

Business Plan: Fresh Face, LLC.

Entrepreneurship MKT 2337

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Mission Statement

The Fresh Face seeks to provide organic skin care and organic ingredients to intensify every woman or men's natural beauty. We seek to provide makeup, bodycare, skincare, and cleansers to define both genders natural beauty all around. We strive for a honest relationship with our customers, employees, suppliers and stakeholders which are as healthy and honest as our Fresh Face products. Our team believes in having a diverse set for anyone to feel beautiful about themselves without having limitations. Our company is set out to be there for our customers and helping them feel as good as they desire.

Our main focus for years has been: Beauty. It is about helping individuals to express who they are, gaining self-confidence, and being able to be free with their level of comfort. Beauty is a form of expression in its own language. Our ambition is create beauty for all, and not necessarily impose a standard of beauty but instead we believe enhancing the unique beauty that sets us apart from one another.

Executive Summary

The Fresh face consists of enhancing both genders natural beauty as it was founded in Brooklyn, New York in December of 2015 by owner Nehemie Pierre. The owner partnered with Cynthia Soriano, Greicy Wong , Mayra Mayancela and Jenniffer Quezada because of there amazing hard work and dedication to the brand. While in college, her friends would complain about their skin and how they would break out using products that claim to work but don't. As a child, Nehemie remember all her mother's "skin secrets" in order to maintain a healthy young looking face. So Nehemie, and her five friends, Mayra, Cynthia, Greicy and Jenniffer created the skin care line, The Fresh Face. Where each girl, had different skin problems so each line was made specifically around these issues. For example, Mayra had trouble with oily skin so Nehemie and Mayra worked on products that will help girls around the world with the same skin type. Cynthia suffered from large pores. So Cynthia and Nehemie created specific problems for that. Each girl help contribute to became the Fresh Face that is known today.

Our company is all about producing organic products that combines the use of science and nature in order to develop our highly recommended products. Skin imbalance is a struggle that many people face on a daily basis. We believe that skin imbalance tells your skin that it is

distant from nature. The Fresh Face goal is to provide our customers with the most organic products so that they can see long lasting, clear results.

Unlike our competitors such as The Face Shop, Olay, Glam Glow, Mario Badescu, that uses harsh chemicals and parabens in their products. The Fresh Face company uses organic products such as shea oils, rose extract, avocado oil, and Vitamin E, etc. Our product is poised to take advantage of the high demand of organic cosmetic products as well as to develop a “organic” trend or movement. The target audience, we seek to attract are health conscious and self sufficient, the age group that we are targeting are between the ages of 18 to 35. The Fresh Face’s goal is to provide our customers with the most organic products so that they can see long lasting, clear results. We make sure that the essence of nature goes into your skin to give it a natural healthy glow. The Fresh Face has been ranked the No.1 brand among the brand shop cosmetic category in New York with more than 1,500 independent stores worldwide and it is going to expand more stores to overseas market. Our shop has been in the New York metro area since 2015 under the management of Nehemie Pierre. We’ve been able to provide our natural products for over two years as it has expanded on to the top local brand.

We’ve been featured in *Teen Vogue*, *Cosmopolitan*, *Seventeen*, *The Huffington Post* and rated the top best organic skin care line since 2016. The Fresh Face is looking to raise 1.8 million dollars in equity capital to finance national distribution of the product as well as marketing our product so that we can have international customers and influential celebrities.

Company Story

Our company was founded in a small apartment building by the owner Nehemie Pierre. At a young age Nehemie's mother created skin care remedies from scratch; from oatmeal baths for skin irritation to home made skin serum for dryness, Nehemie's mother had every solution. As Nehemie grew older she thought the best thing to do was to commemorate her mother's efforts by creating her own organic skin care line called The Fresh Face. As the founder, Nehemie attended college and researched online on how to create a business, once she felt knowledgeable about that particular field she decided to start making organic products in her apartment. Nehemie wanted to make sure she knew what her target group was, so she decided to conduct a survey. Her classmates Cynthia, Mayra, Jenniffer and Greicy we also studying same concept agreed to helping out distributing the surveys to classmates. Soon after, these ladies became good friends and business partners. The product boomed so rapidly, she soon had to move her business from her apartment to a warehouse. In the first year of her company, she was able to earn \$100,000 of revenue. The money earned, went towards her marketing team and her employees. Throughout this time period there was an increase in the amount of consumers that

purchased the products. Not only was there local consumers, but there were people traveling from across the country trying out The Fresh Face products. Our target market soon increased as our products began being used by influential celebrities which allowed the company to expand its target consumers. Our products became popular as they were highly recommended because the skin struggle such as skin imbalance, oily/ dry skin, pores, etc. that each celebrities faced related to our mass population of consumers. Skin imbalance was a struggle that many of our target consumers faced on a daily basis. We believe that skin imbalance tells your skin that it is distant from nature. The Fresh Face's goal is to provide our customers with the most organic products so that they can see long lasting, clear results.

The Product

The Face shop is known for producing low cost natural ingredients, which eliminates the use of unnecessary formulations and harsh chemicals that are usually found in makeup, skincare, cleanser, body care, and even perfumes. What makes the Fresh Face different from other makeup brands? Our prices are really affordable and our cosmetics are created from naturalism.

Some examples of the products we are carrying in our stores:

- Mask
- Cleansers

- Peeling and Scrubs
- Serums
- Toners

Each are all then sectioned into the different skin types:

- Normal
- Oily
- Dry
- Combination
- Sensitive
- Acne Prone Skin

Production and Manufacturing

We as a team believed that it would be a smooth transition but we had small bumps on the road with our manufacturing. Not many manufacturer companies were set to create towards our broader target group. It was hard hours that lead us to finding a manufacturing company that were willing to do natural without its harsh chemicals and as well for a reasonable pricing, Cosmetic Group USA, Inc. we at the team believed the company fits into our criterias: being “American Made” and as well having expert chemists knowing what formulas to use that is tailored to our market. Their skin science labs were prepared to provide us day one with new and advanced formulas. Their company is up to date with laws changing especially now in current times. The paperwork necessary to register finished goods overseas can be provided by their

company's Regulatory staff during the R+D process. They believe collaborating on exciting new projects while working to understand our requirements to make them a reality will help our company and the manufacture grow together. Their capabilities as stated on their website (<http://www.cosmeticgroupusa.com/the-service/>) are: Anti-aging, oil-control, mineral, cleanser, scrub, and moisturizer for skin care. And for cosmetics, they use it all from lips to foundations.

We had to travel to the west coast, Sun Valley in California to find our factory and get a tour to have our one on one with the employees working on our production. Like they say "We don't follow trends. We set them. Our history promises it. Our clients' popularity and profitability proves it," and with that we were convinced that they have the same values as we at "The Fresh Face".

Market Opportunity

What will set us apart from our other competitors will be these trends we have identified amongst the team. Many cosmetic brands are leaning towards a more diverse branding to their company's image. We at "The Fresh Face" believe in enhancing the idea of many races and skin types all united towards aiming one goal: To feel good about themselves individually. As well as many people can agree that they are leaning towards organic products being put into their cosmetics thus leading us to remove those harsh chemicals that other brands tend to use and switch them for a more organic base product. Our slogan for The Fresh Face is, "Discover Your

Natural Beauty”. The slogan urges women to appreciate their natural look when using The Fresh Face products. The slogan is also encouraging women when using The Fresh Face products it will make you feel beautiful and natural since they are organic products. The products are for everyone and everyone should feel like they are naturally beautiful no matter in any situation.

Profile of Target Customer

When we decided on our products, what we wanted our brand to stand for. With the help of studies and other demographic information, we were able to develop a profile for our target customers:

- Modern day women, all race, shapes and sizes
- Women and Men ranging from the age of 18-45
- Likely to live in a urban city area
- Likely to graduated high school, in college and/or has a college degree
- Likely to currently using other products that may not be good for their skin
- Interested in looking their best, not only on special occasion, but in everyday life.
- Have a care in using organics products and that are good for the environment

- Care about not testing on animals
- Average family income of \$53,000

Market Research

To test the receptivity of this audience to The Fresh Face, we conducted a survey in the New York City. The Fresh Face conducted a survey for both women and men in our target market. The survey is primarily data collected from fifty women in our target market from New York. The survey is simply a convenient sample, which was made so that we could know how women feel about their face products and if they are willing to try out new skincare products.

Below are examples from our survey and the responses we concluded:

1. Please indicate your age group?

Under 18: 2% 18-24: 50% 25-34: 35% 35-44: 10% 45 or older : 3%

2. What is your gender?

Male: 15% Female: 85%

3. What would you consider your skin type to be?

Normal: 25% Combination: 45% Dry: 5% Oily: 25%

4. Do you suffer from acne?

Always: 10% Occasionally: 30% Hormonally: 35% Rarely: 25%

5. How often do you buy skincare products?

Once a week or more: 5% Every two weeks: 5% Once a month: 40%
Once every two months: 30% Twice a year or less: 20%

6. Where do you purchase your skincare products?

Department stores: 50% Chemist: 5% Skincare company's own site: 5%
Beauty salon: 35% Other: 5%

7. How much do you usually pay for skincare products?

Less than \$10: 5% \$10-20:15% \$20-\$30: 25%
\$30-\$40: 35% \$40-\$50: 15% More than \$50: 5%

8. How willing are you to try New Skin Care Products?

Extremely willing:15% Very willing: 40% Slightly willing:35%
Not willing at all: 10%

9. About how much do you spend on skin care products in a month?

Less than \$10: 15% \$10-\$20: 25% \$20-\$30:35% \$30-\$40: 20%
More than \$50: 5%

10. Which of the following sources do you use to learn about skin care products? (Check all that apply)

Friends or family: 30% Internet sites: 35% Dermatologists: 50% Salespeople: 30%
Other: 5%

11. Which of the following Skin Care do you use at least once a week ? (Check all that apply)

Body Powder: 5% Sunscreen: 35% Bodylotion: 55% Moisturizer: 55%
Other: 5%

12. When choosing a Skin Care products, which of the following matter to you ? (Check all that apply)

Friend's Recommendation: 40% No testing on animals: 35% Quality: 65%
Salesperson Recommendation 20% Product ingredients: 45% Price:45% Other: 5%

13. Which of the following types of ingredients would make you more likely to buy a Skin Care product ?

Natural Ingredients:55% Alcohol- free ingredients: 10% Oil-free ingredients: 25%
Dye- free ingredients: 10% Noncomedogenic ingredients:35% Other: 5%

14. How often do you use your Skin Care product?

Once a day: 10% Twice a day: 35% Once a week:40% Bi-weekly: 15%
Other: 10%

15. How often you read the ingredients labelled in the back of your Skin care product?

Always: 15% Most of the time:35% Sometimes:35% Rarely:15%

16. Have you ever used Skin care product prescribed by a Doctor?

Yes: 40% No: 60%

17. Which type of Skin care texture would you prefer in your products?

Moisturizing: 55% Oily:25% Exfoliating:15% Foaming:10% Other: 5%

18. Have you ever used organic Skin Care products before?

Yes: 70% No:30%

19. Do you use products that contain SPF 50 or any other sun block chemicals?

Yes:80%

No: 30%

After the surveys were done, we held two focus groups in New York. The sessions were facilitated by an independent market research firm, which helped provide helpful guidelines in certain products we carry and our new packaging. The first focus group consisted of women who were between the ages of 18-35 who were using organic products. The second group were a mix of men and women who were selected based on their responses to questions that fitted them to be apart of our target market. The discussion started off with what products they were using and then what was missing in face care market. Both groups, stated that they want to use organic products but do not use them as much because they can be very expensive.

One important lesson from the focus group was that most consumers were limited to their choices when it came to skin care. For most companies they either had products for “dry skin” or for “oily skin.” That is just the basis of skin types. Another important lesson was that people wanted to use organic products but do not have the money to spend so much money. From our survey we’ve discovered that most females were ages 18-24, full-time students, tend to shop and buy their own skincare products. We also observed that the majority of women are really concerned about the ingredients and quality of their skincare products. Since we produce only organic products at a very affordable price, our products are a perfect match for those consumers.

Market Response

The most important part other than our focus group is the market response to The Fresh Face and its sales. A store in the New York City region, The Fresh Face has become the best-selling skin care product, outselling products like Mario Badescu and most importantly our main competitor,

Lush Cosmetics. In the month of January our company decided to have a promotion, with a 10% off coupon and 25,016 products were sold. But the most important than the sales from New York City, were the hundreds of responses we have received from our customers, via phone calls, reviews, emails, etc. The great feedback we received from our customers is a clear example that our company created something that was missing in the market place. We gave a few responses down below:

SUBJECT: BEST ORGANIC SKIN CARE EVER

DEAR FRESH FACE,

I HAVE NEVER LOVED A PRODUCT AS MUCH AS I LOVE THE CLEANSER AND FACE MASK! I LOVE THAT THEY ARE SO ORGANIC AND THAT YOU GUYS CARE ABOUT THE ENVIRONMENT AND THE FACT THAT THE MASK START AT \$2!!!

THANK YOU, ASHLEY

HELLO FRESH FACE,

MY NAME IS MIRANDA AND I JUST WANTED TO TELL THE COMPANY THAT YOU GUYS ARE AMAZING. I LOVE ALL YOUR PRODUCTS!

A REVIEW FROM A YOUTUBER:

"I LOVE FRESH FACE BECAUSE IT'S ALL ORGANIC AND BECAUSE THEY ARE SO AFFORDABLE. IT'S WORTH THE HYPE!" - BETHANY MOTA

Marketing & Distribution

The main objective we are aiming towards is to increase awareness and sales of The Fresh Face products. The advertising we used were Billboard Ads, Magazine spreads, Television commercials and Newspapers. Our campaign relied on influential and popular celebrities. We used three influential women that we thought were best to fit The Face Shop Product campaign. These women were models, Gigi Hadid, Kendall Jenner and tv personality, Kourtney Kardashian. All of these women represent beauty and have influenced many other young women around the world. At a young age, Kendall Jenner started modeling for major designers like Donna Karan, Tommy Hilfiger, Dolce and Gabbana and much more. Gigi Hadid has also modelled alongside Kendall Jenner as they both have been featured on numerous covers of Vogue. Kourtney Kardashian is known to be a TV personality in the show Keeping Up With The Kardashians featuring her step sisters Kendall Jenner and Kylie Jenner, her sisters, Kim and Khloe Kardashian and their mother Kris Jenner. Our target market is in fact women of ages 18-45. By using these celebrities to be the face of campaign sales and awareness should increase rapidly. In the conclusion, the company have decided that we would use celebrities and models such as Kourtney Kardashian and Kendall Jenner for the face of The Fresh Face campaign. Everyone knows Kourtney's strong passion for organic products and Kendall's perfectly poreless face. We believe that with the help of those two well-known successful celebrities, we will make The Fresh Face a household name and bring a huge revenue by the end of this campaign. Discover Your Natural Beauty.

In Fresh Face advertising, we put most of our time and effort in buying 30 second prime time television commercials, because men and women in the age of 18+ watch an average of four to five hours of televisions a day or maybe more. Television shows such as American Idol,

Jersey Shore, Grey's Anatomy, and Big Bang Theory were most watched shows. Therefore, it is a great opportunity to attract more customers and get them to notice our brand by advertising during prime time hours. In addition, about 96.7 percent of American household have now own television sets. As of a result, by spending a total of \$35,318,918 million into buying commercials space on primetime television it can almost cover the entire population.

Magazines were one of our advertising methods used and it is second most spent on because magazines such as Vogue, Forbes, Maxim, People, Esquire, and Entertainment have many loyal customers and subscribers. Therefore, it is a good method to put ads on magazine for people to buy our skin care product and also to give advice for first time user to have brand loyalty.

Billboard are a another good way to reach out to people in different states or areas. It will help our company to promote our brand; hence, customers will know what we are trying to promote and also provide them with more knowledge of our brand.

Newspapers were read by men and women to get the latest information of the day. Since technology has become more and more advanced people can now access the news on their phone and on the website. Newspaper company such as *The New York Times*, *The Wall Street Journal*, and *USA Today* can be download on the app store. Therefore, by advertising on newspapers it is also a good methods to get people to notice of our advertisements. Below we gave a preview of our magazine Ad/ Scheduling:

Media Schedule-Magazine Ad/Scheduling

<u>Magazines</u>	<u>Frequency</u>	<u>Months</u>	<u>Total</u>
Vogue	4 Color; Full Page	12	\$2,440,944
Forbes	4 Color; Full Page	12	\$1,960,956
Entertainment	4 Color; Full Page	12	\$2,224,800
People	4 Color; Full Page	12	\$4,286,400
Esquire	4 Color; Full Page	12	\$1,825,260
Maxim	4 Color; Full Page	12	\$1,236,324

Total : \$13,974,324

Packaging and Pricing

The Fresh Face flagship line of products is sold in variety of sizes. For example, there are products ranging from 20 mLs to 200 mLs, in glass bottles. All our packing is using recycled and recyclable materials. We wanted our packaging to look chic, minimal, yet distinguishable from other products. The Fresh Face makes sure that our customers are satisfied with a variety of the purest facial products. The wide variety of products makes it easy for women to find their perfect match at a low cost. The Fresh Face shop is known for producing low cost natural ingredients, which eliminates the use of unnecessary formulations and harsh chemicals that are usually found in makeup, skincare, cleanser, body care, and even perfumes. The starting price for our products are \$2.00 for an organic face mask. This increases our customer population and

makes our products available not only for working class women, but also for students as well. The current economic downturn is leading to an increase in sales of value retailers. Consumers are tired of spending money on organic products that cost a lot of money and are not always the right fit for their skin. We use organic high quality products at a low cost. The main reason is because our CEO's knew how it felt with wanting healthy glowing skin but did not have the money to do so. So therefore, we keep our products to a low cost. Our main goal is to have our consumers always feel attractive, have a healthy-glowing skin and be very happy with the results.

International Markets

Proper skincare is a main essential to both men and women ascribed by the products used in order to keep the skin looking fresh and healthy. About 54% of women prefer to use The Fresh Face natural skin care products which has appealed the world's organic consumers. Our target market has been convinced that natural is good and the importance of beauty is beneath the skin as it allows our outermost surface layer of skin intact. In the European Union, more than 1,110 personal-product ingredients have been banned for the use in cosmetics because of concerns that they may cause cancer, birth defects, or reproductive ills. Although our products are primarily distributed in the U.S market, we've recently entered a contract with a firm in order to provide international marketing expertise in the U.K. This indicates that our target consumers

will expand and our products will no longer be limited in the U.S market but instead our goods and services will be effectively marketed through our global plan on our an international basis.

Product Development & Future Products

In the near future, we want to expand our company by introducing various of advanced merchandise. Leading to five years or more, we would desire to have a line that will be called, The Fresh Body. The Fresh body will contain organic supplements tablets for hair, skin and nail growth for both genders. Our body desires and incorporates the need of attention and care, “A healthy mind is in a healthy body.”

Most people tend to choose random hair products without observing the chemicals that is inside of a product. The importance of hair care symbolizes power, liveliness, and anyone’s overall health. Being able to compromise the health of nature can allow new beginnings for a healthful future within organic and natural hair products. In order to produce healthy, shiny and full hair we would replace synthetic ingredients with necessary oils, natural minerals and herbal extracts.

Everyone would love to have a glowy skin but no one takes a minute to choose their foods wisely and to realize what they’re applying on their skin. It’s important to remind ourselves that “we are what we eat” the things that we consume bears on a person’s mind and health. The daily use of harsh chemicals can lead to a skin irritation, allergic reactions which leads to health problems. We would rather have our consumers to continue on protecting their skin by introducing body scrubs, natural lip balms, mud masks, etc.

Whether you work at an office or out getting your hands dirty, your nails need to be taken into consideration. We would remind our consumers that regular natural nail care is getting into a habit of cutting your nails at least once a week including filing and shaping your nails. We would guide our consumers towards strengthening their nails by using natural nail care to prevent any fungal nail infections and ingrown toenails.

Despite the thousands amount of hair, skin and nail products that are out in the market, there is nothing better than to apply natural products onto our bodies. Our bodies say a lot of who we are as a person and we provide our products to make our consumers feel secure of their own bodies. In addition to our future products we are willing to go furthermore with our merchandise which will include our products that will feature art from our label, The Fresh Face, such as bags, brushes, T-shirts, etc.

Management

President & CEO

Nehemie Pierre : **(CEO)** CEO of the company “The Fresh Face”. She was inspired to start a cosmetic company by her mother who created home-made remedies at home.

With her mother’s secrets and Nehemie’s business plan, The Fresh Face was born. She graduated from New York City College of Technology as a Fashion Marketing student.

Chairman of Board

Cynthia Soriano: (**Marketing**) Through her teenage years Cynthia had struggled with skin and never seemed to find a brand that will work with her skin type. Once she started her first year at New York City College of Technology as a Fashion Marketing major, she met Nehemie and discussed her problem with skin for years thus leading for the grand idea to startup the company with Nehemie and other classmates.

National Sales Director

Greicy Wong: (**National Sales Director**) Nehemie and Greicy have worked as group partners in the past for class projects and have become close over the semesters. Being a student in the same majors as the rest of the startup team, she believed her talents with Marketing can help branch out the company on many platforms.

Social Media Director

Jennifer Quezada: (**Social Media**) Jennifer is a Fashion Marketing Major as well and has dealt with combination skin for years. Being friends with Cynthia led to how she met the rest of the girls who were in her major. She has been very experienced with many social media platforms and ways to advertise on the internet. She started off by buying a spot on Facebook by buying an ad spot and as well as Instagram with its ability to add sponsorship/ promo.

Retail Sales Manager

Mayra Mayancela: (**Retail Sales Manager**) Mayra has always been about the numbers all her throughout her educational career, and it was only a given to give her the job with how she is built to be a team leader and as well good with her numbers.

Statement/Aspirations for Social Responsibility,

Environmental responsibility is not usually found in most business plans, these issues are central to The Fresh Face identity and authenticity. Not only is the value of our brand based on integrity, purity and purpose, but our management team is committed to these values as well. We don't consider our company to be "perfect" but we strive to be attentive to our customers needs and values as well. An example of this would be making sure that our ingredients are 100% natural. We create organic based products in order to satisfy our customers and to avoid harming the environment as well. When customers use our products, they are treating their skin in the most healthy way possible. Not only are our products are made with genuine natural products, our containers are biodegradable which is safe for the environment as well.

The Fresh Face is an advocate for environmental change. We believe that all production should be made is bio-degradable materials and manufactured in solar powered warehouses. There are about 236,000 metric tons of plastic in the water such as plastic containers, bottles, cans, etc. Since plastic isn't biodegradable , it is often dumped in the ocean which kills thousands of sea creatures. Not only is plastic effect the environment, but chemicals used in cosmetic products as well. Non organic based lotions, creams, and

Financial Statements- Year-to-Date & Projections

Balance Sheet- Year to Date- May 2017

Assets	
Cash	\$8,000

Petty Cash	\$500
Temporary Investment	\$10,000
Accounts receivable	\$5,000
Inventory	\$30,000
Supplies	\$5,000

Property, Plant and Equipment	
Land	\$6,000
Land Improvement	\$5,000
Equipment	\$50,000
Intangible Assets	
Goodwill	\$100,000
Trade names	\$200,000
Total intangible Assets	\$300,000

Total Assets	119,500
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Income Statement- Year to Date (Jan-May 2017)

Revenues and Gains	
Sales Revenue	\$80,000
Interest Revenue	\$3,000
Gain on Sales of Assets	\$2,000
Total Revenue and Gains	\$85,000
Expenses and Loss	

Cost of Goods Sold	\$40,000
Comissions expenses	\$3,000
Advertising Expenses	\$1,500
Interest expenses	\$500
Total Expenses and Losses	\$45,000
Net Income	\$40,000

Cash Flow Projections

	June	July	August	September	October	Total
Cash Inflows						
Investment s	\$0	\$0	\$0	\$0	\$0	\$0
Credit Sales	\$7,500	\$8,000	\$9,000	\$10,500	\$11,000	\$20,000
Total inflows	\$7,500	\$8,000	\$9,000	\$10,500	\$11,000	\$46,000
Cash Outflows						
Salaries.	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$10,000
Equipt.	\$0	\$0	\$0	\$1,500	\$0	\$1,500
Marketing	\$500	\$500	\$500	\$500	\$500	\$2,500
Total Outflows	\$2,500	\$2,500	\$2,500	\$4,000	\$2,500	\$14,000

Net Cash Flow	\$5,000	\$5,500	\$4,500	\$6,500	\$8,500	\$32,000
Opening balance	_____	\$5,000	10,500	\$15,000	\$22,000	
Closing balance	\$5,000	\$10,500	\$15,000	\$30,000	\$52,000	

Investment Opportunity

Offering

In order to successfully run Fresh Face, we will need a huge fund from an investor. Our goal for investment opportunity is \$15,000. With this money we will purchase the venue of our shop, the equipment, the supplies, employee payroll etc.

Financial History

Nehemie's shop has previously been funded by family and friends. Through the help of these close relatives, Nehemie was able to generate a total of \$8,000 to supply for the new company. She has been able to manufacture goods and products through these close relatives as well, who offer their helping hand free of charge.

Exit Strategies

We plan to pitch our company to investors who have previously invested in small companies. SBIC Program formally known as Small Business Investment Company and SBIA, Small Business Investor Alliance are foundations located in the United States that aid in entrepreneurs who are starting up their own small business.

Investment Risk

With Investing comes many risks. Our own company holds many risks. Some of these risks include:

Product Risk

Due to the fact that our products are organic and natural, our supply is hard to acquire and make take additional production time. We however, plan to reduce this risk by ordering large quantities of supply for production.

Competitive Risk

With an increase of natural product companies on the market, Fresh Face will have many competitors such as the Face Shop. Such as Fresh Face, the Face Shop also offers its customers natural and organic skincare products.

Competitive advantage

The results from past summers indicates that The Fresh Face has tapped into a market opportunity. We as a team were planning the company's strategy last year and we entertained the idea of spending \$1,000,000 on advertising in the U.S and hope to start advertising overseas in the next couple of years. We believe that investing a large amount of money advertising will allow the company to receive a great amount of customers. Our team has chosen to promote and grow in a progressive manner for several reasons:

Popularity: We want to work with trending popular celebrities such as Kylie Jenner, Kim Kardashian, Gigi Hadid and Rihanna for photoshoots and personal post of them using the product daily. We will them free products in exchange for reblogs and post. Since these Influential women are followed by millions, we are guaranteed a higher chance of earning more money and potentially having loyal customers.

Management team: We have developed a team with the right combination of marketing creativity, sales experience, social media savvy that is capable of growing our company in the states and overseas.

A Parting thought

We at Fresh Face plan to help make skincare a priority to all genders and ages. With the help of our investors and employees we plan to expand our company worldwide and open shops accessible to customers globally. We will market our company and offer a unique experience to our customers which will set us apart from our competitors. We want to give our customers the confidence to be able to feel and look healthy and promote customers to be free to express their own unique beauty!