




Skin Care


We care your skin

Business Plan [YEAR]

Prepared By

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1.

Executive summary

Problem Definition & Validation

Solution

Objectives

Mission statement

Keys to success

Financial Highlights



TIP

Adore brings the allure of healthy, smooth, and youthful skin to the US market that radiates vitality through its professional range of skincare products. Leveraging India's uncompromising commitment towards research and development of advanced skincare formulations, the company seeks to deliver to its users high-quality and effective essential skin

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Problem Definition & Validation



TIP

The cosmetic and personal care industry thrives on exploiting modern women's insecurities and the cultural perception of beauty to flood the market with products that contain toxins and cheap fillers which are known to have harmful side effects. These products become even more harmful when used in underregulated skin procedures by practitioners for

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Solution



TIP

India is steeped in a culture where women use home remedies and Indian herbs to treat common and not-so-common skin problems. Ingredients found around the house and grown organically such as coffee, hand-extracted almond oil, natural clay are the beauty products Indian women, the majority of whom do not have access to the latest cosmetic bra

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Objectives



TIP

- To begin commercial operations in LA by Q1 2021
- To build a market reputation for quality hygienic products and services during the forecast period.

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Short Term (1 -3 Years)

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TIP

- To expand by opening additional store locations across the country during the forecast period
- To reduce operating expenses and aim to grow profitability to more than 35% by Year 5

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Long Term (3-5 years)

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Mission statement



TIP

Developed through age-old traditions and applied knowledge to produce uniquely crafted solution-based products and services that capture the Indian Aura. We utilize natural and organic ingredients that enhance the holistic wellness of our customers - embracing persons of all ages and diversities. We will continuously create a customer experience that

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Keys to success



TIP

- The use of organics, natural, hand-curated products during salon treatments with a Zero chemical policy provides Adore with a market niche.
- Indian origins equip the founders with traditional knowledge of ayurvedic and herbal remedies

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Financial Highlights



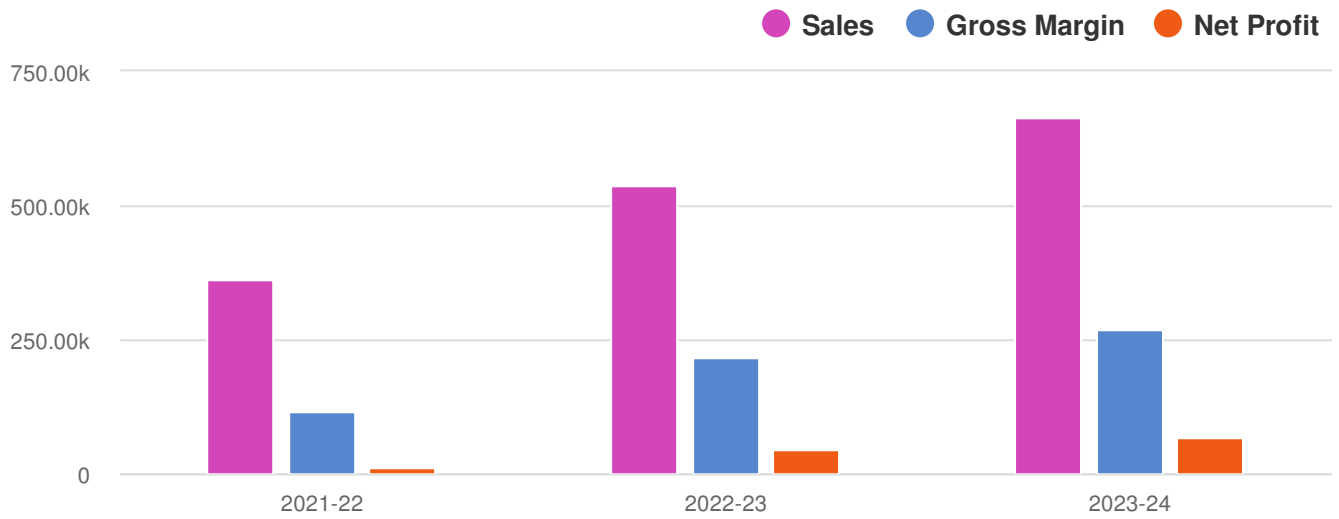
TIP

The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used for the setup and launch of the salon in the US. The company expects to steadily grow its revenues through active efforts in marketing, networking, excellent customer service, and quality products. Meanwhile, the company will establish a healthy net

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Units Sold v/s Revenue Chart



Financial Year	Sales	Gross Margin	Net Profit
2021-22	360723	114289	13038
2022-23	538041	216784	44360
2023-24	665012	269869	65638

2.

Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary



TIP

Adore will provide high-quality aesthetics equipment, products, as well as professional consultation and after-sales service to medical and aesthetics professionals. Through a network of top-tier, vetted and closely monitored suppliers from India, the company will seek to achieve sole distributorship for its products in the US. Exclusive selling rights allow

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Company Ownership/Legal Entity



TIP

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in LA, it will also register with the local county. The business will be wholly owned and Managed by Founder Mr. Thomas Green, who will also be the principal investor of the business.

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Location



TIP

Los Angeles can be a tough city for entrepreneurs to establish and make a mark. Predominantly due to the thriving business landscape which has given rise to a competitive environment. However, there is so much room to have a rewarding career in the beauty industry in Los Angeles. For starters, it's the gateway to Hollywood, film, the TV industry, and mo

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Interior Operating Facilities



TIP

The company will begin operations from a rented salon space at the heart of LA's commercial hub. Initial investments in setting up the interior facilities, consumables, inventory, and client entertainment space will be set up. Additions to space will be made as the company expands operations.

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Hours of Operation



TIP

Adore will cater to walk-in as well as online customers, as such it will be required to stay open during business hours. The company envisions opening a showroom at 10 am and remain open till 7 pm to entertain walk-in prospects as well as fulfill online orders.

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Startup summary



TIP

The founding team will infuse a capital sum of £50,000 through long-term borrowings to meet the company's start-up requirements. The start-up expenses are estimated at £18,500, primarily consisting of interior renovation, rent, and advertisement expenses. A further sum of £15,000 will be used to purchase initial stocks, furniture, computer, and other

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3.

Products & Services

Suppliers



TIP

Skincare is essential to graceful aging. Over time harsh elements in the environment wear on the skin, making it dry and tough. As such, a good skincare routine is imperative to eliminate the effects of the environment on the skin and revert the damaging impact. Good products power every skincare routine. The choice of product is just as important a

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Range of Products



Cleansing Products



Masks



Finishing Creams



Foam Wash



Massage Oils



Gels



Repair Lotions



Scrubs

Suppliers



TIP

India is well known for its “traditional beauty.” The culture is deep-rooted in balancing tradition with the advancements in technology. India is home to the second-largest cosmetic industry in the world, owing to the quality of products manufactured within its boundaries. Manufacturers in India value ancestral rituals and use holistic formulations powered by nat

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4.

Market Analysis

Market segmentation

Market Trends

Target market



TIP

Skincare, haircare, make-up, perfumes, toiletries and deodorants, and oral cosmetics are the main product categories of the cosmetic market. Since the early twentieth century, the production of cosmetics and beauty products has been controlled by a handful of multi-national corporations. L'Oréal, Unilever, Procter & Gamble Co., The Estee Lauder Companies

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Market segmentation



TIP

United States cosmetics market is segmented based on type, gender, distribution channel, and region. Based on type, the market is categorized into skincare, haircare, bath & shower products, makeup & color cosmetics, and fragrances & deodorants. The makeup and color cosmetics segment is witnessing high demand in the United States market.

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Market Trends



TIP

Within the cosmetics category in the U.S., eye cosmetics was the most profitable segment. In 2020, about 1.96 billion U.S. dollars were generated from sales of eye cosmetics in the U.S. Facial cosmetics was the second most profitable segment, with sales revenue of 1.9 billion U.S. dollars. Of the eye cosmetic industry, mascara was the leading product.

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Target market



TIP

The company will target B2B and B2C segments. Adora expects to incorporate its company in the US by Q3 2021 and begin commercial operation by Q4 2021. The three-month period in between is sought to understand its potential market to serve its customers best fully. During this period, the company will seek out and meet with professional salons and aim

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Competitive Advantage



Natural Production

Adore will source its products from the world's second largest cosmetic market, India. A country known for its concepts of balance; all the products will be made from naturally occurring ingredients which are perfectly balanced with the latest in skin care technology resulting in products that are of the highest quality.



Value Added Services

Adore will dedicate itself to the wellbeing of its customers. To this end, a professional beauty advisor will ensure all of the customer's queries regarding the composition, application and suitability of the products are met professionally and promptly.



Supply Network

Adore enjoys superior supply connections and has complete control over the quality of products by thoroughly vetting the suppliers and closely monitoring the manufacturing process.



Price

The company enjoys sole distributorship of the products in the US which allows it to control prices. Adore will thus be able to secure and distribute products at market beating price points.



Distribution Channels

Adore will distribute its products through both B2B as well as B2C channels. This will allow it to hold a niche in a market where professional skin care products are not freely available in the retail market.



Effective Marketing

Adore will dedicate time and effort towards networking and gaining valuable insight into the prevailing market trends in the US which will allow the company to optimise its marketing strategies and effectively penetrate the market on launch.

5.

SWOT analysis



TIP

A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is a useful tool for businesses to evaluate their position in the market against the potential internal and external factors that could assist or jeopardize their operations and existence. A SWOT has been conducted for PYT and is presented below.

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Strengths

- Natural Products of Indian origin
- Thriving industry
- Lucrative business location
- Scalable pricing strategy and business model

S

Weaknesses

- Highly competitive market
- Limited market understanding

W

Opportunities

- Collaboration with leading salons
- Increased beauty consciousness
- High growth potential market in the US
- Export capabilities

O

Threats

- Competitors eroding the market
- Low barriers to entry
- Competitors poaching B2B clients

T

6.

Strategy & implementation

- Distribution Strategy
- Marketing and Promotion Programs
- Positioning Statement
- Sales strategy
- Pricing strategy



TIP

The objectives for the company's early sales and marketing initiatives will be to generate awareness of Adore as a new player in the market and to educate potential customers about its portfolio of products. Over time, as Adore becomes more established and develops a strong reputation, the marketing emphasis will shift to include more of a focus on the

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Distribution Strategy



TIP

The company will reach its customer through both online and offline channels. Adore's comprehensive website will accept orders online and deliver them to the customer's doorstep. Customers will also have an option to physically visit the company's showroom to browse and place orders for their custom prints

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Marketing and Promotion Programs



TIP

Adore will approach potential commercial clients directly, either through cold-calling or email, to arrange pitch meetings. The company's sales representatives will use these opportunities to display the product catalog directly.

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Direct Sales

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TIP

The Company will advertise in specific trade publications that are targeted towards the appropriate target markets. In the US there are a number of highly specialized publications (e.g. Skin Health Magazine, Glamour) that will be ideal for reaching these target markets.

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Trade Publications

Start writing here...



TIP

Adora will establish a presence at various trade shows that are relevant to the target market. For example, LA Fashion week (US's leading fashion trade show), HJ Live LA (Provides a platform to source the latest products and equipment from the brands exhibiting at the show).

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Trade shows and Lifestyle Exhibitions

Start writing here...



TIP

The Company will operate a professional and compelling website, with a dedicated section for commercial clients, to promote its commercial product lines and provide easy ability to contact sales staff.

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Website

Start writing here...



TIP

The focus will be on Google Ads, which are more likely to drive commercial leads than other online advertising platforms (such as Facebook). The advertising will target specific keywords relevant to Adora's offering (e.g., "professional skincare," "aesthetic products," "Indian Skincare products," etc.)

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Targeted Online Advertising

Start writing here...

Positioning Statement



TIP

Adore brings to the US high-quality and effective essential skin care through a wide range of cleansers, toners, moisturizers, scrubs, and more. Creating a synergy between luxurious and cosmetically elegant tactile comfort range with targeted fast-acting natural ingredients, all the company's products are organic and cruelty free.

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Sales strategy



TIP

Professional service providers form the company's primary target market. However, the company's marketing efforts will also include end-users, clients of the professional service providers. While push marketing efforts will be deployed to reach service providers, pull marketing efforts will drive engagement for the company's product. These efforts

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Online Marketing Channels



Electronic Direct Mail Marketing

Salons looking for organic and natural skin care products to use for providing their services stand out prominently as viable marketing targets for this channel. Adore will mail professionally designed materials with its value proposition to these companies and provide quotes for promotion merchandise printing services.



Social Media

Millennials and consumers in general spend a considerable time browsing social media platforms. Reaching to them through this channel will be an effective way to capture attention and position its services.



Google Ad Campaigns

1. The advertising will target specific keywords relevant to Adore's offering (e.g. "professional skin care", "aesthetic products", "Indian Skin care products" etc.).

Offline Marketing Channels



Networking

Participate in leading consumers exhibitions and beauty events. Display a range of samples and distribute flyers at these events. The company will also keep a record of visitors to their stalls as leads for its email marketing campaigns.



Pop-Up Store

The company will also hold pop-up stalls at consumer exhibitions.



Walk-in

The showroom will be designed with attractive display of sample of products. Visually attractive hoardings and a high street presence will further attract prospects to walk-in and buy high quality cosmetic products.

Pricing strategy



TIP

Adore's skincare product range is expected to carry an average price tag of \$35.85 per item. The direct costs, which are primarily associated with stock procurement and carriage, are estimated to account for 60% of the average price, resulting in a 40% margin.

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7.

Operational Plan

Management Team

Personnel Plan

Milestones



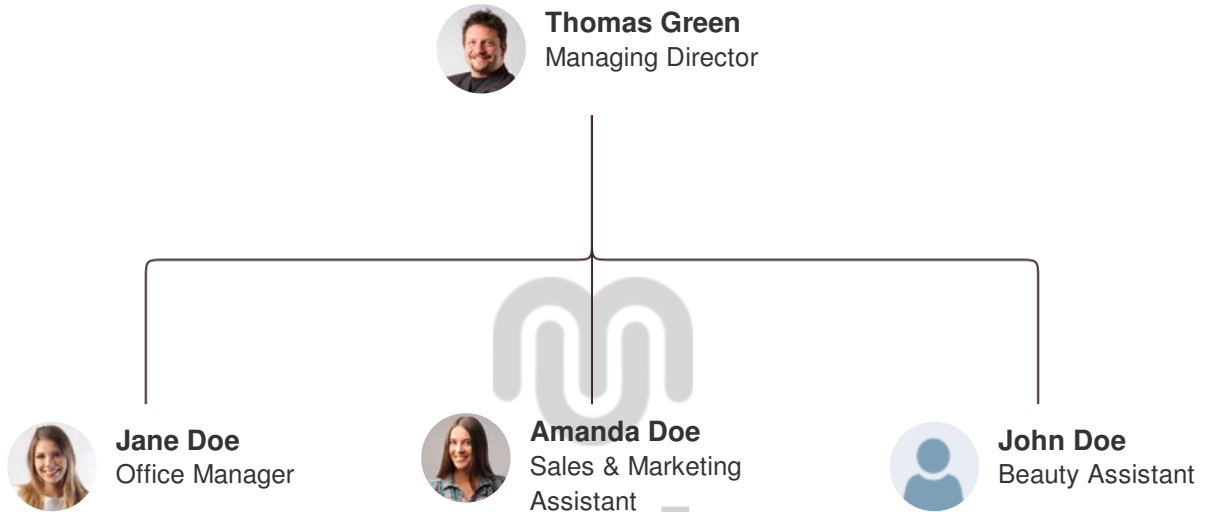
TIP

The team will be headed by Managing Director Mr. Thomas Green who will also oversee production operations. Joining Mr. Thomas in the Management Team, the company will onboard an office manager and a beauty advisor to help clients choose the best product for their skin type. The team will also be strengthened by a design and production manager a

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Organization chart



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Management Team



TIP

Mr. Thomas will serve as the Managing Director of Adore. A highly motivated and dynamic individual, Thomas boasts vast experience in the field of aesthetics having spent a career spanning 14 years essaying various white-collar roles for aesthetic companies across America. His ability to multi-task and expertly weave through operational pitfalls equi

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Personnel Plan



TIP

The company plans to create six full-time equivalent jobs in addition to the management team within the first three years of operations. Salaries for each employee are in line with the industry's benchmark.

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JANE DOE

Office Manager

Ability to cope with fast-paced and pressured work, accuracy, strong attention to detail and a strong analytical mind, ability to notice patterns within statistics, an interest in psychology and behavior, good organizational skills, excellent (spoken and written) communication skills.



JOHN DOE

Sales Representatives

Preferably bilingual with ability to speak English and French fluently, problem-solving, ability to convert leads into sales, active listener, patience, and understanding of the company's products and services. Additionally, skills in social media marketing, search engine optimization, newsletter marketing, other forms of digital marketing will also be required

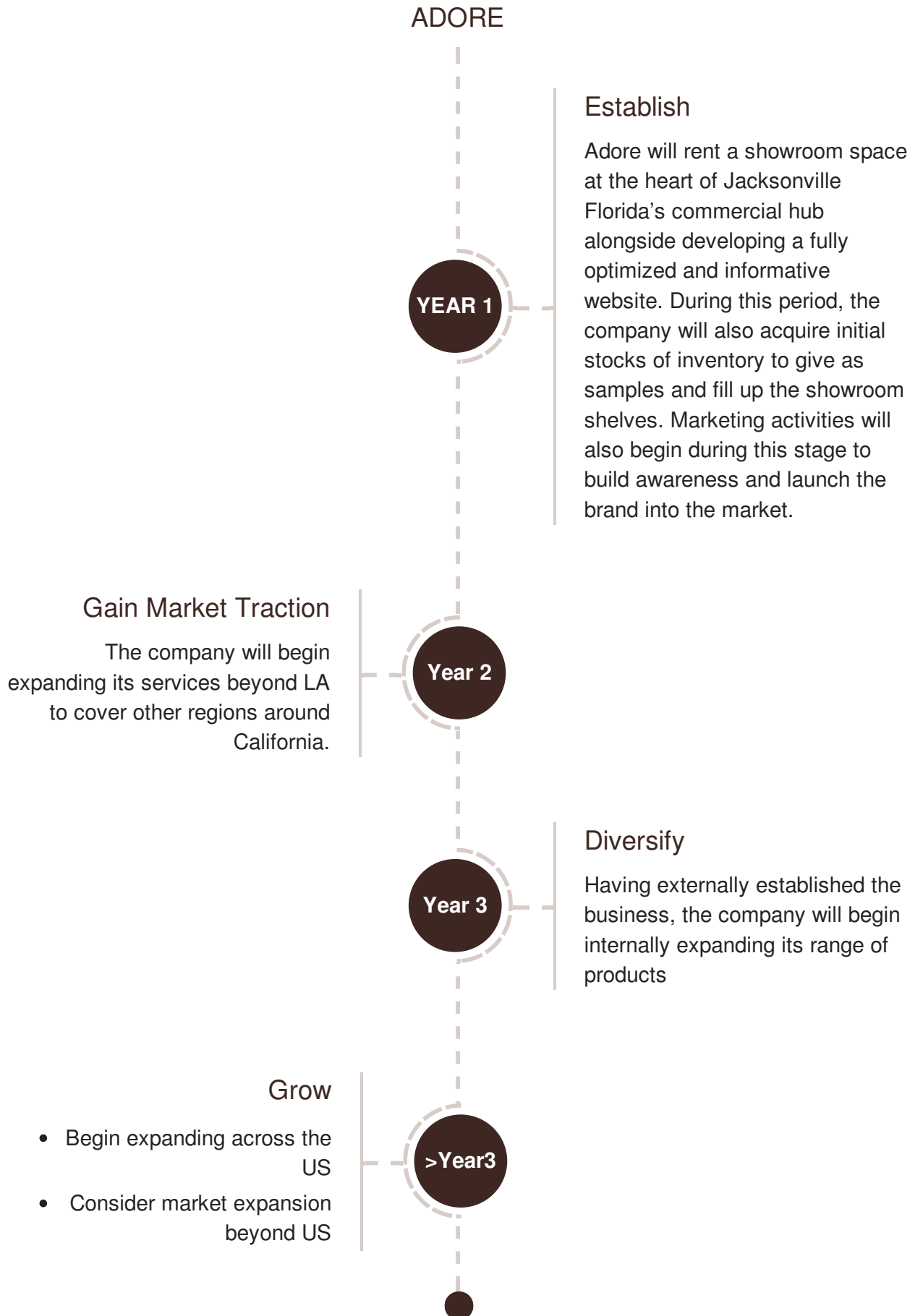


JANE GREEN

Beauty Specialist

Excellent verbal skills and a knack for cosmetic products, strong written and verbal communication skills, skilled in customer interaction, and a qualified skincare specialist.

Milestones



8.

Financial plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

If you are going to start your own Skincare business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your incomes and expenses, and how will you recover investments from the profit, etc. So, you should focus on your financial plan if you want to expand your business on [Upmetrics!](#)

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Important Assumptions

The company's financial projections are forecasted on the basis of the following assumptions. These assumptions are quite conservative and are also expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

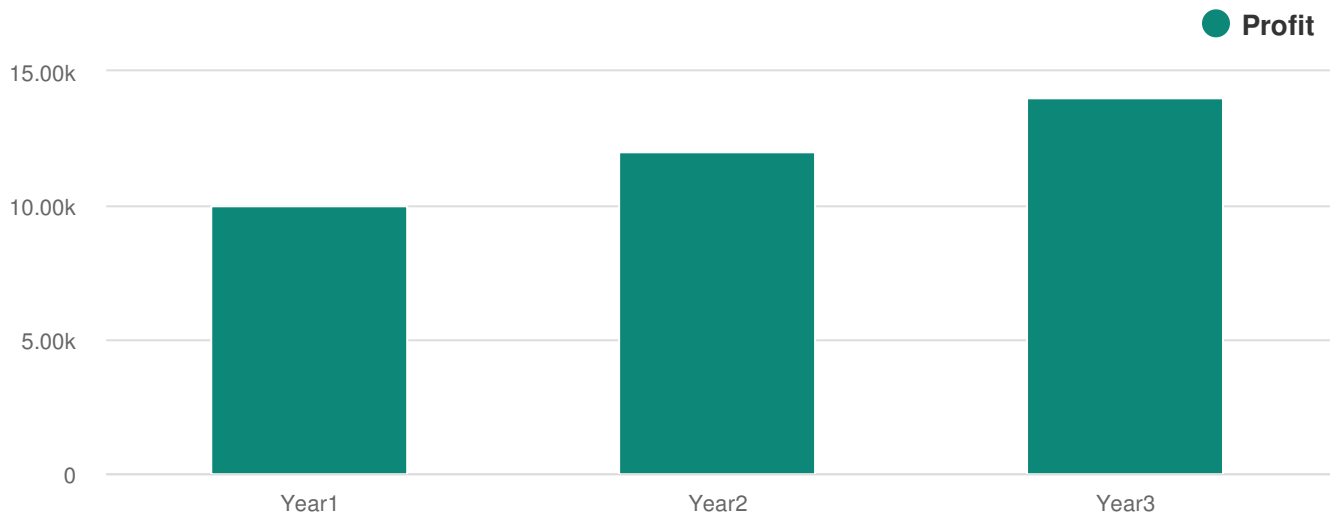
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0

	Year 1	Year 2	Year 3
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year

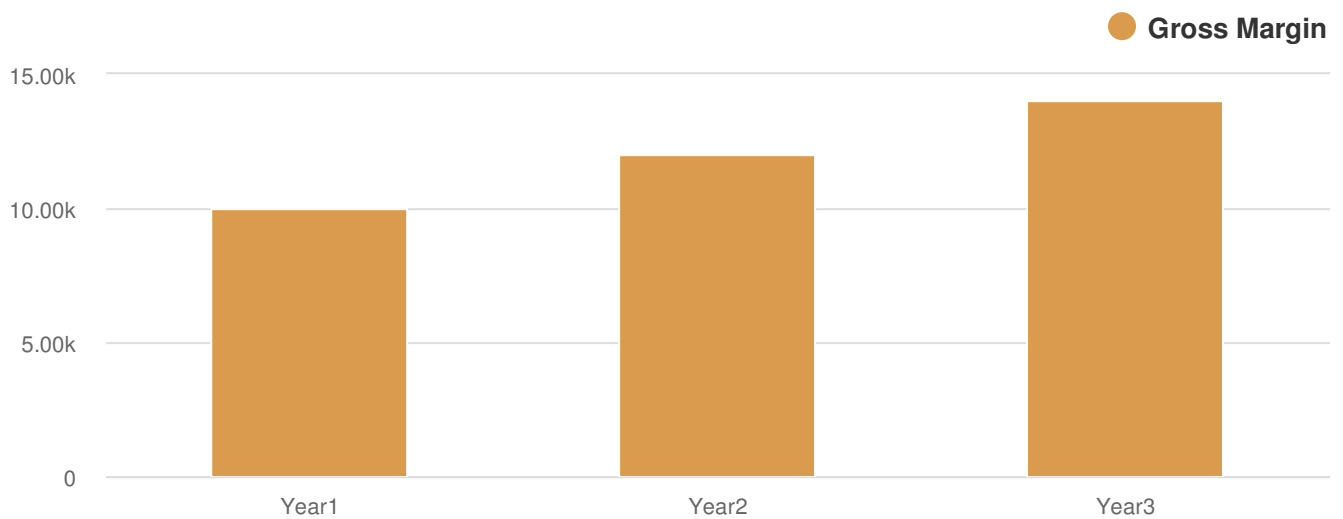
Profit

Year1	10000
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Year2	12000
-------	-------

Year3	14000
-------	-------

Gross Margin Yearly



Financial Year

Gross Margin

Year1	10000
-------	-------

Year2	12000
-------	-------

Year3	14000
-------	-------

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratios

	Year 1	Year 2	Year 3	Industry profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry profile
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

Want to make it more presentable?

Want help tips on each section?

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