

TOILET SOAP STARTER KIT

START



SINGLE SPARK
Your business-in-a-box!

INTRODUCTION

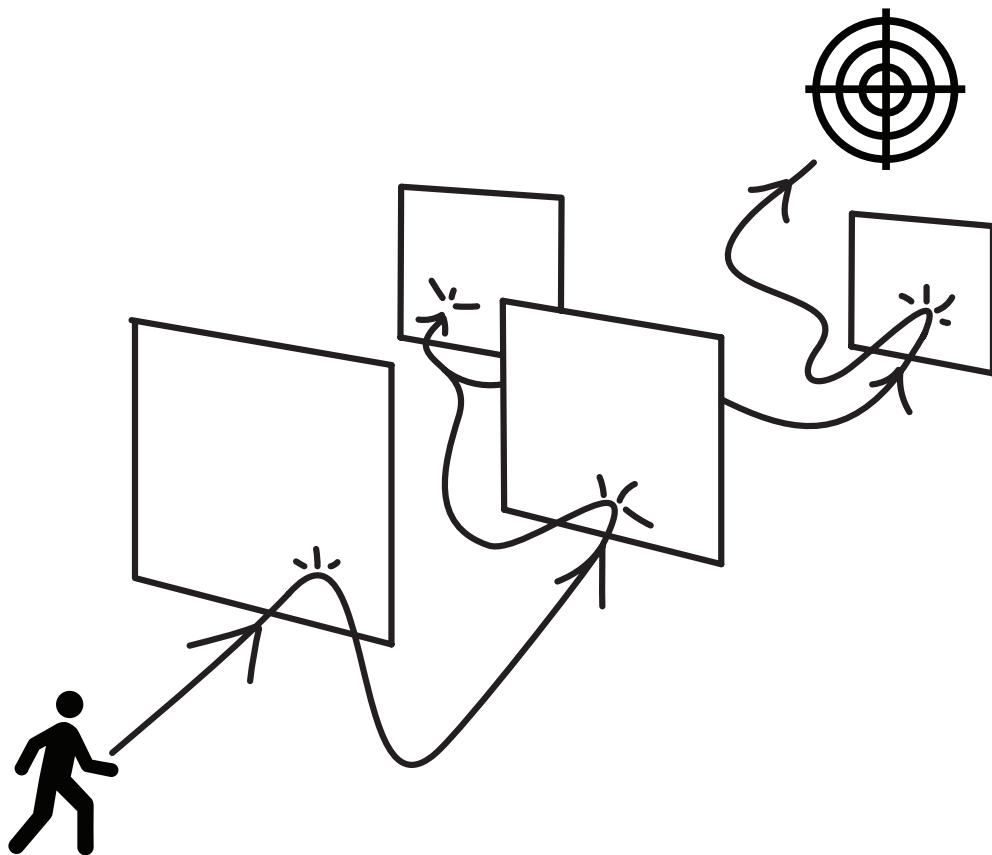
START

Ok, let's get started. This START booklet gives an overview of the steps that can be taken to start your business. You already did your feasibility study and wrote your business plan. You're already on your way and have made some steps. The first chapter of this booklet shows the path you are going to walk as an entrepreneur. For each step it shows how the business-in-a-box can support you.

In the second chapter, we give you the golden rules of your business, some things you should always keep in mind as you run your business.

The third chapter supports you as you make a planning. In the coming months you'll have a lot to do and it's important to stay on track and do things at the right time.

The fourth chapter provides a template for your investment plan. In the investment plan you'll write down how you'll use your starting capital.



ABOUT THE BUSINESS

TOILET SOAP PRODUCTION



IDEA

With this business concept you will produce good quality toilet and/ or laundry soaps. Your target group will be the mid range. Your soap will be of a higher quality than the locally produced soap, and cheaper than the imported soaps. The soaps will have a nice fragrance and a smooth shape. The soap will be packed in an attractive wrap and a good looking label. Your customers can be end-consumers, local shops and wholesalers. Optional you can produce high-end custom made soaps with custom shapes by the use of a vacuum machine for a niche market like restaurants and hotels.

BUSINESS
PROCESS

- 1 Buy oils, lye, fragrances and pigments according to your recipe
- 2 Mix the ingredients and pour in the trays
- 3 Cut the soap blocks and shape them with a soap press
- 4 Package the soap and distribute the soaps after two weeks to your customers



KEY ISSUES

These are the key issues regarding the business:

1. Soap is all about marketing, an attractive packaging is essential to differentiate from your competitors
2. Due to fierce competition in the field, you need to focus on a specific target group. E.g women, babies, men etc.

CHAPTER ONE STEPS

As a starting entrepreneur you're going to walk an uncertain path with challenges and a lot of questions. The image below gives you an overview of all the steps you might take to start up your business. Furthermore it shows the corresponding tools of the Business-in-a-Box which can help you to make this path less uncertain and easier to follow.

Business idea



Describe your business idea in your feasibility scan. **See Feasibility Scan**

Choose a region where you want to operate your business

Market research

Visit suppliers of fragrances and packaging and find out the prices and quality. **See Input feasibility in your Feasibility Scan**

Visit competitors
List the prices of competitive soap businesses and write down their unique selling point. **See Market feasibility in Feasibility Scan**

Talk to potential customers. Try to understand their need and the prices they are willing to pay

Fill in all your findings in the financial sheets and check the viability of your business. Do you really believe in your business? **See financial feasibility module**
If no, this is the moment to stop.
If yes, go to the next step

Find the prices of your highest cost items; like rent, equipment and machines. If you can't find suitable equipment and machines in your country, check Ebay or Alibaba.
See Input feasibility in Feasibility Scan

Business plan

Write down the findings of your feasibility scan in your business plan. Calculate the investment you need to start your business. **See Brief Business Plan**

Sales

Stay in touch with your potential customers and turn your marketing efforts into sales deals. Don't give up too soon, just keep pushing.

Record keeping

Keep records to stay within your budget and to measure your success!
See Record Keeping in Financials



To keep the business in balance, spend roughly a third of your time on each of these three key things: customer care, business development and administration. That way, you'll have a smooth-running business with happy customers and new income streams on the way.

Production

Start your production when you have your first order or make some stock first. **See Production**

Order your packaging materials.
 Prepare your marketing materials.
 Adjust and print the brochures and business cards. Download and adjust your website from the starter kit.
See Marketing Tools

Prepare a 30 second pitch about your business for potential investors. Practice this pitch often. Make sure you know your sales numbers and other important numbers by heart. **See Golden Rules in this booklet**

If you are ready for it and you believe in your business plan then go for it! And if necessary try to find an investor.

Start

Test your products with a test panel. Test different marketing slogans, packaging, different ingredient names e.g. Palmnut, Coco butter, Olive oil and different colours and styles. Make different soaps with different colours and fragrances. Test all the combinations with the test panel. **See Marketing Tools**

Investor

Finish your business plan

Make 1Kg of different toilet soaps for testing

Procure the most suitable soap making machines and your other equipment. **See Equipment in Production Manual**

Ready to start?
 Make a detailed project planning and stick to it. **See planning in this booklet**

CHAPTER TWO

GOLDEN RULES 1

Here you find some golden rules about making fruit juice.

Soap is all about marketing. Test your packaging and your soap with a customer panel to check the attractiveness of your product.

Always wear safety equipment during production because of the lye.

Fragrances and packaging are high-cost components, make sure you buy these for a good price

Measure all your ingredients in terms of weight instead of volume. One liter of oil isn't the same as one kilogram of oil.

Your toilet soaps need to cure for at least two weeks to make sure there is no lye left.

CHAPTER THREE

GOLDEN RULES 2

The general golden rules for start ups.

Start small. Keep the cost as low as possible. Only buy the essential equipment and machines. After the start up phase when you have a better understanding of the market, expand your business.

Follow the golden triangle – to keep the business in balance, spend roughly a third of your time on each of three key things: customer care, business development and administration. That way, you'll have a smooth-running business with happy customers and new income streams on the way.

Try to negotiate with your investor/bank seed capital and the option of working capital later on.

Make sure you have good marketing materials right from the start, this will give your business a more professional look. Make yourself visible, meet with many potential customers.

Keep clear records. Write down all your costs and income to calculate your profit and loss

If you use private money for your business, or business money for private use make sure you write it in your records. Otherwise you won't know whether you have made a profit or not.

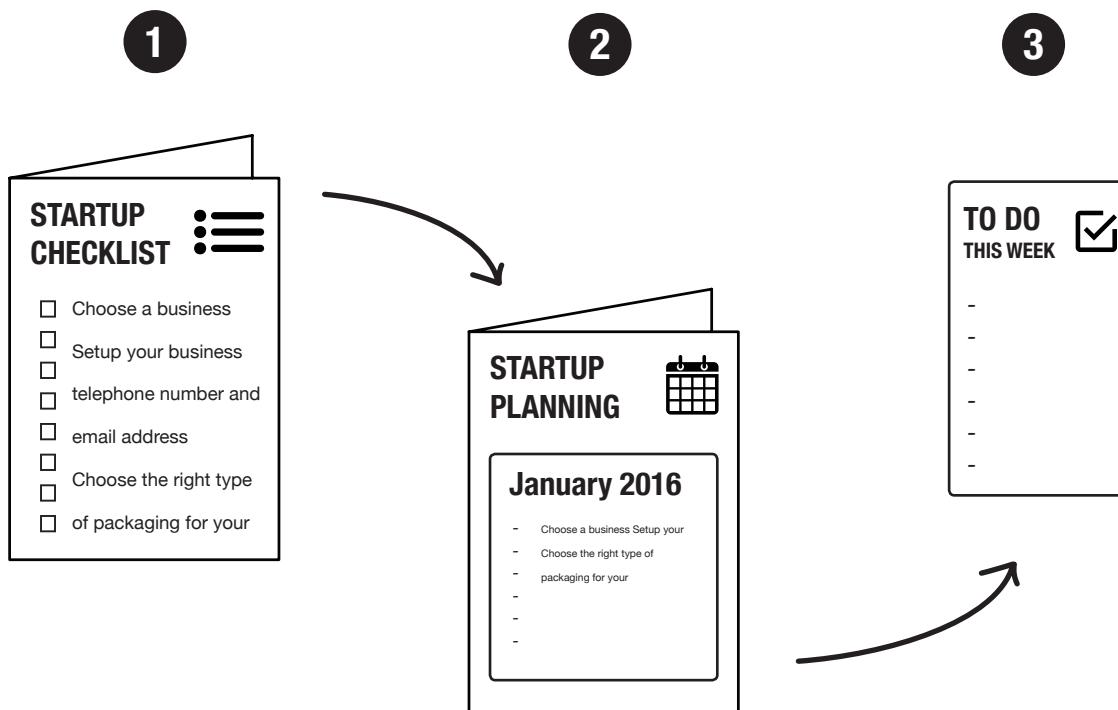
Don't be afraid to ask for help. There is nothing wrong with finding it difficult to get your business on its feet at first – in fact, challenges are expected. Don't ever be afraid to ask for help – if you don't speak up, your problems could get worse.

CHAPTER FOUR

PLANNING

Once you've written your business plan, make a planning about what you need to achieve by which date. This planning is an absolute must, and this chapter will help you out.

To start or expand your business you'll have a lot on your mind. In the following pages you can find a Startup Checklist of things which you should think about. You can add topics if necessary. We advise you to strikeout the irrelevant topics. The best way to accomplish all the relevant topics is to first prioritize and re-arrange the topics in your Startup Planning. After that you can schedule the topics more specific in your business agenda or To-Do list (which you can download from your personal website) or maybe use the calendar on your mobile phone.



See your personal account to download your Start Up Checklist



See your personal account to download your Business Agenda

1 STARTUP CHECKLIST

Please strike through all items that are not relevant. After that put all relevant items in your Startup Planning.

Example:

- Choose a business name = Not relevant
- Choose a business name = Item putted in Startup Planning

MARKETING

- Choose a business name
- Setup your business telephone number and email address
- Choose the right type of packaging for your juice (right volume, material and cost)
- Design a logo, label and business card
- Design brochure, see booklet 'How to make a Brochure"
- Test your, product, logo, label and slogan with a test panel to get feedback on the attractiveness
- Order business cards
- Order brochures
- Register an internet domain name
- Set up a website
- Register social media profiles
- Ask your social media friends to help spread the word
- Add your new logo to your business social media accounts
- Make a list of potential customers

REGISTRATION

- Decide the legal structure of your business (sole proprietorship, partnership, corporation, Limited company).
- Register your business
- Register at the tax department
- Open a business bank account

PRODUCTION

- Purchase the essential equipment
- Rent retail or office space
- Line up suppliers
- Order packaging and labels
- Setup a business Pay Pal account.
- Setup an Ebay account
- Hire your first employee
- Install machine or equipment
- Make your first products and test the quality



SALES

- Decide on your pricing. Which customer will pay what price?
 - Make price list of your products
 - Make an order form for your customers
 - Prepare your 30-second pitch. Include 3 reasons why you're different than your competitors.
 - Visit a place where you can meet potential customers
 - Write down the telephone number and details of potential customers
 - Determine your sales process and practice it.
 - Refine your product, and marketing and sales approach

FINANCIALS

- Purchase invoice or receipt book
 - Purchase petty cash voucher
 - Make a stamp of your business name/logo to use it on your invoices/receipts
 - Choose a record keeping system (See Financials)
 - Understand how to keep your records
 - Make an investment plan
 - Follow a course how to pay your taxes
 - Schedule your monthly or quarterly record keeping in your agenda
 - Schedule in your agenda a monthly meeting with your coach for the next half year

BUSINESS SPECIFIC FOR TOILET SOAP

- Organize a good test panel to test different packaging, smell etc.
 - Find a good and low cost supplier for your packaging
 - Find wholesalers who are willing to sell your products

OTHERS



2 STARTUP PLANNING

Here you can fill in all relevant items from the Startup Checklist.

1st MONTH

Month & Year: _____



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2nd MONTH

Month & Year: _____



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3rd MONTH

Month & Year: _____



LATER THIS YEAR

3 TO DO LIST

To actually get things done from your Startup Planning you need to make a To-Do list every week with all the tasks you want to complete. You can use the separate to-do list booklet or you can use your agenda to fill in all your tasks.



See your personal account to download your Investment Plan.



CHAPTER FIVE

INVESTMENT PLAN

Make an investment plan to show how you will use your starting capital
See your personal account to download a digital version of this file.

Name:
Business Name:

Date:

Fixed assets:

Working Capital:

Total investment needed (USD):



See your personal account to download your Investment Plan.

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