



1.0 Product Design

1.1. Business Partner “Fit” -

The facemask collection will be a new step in the spa direction. This will open the door for new products that are categorized as spa products. This will make Primal Elements gain more customers, including spas that will buy the products in bulk.

1.2. Market Analysis -

The new facemasks will both appeal to existing customers looking for something new and will attract new customers looking for quality spa items. (The Essentials). The facemask line will have repeat sales if Primal Elements expands into different scents and themes for the seasons. The facemask collection has a large market including women, usually 15-30 years old, that live anywhere in the U.S. The market will also be for spas that can buy the facemasks in bulk for their stores. There are no government restrictions prohibiting or reducing sales of the facemasks because all of the ingredients are FDA approved. (USA.gov).

1.3. Design and Prototype Development -

The facemasks are based off of Primal Elements mineral masks that are currently being sold. There are variations in the scents of the masks and there are design options for each theme of the facemasks. We have working prototypes for the four beginning scents, Lavender & Vanilla, Orange Zest, Avocado Oil, and Almond & Honey. The Essentials will use the same packaging of already used for the Primal Elements mineral masks.

2.0. Product Design Implementation

2.1. Manufacturing

2.1.1. *Facilities* - The existing warehouse that produces and packages Primal Element's products will be “re-tooled”. We will continue to use the manufacturing location at 18062 Redondo Cir, Huntington Beach, CA 92648. There is an existing machine that is used to scent the facemask base that is ordered already by an existing company. From the manufacturing shop located in Huntington Beach, the individual facemasks will be taken from trucks to retailers. The plan for the long term manufacturing process is to use the machines that are existing at the Primal Element's warehouse to make the ‘Naturals Collection’. (Freeman, Scott) (Jimenez, Nicole) (Freeman, Mitchell).

2.1.2. *Materials*- The cost of obtaining both the labels and container for the product and the product base itself costs Primal Elements \$5. The shipping is done free by FOB shipping (Free on board). The materials are all delivered “up-front” and stored in the warehouse. The storage area has sufficient space for incoming materials since the amount of materials needed is projected beforehand. The scents will be added at the manufacturing shop in Huntington Beach. The overall bulk of cost for one gallon of lavender oil is \$250 and sixteen ounces of vanilla



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fragrance costs \$25.95. Where as one gallon of honey costs \$68. A gallon of almond extract has a price of \$85 which will be added to the Almond and Honey mask. The Orange face mask concludes of one pound of orange zest and juice costing \$21. There are no hazardous materials or chemicals being used in the face masks so there is no unique handling needed. (Freeman, Scott) (Jimenez, Nicole) (Freeman, Mitchell).

2.1.3. *Staff*- There will be no need for the hiring of new staff. Since the new line of organic facemasks are being enhanced by us, there is already enough staff and labor. The employees of Primal Elements are trained and aware of how to add scents into the unscented packages. The process of the “Naturals Collection” is fairly easy and will not add any extra costs of labor. (Freeman, Scott) (Jimenez, Nicole) (Freeman, Mitchell).

2.2 Distribution

2.2.1. *Facilities*- Existing storage will be used and adapted for the facemasks. The same shipping facility already used by Primal Elements will be used for the products. The private contractor is FOB (Free On Board) which picks up the facemasks from the warehouse, along with Primal Element’s existing products. The plan for long-term distribution is to store and pack materials delivered in the Huntington Beach warehouse and ship them from there to customers or retailers. The only distribution center used by Primal Elements is their warehouse area in Huntington Beach. The address is 18062 Redondo Cir, Huntington Beach, CA 92648. (Freeman, Scott and Mitchell)

2.2.2. *Transportation* – Products are shipped through an Independent Contractor. Modes of transportation conclude of trucks from FOB, transporting their products. No new transportation will be purchased. Because Primal Elements is using the private contractor, FOB (Free On Board) to ship and distribute products, gas prices and maintenance fees are not an issue. (Freeman, Scott)

2.2.3. *Staff* - Long term labor workers already making other Primal Elements products will be put to use for the facial masks. They will be paid the same amount as Primal Elements is existentially paying their employees. Considering FOB is a private company, there will be no issues on excess fees for employees. (Freeman, Scott)

2.3 Sales

2.3.1. *Method* - The face masks will be sold to Retailers in bulk. The target market includes include Women ages 15 to 35, but does not limit to who can buy or use the product. Essentials will be selling the Naturals Collection by online sales, carrying on Primal Elements beliefs. There also can be orders placed inside the location located in Huntington Beach. Retail makes up a majority of Primal Element’s sales, therefore Essentials will continue using retail sales to the existing companies. (Freeman, Scott) (Jimenez, Nicole)

The product distributors:

Bella Manning, Kyle Cannon, Lindsey Bautzer, Carson Cole, Chloe Harris
Contact / the.essentials@gmail.com



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- Target
- Charming Charlies
- Zilly Monkey

2.3.2. *Advertising* – Advertising is either word to word or social media. The Essentials will reach the customer through ads on different social media accounts, which Primal Elements wanted to advance in. (Jimenez, Nicole)

Social Media options:

- HSN: retail
- Facebook: improvements
- Instagram: improvements

Currently, Scott Freeman is involved in trade fairs which we will continue. There is direct contact with stores such as Zilly Monkey, Amazon and Target.

2.3.3. *Staff* - No new staff will be hired and pre existing workers will be trained as needed. The existing sales team will manage new social media outlets and we will continue to help. Labor rates will stay the same because the work will continue to be the same. (Freeman, Mitchell)

3.0 Price Analysis

3.1. Start-Up Costs -

3.1.1. *Manufacturing* – No new land purchase, construction, or re-tooling will be necessary before manufacturing begins.

3.1.2. *Distribution* – No construction will be needed before distribution can begin because an existing product, the Coconut Body Wash line, has been discontinued. The existing shipping method will be used by FOB trucks.

3.1.3. *Sales* –Before sales begin, the Essentials will buy advertising space on Twitter and Facebook. The advertising cost is Facebook sidebar advertising \$1 per day. From that point, Primal Elements will chose if they would like to continue the advertising methods.

3.2. Production Costs – Primal Elements will order each individual, unscented face mask in a 5oz tube for five dollars each. The retail cost will be \$20. The scents will be added at the manufacturing shop in Huntington Beach. The overall bulk of cost for one gallon of lavender oil is \$250 and sixteen ounces of vanilla fragrance costs \$25.95. Where as one gallon of honey costs \$68. Lastly, a gallon of almond extract has a price of \$85. The Orange face mask concludes of one pound of orange zest and juice costing \$21. These are the highest quality scents for the highest quality business, Primal Elements.

3.2.1. *Manufacturing* – The manufacturing building and machine rental costs are already paid for by Primal Elements. There will be no need for new machines to rent for the



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facemasks. The total of the raw materials will be around \$5.75 which is a very reasonable price for such high quality products.

3.2.2. *Distribution* – The product will be distributed by Free On Board, the current distribution company. There will be no new transportation, nor pricing.

3.2.3. *Sales* – The original sales representatives from Primal Elements will be in charge of managing the sales of The Naturals Collection on Primal Elements' website. With Nicole Jimenez being the social media representative, she will manage the new social media promotions.

3.3. Price – The cost per unit is \$5.75.



Resources Consulted

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