



Middle School Division
Maui Waena Intermediate School - Maui
Sea Glam
9/6/22

Executive Summary

Our business, Sea Glam, sells necklaces with pendants made out of upcycled glass collected from local beaches. They come in a variety of colors depending on where the glass is gathered. There are all sorts of different shapes and sizes and they also come with cute charms on the glass. This business will allow our customers to join our journey of cleaning the oceans and will help assist in donating a portion of the money we earn to the Ocean Conservancy.

We think our product is an outstanding idea because it turns waste into something fashionable, and it will help organisms in the hydrosphere. These necklaces are creative due to the colorful glass coated with a frosted look from being tumbled by the ocean's waves. The Sea Glam necklace can also include an adorable charm to go with the pendant.

It will also ensure a better environment for humans on land with a cleaner beach. This is consequently due to the fact that we will take part in cleansing our beaches from sea glass and preventing sea species from consuming these microparticles. We believe this will greatly improve the environment of our own and marine life.

We think that it'll be successful because the product will grab the attention of individuals who are interested in helping aquatic animals and the environment. Our customers may also be seeking a trendy necklace. With recognition from others, we will earn money for our mission.

The Business

Company Name: Our company name, Sea Glam, is inspired by the words 'sea glass,' since our products will contain glass collected from the shore. The Sea Glam necklace is glamorous, so we decided to let our customers know it's one of a kind in the name.

Mission: Our mission is to produce fashionable necklaces for our customers while cleaning up the ocean.

Vision: We see our product being used by many. We wish to see people using our necklaces as a symbol of their collaboration with our mission. Our business hopes for little to no shards or fragments of

glass on beaches. In the future, our business hopes to create an improved habitat for sea animals. We want the best for our environment.

Company Objectives:

- To create unique jewelry.
- Reduce the amount of glass in oceans.
- Donate money to pick up trash at beaches.
- Donate money to the Ocean Conservancy.
- Help clean the oceans.

Idea for the Product or Service

We thought of this product because we wanted to change the environment in a positive way. Even though it's not much of a difference, we still want to do our part to help clean our beaches and save animals.

Our competitors are the businesses on Etsy and others competing in the KeikiCo Contest. We determined that sellers on Etsy would be our biggest competitors because they also sell necklaces with similar designs. Our business is different from those on Etsy because our sea glass is real, fresh from the beaches, and hand-picked. In other words, we don't buy our sea glass from stores, whereas they could be fake. Other competitors are the students participating in this contest who are turning plastic waste into beautiful necklaces

Marketing Plan

Target Market: Our target market would be anyone who is seeking a stylish necklace and people who are wanting to improve ocean life and show support for the environment.

Product: The Sea Glam necklace can have a silver or gold chain with a natural sea glass pendant. The pendant is wire wrapped by hand. It can include a miniature charm upon request. The

necklace will come packaged on a display card and will also be placed in a sachet. Of all products, this will be unique because it's natural and handmade with love.

Price: The price of these necklaces will be \$12. It is at a more reasonably priced than our competitors, who sell their jewelry for \$35-\$60 per necklace.

Promotion: We will promote our product by creating social media accounts and advertisements. We also have a website - <https://sites.google.com/view/seaglam/home>

Placement: We will advertise our business on Instagram and TikTok. Check out our instagram account @seaglamnecklace. Our commercial is on our YouTube - <https://www.youtube.com/watch?v=ho4JqsEcu98&t=8s> This will cost us nothing because we will be the ones to create the posts and promote our product. We also will be attending local fairs, starting with our school's Entrepreneur Fair on Dec 1, 2022 . This will help us determine if we have a viable business and gauge our price.

Finance

Startup Cost: It will cost \$41.79 without the charms to buy the materials needed to make 48 necklaces. It will cost \$50.77 including the charms.

Silver Chain: (24 pieces per pack: \$10.99) – Unit Price: \$0.46 per chain Link: [Silver Chain](#)

Gold Chain: (24 pieces per pack: \$11.49) –Unit Price: \$0.48 per chain Link: [Gold Chain](#)

Silver Jumping Rings: (42 pieces per pack: \$2.66) –Unit Price: \$0.06 per ring Link: [Silver Jumping Rings](#)

Gold Jumping Rings: (1200 per pack: \$5.99) – Unit Price: \$0.05 per Ring Link: [Gold Jumping Rings](#)

Silver Wire: (28ft per roll: \$3.22) – Unit Price: \$0.12 per ft Link: [Silver Wire](#)

Gold Wire: (28ft per roll: \$3.44) – Unit Price: \$0.12 per ft Link: [Gold Wire](#) **Charms:** (100 per pack \$8.98) - Unit Price: \$0.09 per charm Link: [Silver and Gold Charms](#)

Necklace Display Card (50 pieces per pack: \$4.00) Unit Price: \$0.08 per card Link: [Display Card](#)

Source of Financing: Our money will come from our own savings and pocket money.

Expenses:

Item:	Unit:	Price:
Silver Necklace Chain	24 count	\$10.99
Silver Jumping Rings	42 count	\$2.66
Silver Wire	28ft	\$3.22
Gold Necklace Chain	24 count	\$11.49
Gold Jumping Rings	1200 count	\$5.99
Gold Wire	28ft	\$3.44
Necklace Display Card	50 count	\$4.00

One silver necklace will cost \$0.64

One gold necklace will cost \$0.65

Profit

If we sell our necklaces for \$12, we will earn a \$22.71 profit (without charms). For necklaces that include charms, we will earn a \$22.53 profit.

What will we do with the Profit?

- 20% will go to Ocean Conservancy to help clean the beaches
- 30% will be going to the supplies of the necklaces
- 50% will be split between the owners.

Based on having 30 sales per month

Sales Projection for Year 1: We will sell 360 necklaces in a year. We will charge \$12 per necklace. We will make \$4320 a year. We will spend \$313.43 to have materials for a year. This will give us a \$4006.57 profit.

Estimated sales per week: 7 sales.