

Cliff Hurst

portfolio

cliffordhurst.com

1. Introduction to Entrepreneurship

In my current course entitled, *Introduction to Entrepreneurship*, one of the assignments is for students to create a 3-page executive summary of their business concept. On the following pages you will find an executive summary by student Bryn Peters, whose idea is to produce *Tiny Bites*.

Tiny Bites

BIG ENERGY

OUR MISSION

Tiny Bites purpose is to create a perfectly energizing, simple, clean, tasty bite-sized snack that satisfies hunger and makes you feel your very best.

TINY BITES=BIG ENERGY

PROBLEM

Energy bars are a popular on-the-go snack designed to be a convenient source of energy and nutrients. The energy bar market can be overwhelming; it's filled with hundreds of different options. However, it's important to understand that not all bars are created equal. Many energy bars claim to be "healthy", but are filled with unnecessary added sugars and syrups. Over half the healthy snack market is filled with snacks claiming to be "healthy", and it's time to change that and bring a real bite to the market!

SOLUTION

Tiny Bites are HERE to the rescue to provide you with BIG energy. We wanted to add a twist to your typical everyday energy bar and make it bite-sized. Tiny Bites are made with nutritionally dense superfoods to help increase your energy levels. We work locally with farmers and dieticians to cultivate carefully sourced produce to lock in amazing flavor and unmatched nutrition. So no need to worry about any unnecessary ingredients! We keep it ALL real here! Our tasty bites are Organic, non-GMO, gluten-free, dairy-free, vegan, less than 150 calories, and guilt-free. They are the perfect new wholesome indulgence you can feel good about eating. Tiny Bites are a great new addition to your post or pre workout routine or even your late night sweet tooth!

BENEFITS OF SUPERFOODS:

- ♡ HEART HEALTH
- ♡ WEIGHT LOSS
- ♡ IMPROVE ENERGY LEVELS
- ♡ REDUCE THE EFFECTS OF AGING
- ♡ PREVENTS DISEASES



TARGET MARKET

In 2020, the global energy bar industry was valued at a \$2.98 billion market and is expected to grow by 3.32% by 2025. The demand for energy bars is increasing due to the "linked convenience" and boost in energy. They are a popular snack for working-class individuals, teenagers, athletes, and those who have busy lifestyles. Nearly 75% of Americans consumed energy bars as a snack in 2019. Energy bars are a popular and high-demand snack and have a large market sector; however, not all the energy bars in the market are notably "healthy" as I mentioned before. Tiny Bites wants to target the "less than five ingredients" and "clean-label" energy bar market. We want to target those who truly care about their health. We want to build a strong relationship with our customers, to ensure them they can always count on always receiving a clean, nutritious, energizing bite. We also want to cater to those who have food allergies and have to follow very strict diets. Tiny Bites knows how challenging it can be to find an enjoyable snack with a strict food plan and we want to help change that with a bite you will feel good about eating.

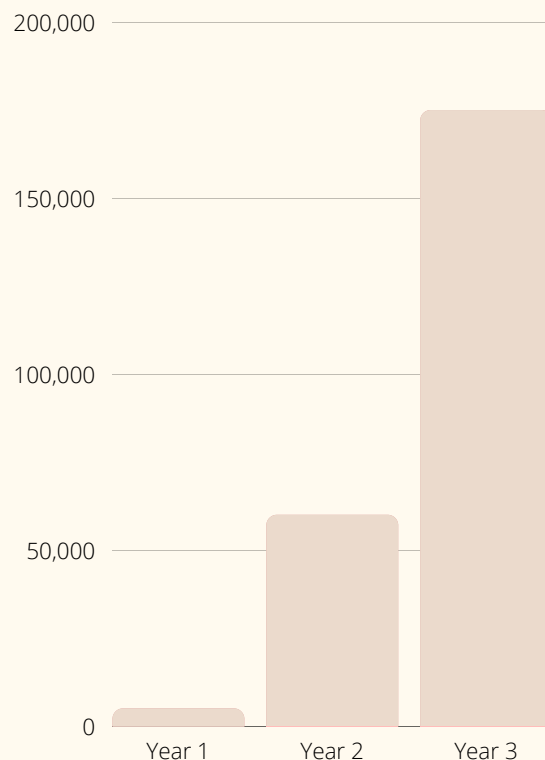
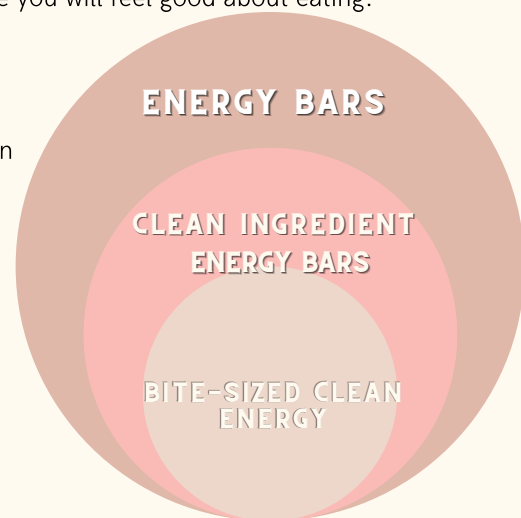
MARKET PLANS

The energy bar market is a highly fragmented and competitive market. However, there are still several gaps in the energy bar market where Tiny Bites can squeeze in. The "clean ingredient" bar market is just beginning. There has been a significant trend towards healthier lifestyles and consuming cleaner and more sustainable ingredients. Very few bars can claim that they are organic, non-GMO, gluten-free, dairy-free, and vegan. Furthermore, the concept of an energy bar in bite-sized pieces is innovative and new to the market. Tiny Bites has the potential to make a big impact on this fresh, new side of the market.

FINANCIAL PROJECTIONS

In order to get my company up and running I will need a \$5,000 investment in return for 3% of my company. The \$5,000 will contribute towards buying ingredients, wholesale, creating and maintaining a website, marketing materials, and advertisements. Each package of Tiny Bites will cost 40-50 cents to make and I want to sell them at a market price of \$2.00-\$3.00. That will give me a net sale of \$1.50-\$2.50 depending on the market price. The monthly subscription service I plan on having on my website will be another avenue for revenue. I plan on supplying my customer with 30 bars a month for \$45 a month.

In the first year, I plan to break even or make more than \$5,000 in total sales. In the first year I really want to push online sales. I plan to have at least 0.1% of my customers sign up for a monthly subscription box. This will generate an automatic \$45 in revenue. If I have ten Tiny Bite monthly members sign up for a full year of the service, I will make \$5,400. I am hoping to obtain at least 100 new members from marketing and advertisements that place orders online. Year two, I plan to start getting into retail stores all over Texas. Cultivating ingredients from local farms in Texas is a huge part of my brand and I want to get into as many retail stores and facilities as I can. There are nearly 1,864 supermarkets and grocery stores in Texas. If I get into 10% of these grocery stores, I will be in 186 grocery stores in Texas. If each store buys 25 packages of Tiny Bites a month at wholesale for \$1.25, that would be \$5,812.50 a month and \$69,750 a year. I expect to have even more online sales and subscriptions in year two. Year three, I want to expand my company even more and get in more stores nationwide! There are 42,505 grocery stores nationwide and if Tiny Bites is able to get in 1% of these stores, that would be 425 stores in the US. That would nearly quadruple my year two income. Tiny Bites has what it takes to be the next big brand!



MODEL

I plan on receiving revenue from Tiny Bites in two ways; in retail and monthly subscriptions. In the first year, I want to start small and start selling Tiny Bites online only. I want to allow customers that are interested in Tiny Bites to go through our website and buy them online first. Then I want my customers to become addicted to our tasty bites and sign up for the monthly subscription box that is customizable and delivered directly to their doorstep. By incorporating a subscription component into my business, I will be able to guarantee automatic sales each month. In year two, I plan on getting in to more retail stores in Texas. And by year two I plan to get in retail stores nationwide.

MANAGEMENT TEAM

Depending on the success of Tiny Bites in its first year will determine my management team. As the CEO, I know I want to start Tiny Bites with a small tight-knit team. In the first year, I plan on being the only member on the Tiny Bites team. I might need some part-time help on the side with setting up and designing my website, but in the first year I really want to take on my company and be in charge of everything. After year one, depending on the success of Tiny Bites, I will probably need more help with sales, marketing, and finance and will need to hire an assistant, Chief Financial Officer, chief marketing officer, Business Development Director, and Chief Technical Officer I still want to keep my team small. I don't want to hire just anyone on my team. I want to hire someone who is passionate about my company and truly wants to help make an impact. The team will have the option of getting paid by owning shares in the company

MY STORY

After being diagnosed with PCOS, severe anemia, and hypothyroidism, I was forced to completely change my diet and lifestyle. I was no longer able to eat dairy, gluten, eggs, or sugar. It was nearly impossible for me to find a snack that met all my dietary requirements, so I started making my own snacks from scratch at home. I started researching foods with nutritional benefits and came across superfoods. I was immediately intrigued with all the benefits superfoods had to offer and I started incorporating them into my energy bites. I was able to create a snack that energized me, satisfied my hunger, and made me feel good. I want to help individuals who struggle like I did, find the perfect snack they can feel good about eating, and I can guarantee you Tiny Bites do.

♡Bryn Peters♡



TO LEARN MORE ABOUT ALL THINGS TINY PLEASE VISIT OUR WEBSITE
WWW.TINYBITESCO.COM TO RECEIVE UPDATES!

SOURCES

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2. Business Model Development

When I teach courses in *Business Model Development*, a complete business plan is required. This one was prepared by Ezra Schofield, who now works as a designer of Thinking Box (which recently acquired Welikesmall).

**ADDRESS**

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WEBSITE

EZRASCHOFIELD.COM

BUSINESS PLAN

**EZRA SCHOFIELD
CREATIVE**

ISSUED & VALID

ISSUED DATE : 04.19.2017

VALID UNTIL : 04.19.2018

**STATEMENT OF
CONFIDENTIALITY**

Neither this business plan nor any of the information contained herein may be reproduced without the consent of Ezra Schofield Creative.

EXECUTIVE SUMMARY



EZRA SCHOFIELD CREATIVE IS A CREATIVE DIGITAL AGENCY THAT OFFERS A DEEP ARSENAL OF SERVICES INCLUDING VIDEO PRODUCTION, GRAPHIC DESIGN, AND PHOTOGRAPHY.



EZRA SCHOFIELD
CREATIVE

THE AGENCY

We provide meaningful results and a reliable service that cannot be matched. We help our clients craft and refresh brands, tell stories, and be seen in an ever-evolving digital world. We are equipped to handle every step of the creative process and we do everything from logo design to website creation to advertising materials, product photos, and company videos. We work with clients big and small and are open to any challenge you can throw at us.

Ezra Schofield Creative has set up shop in Salt Lake City, Utah and has been producing top-notch content since 2013. Ezra Schofield Creative was founded by Ezra Schofield who serves as the primary designer, cinematographer, and photographer.

ABOUT ME



I WAS HOOKED SINCE I FIRST PICKED UP A CAMERA AS CHILD

As a child I was always in love with cameras and wanted to film everything I could. I was hooked since I first picked up a camera. Whether this was a home video of my family or a video of friends skiing, I loved it all. As I got older, my hobby evolved into a strong passion and then eventually into a career. I now have filmed professionally for five years and love every opportunity I can get. Over the years I have also been able to develop my photography skills doing things all the way from portraits to event photography. I've been lucky enough to work on amazing projects with great clients and make meaningful connections in the industry.

I grew up in a house full of design and design runs in my families blood. Being the son of a successful interior designer and an artist I was always surrounded with good design whether it be a well furnished home or beautiful paintings on my wall. I first started my journey on my own design path when I downloaded a trial version of Adobe illustrator and I immediately fell in love. When I entered high school I was lucky enough to take some graphic classes and further hone my skills.

EZRA SCHOFIELD

Founder



During high school, I really developed my love for graphic design and I found I not only had a knack for identifying good design but I could develop it as well. I worked on dozens of design projects in my high school career both in class and out and even got to work with real clients while still being a high school student. Design is something that I am very passionate about and love doing.

DESIGN RUNS IN MY FAMILIES BLOOD



I also give back to the community by providing services for non-profits. For example, I have done branding, design, and more for a non-profit organization that feeds homeless women in Salt Lake. I also donate my time and skill to a club lacrosse team in my neighbourhood.

COMPANY SUMMARY



Ezra Schofield Creative has the equipment to handle every stage of the production process and provide reliable services with real results.

COMPANY OWNERSHIP

Ezra Schofield Creative is a DBA of Schofield Enterprises, which is a closely held family S-Corporation.



Ezra Schofield Creative operates out of a home office and currently Ezra Schofield is the sole employee. Ezra Schofield receives financial and legal help from Schofield Enterprise's accountant and lawyer.

COMPANY COSTS

At this time, Ezra Schofield Creative owns all of its equipment and does not have any major outstanding liabilities or costs. Over the past five years of business, Ezra Schofield Creative has bought all the necessary equipment to produce professional quality work for its clients. We currently have two cameras, an array of lenses, a three-axis stabilizer, a tripod, and lighting and sound equipment. We also have all the necessary equipment for post production including a high-speed computer, professional sound mixing speakers, and all the necessary editing software.

Every few years, we will incur more cost as we must upgrade our equipment to stay up to date on the latest technology and be able to give our clients the best quality possible. When we do buy new equipment, we will amortize those expenses.

COMPANY SUMMARY

CONTINUED

ASSETS

Ezra Schofield Creative currently has approximately \$25,000 in assets, most of which are long-term assets being used for several years. As technology advances and new equipment models come out, our assets will depreciate and we must invest in new assets. At that time, we will choose to either sell or keep old assets. We hope to purchase a RED camera within the next five to seven years. These cameras currently range from \$25,000 to \$50,00. We will need to sell a large amount of our current assets to afford a RED and potentially get a small loan. We are continually saving to get more gear and improve what we have. Some of our main and most used assets include:

- | | | |
|--------------------------|----------------------------|-------------------------------|
| ● Sony a7S ii - \$3,000 | ● DJI Ronin-M - \$1,200 | ● DJI Phantom 3 Pro - \$1,500 |
| ● Canon 60D - \$1,200 | ● Manfrotto Tripod - \$600 | ● DJI Mavic Pro - \$1,200 |
| ● Canon 70-200 - \$1,200 | ● Gorilla Tripod - \$200 | ● Memory Cards - \$500 |
| ● Canon 24-70 - \$1,500 | ● Shoulder Rig - \$200 | ● Hard Drives - \$750 |
| ● Tokina 11-16 - \$500 | ● Fig Rig - \$200 | ● 35mm Cameras - \$500 |

REOCCURRING EXPENSES

- Adobe Creative Cloud Subscription
- \$19.99 / Monthly
- Website Hosting
- \$194 / Annually
- Online Storage
- \$20 / Monthly
- Vimeo Membership
- \$60 / Annually

OUR PROCESS

Ezra Schofield Creative is a different type of agency. We work with you every stage of the process and give you exactly what you need.



THE TYPE OF WORK WE DO

We are open to any type of project and love to work with all types of clients but what really gets us going is working with clients who are as passionate about their work as we are. Working with companies in the outdoor and action sports industries is what we strive to do. We want to tell meaningful stories and showcase brands in the best way possible.

1

CONNECT WITH CLIENTS

Reach perspective clients through meetings and showing examples of work we have done that is similar to what a client could use. Engage with potential clients in industries in which we would like to work.

2

SHOW VALUE AND ADVANTAGES

Show potential clients past relevant work and explain to them how we helped other clients and provided them value.

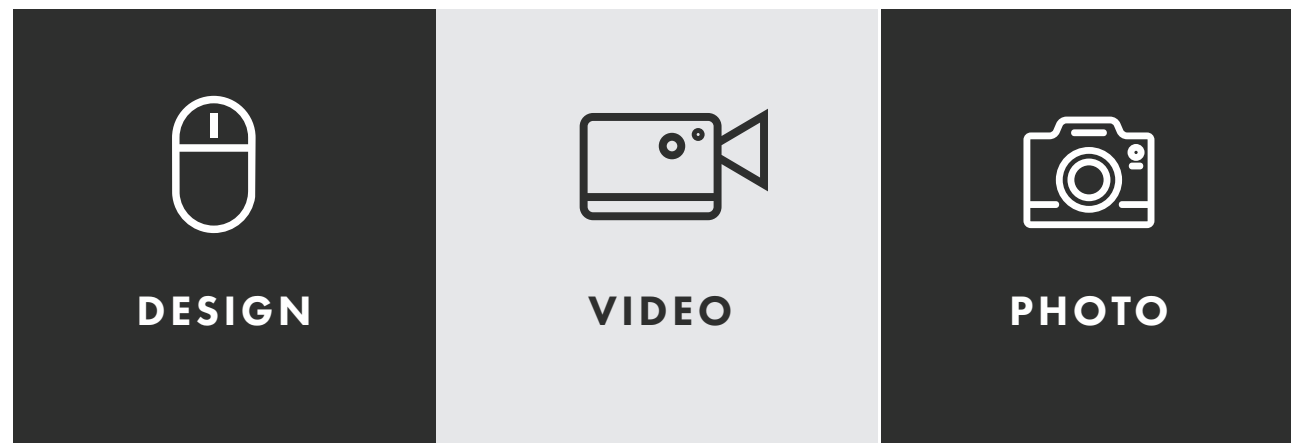
3

DELIVER

Give clients a step-by-step plan of what will be done and assure them they will get what they requested. Make sure all expectations are known before hand then deliver jaw-dropping materials that will keep the client smiling and satisfied for years to follow.

SERVICES

We create exceptional brand experiences through beautiful and thoughtful design. We want to help you in whatever way possible and we aren't satisfied until you are.



Design is at the heart of what we do. We help brands new and old get an image that will stand the test of time. Whether it be a brand launch, a re-brand, packaging design, or apparel design, we have covered

- Logo Design
- Branding
- Print Collateral
- Advertising

Ezra Schofield Creative can produce documentaries, action sports videos, real-estate videos, travel documentaries, and much more. Whatever the purpose, we can produce videos that you and your customers will love.

- Full-service film and production capabilities
- Pre-production
- Post-production
- Sound Design
- Color Grading
- Motion Graphics

From professional lifestyle photography, brand photography, product shots, events or portraits, we can do the job and do it right. We can do either digital or 35mm film photography depending on what the job requires.

- Event Photography
- Portraits
- Landscapes
- Product Photography

MARKET ANALYSIS

TARGET MARKET

Ezra Schofield Creative targets small- to medium-sized businesses primarily located in the Salt Lake Valley but is available to travel and work almost anywhere. Because Ezra Schofield Creative has relatively low overhead, it can offer high-quality services at a lower rate than many other agencies. For this reason, small- to medium-sized companies that want professional quality work but don't have unlimited advertising budgets to develop a professional image for their company find Ezra Schofield Creative a perfect fit.

MARKET GROWTH

As Ezra Schofield Creative grows, our target market will shift, and we will focus more on medium-sized companies and eventually some large companies. We plan to work with approximately 60% small companies and 40% medium companies for the time being, ultimately having an 80-20 mix with primarily medium companies. The companies we are going after are ones that likely started off with grass-roots marketing efforts and now need professional work to properly represent their company. As our clients become bigger and demand more, our brand recognition and skill will grow and we will continue to acquire more and more large scale jobs.



Small Companies: 5-15 employees



Medium Companies: 15 to 30 employees

OUR DREAM JOBS

As we grow, we hope that we will be able to work with more and more of our desired clients and develop a name for ourselves in an industry that we can specialize. Working with outdoor and action sports companies such as Red Bull, Black Diamond, Patagonia, REI and others would be a dream come true. We feel that this goal is attainable with our connections in the video industry and with our appropriate style of production. Being located in Salt Lake City where many of these companies are already located is also an advantage for us. Working for these companies we would be able to produce event videos, athlete and trip highlight videos, brand videos, and more.

TARGETS

Location	Primarily Salt Lake City, Utah
Company Size	5-30 employees
Company Age	1-50+ years old
Industry	All industries for time being
Budget	\$1,000-\$20,000

MARKETING PLAN

OBJECTIVES

Ezra Schofield Creative continues to grow every year and will continue on this path. We currently receive a large amount of work from referral, but our marketing and selling strategies also rely on networking and target customer acquisition. We hope to always exceed customers' expectations and provide them with professional quality content. We also strive to build an agency that clients enjoy working with and give clients both a fun and worth-while experience and investment.

Reaching clients in this industry takes a different approach than a typical marketing effort. In order for agencies to gain visibility and sales they must develop positive client relationships with people who will provide referrals. Networking is also very important for agencies to gain work, networking and referral will be the two primary ways for Ezra Schofield Creative to get work.

REFERRAL

Referral will provide a large amount of Ezra Schofield Creative's work. These referrals will come from our customers and potentially the Chamber of Commerce. Meeting and exceeding our clients' expectations is very important if we plan to receive referrals, and we will work hard to assure this. Satisfied customers are our highest priority, and we realize how vital they are to our companies success.

NETWORKING

Networking will need to be leveraged in our marketing strategy. We will need to build relationships both in and outside of the industry. Connecting with individuals and companies that we would like to work with will be important in maintaining a healthy client base. Making connections in the industry is also important. There will be projects on which we collaborate and having good relationships with other agencies and production companies is important.

TARGET CUSTOMER ACQUISITION

Finding the right customers will be important as we grow and refine the types of companies we choose to work with. To find the right clients we must develop a strategic plan. We will compile a list of 15-20 potential clients that we think we would like to work with. These clients will be based around our target market requirements. Once we compile a list of targets, we will determine what we could do for each of these companies and if there is work that we have done in the past that is similar that we could use as an example. Then we will reach out to these companies, letting them know what we do and what we think we could do for them. We would also provide them with complimentary gifts branded with our logo including but not limited to moleskin notebooks, patches, and pens/pencils. Getting in touch with clients we would like to work with will be important for our growth.

MARKETING PLAN

CONTINUED



Ezra Schofield Creative will showcase it’s work a number of different ways which can all be used to promote our business, increase our exposure, and reach more potential clients.

WEBSITE

Ezraschofield.com will be our main method of work promotion. The website will show past examples of work, list our capabilities, and provide interested parties a way to get in touch. Our website must be well designed and accurately represent our company with a high design aesthetic. Our website is currently hosted by Square Space and is self-managed.

SOCIAL MEDIA

Ezra Schofield Creative will use social media platforms such as Instagram, Facebook, and Twitter to show our work. These platforms are great to help us build a following, reach potential clients, and connect with other like-minded creatives. We will try to post at least once a week and let our followers know what we are up to whether it be a behind the scenes shot of a film shoot or a finished design.

VIMEO & BEHANCE

We will share our work on websites designed for the creative community like Vimeo and Behance. Both of these websites are great for sharing work and getting it in front of the eyes of other creative professionals. These websites are specifically designed to help people showcase their work so it allows us to easily share our portfolio.

COMPETITIVE ANALYSIS

There are many other competing agencies and production companies in Salt Lake, but we believe that for our target market we can provide the best results. Also, being a full-service agency doing design, video production, and photography, we have an edge on many agencies that have to outsource some of those services. Competition is tough between other agencies and freelancers, but we have both the skill and the confidence to stand out.

AGENCIES

As more and more agencies become full service shops, our competition grows. Agencies used to outsource often for photo and video work but lately the trend has grown to bring all services under one roof. As more agencies do this, our competitive advantage decreases.

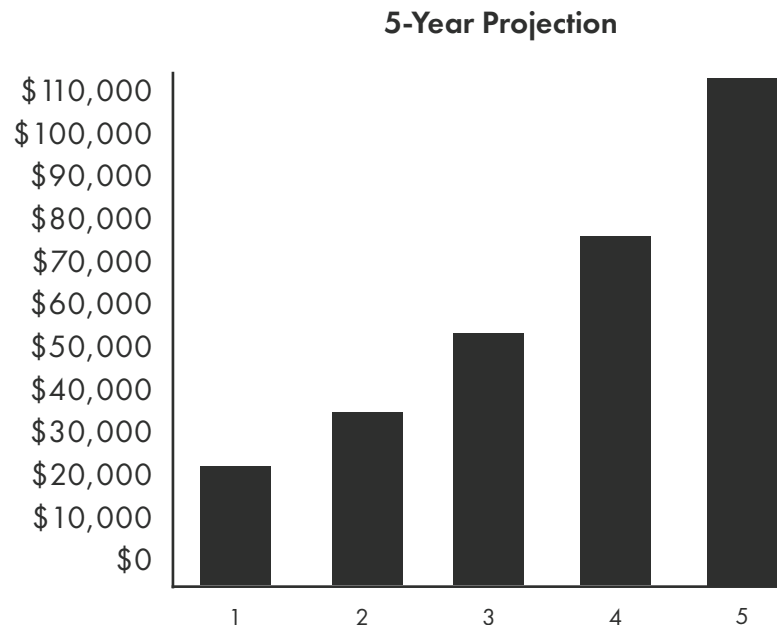
FREELANCERS

Freelancers are in close competition with Ezra Schofield Creative because like us they are a one-man operation. Some talented freelancers possess the skills to go to a large agency but prefer to work for themselves and have more flexibility than they would in an agency. These freelancers run a similar business to us and provide tough competition.

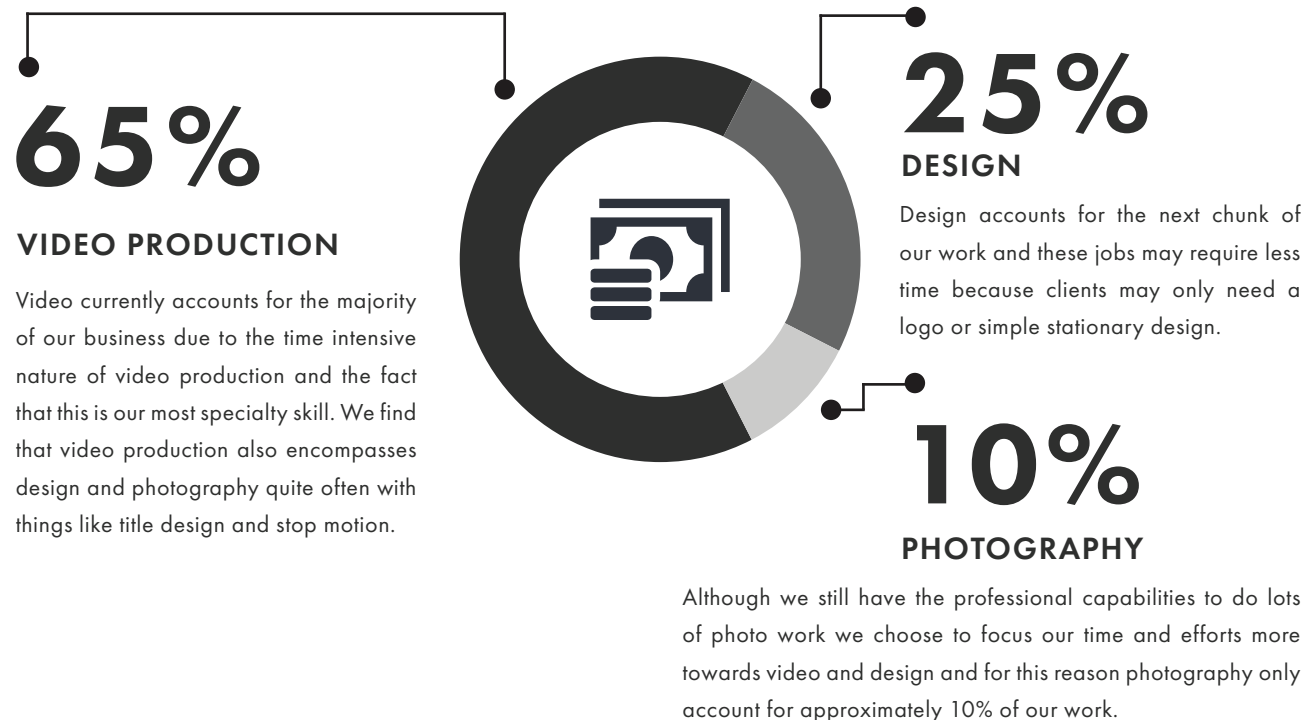
COMPETITORS	EZRA SCHOFIELD CREATIVE	WASATCH VISUALS	FDM MEDIA
Price	✓	✓	
Quality	✓		✓
Capabilities	✓	✓	✓
Reliability	✓		✓
Customer Satisfaction	✓	✓	

FINANCIALS

In the past year, Ezra Schofield Creative worked with several clients and completed nine projects. We plan to increase our load in the next year and complete between twelve and fifteen projects. We predict that within five years our revenue will be approximately \$110,000 with an average job costing \$4,000. We do not bill by the hour, but we base our bids off a rate of roughly \$75 per hour.



WORKLOAD



PROJECTIONS

PROJECTIONS	YEAR 1	YEAR 2	YEAR 3
Income			
Sales	\$25,000	\$40,000	\$65,000
Expenses			
Production Expenses	\$1,000	\$2,000	\$3,5000
Online Expenses	\$500	\$600	\$950
Equipment Expenses	\$7,000	\$10,000	\$15,000
Gear Insurance	\$350	\$350	\$350
PROFIT	\$16,150	\$27,050	\$45,200



ASSUMPTIONS AND MILESTONES

Some milestones we hope to achieve in the next 3-7 years are owning a RED camera, hire assistants, and move into an office space. We think that these milestones will be a good measure of our success and will of shown that our business grew and became increasingly successful.

We assume that we will continue to get work over the next years and that we will still love what we do. We also assume that the world will be in need of the services that we offer and more and more companies will realise the value in professional grade work.

Task we need to accomplish will be to expand our workload and clientele and continually produce better work. We will also need to stay up to date with the latest technology such as VR and 8K to stay competitive.

KEYS TO SUCCESS



SUCCESS MATTERS

In order to be successful in this industry, Ezra Schofield Creative must provide a reliable service and professional results. We must meet and exceed client expectations and work hard to make sure we are always doing our best work.

We want our clients raving about their results and wishing the process wasn't over

- Set clear expectations before the projects begins and remain reliable
- Inform of clients of cost and assure them you will provide them value
- Follow up with clients after a completed job and make sure they remain satisfied
- Be in constant contact with clients and let them know where we are in the process

OUR WORK

DESIGN



BUY • SELL • RENT



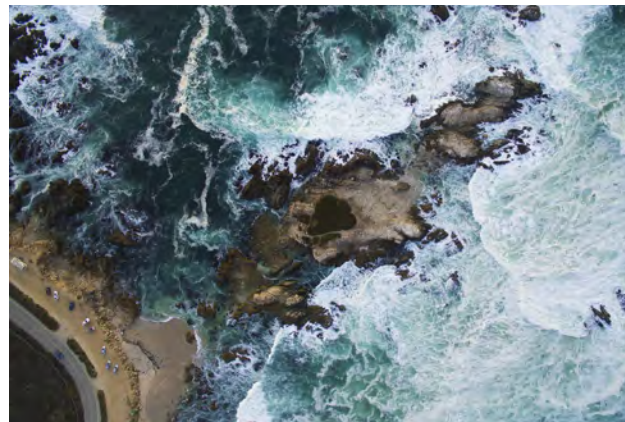
STORM LACROSSE



DESIGN



PHOTO



SEE MORE PHOTO, VIDEO, AND DESIGN WORK AT EZRASCHOFIELD.COM



EZRA SCHOFIELD CREATIVE

801.916.0368

| EZRASCHOFIELD.COM

| EZRA@EZRASCHOFIELD.COM

3. Entrepreneurial Marketing

In my *Entrepreneurial Marketing* classes, I assign students in small teams to consult with existing startups or small businesses in the community. Their assignment is to develop a go-to-market plan for their clients. I offer two examples of slide decks used by students in their presentations to clients from that assignment: *Thornton Plastics* and *Strappy Couture*.



A Comprehensive Go-To-Market Plan
by Ezra Schofield and Hailey Duke

Go-to-Market Strategy



Focus: 80/20 Rule

1. B2B Marketing
Emphasis
2. Rebranding
3. Streamline Customer
Journey
4. Streamline Customer
Management

ReBranding

- Clarify mission and vision
- New logo
- New business cards
- Website update and restructure
- Email campaign with schedule



Vision & Mission

SLOGAN

"Your small container solution since 1955."



Logo Design



Business Card Design



- New logo incorporated
- Consistent typography and color use
- Personal email addresses (name@thorntonplastics.com)
- Company information

Brand Guidelines



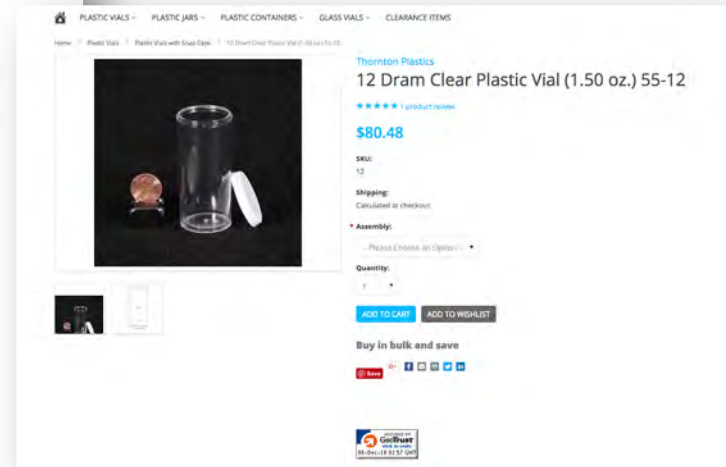
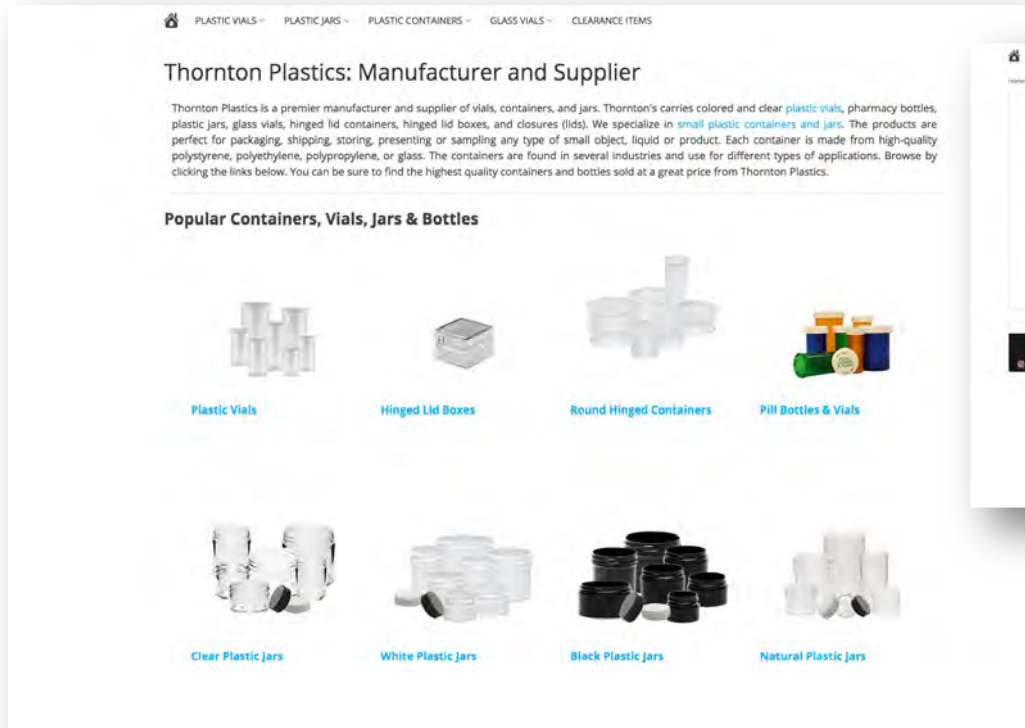
- Logo usage
- Personal email addresses
(name@thorntonplastics.com)
- Company information

Customer Journey

STREAMLINE THE PROCESS

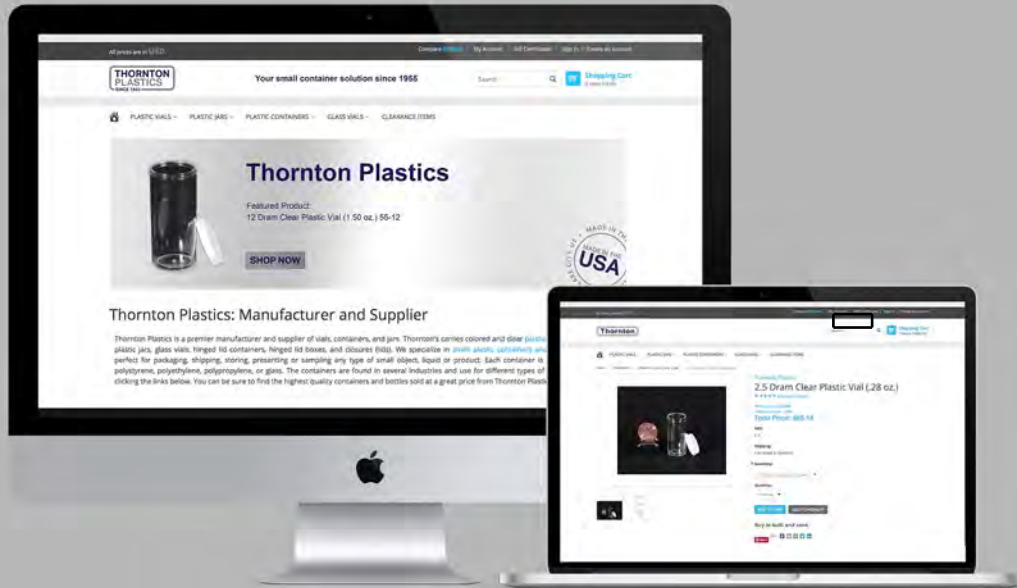


Website Restructure



- Home page
- Product page

Website Restructure



- Home page
- New logo and slogan
- Banner image with featured product


Digital Catalogue

All prices are in USD. [Compare \(0 Items\)](#) [My Account](#) [Gift Certificates](#) [Sign in](#) / [Create an account](#)

THORNTON PLASTICS SINCE 1955 Your small container solution since 1955 [Shopping Cart](#) 7 Items / \$483.00

[Home](#) [PLASTIC VIALS](#) [PLASTIC JARS](#) [PLASTIC CONTAINERS](#) [GLASS VIALS](#) [CLEARANCE ITEMS](#)

[Home](#) [Plastic Vials](#) [Plastic Vials with Soap Caps](#) [2.5 Dram Clear Plastic Vial \(.28 oz.\)](#)



Thornton Plastics
2.5 Dram Clear Plastic Vial (.28 oz.)
★★★★★ 3 product reviews

Price per unit: \$6.66
Units per case: 1,300
Total Price: \$85.18

SKU:
2.5

Shipping:
Calculated at checkout

Assembly:
-- Please Choose an Option --

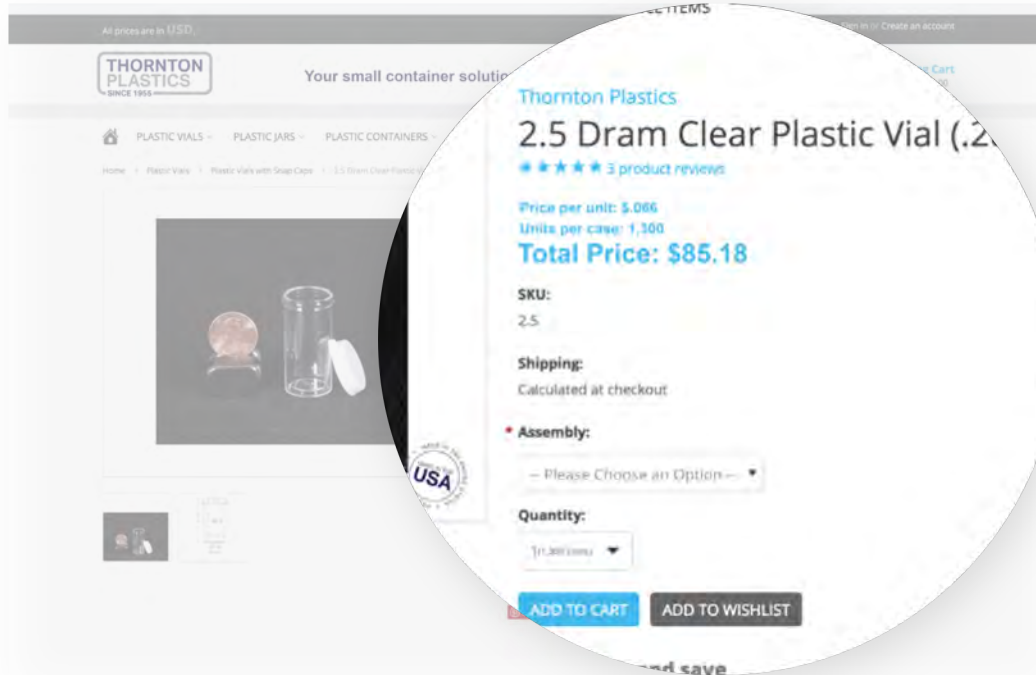
Quantity:
By Volume

[ADD TO CART](#) [ADD TO WISHLIST](#)

Buy in bulk and save

[Rate](#) [Facebook](#) [Twitter](#) [LinkedIn](#)

Digital Catalogue



- Easy to understand price breakdown
- Made in USA stamp
- Quantity Identification

Customer Management

Customer Lifetime Value

- Value from customer
- Cost

Customer Acquisition Value

- Value from customer
- Cost

CLV : CAV
3 : 1



Brand Recognition



- Logo Update
- Added word “plastics”
- Added Est. 1955
- Placement on all media
- Consistent with mission and vision
- In context with customer service and follow up

- Continuity
- Repetition
- Consistency



Email Campaign




...SOLUTIONS for your next bright IDEA!

See if our products can help you solve your organizational, logistical, durability, and distribution problems!

TAKE IT FROM OUR CLIENTS.




"Thornton Plastics helped create the perfect solution to our field repair kits!" - John Deere



On board the John Deere tractor fleet.

- How to build your own repair kits.


[Testimonials >](#)



Not just your old film canister anymore!

- Bright ideas for the smaller details.

[Testimonials >](#)



Science Kits for Kids!

- How science kits our helping inspire the next generation.

[Testimonials >](#)

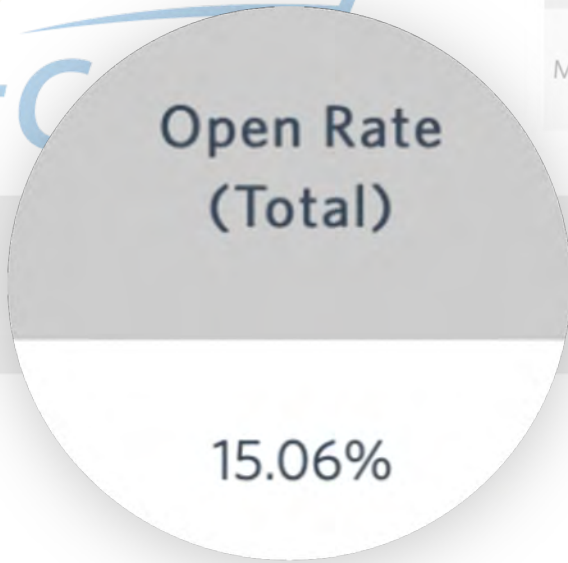
Email Analytics



Business Type	Day of Week	Time of Highest Open Rate (Local Time)
Manufacturing and Distribution	Tuesday	5:00 a.m.

Business Type	Open Rate (Total)	Mobile and Tablet Open Rate	Desktop Open Rate	Click-Through Rate	Bounce Rate	Unsubscribe Rate
Manufacturing and Distribution	15.06%	32.59%	67.41%	8.77%	10.92%	0.02%

Email Analytics



Business Type	Day of Week	Time of Highest Open Rate (Local Time)
Manufacturing and Distribution	Tuesday	5:00 a.m.

Business Type	Desktop Open Rate	Click-Through Rate	Bounce Rate	Unsubscribe Rate
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Manufacturing and Distribution

67.41% 8.77% 10.92% 0.02%

Customer Personas



Electronic Storage and Transportation



“Fixing Fuses Phil”

- **Age:** 66
- **Role:** Head Mechanic
- **Qualification:** Mechanic with purchasing power
- **Industry geographic:** B2B
- **Reports to:** Director of Operations

“Looking for a way to transport small electrical fuses from shop to shop.”

Hobby Stores

“Happy Hobby Bobby”

- **Age:** 34
- **Role:** Hobby Store Manager
- **Qualification:** Purchasing Power
- **Industry Geographic:** B2B
- **Reports to:** Director of Sales

“Looking for small plastic containers for miscellaneous hobby use.”



Science Kits



“Chemistry Carmichael”

- **Age:** 45
- **Role:** Founder of Cool Science Kits for Kids
- **Qualification:** Purchasing Power, Scientist, Educator
- **Industry Geographic:** B2B
- **Reports to:** Himself

“Looking for small plastic vials for child safe science kits.”

Pharmacy

“Pharmacy Fae”

- **Age:** 29
- **Role:** Pharmacist
- **Qualification:** Purchasing Power, Pharmacist
- **Industry Geographic:** B2B
- **Reports to:** Herself

“Looking to restock on small and large medical pill bottles.”



Marijuana Dispensary



“Weed Warehouse Will”

- **Age:** 27
- **Role:** Proprietor of “HASHberdashery”
- **Qualification:** Purchasing Power
- **Industry Geographic:** B2B
- **Reports to:** Himself

“Looking for small green plastic containers for product distribution.”

Conclusion



Stick to the process

- Diligent
- Consistent

Continued Education

- Hubspot
- Youtility
- Salesforce
- LinkedIn
- Constant Contact



Strappy
Couture

For shoes that move with you.

Archetype: The Creator



Example Archetype Companies

Brand Purpose

Customers feel: "I want to do what she can." They are amazed and inspired.

Your brand voice: unique, descriptive, metaphor-rich



Imagery Association



Strappy
Couture

Minimum Boarder



Strappy Couture

Primary Logo



Minimum Size Usage



No smaller than
150px

Strappy Couture Logo

Similar to that of the Coca Cola logo in shape and flow, this logo represents the ease of wearing heels when using the Straps. We recommend empowering the brand by simplifying the logo from it's current Fall 2018 edition that includes dots and a tag line.

This logo is meant to be used on the Strappy Couture website and all its affiliated social media extensions.

The Strappy Couture logo is meant to entice our primarily female and fashion centric customer base. The ease and hand-written effect is meant to be informal and be inclusive everyone, no matter your means or shoe you are looking to enhance with this brand's products.



Logo Inspira-

Strappy
Couture

Strappy
Couture

Strappy
Couture

Strappy
Couture

Strappy
Couture

Strappy
Couture

Strappy
Couture





Picture Selection:
Movement
Happiness
Unique
Inspiring



Steer Clear:
Sitting Down
Discomfort/Pain
Overly posed

Monsterrat Light

Glyph

Mm

Characters

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abscdefhijclmn
opqrstuvwxyz
123457890!2#\$\$%

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. As urban development changes that place,

it will never return to its original form and loses forever the designs that are so special and unique. The letters that inspired this project have work, dedication, care, color, contrast, light and life, day and night!

These are the types that make the city look so beautiful. The Montserrat Project began with the idea to rescue what is in Montserrat and set it free under a libre license, the SIL Open Font License.

This is the normal family, and it has two sister families so far, Alternates and Subrayada. Many of the letterforms are special in the Alternates family, while 'Subrayada' means 'Underlined' in Spanish and celebrates a special style of underline that is integrated into the letterforms found in the Montserrat neighborhood.

Text, 14 pt, 8 pt, Source: Google Fonts

RGB: 247,208,203
Hex: #f7d0cb
CMYK: 0%, 15%, 17%, 4%

RGB: 246,217,213
Hex: #f6d9d5
CMYK: 0%, 12%, 14%, 3%

RGB:
(227,228,23
0)Hex:
#e3e4e6
CMYK: 1%,
0%, 0%,
10%

RGB: (49,49,49)
Hex: #313131
CMYK: 0%, 0%, 0%, 81%

RGB: (249,250,252)
Hex: #f9fac
CMYK: 1%, 1%, 0%, 1%



Gaby
García

Buyer Persona:

Gaby is a 15 year old latina looking for heels to wear to her quinceañera. This will be the first time Camilla will wear high heels and it will signify her transitioning from a girl to a woman. It is very important that She will be able to dance in her heels for her ceremony.



Age: 14-15



Location: Mexico



Education: High School



Income: \$0



Jessica
Johnson

Buyer Persona:

Jessica is a college student just entering the workforce in order to help her parents pay for her college tuition. Jessica wants to wear heels so that she can look professional, but this is her first time wearing them besides at school dances. Jessica will have to run between her classes and meetings for work so her footwear picks have to be sensible in order to get where she needs to go.



Age: 18-21



Location: Salt
Lake City



Education:
Enrolled in
College



Income: \$5-
10K



Katia
Kouazza

Buyer Persona:

Katia runs around New York City between meetings and lunch. Typically she tries to change out of her heels into something more comfortable. However, she would prefer to wear her heels all over the city to stay looking professional.



Age: 25 +



Location: New York City



Education: College



Income: \$60k +



Daphne Dames

Buyer Persona:

Daphne is a fashionable 60 year old woman who stays in the workforce in order to avoid boredom. Although she feels young at heart, there is no denying that her mobility isn't the same as it used to be. She won't give up on her heels but her selection is limited nowadays.



Age: 55-70



Location: New York City



Education: College



Income: \$60-100k

Business Case

- Brand growth
- Increased revenue
- Helping women



Marketing Strategy

- Value Proposition
- Messaging
- Sales and support
- Buyer Journey

Amazon Competitors: Top Results "Shoe Straps for Heels"

#	Competitor	Price	Weight	Weighted Price	Weight Criteria
1	Ginger Straps	\$ 14.99	15%	2.25	all shoes, detachable, non-plastic
2	Strapletto	\$ 12.99	12%	1.56	all shoes, detachable, non-plastic
3	Eliza May	\$ 9.99	8%	0.80	detachable, non-plastic
4	Adecco LLC	\$ 6.63	10%	0.66	all shoes, detachable, non-plastic
5	Beautyflier	\$ 7.29	8%	0.58	detachable, non-plastic
6	Kloud City	\$ 6.99	10%	0.70	all shoes, detachable, non-plastic
7	Closecret	\$ 10.44	8%	0.84	all shoes, detachable, non-plastic (2 pack)
8	Camix	\$ 7.99	12%	0.96	all shoes, detachable, non-plastic
9	Rosenice	\$ 6.39	5%	0.32	all shoes, detachable
10	Huele	\$ 10.13	12%	1.22	all shoes, detachable, non-plastic
			100%	9.88	

Strappy Couture (Current Price)	\$ 19.99
Design Premium	20%
New Recommended Price	\$ 11.86

* Weight based on how well the product accomplishes the same thing as Strappy Couture for flats and heels

Price Analysis results of \$11.86 is congruent with a survey results with a majority of consumers preferring a price between \$10-12.

Pricing

Sales & Sales Support



HOW

Direct selling:

- shows and in boutiques

Indirect selling:

- over the internet

WHERE

- Website, Amazon and shows
- Focus: Website

WHY

- Personal experience
- E-commerce



For heels that move with you.

What is Strappy Couture?

Strappy Couture is a solution for loose shoes. High heels and flats without straps will often slip off your foot resulting in uncomfort and slow movement.

[Shop Now](#)

*Shopify
Website*

Key Performance Indicators

- Sales
- Operating Expenses
- Gross Margins
- Sales by Location
- Average order size
- Advertising dollars per units sold
- Shopify metrics

Client Acquisition & Channel Mix

- Maria is the main promoter of her brand
 - Word of mouth
 - Social media presence
 - Blogging
 - Email marketing
 - SEO




*Strappy
Couture*

Maria E. Cortes

Owner

(385)299-4497



Visit strappycouture.com

and receive 15% off your next order
with the code

getstrappy

Service Support

- CRM from Hubspot
- Directions in packaging
- Providing content



Product Roadmap

Modifications

- Colors
- Neutrals
- Sparkly
- Wedding Style
- Packaging

Product Packaging Redesign




PR & Advertising

Newsletters, Website tab, & Social Media posts with product launches/event details

strappy.couture [Follow](#)

383 posts 15k followers 2,118 following

Maria e Cortes
LOOSE SHOES? HEEL SLIPPAGE? No Problem! STRAPPY COUTURE is a Removable, Multi-Styling & Multi-Functional Shoe Strap that will help KEEP your Shoes ON 
strappycouture.com

BLACK FRI... **Fashion S...** **The Proble...** **How To Use** **MyNamels...** **Share The...** **Many Ways**

POSTS TAGGED

Blog Youtility

- Events
- Outfit ideas
- Strappys on the go

MARIA E CORTES

A Shoeologist – Just another Scientist that Studies Shoes

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