

EcoCentrics Business Plan

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Executive Summary

Our fashion accessories are made of discarded fabrics, ribbons, spoons, and pop-can tabs. We are making multi-colored purses and solid-colored purses. Our necklaces and bracelets are made using ribbons with bright colors and pop can tabs. Our market strategy for selling purses is to target females 25 years of age and older, we plan to do this by handing out fliers and making business cards and handing them out by going door to door. Our market strategy for selling jewelry is to target females from 12 to 20 years of age. We plan to sell on E-bay, from our own website that we plan to design, and local cart sales. Teenagers and adults will be attracted to our products because they are unique and one-of-a-kind creations. Our products use bold colors and unusual designs.

I. Production

Description of Project: Our project consists of reusing discarded fabric, pop can tabs, polarized glass, discarded ribbon, and spoons.

Commodities: Purses made of discarded fabric, Bracelet's made from pop can tabs, and ribbon, or bracelets made from spoons, and necklaces also made from pop can tabs and ribbon.

Materials: Needles, Thread, Ribbon, Fabric, Spoons, Pop can tabs.

Production Materials: hot glue gun with glue sticks, handheld sewing machine, sewing machines provided by Washington County High School.

Materials Chart

Item	Quantity	Cost	Total
Fabric		Recycled	
Pop-tabs		Recycled	
Spoons		Recycled	
Yarn		Recycled	
Items Needed			
Batteries	6 pack of double /Triple A batteries.	\$12.00	\$12.00 = \$20.00
Ribbon	4 spools	\$8.00	\$8.00

ITEM	Cost to make	PRICE	Profit
Purse	\$3.00	\$5.00	\$2.00
Pillow	\$3.00	\$5.00	\$2.00
Bracelet	\$2.00	\$1.50	.50
Spoon Bracelet	\$2.00	\$1.50	.50
Necklace	\$2.00	\$1.50	.50
Napkin Rings	\$ 1.00	.25	\$.75

II. Marketing

A. Pricing, our group has decided to sale our products in combo packs. We have priced our combo packs by figuring how many bracelets and

necklaces we are able to make within an hour and we have divided that by how much we plan to sell them for to decide how much we would get back in profit, if too high we reduced the price.

B. Promotion, to promote our products we have thought about handing out flyers, starting an eBay account, setting up appointments with places like wal-mart to see if they would allow us to pass out flyers at the stores.

III. Budget

Our products are labor intensive, in time to make pop can tab bracelets, Necklaces, and napkin rings within a day we could make 60-70 so in a weeks' time we can make 490 in a week. Purses and pillows by hand we could make 5 in a ten hour day which would amount to 35 purses a week. Spoon bracelets will come up to approximately 20-25 a day and that would amount to 170-175 in a weeks time.