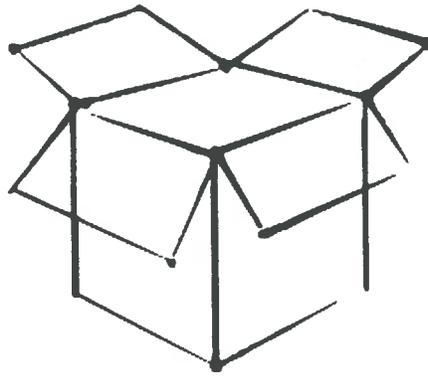


Midori Box

Shop with a conscience.



Ava Anderson

What is *Midori Box*?

The Midori Box is going to eliminate all waste that is produced when one goes grocery shopping, gets a cup of coffee at the local coffee shop, and even eats out. This box is a way of holding as many sustainable shopping materials as the consumer needs in an organized fashion to make it easy to use and keep the customer reusing it. The box can vary in size, but the average box is about twelve inches by twenty inches so it can live in the car. When a customer purchases the product, that person can select the materials that appeal to them, so as to make sure the materials will be used, and the box is fit to that customer's needs. Some materials may include reusable, hand-sewn grocery bags, hand-carved wooden utensils, sewn napkins, mason jar water bottles, insulated mugs for coffee, jars for deli meats, cheeses, and grains, and mesh bags for fruits. If the customers would like something else, their requests would be produced in some variation.

Midori, meaning the color of green like nature in Japanese, is a precise description of the product. Every material used from the fabric to the wood to the glass is made of scrap materials, for example, fabric that didn't fit the size requirements to be sold, and the wood, made of excess lumber that never would have been purchased. The materials are going to cost little to no money, and would be sold for eighteen dollars, as a percentage of the money will have to go to the employees who built and manufactured this product. As a longterm goal, half of the overall revenue will be donated to one of three charities. There will be a humanities, environment, and animal charity options, and when a customer purchases a product, that person will vote for their charity of choice and the organization with the most votes will be the one that all of the money goes towards.

During the beginning of the business, there will only be three workers needed, one for advertising and graphic design, and two for manufacturing the product. As the business progresses, however, there may need to be two more manufacturers and an employee who can create an easy and visually appealing website to order the product.

All materials are reused in some way, and the idea of the box is to be manufactured in a way that creates zero emissions; this requires materials that require zero emissions to get. All jars used will be extras from preservatives companies and the cloth used will be the scraps that are too small to sell at fabric stores. The wood pieces will be from local lumber yards that are too small to sell, and will have no purpose otherwise. As few emissions as these products make on the world, their costs are minimum as well, creating a business that can get maximum profits.

Business Description

There are too many materials wasted when people go shopping for everyday necessities because people don't have the sustainable materials needed to eliminate waste, or they do but constantly forget to put them to use. The Midori Box is a box that stays in the car, filled with reused and reusable materials such as shopping bags, jars, and coffee mugs, that people can use to be sustainable consumers.

Hi, my name is Ava Anderson. Every time I go shopping for groceries or even a cup of coffee, there is waste produced from plastic bags to paper bags to disposable mugs to the wax paper needed to buy a pastry. Here is my solution: a box that stays in the car trunk packed carefully with handmade bags, water bottles, mugs, and other reusable products that appeal to the customer's needs. Midori Box is molded to the shopper *you* are. Your choice, my passion. Thank you.

Market Opportunity

There is too much waste being produced when people buy necessities such as food or beverages, and the Midori Box will limit that waste by providing the materials needed and staying close to the reach of the user.

The Midori Box is capturing the Marin consumer market, primarily parents who need to shop for a family and carry a great respect for the environment.

John and Kelly are two Marin parents whose wish is to buy organic for their children and get coffee in the morning at their local coffee shop, but don't want to contribute to the landfill because they care a lot about the environment as well as their happiness and children's health. Their solution was the Midori Box, an organized box filled of sustainable substitutes to wasteful materials.

The target market, all people from ages 18 to 50 in Marin County, consists of 183,439 people, and I expect 10,000 of those people are interested in my product. Although the percentage of possible market my business can capture is 5.56 percent, I only plan to get 100 customers per year. Every Midori Box costs \$18.00, and the materials per product will be \$7.00 and variable labor of \$2.00. That being said, my total profits per unit would be \$9.00 and if 100 consumers buy my product, a potential \$9,000 can be made in annual revenue.

Twenty-five percent of the American population uses reusable bags to go grocery shopping, however, that means there are seventy-five percent of the population who can improve their carbon footprints with a Midori Box. I found that an average reusable bag in San Francisco costs \$25.00, which makes it so that my bags and sustainable products are a better deal. This is the survey I sent out to forty Marin parents:

- 1.) How much are you willing to pay for sustainable shopping materials?
 - a) \$12.00
 - b) \$16.00
 - c) \$20.00
 - d) \$21.00 or more

- 2.) What size box would fit best in your car? This box will carry a water bottle, coffee mug, utensils, grocery bags, and other materials; the bigger the box, the more materials it will hold.
 - a) 12 inches by 12 inches
 - b) 16 inches by 12 inches
 - c) 24 inches by 12 inches
 - d) other: _____ by _____

- 3.) How many grocery bags do you tend to use when you go shopping?
 - a) less than 4 bags
 - b) 4-8 bags
 - c) more than 8 bags

- 4.) What materials would you like to use when you are shopping? Suggestions?
 - a) jars for deli meats, cheeses, and grains
 - b) mesh draw-string bags for fruits and veggies
 - c) water bottles
 - d) utensils for going out to lunch

Suggestions:

I found that sixty percent answered that they would pay \$20.00 for my product, while eighteen percent thought \$12.00, fifteen percent thought \$16.00, and six percent said over \$21.00. The majority said that, sizewise, 12" by 16" would fit best in a car trunk, and it was fifty-fifty for how many bags people use to go shopping, half saying less than four grocery bags used going shopping and the other half answering with four to eight bags. A stunning eighty-five percent agreed that mesh bags for fruits would be the most effective in this box, and I got some suggestions that I put a collapsible wine box and insulated bags in the shopper as well.

Competitor Name	Products/Service	Price	Quality	Competitive Advantage	Weaknesses	How are you different?
Whole Foods	reusable grocery bags	32	good	at a place in high demand	expensive	my product is cheaper and is all reused materials, with more stuff
Camelbak	glass water bottles	12	fine	they are a well-known brand	made of plastic- bad taste and bad for the environment	my water bottles are reused jars- better for the environment and the health
Mighty Nest	glass water bottles	21	great	really good quality and well-known	break easily	cheaper, reused glasses
bkr	glass water bottles	30	great	really good quality and well-known	break easily, expensive	cheaper, reused glasses
Reusable Tote Bags	reusable bags	30	varies	easy to buy, some are cheap	not environmentally-friendly, bad quality	environmentally friendly and cheaper
Go-To Ware Utensil Sets	bamboo utensil set	13	great	good for the environment	expensive	mine are handmade and environmentally friendly

Whole Foods, Camelbak, Mighty Nest, and bkr all produce glass water bottles that cost from \$4.00 to \$30.00. Reusable Tote Bags sell reusable bags that cost \$35.00. Go-To Ware Utensil Sets are bamboo utensils that cost \$13.00. My products is going to be cheaper than most of these products, because one Midori Box costs \$18.00 and it includes reusable bags, water bottles, coffee mugs, napkins, and utensils. I have not found a product yet that sells a package of sustainable materials for a shopping.

<u>Strengths</u>	<u>Weaknesses</u>
money goes to a good cause: more products are likely to be purchased custom-made: less wasteful economically and environmentally made of reused materials which benefits the environment	1 run by high schoolers who may not have as much time 2 limited money for advertising purposes 3
<u>Opportunities</u>	<u>Threats</u>
half of the overall revenue will go to a charity of the customer's choice No other shopping products come in an organized product I can get customer reviews after selling every product to improve	1 limited revenue when half of the profits are being given to charity 2 a third of it goes to employees; it makes little money per box purchased 3 less credibility when high schoolers manufacture the product

In the future, if I get a lot of people who are buying my product, then the business can get a lot more money in total, but if we get too many too fast, the business can potentially suffer from lack of time to continue manufacturing.

Marketing Strategy

My marketing mission is to get ten people to purchase my product every month and use it every time they go shopping.

MOST Grid: Marketing Objectives, Strategies & Tactics		
Objectives	Strategies	Tactics
<ul style="list-style-type: none"> sell this product to ten people per month 	Good price/ Good cause	Only \$18.00 for one Midori Box
		half of the revenue goes to a charity of choice
		custom-made
	Accessibility	it is easy to keep organized
		It stays in the back of the car
		simple and easy website
		keychain reminder at the front of the car
	Advertising	Facebook
		LinkedIn
	Keychain	green- the same color as the box
		made for memory
		also made of reused materials
	Customer Reviews	I will ask every customer with each purchase if they would like to be a part of my customer review program
every one who says yes will get a quick survey every month		
I can make changes to the product based on the reviews		

The Midori Box is a sophisticated version of practical living. The box itself is designed to be convenient and practical for everybody to easily support organization and the environment.

Motto: Shop with a conscience.

Because this product is designed for the minimalist who cares for the environment, the marketing strategy is designed to be purely logical and practical.

My objective is to sell this product to ten people per month, and to keep my customers using my product, in order to save as much excess shopping waste as possible. By gathering contacts from Brenden for MarinSEL parents and my uncle for the district parents, and creating a survey to send to them, I can capture their attention about my product as well as getting feedback from my

target audience. I will talk to some local markets, bakeries, and coffee shops to make sure that when a customer purchases the product, it will be very easy and accessible. I also have to keep my product as organised as it can be to keep the customer using my product.

Assumptions	Importance	Evidence	Research Necessary	Research Completed
I will be able to get free wooden crates or wood to make the crates to hold the Sustainable Shopper.	10	9	I will contact lumber companies to see if I can have some of their scrapwood: the wood that would go to the waste if they are not used.	Marin Lumber: (415) 456-4962, Golden State Lumber, (415) 454-2532, Rafael Lumber and Building Supply (415) 453-3043
I will be able to get old clothes or cloth donations to sew shopping bags.	10	8	I will call JoAnn's Fabrics to ask for scrap fabric donations and collect MarinSEL T-shirt donations	JoAnn's Fabrics, (415) 924-8700
I will be able to get jar donations to make water bottles.	10	8	I'll have to contact Blue Chair Fruit, start collecting my own jars at home, and set up a donation box.	Blue Chair Fruit: (510) 654-2583
I will be able to talk to local bakeries, markets, and coffee shops to ask what their regulations are to create no-waste products.	10	9	I will email and talk in person with workers at specific markets, coffee shops, and bakeries.	Whole Foods, (415) 451-6333, Trader Joes, (415) 945-7955, Arizmendi, (415) 456-4093, Peet's, (415) 526-0550
I will be able to create a website to order The Sustainable Shopper on.	8	6	I will need to find a person who can work well on websites in order to make mine visually appealing and easy to maneuver.	I will hire somebody who is good at creating websites.

Operations

For now, there is no place that is needed, and no technologies, because I have access to a full set of tools and sewing materials. If the business expands, then I will need access to a woodshop and a second sewing machine.

Management Plan

I would need a graphic designer to create my logos and a person who is skilled with technology who can create a website for my product. Along with that, a team of workers who know how to build clean and quickly so that the products can be made in large amounts and short amounts of time.

The graphic designer would be used for advertising and would, therefore, have to have a strong visual eye and good artistic skills. Because the Midori Boxes are custom-made, I will need a website, so the technological employee must know how to create an easy and visually appealing website, as well as update it from time to time. My builders have to be quick with using tools and great at collaborating with other people.

For right now, I can do all of these jobs to an extent, but when the business starts to get busier, then I will be able to hire a team of workers.

Financials

	Materials	Total \$ (a)		Quantity	Total # of Units	Cost per Unit = (a) / (b)
1	Reclaimed wood from lumber yards	free		bundle	12 pieces	
2	the scraps of fabric	free		yard	1 yard	
3	mason jars- water bottle size	\$13.99		package of 12	12 jars	\$3.51
4	little jars	\$21.60	Per	package of 24	24 jars	\$0.90
5	sewing materials	free				
6	building materials	free				
7	wood- new	\$9.00		2 by 4 inches	3 pieces	\$3.00
8						
	Total Material Cost Per Unit:					\$7.00
	Variable Labor:	Wage Per Hour (a)		# of Hours Per Unit (b)		Cost Per Unit = (a) x (b)
		10		5		\$2.00
	Total Variable Labor:					
	Total Unit Cost (Total Material Cost + Total Variable Labor):					\$9.00

My breakeven point would be at five units sold with the goal of ten units sold per month.

Monthly Sales Revenue			\$180.00
Cost of Goods Sold Expenses			\$90.00
Selling, General, and Administrative Expenses			\$0
Net Income			\$90.00

There is no start-up Capital needed to begin my business.

Conclusion

Midori Box is the only business that has all sustainable shopping materials in a box, and sold as a single product. Its low prices are evident only because the cost it takes to manufacture each individual product is so small. It is custom-designed for every purchase, so as not to waste any materials, and its organization makes it accessible and easy to use every time you go shopping. Midori Box, from the purchase, is saving bags and containers every time you go shopping.