



اَوْنُوْرَسِيْتِيْ بَاتِيْكُوْلُوْ كِيْ مَارَا
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BUSINESS PROPOSAL

TOTES CO.



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EXECUTIVE SUMMARY

Totes Co. is a company made up by five individuals with one goal in mind which is to help play their part in reducing pollution, particularly plastic pollutions that end up drifting away in our oceans and harming the marine wildlife. According to the Natural History Museum UK, a figure between 4.8 to 12.7 million tonnes of plastic end up in our oceans every year thus, to prevent more plastics from washing up into our oceans, we modified the waste into something that is wearable for the general public. Hence, the birth of our tote bags made from plastic bottles.

Plastic bottles were collected and processed to become fabric which would later then be transformed into tote bags. It takes around 6 plastic bottles to produce one unit of our tote bags which means, that is 6 plastic bottles less ending up in the ocean. Our company is currently offering 6 designs with 3 variation of sizes. Nevertheless, customizable prints are always welcomed, and they are charged at an extra accordingly. We made sure to make our prices affordable as possible so that the general public of any background are able to don our tote bags and simultaneously, play their part in decreasing plastic pollutions.

Totes Co. products are accessible at our physical store as well as on online platforms so that we can easily reach out to our customers. Our team currently has 10 employees, the major ones consisting of the general manager, administrative manager, marketing manager, operating manager and finance manager. Our product is not only targeted for environmentally conscious individuals but, it can also be enjoyed by almost anyone that needs a tote bag in their everyday life thus giving us a wide market size.

Our competitors consist of other companies that produce tote bags such as Cotton On and PhotoBook but we believe we have the competitive advantage over other companies as our tote bags are uniquely environmentally friendly which could attract customers in wanting to purchase from us. Not to mention, the affordable prices as well as the customizable option will make our customers experience a sense of exclusivity. The affordable prices are made possible because we outsourced the plastic fabric and we do in house printings for the tote bag designs.