



THE ROLLER



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GR Industries

Date

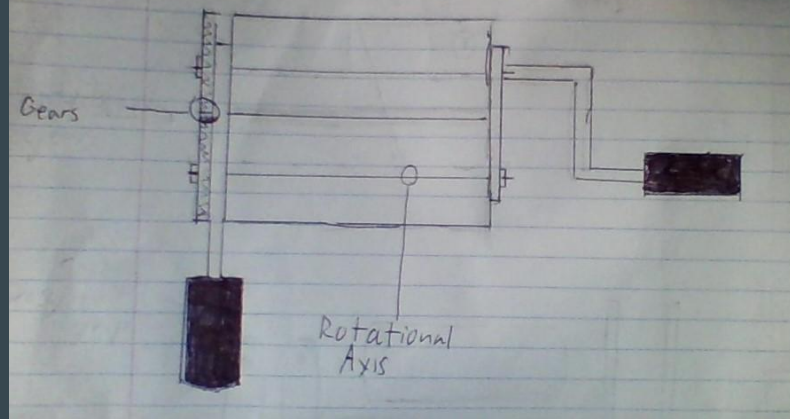
Economics

“We Make Life Simple.”

Overview

The Roller uses counter-rotating drums to empty tube containers. A crank and handle make the product easy to operate, and the handle can be removed and replaced with a clamp.

Our product differs from other tube emptiers in its use of large, rubber-lined drums to prevent slipping, and its modular handle design.



Business Philosophy

The business philosophy of GR Industries is as follows:

“To provide consumers with easy-to-use, fair-priced, simple solutions to small, widespread household problems.”

Target Consumers

- Region: The US
- Age: Adult
- Gender: All
- Income Level/Social Class: Non-lower class

Competition

DMI's Chrome Salon Tube Emptier

Strengths: Cogged barrels themselves interlock, hinged design

Weaknesses: Small "key" crank, purely metal, no handle, high cost

Cost: \$13.50

Toothpaste Squeezer Tube Roller Winder simple and Practical for Every Home by Smart House Inc

Strengths: small, easy to store, inexpensive

Weaknesses: small crank could break

Cost: \$6.99

Costs

Price of Product: \$5.00

- Manufacturing costs:
 - Mass production: \$1.50 apiece
 - Labor costs: we are the only employees
 - Advertising and marketing costs: \$5,000
 - Television commercials, social media accounts
- Revenues per product: \$3.50
- Our offer: \$80,000 with a 5% stake.

Explanation

- Marketed as simple, effective and easy.
- We hope to sell 4,000 products in a year.
- In five years we see our company selling 30,000 products, making \$145,000 in revenue and creating updated versions of the product.
- In ten years, we could be selling 70,000 products, making \$340,000, and creating new products entirely.
- GR Industries is a stable, growing company with simple, manageable goals.

Resources

[Amazon.com](https://www.amazon.com)