



Headband Scrunchy Brush

Elevator pitch: Hairband Scrunchy Brush is an accessory that helps females perfect unmanageable up-doe's. The product is made with everything you will find on a brush, and a headband, instead it squeezes into a scrunchy.

Business Plan Executive Summary:

The product is an hair, accessories product called the Hairband Scrunchy Brush. It looks like a normal scrunchy, that stretches into a headband, and on the inside of the headband are brush bristles. The product will be sold on my own website giving specific information on when your package will arrive, how much it costs, including shipping and handling. I will also sell my product to big hair salons, and the big companies like Wal-mart, and Target. Advertising will be in magazines, on social media, and commercials. I will not advertise in the newspapers or public transportation type of advertising (the product on the side of a bus or a park bench) because my target market is teenage girls and younger adult women between the ages of 13-25, middle class areas around the world. My mission is to sell at least 2,000 headbands in my first year, and then increase my sales by advertising more and selling my product to more companies.

Problem Summary and Proposed Solution:

A problem most girls have is hair. Its messy, hard to manage, long, short, and just frustrating. My solution to fixing these problems is my Scrunchy Brush. The brush scrunchy has little brush bristles on it. You put it on like a headband then slide it back into your desired hairstyle. Ponytail, Bun, etc. This way with the help of the brush bristles on the inside your hair will be laid all around, with no hair sticking up.

Summarize the STEM Concepts and Principles Underlying the Overall Plan:

In the STEM concept is science, technology, engineering, and the mathematics used to create your product or service. My product will only need science and engineering. I need science to come up with the right materials and adhesives to make my product come together also using engineers to put the actual product together. The fabric can be made out of cotton, I could hire ARE Accessories Llc manufacturing company to manufacture my product, and we might also use an Epoxy adhesive, such as MT-13 which is a military grade bonding adhesive that has extreme holding power, water resistant and can withstand cold conditions.

Commercialization Assessment of the Overall Plan:

The accessory market is \$34 million industry, with 8% growth annually since 2000. The advantage the Headband Scrunchy Brush has over other normal headbands is that it does the work of many other products. To market the Hairband Scrunchy Brush advertising with commercials on the top TV networks such as NBC, ABC, ESPN, and CBS, and social media like Instagram, or Twitter. Also combine the product with other companies like Nike or Adidas Accessories. So the Hairband Scrunchy Brush will have a Nike sign or an Adidas sign on it making it a part of their company. That way the loyal customers of those companies will buy my product as well, and I will also sell my product through top hair salons, and franchises like Walmart, and Target. The company Unilever may produce the product. Unilever is a manufacturing company in London.

Business and Financial Proof of Concept:

Most regular headbands cost around \$1-\$10, because my headband is so different and does the job of many items it will sell for \$15.99. In the first year, expect to sell about a total of 15,000 Headband Scrunchy Brushes. Making around the expected revenue of \$239,850 in the first year. In the first year most of the sells will come from wholesalers and online website. Only ¼ of the expected revenue will come from big companies like grocery stores.

Source	Expected Revenue
Product Sales through middlemen, wholesalers	\$59,962.50
Product Sales through grocery stores such as (Wal-Mart, Target, Giant Eagle, Sam's Club)	\$59,962.50
Product Sales through Online Websites	\$119,925

To start-up the making and selling of the Headband Scrunchy Brush, we have to pay for a manufacturing company to make the product, pay someone to sell the product to bigger companies (sales person), pay the cost for advertising, and the cost to test if the product works.

Expense Item	Expected Cost	Type
Manufacturer	\$70,290/ per year	Ongoing
Sales Person	\$25,000/ per year (\$2083.33/ a month)	Ongoing
Advertising	\$200-1,500/ per advertisement	Ongoing
Testing	\$500/ per product	One time expense

Company Overview:

Although we have less experience, and a lot of expenses to cover we have here a great invention. The Headband Scrunchy Brush is a very resourceful and stylish hair accessory. This product is like no other.

Strengths <ul style="list-style-type: none"> • Unique, Brand New invention. • Does the job of many. 	Weaknesses <ul style="list-style-type: none"> • Not enough experience. • A lot of sales expenses.
Opportunities <ul style="list-style-type: none"> • Becoming a worldwide company. • Making over \$200,000 in the first year. 	Threats <ul style="list-style-type: none"> • Larger, more experienced companies. • Other customers brand loyalty.

Marketing Objectives Summary:

The Headband Scrunchy Brush is a hair accessory. It looks like a normal scrunchy that stretches into a headband, on the inside are brush bristles. The product will be sold on its own website exclusively for that product. On the website, it will be specific information on when your package will arrive, how much the product costs, and included the shipping and handling.; the product will also be sold in top hair salons, and big, well-known companies such as Wal-Mart, and Target. Advertising will be in magazines, social media, and on TV commercials. The product will not be advertised in newspapers or on public transportations, such as on the side of buses or park benches. My target audience are teenage girls or young women between the ages 13-25, middle class areas around the world. The plan is to sell at least 2,000 headbands in the first year, and then increase my sales by advertising more and selling the product to more companies, and there will be no first year major expenses.

Product Differentiation / Positioning:

Unlike other headbands and scrunchies this product does the job of all three items. Headbands, Scrunchies, and Brushes. It could be very hard to manage your own hair. This invention makes it a lot easier. Not only does it hold your hair back but it also lays down the edges, you know those hairs that stick up at your hairline? Yeah The Headband Scrunchy Brush fixes that issue.

Company Competitive Comparison / Matrix:

Our competitor is the company Goody hair scrunchies and headbands.

	Quality	Convenience	Experience
The Headband Scrunchy Brush	H	M	L
Goody	M	H	H

Marketing Strategy / Tactics:

To market the Headband Scrunchy Brush advertising with commercials on the top TV networks such as NBC, ABC, ESPN, and CBS. Also advertising on social media such as Instagram, and Twitter. Also combine combine the product with other companies like Nike or Adidas Accessories. The Headband Scrunchy Brush will have a Nike sign or a Adidas sign on it making it a part of their company. That way there loyal customers will buy the product as well. Unilever is a manufacturing company in London.

Medium	Specific Tactic	Date	Slogan
Print	17 magazine, Us magazine, People magazine, Teen Vogue	June 7, 2016	New Headband Scrunchy Brush
Social/Web	Instagram, Snapchat, Twitter	June 1, 2016	No mess hair Headband Scrunchy Brush
Broadcast	Commercialized Ad- CBS, ABC, ESPN, NBC	June 2, 2016	Buy the new Headband Scrunchy Brush to also add a little style to your hair do

Success Measures:

Most regular headbands cost around \$1-\$10, but because the Headband Scrunchy Brush is so different, and does the job of many it will sell for \$15.99. In the first year, expect to sell around the total of 15,000 Headband Scrunchy Brushes. Making around the expected revenue of \$239,850. In the first year most sells will come from wholesalers, and the online website. Only ¼ of the expected revenue will come from big companies such as Wal-Mart.

References Cited: Albert L. Lederer & Aubrey L. Mendelow, Published online: 22 Dec 2015
 Coordination of Information Systems Plans with Business Plans1

U.S. Small Business Administration, 409 3rd St, SW. Washington DC 20416,

<https://www.sba.gov/tools/business-plan/1?interiorpage2015>

<http://www.census.gov/econ/manufacturing.html>

<http://www.autodealermonthly.com>

<http://www1.salaries.com>

<http://www.smooth-on.com/Epoxy.-Silicone-an/c11/index.html>

www.federalreserve.gov/faqs/currency_12771.htm

<http://www.etsy.com>

[http://smallbusiness.chron.com/much-television-advertising-really-cost-58718.](http://smallbusiness.chron.com/much-television-advertising-really-cost-58718)

<https://www.recruiter.com/salaries/retail-salespersons-salary/>

Headband Scrunchy Brush									
Financial Projections							Revised August 2013		
For the First Four Quarters and First Three Years									
						Totals For			
			Quarter 1	Quarter 2	Quarter 3	Quarter 4	First Year	Year 2	Year 3
Sales and revenues			\$59,963	\$59,963	\$59,963	\$59,963	\$239,852	\$479,700	\$959,400
Costs and expenses:									
Cost of sales			\$500	\$500	\$500	\$500	\$2,000	\$2,000	\$2,000
Selling, marketing and advertising costs			\$1,500	\$1,500	\$1,500	\$1,500	\$6,000	\$1,500	\$1,000
Manufacturer			\$17,573	\$17,573	\$17,573	\$17,573	\$70,292	\$70,290	\$70,290
Sales Person			\$6,250	\$6,250	\$6,250	\$6,250	\$25,000	\$25,000	\$25,300
Other costs (Testing)			\$500	\$0	\$0	\$0	\$500	\$0	\$0
Total costs and expenses			\$26,323	\$25,823	\$25,823	\$25,823	\$103,792	\$98,790	\$98,590
Pre-tax cash profit (loss)			\$33,640	\$34,140	\$34,140	\$34,140	\$136,060	\$380,910	\$860,810
Investment required to start your business:							Year 1	Year 2	Year 3
Working capital: Operating cash							\$1,500.00	\$3,000.00	\$4,500.00
Accounts receivable							\$3,000.00	\$4,000.00	\$5,000.00
Inventory							\$15,000.00	\$30,000.00	\$45,000.00
Other current assets							\$3,000.00	\$7,000.00	\$11,000.00
Office equipment							\$4,000.00	\$2,000.00	\$1,000.00
Warehouse & manufacturing equipment							\$3,000.00	\$1,500.00	\$1,000.00
Building or leasehold improvement costs							\$2,000.00	\$1,000.00	\$500.00
Cost of developing prototype products							\$13,000.00	\$0.00	\$0.00
Legal, patent or other organizational costs							\$10,000.00	\$0.00	\$0.00
Initial start-up losses that must be funded							\$5,000.00	\$0.00	\$0.00
Other investment costs							\$0.00	\$48,500.00	\$68,000.00
Projected total investment							\$59,500	\$59,500	\$59,500
Projected return on investment (Profit/Investment)							228.7%	640.2%	1446.7%
Note: You may add or delete income, expense or start-up investment categories as appropriate for your business plan.									