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.
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