



QUE HERBA





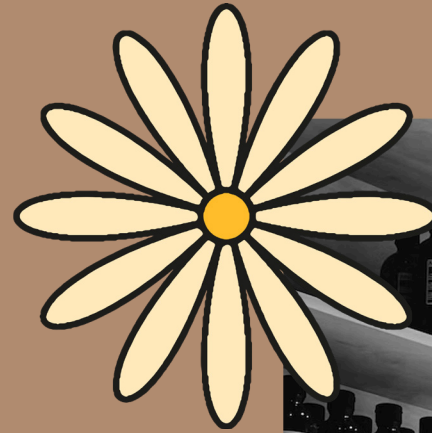
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MISSION STATEMENT

To create unisex products that heal, prevent and revitalise through innovation, inclusivity and creativity.

THE PROBLEM

Over half of our cosmetics and personal care products contain toxic chemicals that are carcinogenic, harmful to human health and bad for the environment. We have seen a major shift in consumers opting for natural products however as the word natural isn't regulated by the government a majority of natural products contain parabens to increase shelf life. Parabens can disrupt hormones in the body and can harm fertility and reproductive organs.



SOLUTION

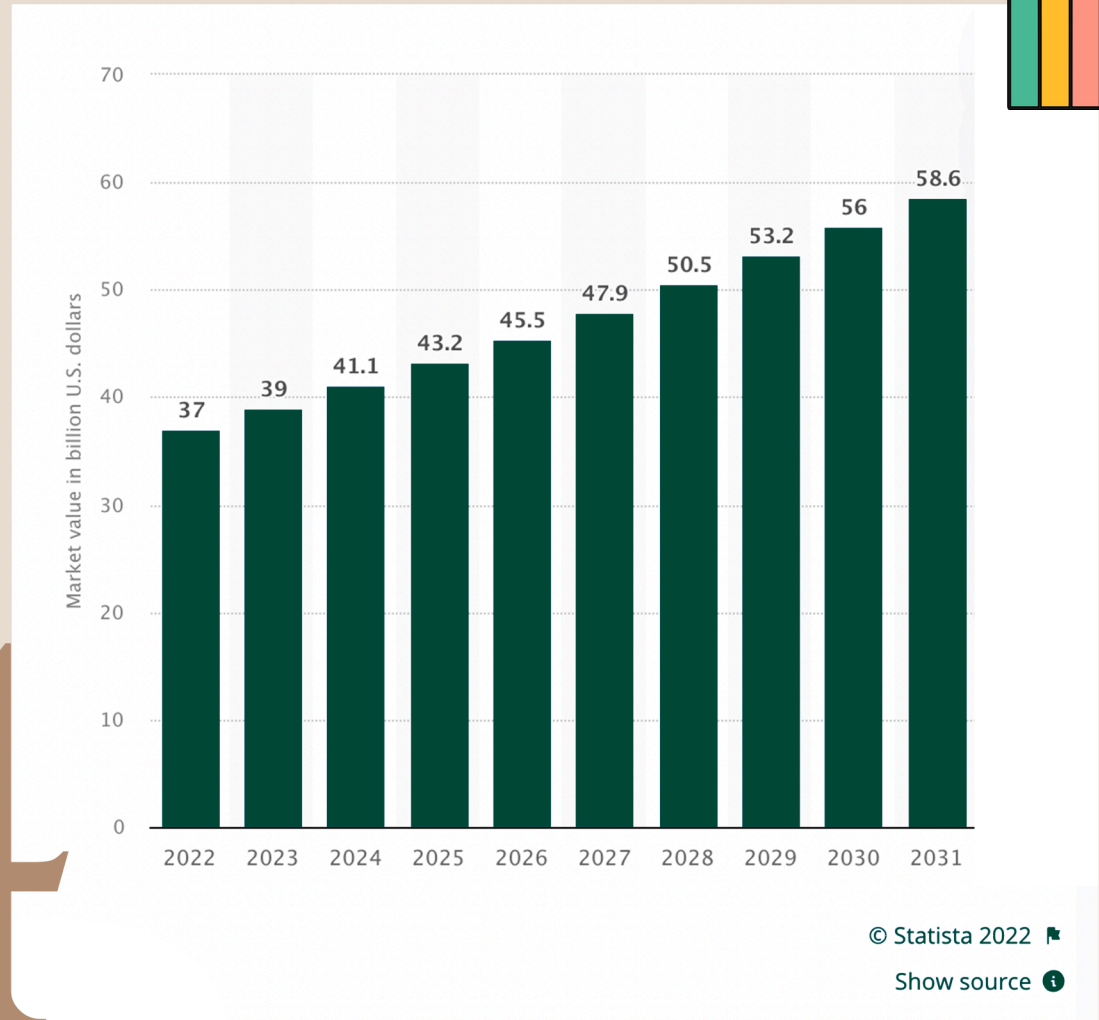
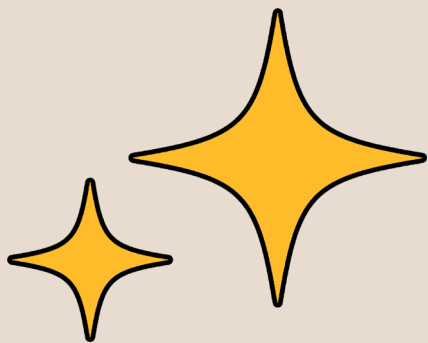
We will provide our consumers with ethically made, natural and organic personal care products containing oils and botanicals with many physical and mental benefits.

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MARKET VALUE

This timeline reports the global market value for natural beauty between the years 2020 and 2031. The global market value for natural cosmetics and personal care expected a positive increase from almost 35 billion dollars in 2021 to roughly 59 billion dollars expected for the year 2031. These data are a proof of the growing importance of the natural and organic beauty market. In fact, the awareness of consumers on the type of products purchased is growing over time. This is especially the case when it comes to personal consumer goods.



In the specific case of cosmetics, an always bigger share of consumers tends to purchase natural and/or organic cosmetics. Cosmetics are considered natural with respect to two important dimensions: ingredients and processing. However, the absence of specific regulation on the topic and the disparity between private standards and administrative interpretations on natural cosmetics generates insecurity in the cosmetic industry.

Source: Statista



TEAM



MABINTY SISAY

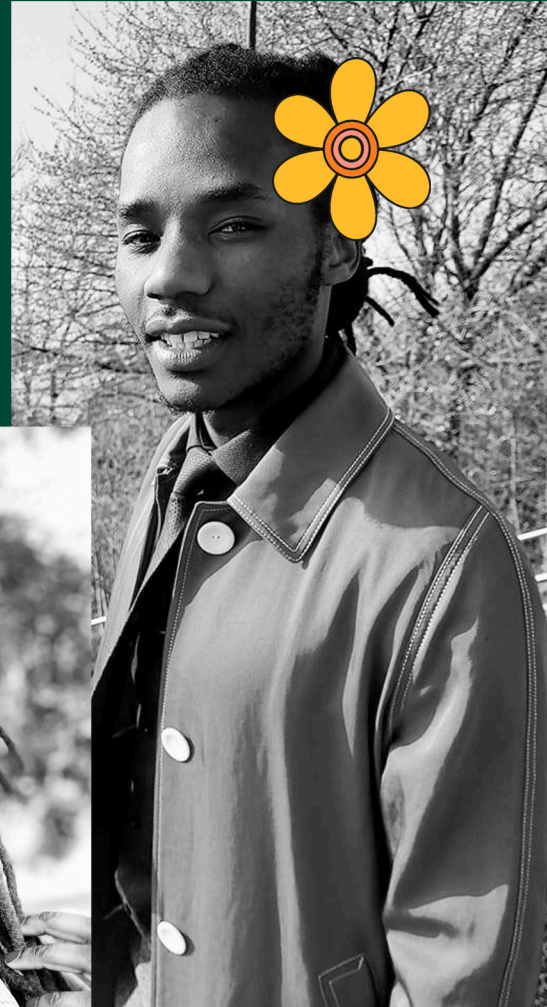


CEO
& Creative Director

"Que Herba has grown so much from what we had initially envisioned. We have developed a product that is in line with my spiritual growth, exploration of health and self-love"

(Background: Illustration and Graphics)

LEEROY MABONGA



COO

"We envision Que Herba being an integral part of your self-care routine. We have researched and experimented to create products that bring internal and external value."

(Background: Writing and Poetry)

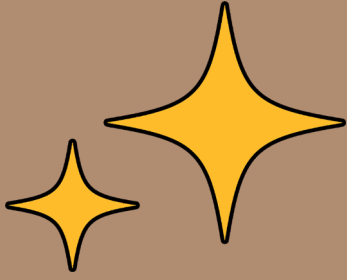


MILESTONES (6 MONTHS)



Raise £1500 to get 300 units of the "Evoke Collection" produced with a manufacturer.

JANUARY - MARCH 2023



Sell each unit at £30 online on our e-commerce site, in Manchester markets and in local boutiques.

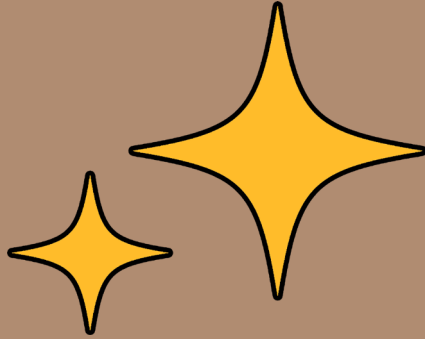
MARCH 2023

Develop the Que Herba Academy Course (See next page)

APRIL 2023

Grow product range through the Que Herba Academy (see next page)

JUNE 2023



Market ourselves through Tik Tok to grow brand awareness and build community.

JUNE 2023

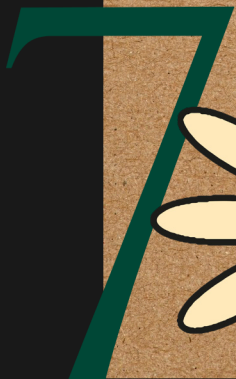
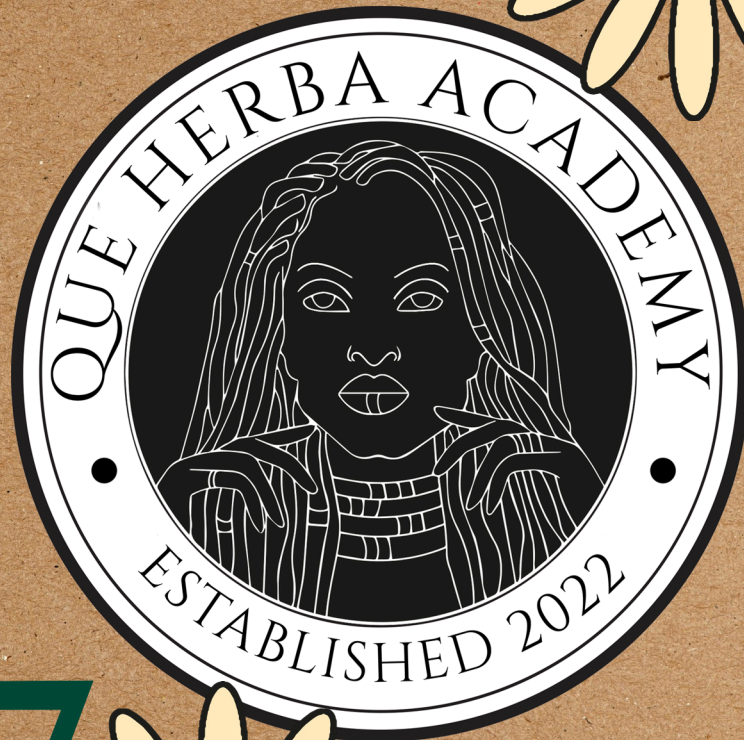


Build relationships with UK boutiques, club bathroom attendants and online platforms that sell natural products to create different avenues for sale.

JUNE 2023



QUE HERBA ACADEMY



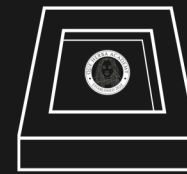
The Que Herba Academy is an entrepreneurial programme for youth between the ages of 16-21. We will be teaching disadvantaged youth all areas of creating and selling a product as well as giving them an opportunity to make a passive income through selling our product on our e-commerce site. They will sell the products using a pre-order campaign model which means their products will be available on the platform for a limited time, once that time period has ended only then will the products go into production. I have decided to go with this model as there is less risk as there are no upfront costs and because we only produce what is ordered there will be no waste and therefore better for the environment.

Our goal for this business is to give the youth guidance on what areas of business formation they would like to go in. I want to help build up their self-esteem as many may have written them off but they have come together and created a good product that can compete with any of the big competitors. I also want to build our product line so that one day Que Herba will be a herbal alternative to all your pharmaceutical needs built by the innovation and creativity of the youth.

With the Que Herba Academy, you will create and sell a cruelty-free, herbal and organic product from conception. We will have 3 options for products:



Fragrance Oil



Soap



Deodorant

We have partnered up with The Herbal Apothecary based in Yorkshire UK. They Source ingredients and package products.

The course will be online. Stages to our programme:
Research and Product Development | Customer Profile | Market Research
| Branding | Packaging Design | Production | Pricing | Marketing strategy |
Marketing Plan | Sales Strategy

SALES STRATEGY

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LOCAL BOUTIQUES

We will sell our products in local boutiques that cater to millennials and gen z's. We have a list of boutiques whose audience's values align with our own including intro clothing and the Norah Store.

WEBSITE

We will sell our product on our website. Our website will be educational and have a personable tone that puts our audience at ease.

EMAIL MARKETING

We have collated a list of 200+ emails of people who have shown interest in our business by registering their email with us. We will send them educational and uplifting emails that build community and brand awareness.

SOCIALS

We will use Tik Tok to educate and entertain and build community whilst spreading brand awareness. We will use Pinterest for ads and our Instagram will be private for those within our community.

MARKET

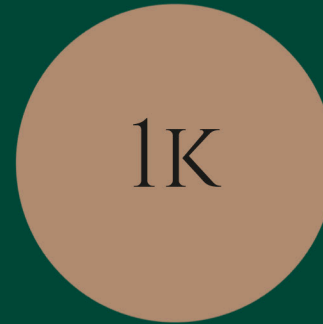
We will set up a market in Affleck's Palace Manchester as it's a place people go to find unique and diverse items. It will be a perfect in person place to sell and build awareness locally.

FINANCIAL

We are looking for £5,000 to create and sell 1,000 units



ANGEL ROUND



SALES
Average Price £30



MONEY OUT



£30,000

REVENUE

£20,000

PROFIT



WHOLESALE OPPORTUNITIES



10

UNITS

50

75

100

COST
Per Unit

£25

£20

£17.50

RESELL

£35

£35

£35

TOTAL
Profit

£500

£1,125

£1,750



THANK YOU!

