i>	\$ 74,852	\$ 186,627	\$ 346,572	\$ 554,458	\$ 810,384
<i>Accounts Receivable</i>	\$ 104,164	\$ 245,137	\$ 433,712	\$ 669,758	\$ 953,459
Total Current Assets	\$ 3,936,597	\$ 5,184,215	\$ 7,206,999	\$ 9,986,407	\$ 13,507,695
Non - Current Assets					
<i>Warehouse & Equipment's</i>	\$ 7,290,000	\$ 6,480,000	\$ 5,670,000	\$ 4,860,000	\$ 4,050,000
Total Non Current Assets	\$ 7,290,000	\$ 6,480,000	\$ 5,670,000	\$ 4,860,000	\$ 4,050,000
Total Assets	\$ 11,226,597	\$ 11,664,215	\$ 12,876,999	\$ 14,846,407	\$ 17,557,695
Liabilities and Equity					
Equity:					
<i>Capital Stock</i>	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000
<i>Retained Earnings</i>	\$ (624,472)	\$ 50,251	\$ 1,505,133	\$ 3,720,819	\$ 6,681,556
Non - Current Liabilities					
<i>Bank Loan</i>	\$ 11,659,072	\$ 11,299,092	\$ 10,918,996	\$ 10,517,659	\$ 10,093,894
Current Liabilities:					
<i>Accounts Payable</i>	\$ 166,997	\$ 289,872	\$ 427,871	\$ 582,929	\$ 757,244
<i>Bank Overdraft</i>	\$ -	\$ -	\$ -	\$ -	\$ -
Total liabilities and equity	\$ 11,226,597	\$ 11,664,215	\$ 12,876,999	\$ 14,846,407	\$ 17,557,695

APPENDIX C – FIVE-YEAR CASH FLOW PRO FORMA

Cash Flow Statement for the period ended	Year 1	Year 2	Year 3	Year 4	Year 5
Net Profit after tax	\$ (624,472)	\$ 674,723	\$ 1,454,882	\$ 2,215,686	\$ 2,960,738
Non Cash Items					
Total Depreciation	\$ 810,000	\$ 810,000	\$ 810,000	\$ 810,000	\$ 810,000
Add: Changes to Working Capital					
<i>Dec/(Inc.) in Accounts Receivable</i>	\$ (104,164)	\$ (140,973)	\$ (188,575)	\$ (236,045)	\$ (283,702)
<i>Dec/(Inc.) in Inventory</i>	\$ (74,852)	\$ (111,775)	\$ (159,945)	\$ (207,886)	\$ (255,927)
<i>Inc/(Dec.) in Accounts Payable</i>	\$ 166,997	\$ 122,875	\$ 137,998	\$ 155,059	\$ 174,315
Cash Flow From Operations	\$ 173,509	\$ 1,354,850	\$ 2,054,360	\$ 2,736,814	\$ 3,405,424
Cash Flow From investing activities					
<i>Warehouse & Equipment's</i>	\$ (8,100,000)	\$ -	\$ -	\$ -	\$ -
Cash Flow From Investing activities	\$ (8,100,000)	\$ -	\$ -	\$ -	\$ -
Cash Flow From financing activities					
<i>Issue of Equity (Capital Funding)</i>	\$ 25,000	\$ -	\$ -	\$ -	\$ -
<i>Bank Loan</i>	\$ 12,000,000	\$ -	\$ -	\$ -	\$ -
<i>Bank Loan Repayments</i>	\$ (340,928)	\$ (359,980)	\$ (380,096)	\$ (401,337)	\$ (423,765)
Cash Flow From Financing Activities	\$ 11,684,072	\$ (359,980)	\$ (380,096)	\$ (401,337)	\$ (423,765)
Add: Opening Cash Balance		\$ 3,757,581	\$ 4,752,452	\$ 6,426,715	\$ 8,762,192
Closing Cash Balance	\$ 3,757,581	\$ 4,752,452	\$ 6,426,715	\$ 8,762,192	\$ 11,743,852

APPENDIX D– RATIO ANALYSIS

Ratios	Year 1	Year 2	Year 3	Year 4	Year 5
COGS Ratio	24%	26%	28%	29%	30%
Gross Profit Ratio	76%	74%	72%	71%	70%
Expense/Revenue Ratio	53%	29%	24%	22%	20%
Net Profit Ratio	-16%	13%	21%	26%	29%
EBITDA Ratio	23%	45%	47%	49%	49%
Revenue Growth		35%	34%	25%	20%
Gross Profit Growth		31%	30%	23%	19%
Expense Growth		-26%	12%	12%	12%
Net Profit Growth		-208%	116%	52%	34%
Return on Assets	-	0.06	0.06	0.11	0.17
Asset to Net Sale		2.95	2.27	1.87	1.70
Asset Turnover		0.34	0.45	0.56	0.64
Return on Equity	-	6.34	68.38	4.50	2.30
Current Ratio		23.57	17.88	16.84	17.13
Working Capital	\$ 3,769,600	\$ 4,894,343	\$ 6,779,129	\$ 9,403,477	\$ 12,750,451
Debt to Equity Ratio	-	19.73	154.00	7.42	2.96

