

E-COMMERCE FOR START-UPS

2018-1-ES01-KA229-050819-5





E-commerce's -e-ticaret- has begun to enter our life as a part of the technological developments all over the world.

Except traditional marketing methods, E-Commerce has created different fields by including digital marketing.

It can be called as the electronic version of trade.



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Why making the soap?

Soap is used for both cleaning and decorative purposes for hundreds of years.

It is thought that humanity has been using it since the first ages but modern production of soap started to develop after 19 century.

On the other hand, soap is not only in a cleaning area but also used in many different areas.

But of course that's not our point. The aspect of soap that interest us is how popular a money-making method it is!





Making soap has been one of the most popular ways of making money. And most of them are doing this job only for a hobby. When you look at the soap models on the market, you can imagine how much fun this could be.

The soaps on the market seem to be a stylish accessory beyond soap. Especially in the form of baby or animal soap is not possible to People love those so much that they even do not wash your hands with them!

We can say that the soaps have undergone a minor evolution in terms of both function and form.





Soap production is cheap and it has a good deal in the market so it is an ideal job opportunity to make money in a easy way. If you trust your handcraft, your imagination and your marketing skills, you can earn money by producing soap.

Soap is the most important product of the cleaning industry and never needs to be reduced. There is always customer of soap and is one of the easiest products to market.





We decided that the most appropriate method for this project in our school would be soap making. It is very fun and profitable method of making and selling soap.

Also the prices of the materials to make soap is also quite appropriate.

It can be done in our labs at school. After a few small attempts by the students, it can be done with mastery. Soap making does not require any special talent.

The more original designs you make, the more different shapes you create, the more sales we can do.

So it would be an advantage for us to think creatively in soap making business.



How is the soap made ?

The list of materials you need for gift soap

- 1- Soluable soap base
- 2- Soap scent
- 3- Soap dye
- 4- Soap model and spray alcohol (or cologne with high alcohol rate)





How to make soap?

- 1- First break soap base into small pieces.
- 2- Second melt the soap base in a container which is located over the boiling water. The soap base melts at 60°C degrees. There is no need for excess temperature.
- 3- Then colourize the it with soap dye.
- 4- As soon as you finish colourizing , essential oil is added and the scent is given to the soap.
- 5- Finally, pour the melted soap in molds to shape them after colourizing and scent process.
- 6- Let them cool for 20 minutes. And they are ready!





You'll see how much you enjoy this job and how well the method suits you.
Because one will have fun and make money in the soap making business.

You can also create beautiful colorful designs. within a short time, your hands will speed up, you'll master this business and produce dozens of original soaps in just a few hours.

Ultimately, everyone can handle it, but there is a critical point to be considered here. It is the sales phase.



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Marketing

- Marketing is a variety of actions that enable goods to flow from producer to consumer.
- International markets are very different from domestic markets, although they operate in a heterogeneous environment due to customer groups in large domestic markets. Since the customers are in foreign countries, the marketed product or service must cross the interstate boundaries.
- This means different legal regulations, different currencies, different legal regulations, different rules, different levels of economic development and structures and different cultural environments. For this reason, problems in international marketing are generally handled with a managerial approach that is not functional.





- Differences in international marketing from national marketing:
- Cultural and social environment
- Economic environment
- Demographic environment
- Political and legal environment
- Technological environment
- After developing the product, it is necessary to decide which strategies will be marketed in the target





- Primarily, The fact that one has strong marketing information is extremely important, because today's technological developments and the problems that need to be solved as a result of on going competition are generally derivation from marketing not production.
- In addition to that, the differences among cultures of the countries affect marketing way with marketed goods and labors, therefore each countries of tradition, custom, attitude, habit and behaviours, development of the population, distribution, race, social grades, family systems, social values and norms should be particulary investigated in international marketing field.





- Primarily, we should name our soap. For this aim a competition called “Adını Sen Koy” was made in our school. The competition realized with the participation of the whole school.
- The name that we gave our soap will be our brand name, so there will be some criteria while we are selecting our name.
- It should have a mean.
- It should be original.
- It should be permanent in memory.
- It shouldn't cause to negative call.
- It should be attractive for the costumers.
- If it is presented in international marketing, it shouldn't have a negative or indecent mean in related languages.



WE ANNOUNCED OUR SOAP'S NAME COMPETITION TO ALL CLASSROOMS.



A lot of students participated in the competition, all willing students put their name suggestions.

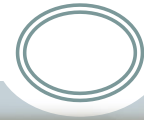


Name your soap!



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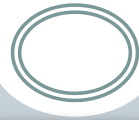
At the end of the week, we opened the box and chose the best one with a committee.



As a result of the competition which we made with regard to these criteria, we named our soap.



MISSO SOAP







- We can share the photos of our soaps in our social media accounts, and we can announce that we can prepare special orders the ones that want it. Determining the methods which we will use is going to be useful for us in sales stage.
- We can put up for sale our soap by signing up a special instagram account.
- Because producing soap and earning money by making online sales on the internet is both low cost and enjoyable, it is a work that you can do with pleasure.





- After the manufacturing, we need to improve ourselves in marketing fields.
- Birth, circumcision, wedding, tooth wheat and soaps that was prepared privately for birthday can be put up for sale.
- For instance, on birthdays a soap added to invitation in the form of a cute cake, in tooth wheat cute soaps in the form of tooth that will be given to the guests, in weddings cute soaps which will be given as a present.





Let's talk about how much we will earn money from making soap work.

Your gain in this work changes depending on how much you have manufactured and which sales methods you will use. Don't have any doubt whether making soap is profitable or not, because the prices of equipments of making soap are pretty low, but the prices of original soaps are as high as the seller will satisfy it.



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