*BUSINESS PLAN- YELL ROMANIA FREE GREEN SPIRIT*

PRODUCT

 Production and sale of natural soap is our main object of activity.

 The most common question received is: "Why use organic soap".

 The answer: Because we want to protect the beauty of nature and work with 100% natural products.

CUSTOMERS

Our company addresses all categories of customers, from children to seniors. With our soap we particularly target the category of families, also we will be innovative in our venture by teaching disabled children in our communities to make these products, thus motivating and supporting them.

Because it is designed also for children, our company took care of this problem by eliminating even the most harmless trace of chemical solution.

MARKET

A main advantage on the market, is that we have a rather scarce competition.

PRICING

We have low prices and low production costs. We offer a large range of soaps with prices starting as low as 1 euro per piece. The initial sale price of the soap will vary according to weight while the price for our handmade products will vary depending on the product.

DISTRIBUTION

 The products will be distributed at fairs and on the site we created <https://yellfreegreenspiri.wixsite.com/website>. We distribute our products to each of our partner countries in the Yell project.

CHALLENGES

The challenges we expect to face derive from the fact that the company associates do not have experience in the business field and the company has a reduced share capital. We will try to compensate these shortcomings by working hard and being committed.

At some point clients may get tired of our products but we have a solution to prevent this. Our range of products will be updated and renewed every 2 months so that our clients will be presented with attractive offers.

One of our challenges will be endorsing products with bio ingredients to our costumers teaching a healthier lifestyle.

WHY CHOOSE OUR PRODUCTS

Our activity is focused on meeting our clients’ needs by offering them quality products, which are the fruits of our hard work and love for nature.

 We welcome clients of all ages to come and try something new, something good, something natural.

 With our products there will still be a tomorrow for our planet.

And our slogan

***”Be free, be green!”***