



Executive Summary

SeaScrubs is a 4-in-1 alternative personal care product that attempts to combat the overuse of plastics and toxins in everyday products. SeaScrubs are made from incredibly safe and simple ingredients which include salt, castile soap, essential oils, and coconut oil. These products are packaged in a reusable glass jar. The uses of the product include, but are not limited to: Body wash, exfoliant, moisturizer, and fragrance. Marin residents are in need of accessible, affordable, and safe products that do not degrade the environment nor their health. SeaScrubs' target market is a specific demographic of middle aged wealthy women, however, the product shall be equitable socially through workshops with middle school students. SeaScrubs will use existing relationships with EO, a company that produces sustainable personal care products, to provide free samples to students to demonstrate that sustainable products are financially feasible and functional. The target demographic will initially fuel the company until it is stable, so that we can serve those who would not normally consider natural products based on cost. SeaScrubs' target market includes Women in Marin ages 30-50 (260,955 people in Marin), which makes up approx. 14.8% of Marin's total population. The average customer can be expected to purchase two or more in a year at \$6 a unit. Over the course of my market research I discovered that Marin is one of the richest counties in the country and can tolerate high prices, however, keeping the price as low as possible is more beneficial to accessibility. In analyzing competitors, I discovered many products similar to mine, however given my target audience, the locality of my business will serve to benefit me. This is due to the fact that many marinites make a conscious effort to purchase environmentally friendly products. Strengths of SeaScrubs include: ease of manufacturing, wide potential market (showering is a daily must for most people), uniqueness, 4-in-1 qualities, and safety of ingredients. Weaknesses include: ineffectiveness in comparison with toxic products, widely available competitors, and navigating student working schedules. Opportunities include the existing demand for natural products and the opportunity to market products to people of lower economic stature. The biggest threat is other more widely available and less expensive products. The mission, vision, and value proposition all reflect the interconnectedness of humanity with the environment. These ideals influence the management style of customer relations in which we foster open lines of communication and prioritize customer service. A core objective of SeaScrubs is to sell at least 150 units by the end of the MarinSEL period of the business. To do so, we plan to employ three strategies to help us: first outreach to MSEL/TL via newsletters and posters, second reach out to Terra Linda through sites like Nextdoor, and lastly ask for support from family and friends by purchasing our product. Operations costs will be low if not zero, as we plan to use the Terra Linda kitchen and storage facilities in our private homes. Our anticipated suppliers will be Bulk Apothecary and Bottlestore.com. Although I will be the CEO of the company and we will utilize titles such as "logistics manager," every person will do every job with one "leader" per task. The

cost to produce one scrub is less than \$3 for the first six months and sale price is a meager \$6. The projected break even point is in February.

Business Description

SeaScrubs 4-in-1 scrubs provide an alternative to conventional personal care products that are packaged in plastic and contain outrageous chemical toxins. Ubuntu scrubs are made from sea salt, organic essential oils, organic coconut oil, and castile soap. These ingredients are simple, yet effective for multiple purposes. This unique product encourages less waste production as well as awareness for the toxins in everyday products.

Positioning Statement and Target Market

SeaScrubs is a four-in-one body wash, exfoliant, moisturizer, and aroma-therapeutic bath oil that reduces the amount of plastic containers and toxins consumed by environmentally conscious consumers. Our customers are primarily middle aged Bay Area women and men with families who actively seek to better their health and lessen their environmental impact through daily decisions.

Market Opportunity

Need statement

Marin residents need accessible, affordable, and safe personal care products so that they may reduce their ecological footprint and control the toxins that they put on their bodies.

Target market (Persona profile)

The typical SeaScrubs customer will likely be liberal white women, aged 30-50, with families. These women will likely support climate change reform and as a result, attempt to reduce their ecological footprint with the purchase of natural goods and services. Additionally, these women will likely despise corporate greed and be more likely to support local businesses. When purchasing goods, these customers will opt for the product with the safest ingredients and best reputation, regardless of cost (due to a reasonable high income). They will likely share the product with their significant other and children.

Market Demand

SeaScrubs primary target audience incorporates Terra Linda High School's student body, MarinSEL's connections, and the broader Marin County. Together that creates an ideal target market of 260,955. The product's current price rests at \$10.22, and loyal customers can be expected to purchase two units per year (\$20.44 per customer per year). Unrealistically, if everyone in the target market purchased two products annually, annual revenue would be \$5,333,920. Realistically, it is attainable to have a base of 652 loyal annual customers, which makes up approximately 0.25% of the total target market This indicates an annual revenue of \$13,326 from

this loyal base of customers.

	Category	Findings
A	Size of target population	260,955 (Marin County Population) including MarinSEL business leaders, students, and parents. Total: 260,955
B	Percentage of target population (possible market) that your business plans to capture per year	Approximately 0.25% of the target population of Marin is attainable in the businesses most successful period.
C	Expected number of customers per year	Approximately 652 annual, loyal customers.
D	Average revenue from each potential customer per year	Approximately \$20.44 per customer (\$10.22 a unit x 2 times per year)
E	Estimated Annual Revenue	652 people x \$20.44 = \$13,326

Market Research

In my Primary findings, I found that a majority of respondents (from MarinSEL) used a personal care product 7 days a week. I also found that most respondents at least attempted to purchase toxin-free products. Additionally, a large majority said they would be interested in purchasing an all in one personal care product. This could be an opportunity to market SeaScrubs to those who at least attempt to find healthy personal care product alternatives. The results of my survey may have been slightly skewed due to a lack of diversity in the body that I studied, but nevertheless, it showed that most people that shower would be potential customers. In my secondary research findings, I determined that there are approximately 260,000 people in Marin County ([census.gov](https://www.census.gov)), a majority of which I presume use showers. This indicates that Ubuntu has a large target market

that should not leave out many demographics, except those who cannot afford the product or don't have access to showers. The median household income of Marin county is a whopping \$150,000 which makes it one of the five richest counties in the country (patch.com). This demonstrates that the unit price of my product (\$6) is reasonable for the target market.

Competitive analysis

Although there are plenty of personal care products available on the market, many of them are cheap, poorly made, too expensive, or poorly marketed. Not to mention that almost all of them contain toxins harmful to humans and the environment. Widely available products such as St. Ives are regarded lower than those of higher price and lower availability (Cantu is an example of this phenomena). Natural brands are marketed nearly exclusively online and in natural retailers, limiting their accessibility to only affluent and conscientious consumers. With that, there is an opportunity to market not only to already environmentally cognizant consumers, but also those of lower economic stature. The current natural personal care products on the market are available exclusively to the elite, giving my enterprise the incentive to extend its market past the status quo. We might do so by exploring cheaper ingredients of high quality to lower the price of the product, giving customers of lower economic stature the opportunity to be ecologically and health conscious.

Competitor Name	Products/ Services	Price	Quality	Competitive Advantage	Weaknesses
Every One (EO) Organics	Organic and Sustainable Personal Care Products. Their mission is to provide natural personal care products at reasonable prices. (Bay Area Based)	\$7.99-\$10.99	High Available in local markets and markets such as Whole foods	EO is natural <i>and</i> affordable, which allows it to expand its market.	- Not commonly known - Not available in major retailers such as Safeway, etc.
Dove	Personal care products such as body wash, shampoo, and conditioner	Approximately \$18	High	Ubiquitous, well-established.	Uses toxins in its products and can be viewed as "cheap."
Sephora	Make up and personal care products.	Approximately \$23	High	Well established, well respected, ubiquitous.	Expensive, small quantities sold for high prices, toxins are used in their products.
Cantu	Hair skin, and body care products. Shower gels, shampoos, conditioners, lotions.	Approximately \$9	High- 5 stars	Available on platforms like CVS and Amazon.	No obvious weaknesses

SWOT Analysis

Like any business, SeaScrubs has its strengths and weaknesses. Opportunities for SeaScrub rest in the large market of people in the Marin who purchase personal care products, the accessibility of ingredients, ease of production, Marin's ecological obsession, and the product's uniqueness. However, SeaScrubs might not be as wholly effective as products with toxins and artificial ingredients, while being more expensive than traditional products. Key threats are material costs rising and meeting a growing consumer demand. These are areas in which will evolve over the course of the business.

Marketing Strategy

<p>Internal – Within your control</p>	<p>Strengths</p> <ul style="list-style-type: none"> • Easy to manufacture • Fast to manufacture • Large market- everyone who uses soap (mostly women) • Easy to obtain materials in bulk • Sustainable packaging • 4 in 1, saves 2 packages • Sea Salt and essential oils are drain safe 	<p>Weaknesses</p> <ul style="list-style-type: none"> • May not be as effective as traditional body wash or micro bead scrubs. • May not have a long shelf life. • May be very expensive due to the materials • May be hard to manufacture given the busy schedules of members.
<p>External - Outside your control</p>	<p>Opportunities</p> <ul style="list-style-type: none"> • Existing demand for natural beauty products/soaps (if successful we could contract with local grocers). • High profit margins given existing prices of natural beauty products • Marin's health and environmental obsession. 	<p>Threats</p> <ul style="list-style-type: none"> • Existing, more accessible, and possibly more effective natural products already on the market. (competition) • Material costs rising, raising cost of production. • Meeting consumer demand

Mission Statement

SeaScrubs provides an all-in-one personal care product that reduces the number of plastic containers we use as well as toxins we dump down the drain, preserving humanity for others.

Vision Statement

SeaScrubs strives to keep bodies of water and human bodies safe and healthy from toxins found in most everyday items.

Value Proposition

At SeaScrubs, we believe that the preservation of Earth is most important and by changing the products that we use everyday we can have a massive impact, but only collectively.

Brand

SeaScrubs (*Business Name*)

Ubuntu is a significant name in that while living in South Africa, I came to know the meaning the word “Ubuntu” as the philosophy of collective humanity, the diluted version being “humanity toward others.” This name reflects the mission, vision, and value statements of the business and its preservation incentives.

Humanity for others (*Slogan*)

The simple slogan “humanity for others” reflects the meaning of the name and creates trust in the customer of the business’ humanity.

Customer Service Style

SeaScrubs personal care products strives to be reliable, effective, and accessible. Open lines of communication between customers and the company are valued, as it enhances our reliability. The slogan “Humanity towards others” reflects the meaning of the word “ubuntu” and the mission of the company: to preserve waterways for other humans. SeaScrubs logo is a simple wave to commemorate preservation efforts.

Logo



MOST Grid

Operations

Product Design:

The product consists of sea salt, essential oils, sweet almond oil, and vegetable glycerine packaged in an 4 oz. glass jar.

First six months:

During our first six months, Terra Linda's kitchen will be our primary facility. We will produce and pack our products in this location and then move them to private houses for storage. My house in particular has a storage unit. It will probably take a couple of weeks from time of ordering to time of delivery, due to limited transportation methods. The equipment required by the first few months is limited to mixing bowls and mixing spatulas.

Facility: Terra Linda High School Kitchen

After high school:

After high school, I expect that my business will continue in my own kitchen, and in the kitchens of my employees/partners. I will still be able to store my product in my own house, and I will be a licenced driver at this point, so delivering orders will be much easier and take less time. Eventually, we may consider outsourcing production to local manufacturers, but homemade will be our first priority.

Supply Chain

Bulk Apothecary, Bottlestore.com, Whole Foods → SeaScrubs

Management Plan

Key positions in my organization include logistics manager, marketing representatives, customer service representative, distribution manager, and production workers. In theory, every person assigned to my business would have a unique job (i.e. someone is the marketing representative), however, given the school environment that my business will take place in, it is essential that all employees do a bit of each job. Having just one production worker or customer service representative would divide the business so that little would be accomplished. It is better that all workers take place in most activities so that that sustainability can be incorporated into all spheres of the business. I would be the CEO of Ubuntu personal care products. This would evidently mean that I have veto power and would lead my team, however, I do not take this responsibility lightly. I am the right person to be the CEO for Ubuntu due to my vision for the company and extensive leadership experience. I intend not to be a despotic manger, but an inclusive, yet frank, guiding force. Decisions will ultimately be directed by myself, however, they will be evidence-based and inspired by ideas brought forth by team members. After the six-month MarinSEL portion of our business, depending on profitability, I will strive to provide my employees with at or near minimum wage. Hardworking, flexible, and humble workers will be best for this business.

Financials
Unit Cost Analysis

Materials	Total Cost (a)	Total # of	Cost per unit =
Vegetable Glycerine	4.13	6	0.69
Coarse Sea Salt	1.6	3.3	0.48
lavendar essential oil	6.95	20	0.35
Sweet Almond Oil	4.36	20	0.22
Labels	10	18	0.55
Jars	14.04	24	0.48
Total Material cost per Unit			\$ 2.77

Income analysis

Financials

After careful evaluation of material costs, it was determined that the cost of production per unit of SeaScrubs is <\$3. This cost would mean that the sale price of the scrubs would be \$6, a somewhat a competitive price for a natural product. The margin would be 50%. With the sale of 25 products the total profit would be around \$81. The breakeven point per month would be approximately \$556 and \$6,666 per year making my product feasible while providing incentive to reduce production costs further. The total income for Year 1 would reach about \$6,238. Initial costs are \$20 for equipment. Operating costs remain at \$0 after that. Unit Sales are expected to increase by an increment of five each month. Total sales reach \$330 by June. Start up capital needed is approximately \$30.