

CLAYROMA

Breathe green, breathe clean.



Our mission is to help people live a healthier lifestyle through convenient changes that result in a fresh, fragrant, surrounding.

Our vision is to help as many people as possible start using a healthy and sustainable alternative to conventional products.

Our values are sustainability, positivity, simplicity, quality, and integrity.

Clayroma Air Freshener

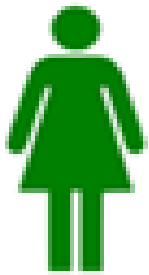
- Reusable
- 3 designs
- 2 scents



Marketing

Who Wants to Help?

Over half (52.5%) of survey respondents said that they were likely or very likely to purchase an all-natural, reusable air freshener made of clay and scented with essential oils. This research also helped determine our target market, product details, and pricing.



62.8% female



141 votes for citrus
149 votes for lavender

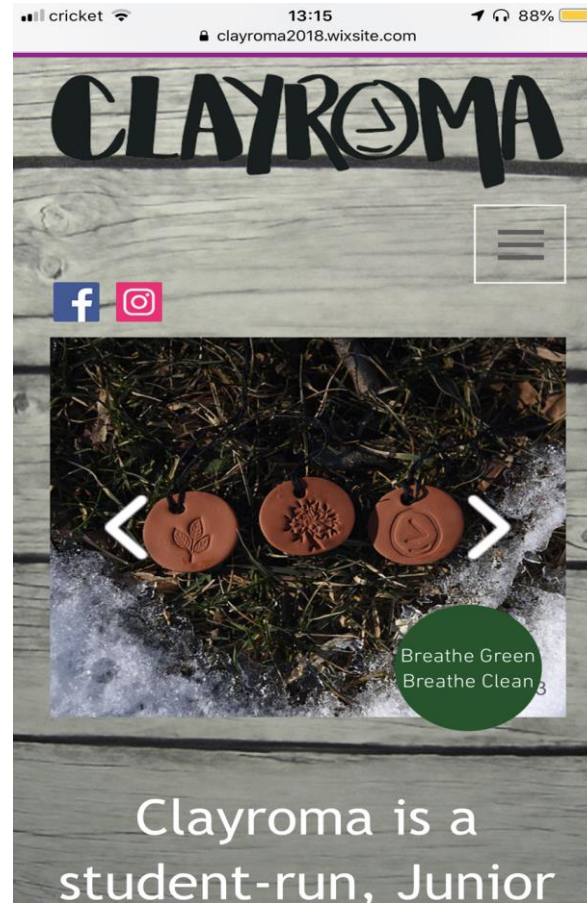
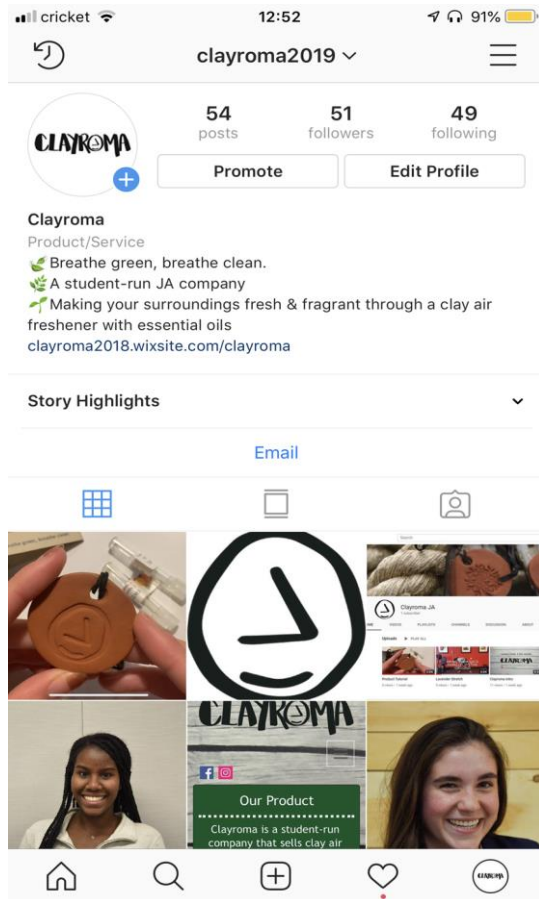


77% willing
to pay \$1-\$10

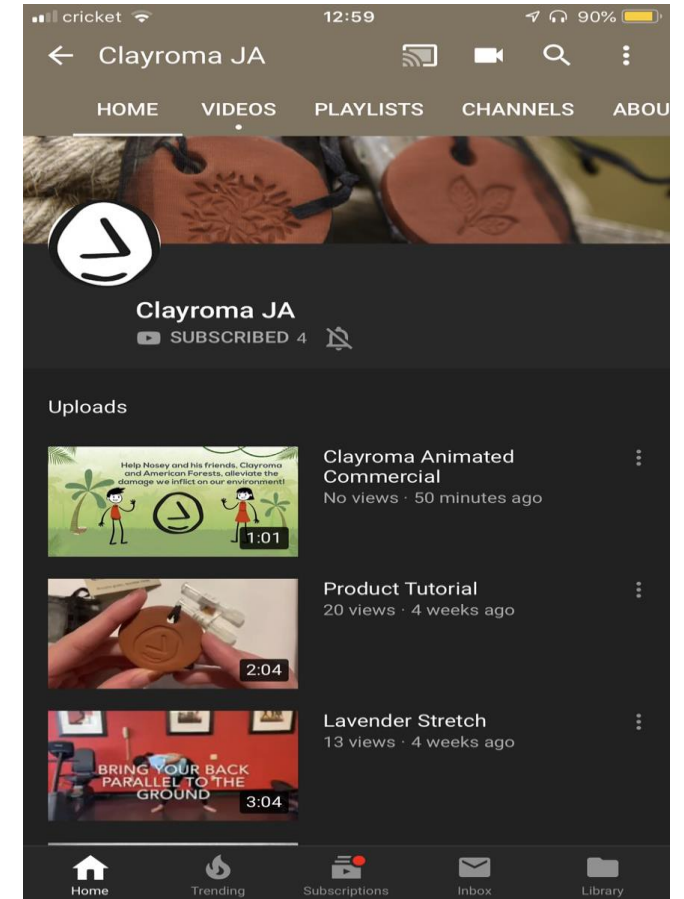


72.5% with oil

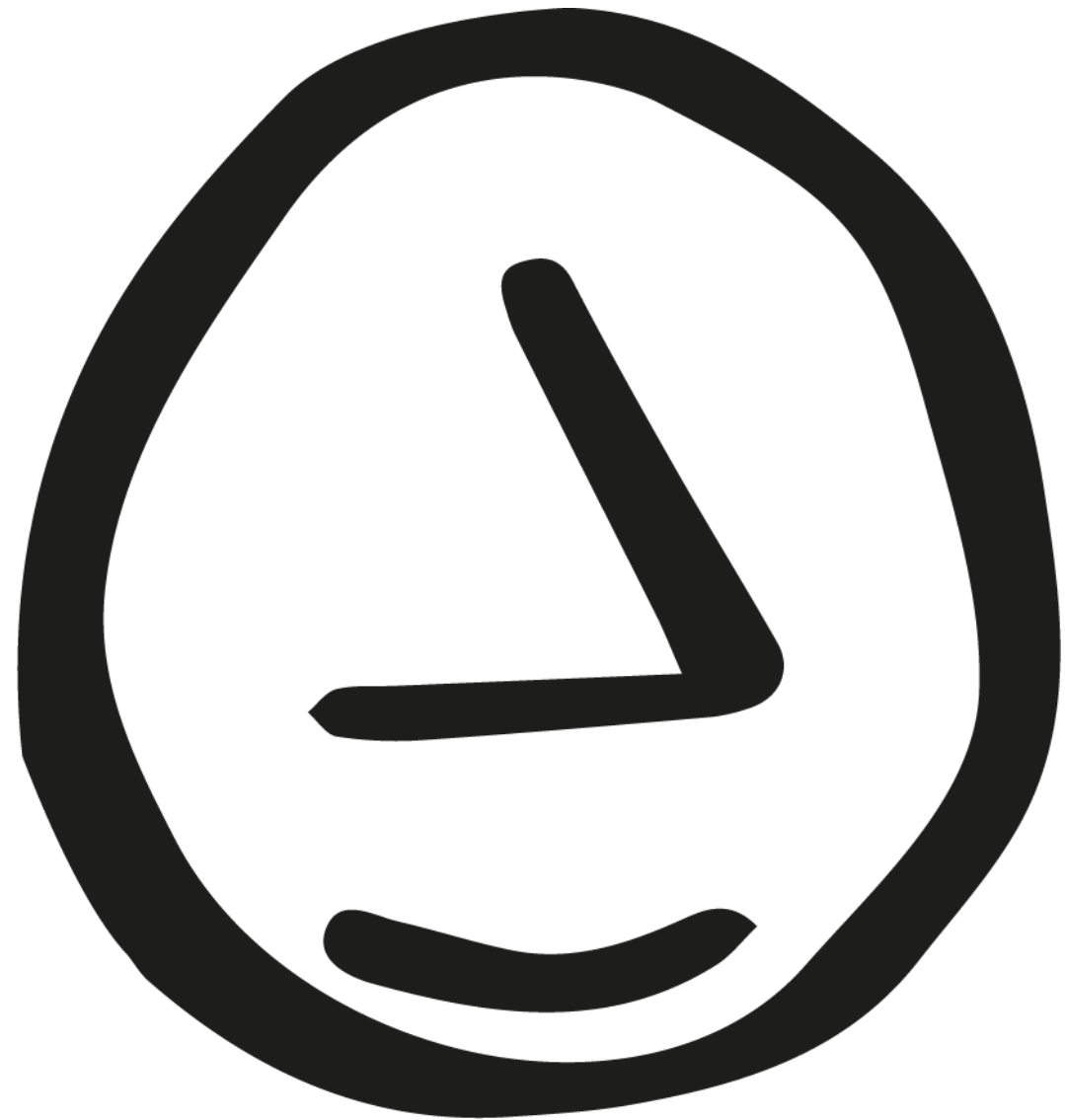
Reaching Our Customers



Website



Meet Nosey!



Supply Chain



A Sunshine Rain



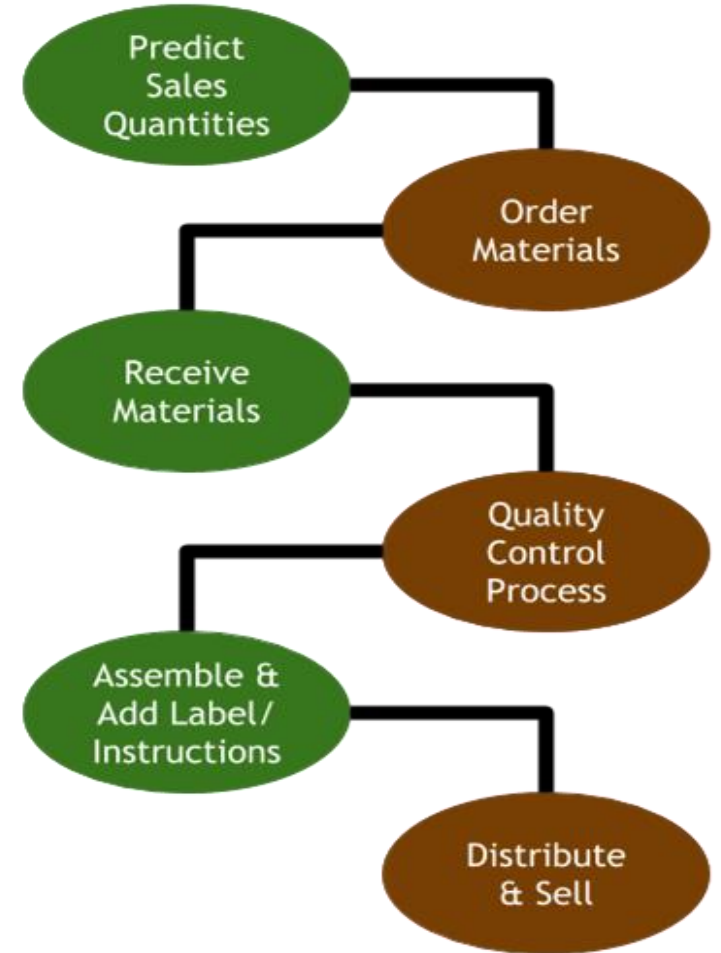
Suppliers





CLAYROMA

Production Process



Sales

Sales

Sales Goal: 680

IKEA Sales Day: 281

Total Sales: 651



Charity Partnership

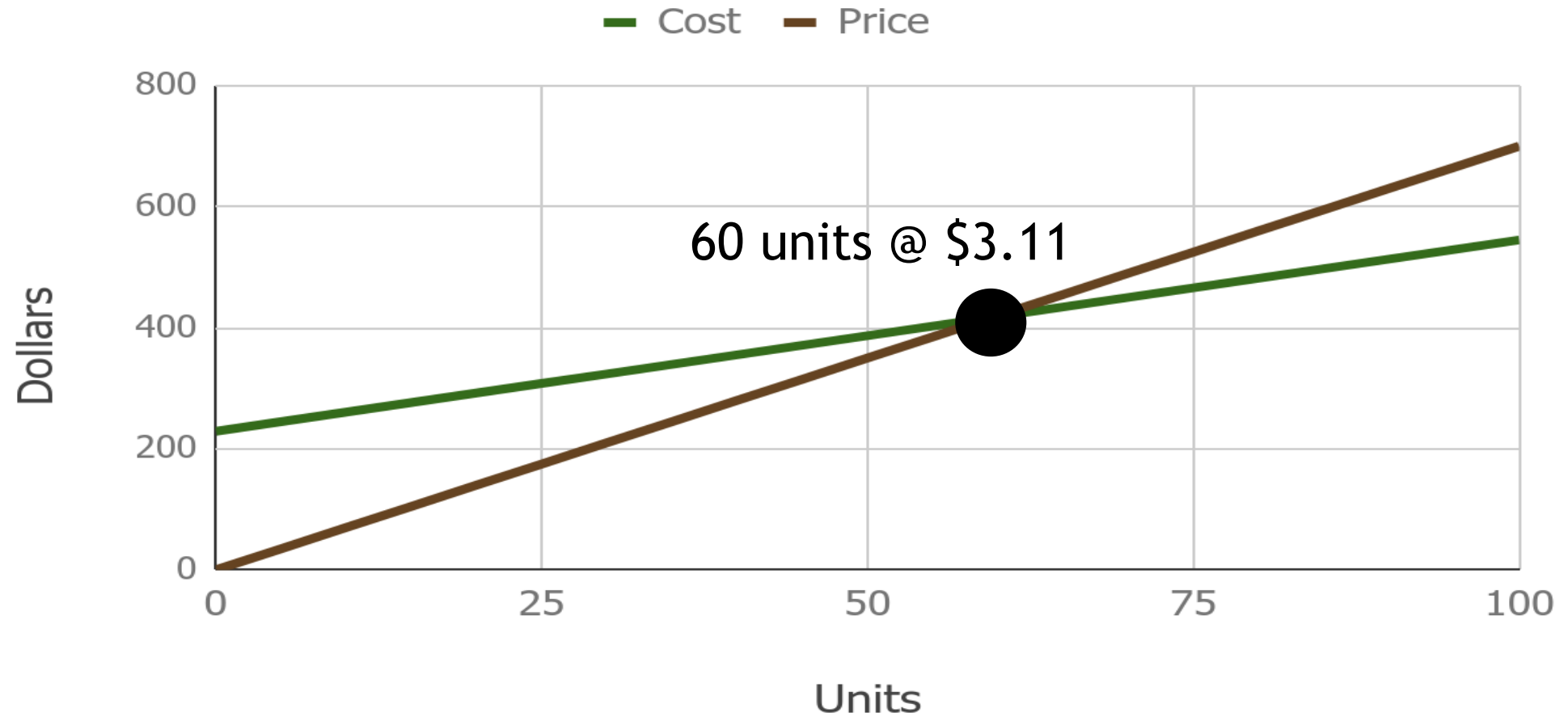
American Forests plants a tree for every dollar donated to help ocelot population in Lower Rio Grande Valley

Donated \$191.66



Finance

Break-Even Analysis



Financial Summary

Capital: \$1000

Pre-sales: 185 units

Profit: \$1,724.98

ROI: 172%



Lessons Learned



Process
Development

Supplier
Network

Compromise

Future Potential



CLAYROMA

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