




STUDENT COMPANY
“BEAUTY AND HEALTH”

High School „Aco Ruskovski“, Berovo
North Macedonia
2021/2022

Mentor Teacher: Cvetanka Peovska

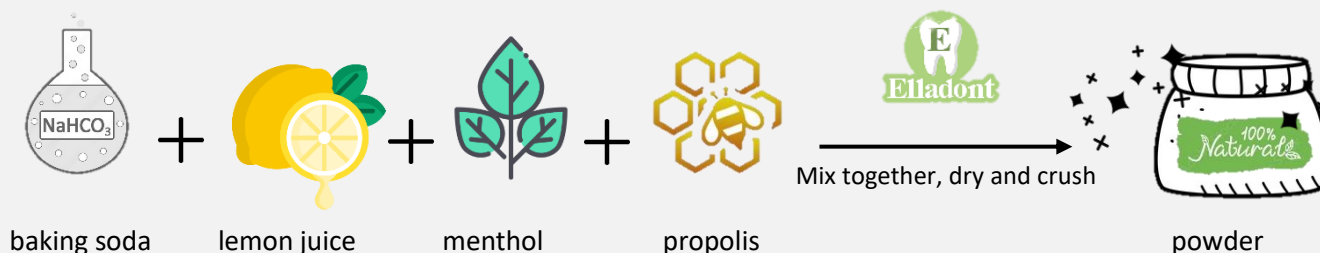
Business mentor: 



Executive Summary:

Healthy mouth is a healthy life!

Quality, practicality and adaptability are our advantages. The innovative product offered by our company is an **eco-friendly toothpaste**. The toothpaste is made strictly from natural and healthy ingredients. It is intended for use by all ages, including the youngest.



Elladont – **eco-friendly toothpaste**, is made strictly from natural and healthy ingredients and is intended for use by all ages, including the youngest. With this, we provide health care from an early age.

The main ingredients are sodium hydrogen carbonate (baking soda), menthol crystals, propolis and lemon. We also single out several different flavors, such as berries (strawberry, blueberry, raspberry, chokeberry, currant) and medicinal herbs: lavender, thyme, mint, sage, St. John's wort, nettle, etc. We chose these flavors because they come from the natural herbs that we personally collect from an **ecologically clean region**, the Maleshevo Mountains.

We have ensured the necessary funds by selling shares of our company and our goal is to make enough profits that would enable our business to go on.

We are budget friendly. The market price of our product is 4.99 Euros per package.

1 package = 4.99 Euros

For the production of the toothpaste, our company has the support of the pharmaceutical company "Zegin" and the local dentists, who will be our future partners and will supply us with the raw materials and ingredients necessary for the production of the eco-friendly toothpaste.

Our product is unique and one of its kind in our country. We expect our product to pass all the necessary tests in the future and obtain the eco-label "pure ecological product"!



Company Overview:

"Beauty & Health" was founded in the academic year 2021/2022. Our idea was inspired by circular economy and the concept of using **natural-recyclable materials**. Our mission is to take care of human health and our priority is to use ingredients collected from an ecologically clean area of Maleshevo, without the use of harmful chemicals.

The production method and process are actually quite **simple, safe, economic and efficient**. The production method is the following: baking soda is mixed with lemon juice, menthol and propolis. This stage finishes by forming a mixture which is left to dry and manually crushed afterwards. The final handmade product is in solid powder form.

Our company does not only care about dental health, but also **the environment**. We try to minimize the plastic waste in our production process by using glass containers for packaging our products. Once the product is finished, the glass container can either be **reused** for other purposes or **recycled**.

While developing the product, we tried to involve experts from the field of stomatology/pharmacy. We consulted the local dentists from the region who gave us advice and helped us finalize the product. We also had a meeting with the owner of the well-known pharmaceutical company Zegin, which has a chain of pharmacies throughout the Balkans. Additionally, our company has secured the full support of the Municipality of Berovo and its Mayor in realizing the promotional activities. With support from all of these stakeholders, we believe we can achieve the desired results.

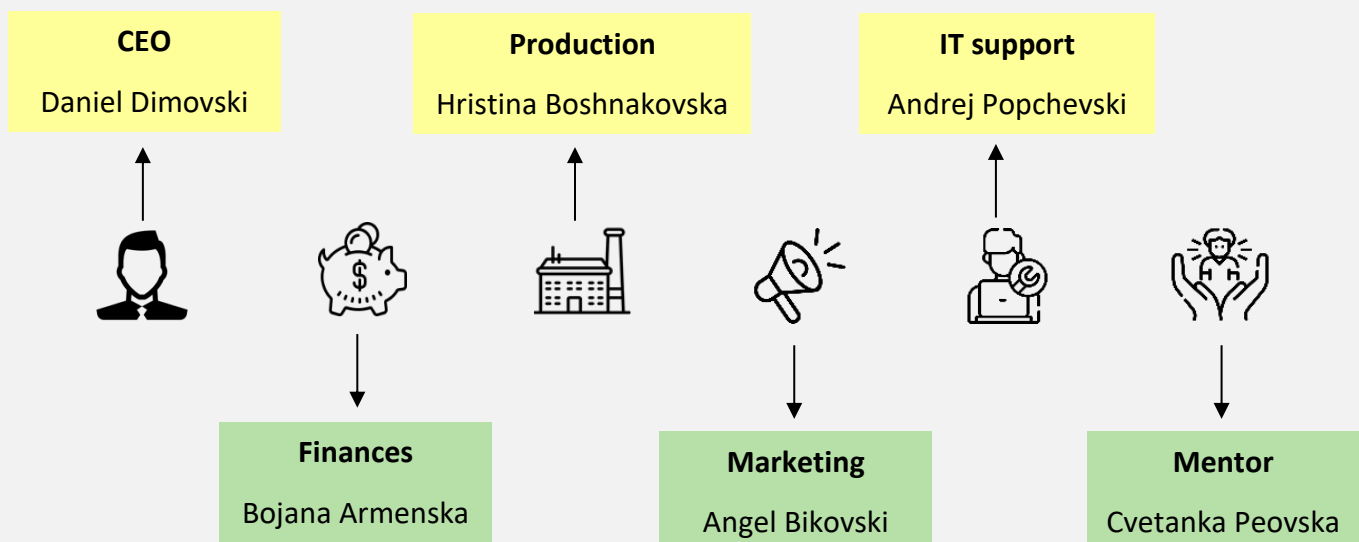


Our team!

Our success is based on excellent teamwork and support in overcoming challenges. For us, the most important thing is mutual motivation and increasing our knowledge and skills. By learning new things, we keep on trying to improve our product on a daily basis. In this regard, we received a great support from the local dental practitioners and from the owner of the well-known pharmaceutical company "Zegin" which is our business mentor. Thanks to them, we are progressing successfully.



Our team strives to achieve the set goal through teamwork and successful cooperation. We want to provide consumers with a **unique** and different product, which will help us build our brand and become widely recognizable.



Solution – OUR PRODUCT

Elladont is made of natural and healthy ingredients: sodium hydrogen carbonate (baking soda), menthol crystals, propolis and lemon. Elladont is available in several different flavors, such as berries (strawberry, blueberry, raspberry, chokeberry, and currant) and medicinal herbs: lavender, thyme, mint, sage, St. John's wort, nettle, etc. All these components derive from natural herbs that we personally collect in the ecologically clean region of Maleshevo Mountains.

Each of the chosen ingredients has its own functionality and impacts different dental health problems:

- Baking soda - mechanical cleaning and whitening of teeth, and changing the oral cavity pH level from acidic to alkaline;
- Menthol crystals – helps treat bad breath;
- Propolis - protection against bacteria;
- Lemon - strengthening gums against bleeding and preventive effect against periodontitis.

⚠ People allergic to any of the listed ingredients are not recommended to use the toothpaste due to negative side effects.

OUR PRODUCT:

- Is 100% organic
- Refreshes the breath
- Cleans and polishes the teeth
- Kills germs
- Has anti-inflammatory effect
- Has antibacterial effect
- Relieves periodontitis
- Is suitable for everyday use
- Has Best Price
- Is environmentally friendly
- Has top quality
- Is Handmade

FLAVOURS



Our product is also eco-friendly. We use recyclable glass packaging.



Medicinal herbs:

- ✓ Lavender
- ✓ Wild thyme
- ✓ Mint
- ✓ Sage
- ✓ St. John's wort
- ✓ Nettle



Market and marketing strategy

We believe that we stand out by using only natural ingredients for production of the toothpaste. Attractive pricing will be part of our marketing strategy. In the initial stage of the development, for promotion purposes, we used the [website](#) we created by ourselves and avoided spending additional funds. Initially, we used the website to establish direct contacts with the consumers, and to present all necessary information regarding the meaning, use, production and benefits from our product.



Marketing strategy

While doing the market research, it became clear that currently the market in the country and in our region does not offer this type of toothpaste. Indeed, every store and pharmacy offer certain products from well-known producers, but even then, the customer has no option for choosing a completely eco-friendly toothpaste.

Our marketing and sales strategy is currently focused on online and partnership models:

- **Online marketing:** our website; social network advertising (Facebook, Instagram); influencers; hashtags; paid/unpaid promotions.
- **On-site promotion and sales:** We partnered with two business companies in our hometown in order to do marketing and sell our product in their shops.

In the future, we also plan to start using e-mail marketing, google pop-up ads, newspaper and magazines, and even having stands on expos.

Where can you find us?

Web: <https://elladont.weebly.com/>

Facebook: <https://www.facebook.com/Elladont-110906221602171/>

Instagram: <https://www.instagram.com/elladontmkd/>

TikTok: [tiktok.com/@ elladont](https://www.tiktok.com/@elladont)

e-mail: elladontmkd2121@gmail.com

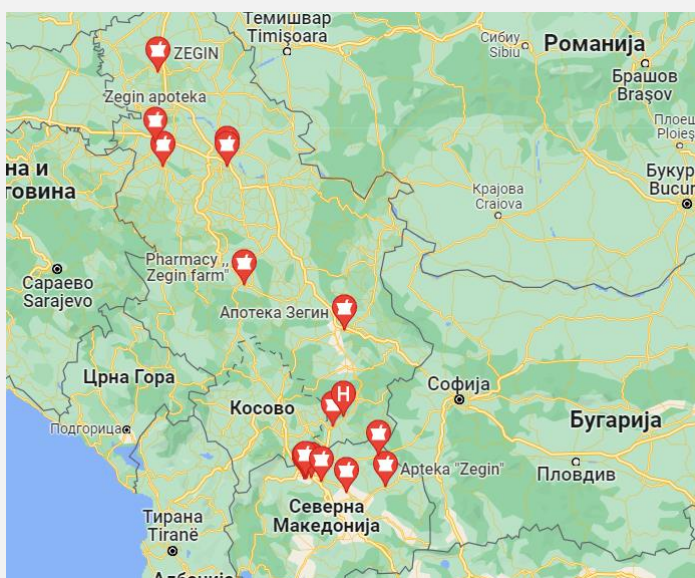




Sales/Promotion

At the beginning, it is expected that the overall market will be limited to the territory of our country, i.e. on the domestic market, but the development of the business and the representation of our company will grow in time. Provided that our product is approved by local dentists, consequently we have their support in selling and recommending the product. The competitive market price of toothpastes similar to ours varies from 4 to 6 Euros.

The following map shows the Balkan region and the network of pharmaceutical “Zegin” stores throughout, which will serve as the distribution network for the sale of our product. (Zegin has over **150 pharmacies in around 35 locations**, covering most of the cities and towns in the country such as Skopje, Berovo, Bitola, Valandovo, Veles, Vinica, Gevgelija, Gostivar, Debar, Delchevo, Zdunje, Kavadarci, Karbinici, Kichevo, Konopnica, Konche, Kochani, Kriva Palanka, Kru[evo, Kumanovo, Lopate, Miseshevo, Negotino, Obleshevo, Ohrid, Prilep, Probishtip, Radovich, Radolishta, Resen, Rusinovo, Sveti Nikole, Struga, Strumica, Tetovo, Shtip etc.). The distribution to the specific locations will be carried out by our staff at the beginning, later we will use the distribution channel of our company Business mentor - Zegin.



Profitability and Finances

Our main goal is to **sell our product**. The other goal is to build a **strong and recognizable brand**, and earn the **loyalty and trust** of our customers.

We have ensured the necessary finances by selling shares of our company and our goal is to make enough profit to be able to maintain our business. Certainly, we will also use other sources of funding. We would like to emphasize that the first share of our company was bought by the owner of the Zegin company. Owners of local companies also bought shares from our company, and the interest in buying shares is increasing in the business community, in our municipality and beyond.

As the business grows, the interest of the consumers will also grow, meaning that we will be able to use part of the profit for donations and improvement of the business. We are certainly reducing the costs, by using the gifts the nature offers us in our region, thus promoting the great natural wealth that our small region possesses.

We are in negotiations with the private company Zegin not only to support us in the second phase of the manufacturing, but also to provide advice on marketing and sales.

Business start-up costs

COSTS	AMOUNT
Computer	450 €
Printer/Scanner Rent	50 €
Raw materials (prototype cost)	135 €
Packaging (prototype cost)	320 €
TOTAL:	955 €

Initial sources of funding

No. of issued shares	Nominal values of shares	Total value of shares
21	50 €	1,050 €

PROFIT & LOSS ACCOUNT

(A) REVENUES	AMOUNT
A.1. Sales	71,357 €
(A) TOTAL REVENUES	71,357 €
(B) EXPENSES	AMOUNT
B.1. Employee salaries	29,268 €
B.2. Rent of premises	4,800 €
B.3. Utilities	1,200 €
B.4. Rent of printer/scanner	600 €
B.4. Production costs	29,723 €
B.5. Marketing costs	1,800 €
B.6. Miscellaneous	2,400 €
(B) TOTAL EXPENSES	69,791 €
(C) GROSS PROFIT (A-B)	1,566 €
(D) Corporate Tax Payable (10%)	157 €
(E) NET PROFIT (after tax)	1,409 €

Monthly costs

COSTS (Monthly)	AMOUNT
Employee salaries	2,439 €
Rent of premises	400 €
Utilities	100 €
Rent of printer/scanner	50 €
Raw materials	600 €
Packaging	1,839 €
Marketing	150 €
Miscellaneous	200 €
TOTAL:	5,778 €

Anticipated annual sales

	No. of units	Unit cost	Total costs
Revenues from sales of toothpaste	14,300	4,99 €	71,357 €

BALANCE SHEET

(A) CURRENT ASSETS	AMOUNT
1. Cash	2,166 €
2. Computer	450 €
(A) TOTAL CURRENT ASSETS	2.616 €
(B) CURRENT LIABILITIES AND CAPITAL	
1. Corporate tax	157 €
2. Issued share capital	1,050 €
3. Earning	1,409 €
(B) TOTAL CURRENT ASSETS	2.616 €



Future Potential

At the beginning, the toothpaste will be available in Zegin pharmacies and local dentist practices. Our future goal is to sell it in grocery stores as well.

The consumers' interest in helping develop products that do not pollute the environment is constantly increasing. We have a unique product that is environmentally friendly and will become even more popular with investors in our country. Our product has the potential to continue to improve in composition and taste, as well as become subject to further research at some of the research centers in the country. Certification and testing talks have started with the relevant institutions.

The results of the company will be measured by the number of new students that will join, the number of new products, conquering new markets. Ecological production is becoming a more popular way of production in recent years in our country. Products that contain eco-labels showing that chemicals that can harm our health are not used during production. We also intend to develop questionnaires and conduct survey to gain further insight of our customers' needs and requirements, and do additional market research.

Improving the product and its actual production will allow us to expand the distribution network and our product will be sold even in a local store.

The testing and certification will allow us to also start the process of patenting the product. We also plan to rent space in order to create a small plant for our own production. Currently there is no big competition on the market in our region. We believe that this is a starting point for negotiations with future investors in our area and a solid plan for the future!

