

GrapeGlow



GrapeGlow



Content

IDEA

**MARKET
RESEARCH**

SWOT

PESTLE

LEAN CANVAS

**BUSINESS
CANVAS**

**FINANCIAL
PART**



GrapeGlow

Our idea

Bulgaria is a leading producer of wine. Grapes are used to make it, but the grape seed is highly prized. Our idea is to use the seeds to make oil from them. We will use it in the cosmetic industry where it has many applications. It is suitable for hair , skin and nails. Its regular use can complement the treatment of some of the most common hair and skin problems.

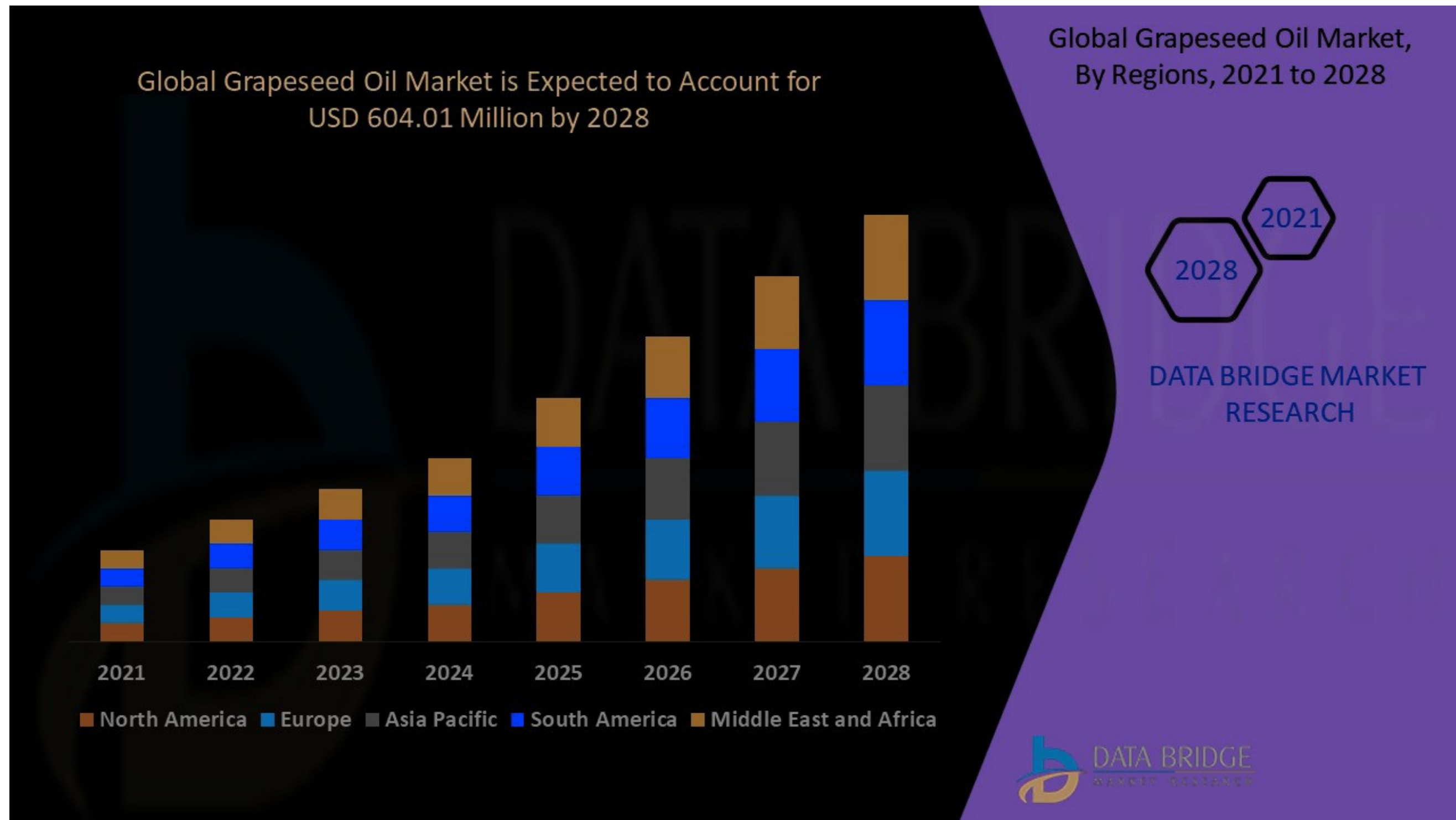


The effect on the hair is also very positive and is expressed in several aspects. Grape seed oil nourishes hair follicles and stimulates hair growth. In addition, the rich content of essential fatty acids maintains the shine of the hair and prevents excessive oiliness of the hair. Regular application of the oil complements care for moisturizing the skin, preventing excessive dehydration and preventing the appearance of wrinkles.



GrapeGlow

Marketing research



S

- **High quality products**
- **Suitable place**
- **New machines**
- **Highly qualified staff**
- **Personal transport**

W

- **Competitions**
- **Dependence on suppliers**
- **The company needs to prove itself in the market**

O

- **Higher profit**
- **More costumers**
- **Higher production**
- **Entry of the company into new markets**

T

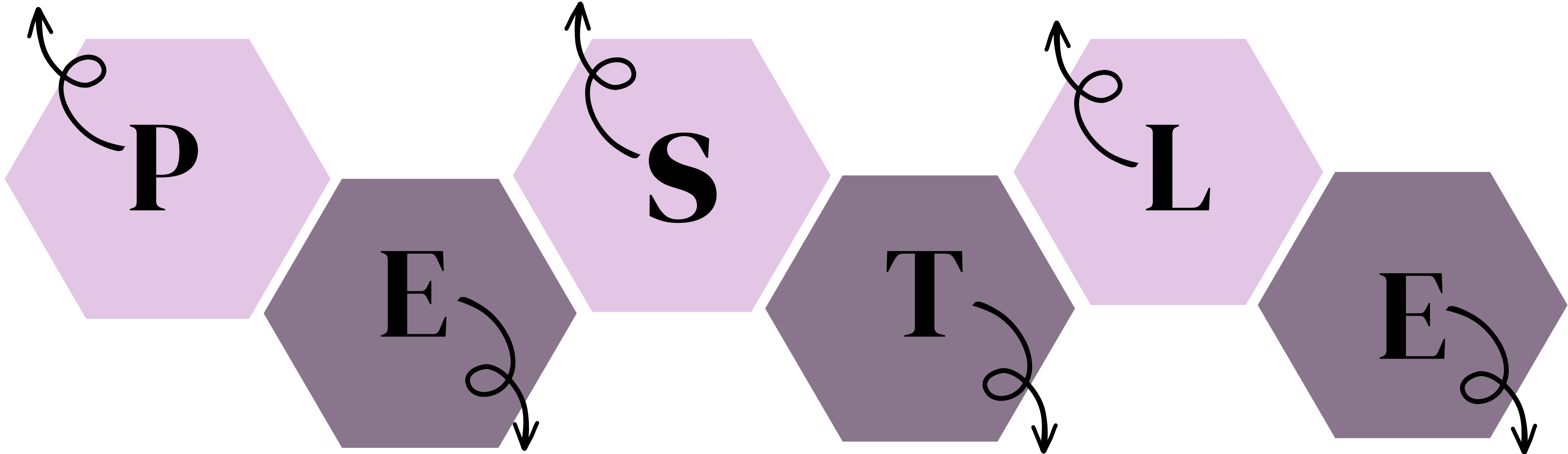
- **Bankruptcy**
- **Increase taxes**
- **Change in user preferences**
- **Economic crisis**
- **Inflation**



Regulations and laws in Bulgaria related to cosmetic products can affect the operations of GrapeGlow. The influence of political stability in Bulgaria can also impact the company, as instability can lead to uncertainty and unpredictability in the economy.

The interest in natural and organic products is increasing among consumers, which can be beneficial for GrapeGlow. Cultural differences in Bulgaria can also influence consumer preferences and should be taken into account by GrapeGlow.

The legislation for cosmetic products can be complex and must be complied with by GrapeGlow. Consumer protection legislation can also be important for GrapeGlow, as they must ensure that their products are safe and meet regulatory requirements.

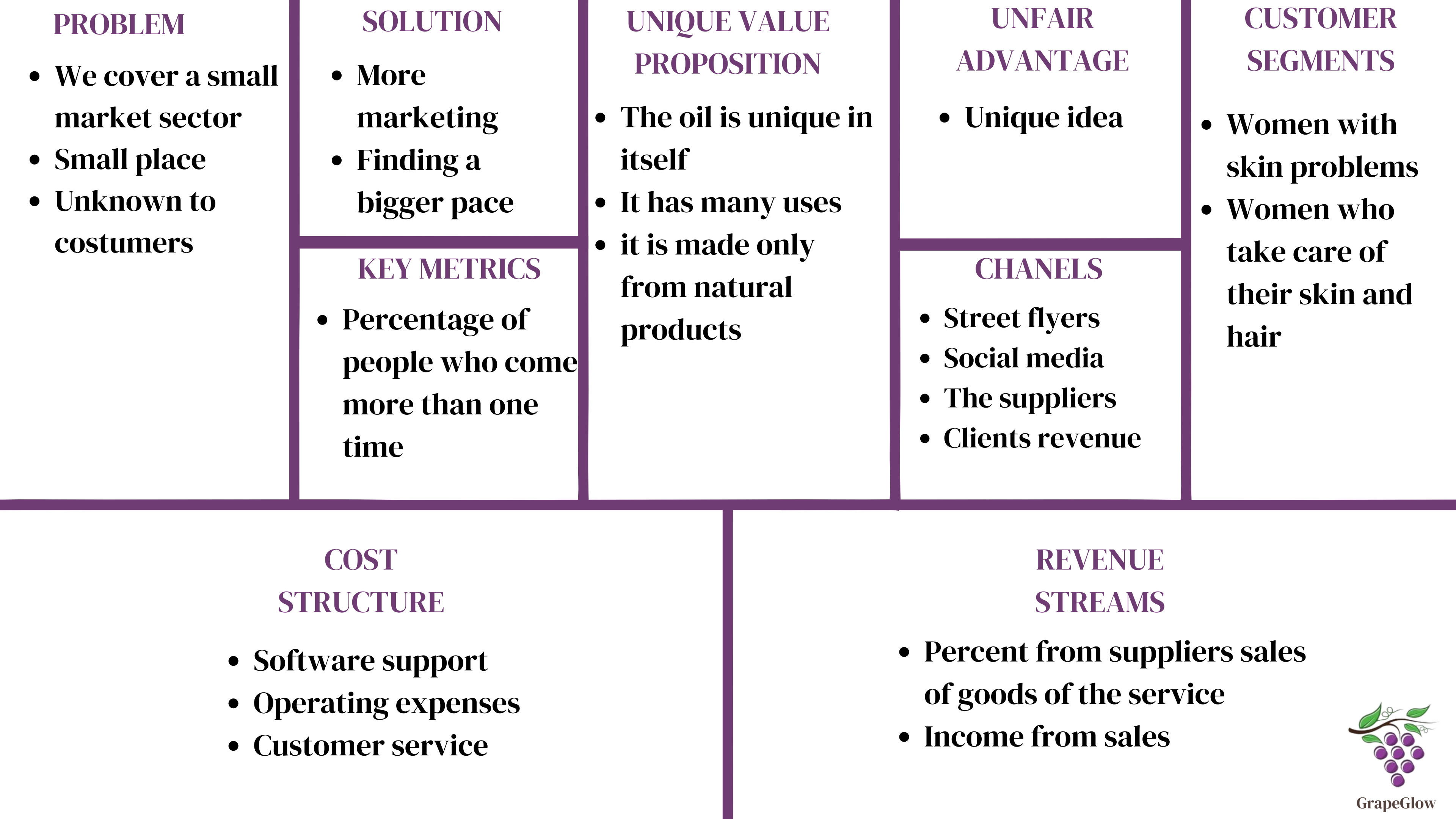


The economic condition of Bulgaria can influence the demand and purchasing power of potential customers of GrapeGlow. Bulgaria's trade agreements with other countries can also affect the import and export of GrapeGlow's products.

Technological advancements can affect the way GrapeGlow develops, produces, and sells its products. Online sales can be an important channel for GrapeGlow, as they provide access to a wider audience.

GrapeGlow's products are made from natural ingredients and can be perceived as environmentally friendly. Environmental protection can be an important aspect for GrapeGlow, as they must ensure sustainable production and avoid harmful effects on the environment associated with their business.





Business model canva

KEY PARTNERS <ul style="list-style-type: none">• Cosmetic factory• Pharmacy• Labs• Farmers	KEY ACTIVITIES <ul style="list-style-type: none">• Production• Sales	VALUE PROPOSITIONS <ul style="list-style-type: none">• To be the best oil in Bulgaria	COSTUMER RELATIONSHIPS <ul style="list-style-type: none">• B2B• Close relationship
COST STRUCTURE <ul style="list-style-type: none">• Revenues• Factory expenses• Grape seeds• Web	KEY RESOURCES <ul style="list-style-type: none">• Factory• Employees	CHANNELS <ul style="list-style-type: none">• Pharmacy• Social media	COSTUMER SEGMENTS <ul style="list-style-type: none">• Skincare and beauty• Natural and organic product
REVENUE STREAMS <ul style="list-style-type: none">• Oil			



Financial part

Expenses

- Company registration cost - 250
- Rent - 1 000
- Electricity and water - 1 200
- Internet - 50
- Advertisement - 400
- Salary - 9 000
- Social Security - 1 711.80
- Machinery and equipment - $70\,000 \times 30\% = 21\,000 / 12 = 1750$
- Materials - 2 000

Total: 17 361.80

Income

Grape Oil - 29 000

Total: 29 000

Markup and Margin

Markup

$$\frac{11638,20}{17361,80} \times 100 = 67\%$$

Margin

$$\frac{7,20 - 5,30}{7,20} = 0,26$$