

# Bendy Bookmarks

## Business Plan



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**Bendy Bookmarks**

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# Bendy Bookmarks

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Problem	&
Solution	&'
Customers	'
Innovation	(
Product Details	(
Marketing	(!)
Statement of Funds Needed	)
Financials	*
Product Photos	+

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## **DfcV`Ya ``**

How annoying is it when your bookmark falls out of your book and causes you to lose your page? Sometimes it will even fall out and get lost. This may cause the avid bookmark user to become the dreaded dog-ear person. They have no other choice but to disrespect the book by creasing the corner of the page, therefore, ruining it's immaculate condition.

Because most regular bookmarks stick out of the book, they tend to get creased and torn. While many cute bookmarks exist, the majority of them are impractical due to being thin and flimsy.

One of our teammates was complaining about having to fold the pages of her book. We researched online to show that many people have had this problem, this problem is called "dog ears". Most people do this even though it ruins the book. For example, if you have a fragile, old book you can ruin them by bending the pages.

## **Gc`i h`cb`**

Bendy Bookmarks are glue based bookmarks that all ages are sure to love! Because they are made from glue, the bookmarks have a somewhat tacky surface or texture without being sticky. This will keep your bookmark in place, so it won't easily fall out of your book.

The glue used as the base of the bookmark allows it to be flexible yet durable as well. It will not tear or crease like others. With Bendy Bookmarks, you will never have

to worry about your bookmark falling out of your book or being torn up. You won't have to dog-ear pages either!

Several prototypes were created using a variety of glue bases and brands. After experimenting with CraZArt Glue, Play Day Washable School Glue, and both Elmer's Washable Clear and White glue, we finally decided upon the best glue base for our product. Due to its flexibility, we chose Elmer's White School Glue. It was much more flexible compared to the other glue brands.

While Bendy Bookmarks are created in only one size, they can be personalized with a variety of colors and glitter. Because they are so unique, our bookmarks are easily identifiable which ensures that they won't be mixed up or mistaken for someone else's.

## **7 i glca Yfg**

Bendy Bookmarks are for adults, children, teenagers, males, and females of all ages. They are perfect for book lovers and avid readers! Bendy Bookmarks would be especially useful to the bookmark types of people who believe it's wrong to deface a book by folding the corners. Creative people will love Bendy Bookmarks, because they are one of a kind and provide them with an opportunity to stand out.

We hope our bookmarks will encourage children to read and help foster a love for reading. We would like to set up at the local library to draw interest in our product. This would hopefully lead to selling Bendy Bookmarks in the library and eventually at bookstores.

## **Product Description**

Our team began with regular bookmarks and transformed them into very durable glue bookmarks. While there are paper bookmarks on the market, our product is a glue based. Various glues were tested to determine which would make be the most durable. It was determined that white Elmer's School Glue worked best.

## **Production Process**

Bendy Bookmarks are made using glue, Crayola markers, plastic molds, and tassels. Glitter can be added for an additional 50 cents. We use the markers to color in the bookmark molds and then add the glue and colorful glitter if desired. Then, we wait 2 to 3 days for the glue to fully dry.

Bendy Bookmarks are available in four options: multi-color, single color, multi-color with glitter, and single color with glitter. Each Bendy Bookmark includes a tassel in the color the customer selects.

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## **Price Setting**

After making the product and sharing it with potential customers, we determined that a reasonable price for Bendy Bookmarks would be in the \$1 - \$2.50 range.

Because there are four bookmark options, the price will vary due based on accessories.

To make a profit and recover our expenses, Bendy Bookmarks will be sold for \$1 (single color), \$2 (multi-color), \$1.50. (single color with glitter), and \$2.50 (multi-color with

glitter). Since our product is new to the market, we have no similar competitors other than regular bookmark creators.

Bendy Bookmarks will be sold at the Carlisle Gifted and Talented Product Fair on November 29, 2018. We will be advertising our product by creating flyers and hanging them around Carlisle. Information about Bendy Bookmarks will be posted on social media, such as Facebook, Twitter, and Instagram.

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Our team has invested \$39 to start our business, Bendy Bookmarks. It was divided equally between the 3 team members with each investing \$13. Due to just starting our business, we will not pay ourselves until we return our investment.

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Projected sales of 30 single color Bendy Bookmarks (\$1 each)'	\$30.00
Projected sales of 25 single color with glitter Bendy Bookmarks (\$1.50 each)	\$37.50
Projected sales of 15 multi-color Bendy Bookmarks (\$2 each)	\$30.00
Projected sales of 10 multi-color with glitter Bendy Bookmarks (\$2.50)	\$25.00
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Crayola Markers	\$3.00
Paper for flyers	\$2.00
Bookmark Molds	\$11.00
Tassels	\$9.00
Gallon of white glue	\$14.00
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