

The New Marketplace

Who are we

When you pick up our soap

When your friend sees our soap

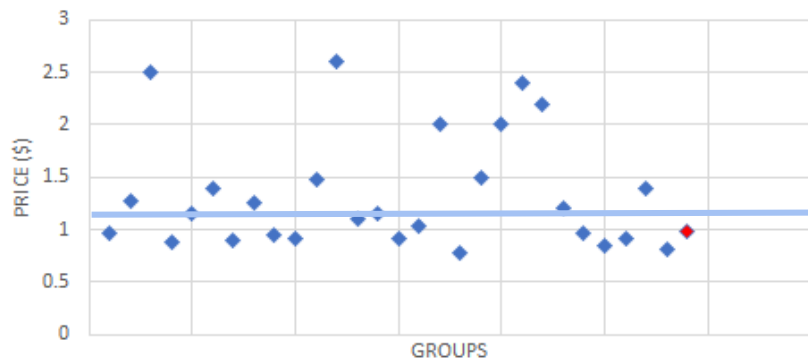
When I say the name of our soap

When people think of our soap

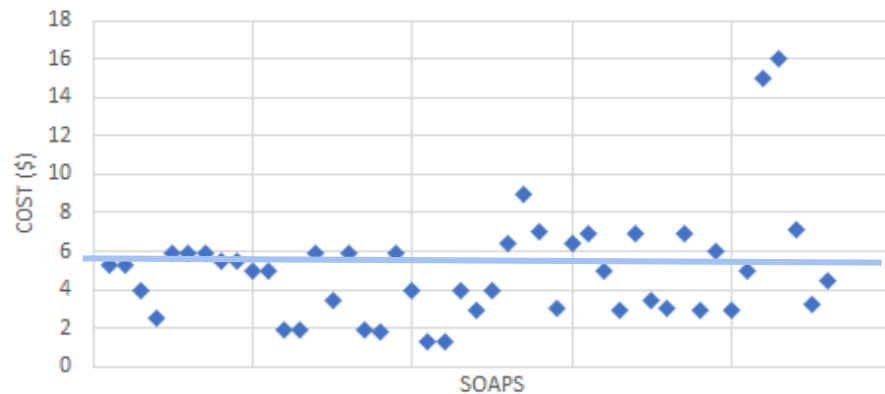
What do we want them to say?



**PRICES OF OTHER GROUP'S SOAP AT
100G**



**PRICES OF SOAP AT WALLMART
(100G/ 3 BAR)**





➤ **Focus on simplicity, utility,
and cost-effectiveness**

➤ **Designed for longevity**

➤ **We meet the marketplace need
that competitors cannot sustain.**





1. Oils Used

Crisco

- ❑ Consists of soybean, palm oil (partially hydrogenated and hydrogenated)
- ❑ Mixer → Emulsifiers added → Heated/ Mixed → Crystalized → Tempered for a day
- ❑ Can be liquid or solid product
- ❑ Used to make baked goods tender and together

Coconut Oil

1. Mashed → Boiled
 - a. (used to feed animals)
2. Pre-treatment → Enzyme → Centrifuge → Hydrogenated
 - a. (Used for human consumption and costly)
3. Hydraulic press → Enzymes
 - a. (RBD are cheaper but lack aroma or taste)

Soap Calculator

3 Components:

- ❑ Soap composition
 - a. (What oils are used)
- ❑ Soap properties
 - a. (Hardness, Cleansing, Conditioning, Lather)
- ❑ Optimizer
 - a. (As close to our desired values, also reducing cost)

Environment

Safe, Sustainable, Special

**Both of these oils have
considerably low
environmental impact**

Environmental Relationship

- ❑ Both are relatively sustainable
- ❑ Biggest problem is the deforestation
- ❑ Requires no pesticides or herbicide
- ❑ High demand from developing countries



Counter argument



- ☐ Regulations for sustainability has been in effect since 2018
- ☐ Agreed by international community
- ☐ Switching to RBD would reduce use of harmful chemicals
- ☐ Picked by hand

What does this mean for our product?
We can compete in today's market.



Packaging

- ❑ Wax Paper packaging
 - a. Low -cost
 - b. Environmentally friendly (compostable)
 - c. Retains moisture of soap

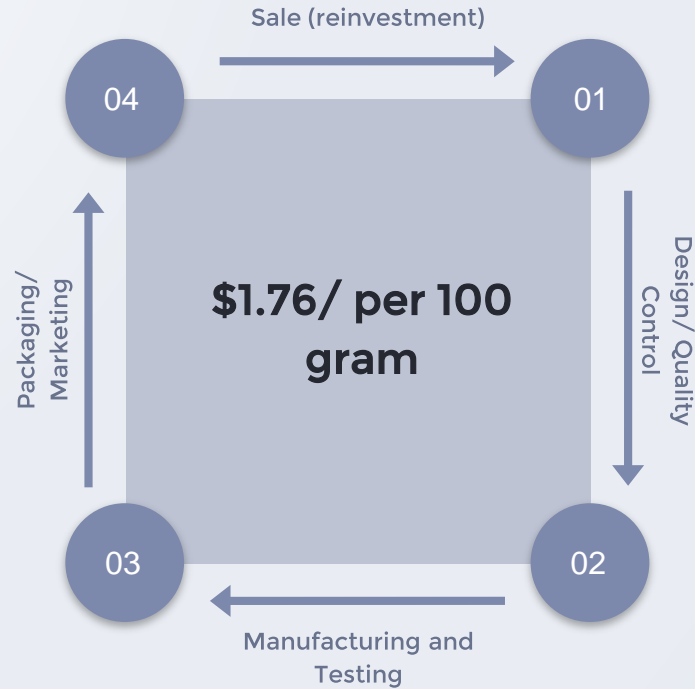


Reducing Cost

- ☐ Changing to RBD
- ☐ Creating an automated process
- ☐ Buying in bulk
- ☐ Engineering faster process (curing stage)



Price Point (at the moment)



Price Overall (at the moment)

	Cost	Rationale	Assumptions
Production	\$1.44/ 100g \$0.55/ bar (500 grams produces 13 bars)	Cost of oils used and NaOH	Cost of NaOH was \$14.93 per 500 grams
Packaging	\$0.07/ bar	Cost of a singular label plus wax paper	20 labels cost around \$0.10
Total Cost	\$0.62/ bar	Cost of production and packaging for one bar	Mass of each bar is approximately 38.46 grams
Revenue	\$1.11/ bar	Markup by 1.8 times to generate profit.	
Profit	\$0.50/per bar	Difference between Revenue and Total Cost	We are going to be selling in bulk 100-200 bars

a-name

vanilla soap

produced by group 8