

CANDLES FROM LATVIA

V5040182017

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Be as a bee
candles



COMPANY HEAD

- Only one person leads the company
- Creative and comuniactive person
- My hobbies are casting candles and doing sports



COMPANY LOCATION



- Latvia
- Valka- town on Estonia/Latvia border



ABOUT COMPANY

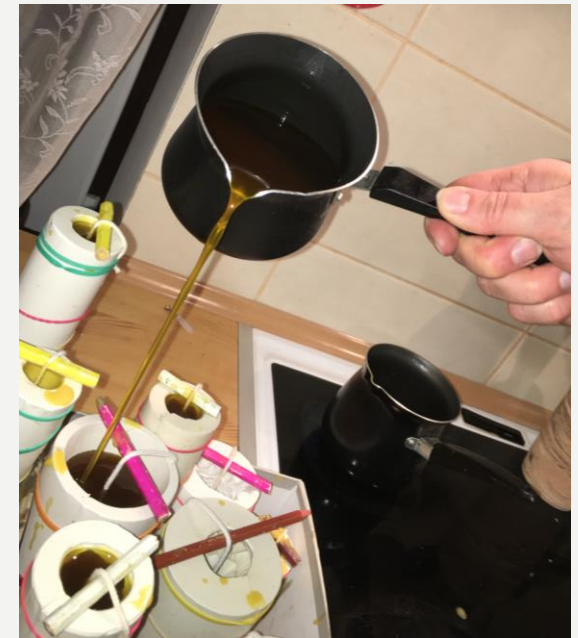
- Beeswax candles
- All product raw materials are from my family's bee flocks
- Get the raw materials by myself and make candles by myself
- Helpers are needed only in markets



HOW DO I MAKE MY CANDLES?



- All what I need is candle wick and beeswax
- Candle shapes



CANDLES AND CUSTOMERS

- Customers are of different ages, they are attracted by the scent of bee wax and by the different shapes of candles
- Candles are bought for gifts and for pleasure



THE BIGGEST COMPETITORS



- The biggest competitors of the company are all stores and supermarkets, there are only paraffin candles, but in multiple shapes and colors.
- Beeswax candles are only in markets, there are few sellers.



SWOT ANALYSIS



- Customers
- Product
- Price
- Location

- Advertising
- Location



BUSINESS PLAN TARGET

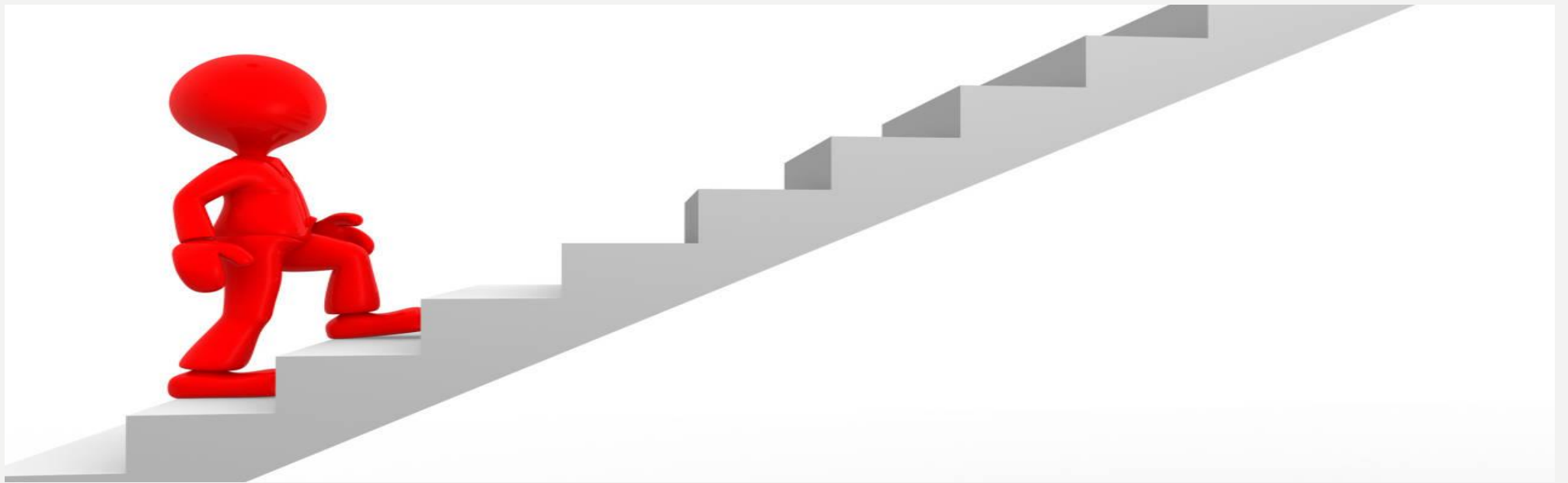


- Experience in company formation
- Understand the benefits of company
- Earn money by doing what I like



FUTURE PLANS

- Improve assortment
- New customers
- Sell as many as possible
- Expend company



**THANK YOU
FOR YOUR
ATTENTION!**



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