Wipes on the go

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Gohlke’s incorporated
Date
Economic
Stay clean on the go!
Overview

Explanation of product: My product is a wipe dispenser for your car and you can take it on the go with you to places and you can clip it to your car air vents.

What makes your product unique from the competition?

Business Philosophy

The goal is to use the product for the people to keep them healthy and protected.
Target Consumers

- Region/State: California and other states
- Age: sixteen and up
- Gender: any gender
- Income Level/Social Class: all
Competition (based on your research from hw)

Who is your competition? Armor All wipes

What are the strengths and weaknesses of those companies? The strength of armor is that it has different scent and the weakness is that it doesn't come with refills.

How much do they sell their products for? It’s sells for 8.79$ on Amazon
Costs

Price of Product: $5.00

- What are your startup costs?
- How much would it cost to manufacture this product? The cost of my product would be five hundred dollars because they need to buy the supplies
  - Office space/warehouse/factory rental: $5,000
  - Product costs (how much you spent to buy materials): 3 dollars for wipes, 0.71 per command strip $3.71
  - Labor costs: driver $13 an hour 3.5 hours 5 days a week = $227.50 per week
  - Advertising: youtube videos-free
- Revenues per product: $1.29
- How much money are you asking for from the sharks? (how much money and what % stake)$15,000 and 10% stake
Explanation

- How will your company advertise/sell your product? Youtube videos
- How many products do you hope to sell in a year? 100,000 this year (with current conditions)
- Where do you see your company in five years? Selling 500,000 products
- Where do you see your company in ten years? 900,000 products
- Why should the sharks invest in your product? My product is different than everybody's because you can bring it on the go or leave it in your car or bring it with you during vacation.
Resources

Amazon