

Valincia's Daughter, LLC. Business Plan

1. Vision/Mission

Valincia's Daughter is a black woman-owned skincare company that was developed in my home, to help my dry skin issues. Valincia's Daughter is on a mission to redefine skincare by offering meticulously handcrafted, botanical-formulated ingredient products tailored exclusively for women of color with dry skin. Our unique line of body butter, oils, scrubs, and facial serums addresses the distinct skincare needs of this underserved demographic. This groundbreaking endeavor is creating a brand that celebrates diversity, empowers women, and fosters natural beauty.

Our mission is to help individuals who suffer from dry skin achieve skin that feels nourished, moisturized, and revitalized. By offering products that not only combat dryness but also nourish and hydrate the skin, promoting a healthy and radiant complexion.

Product availability: Valincia's Daughter Skincare is currently available at select HyVee Grocery stores, throughout the Omaha area, No Name Nutrition on 72nd St. in Omaha, Healing Pathway Therapeutic Massage, in Wichita, Kansas, on our website, at www.sherimadewithlove.com, and vendor markets throughout the city, and surrounding areas.

2. Offer and Value Proposition:

Valincia's Daughter offers an exceptional range of products to cater to the diverse needs of black and brown women: **Body Butter:** Luxurious and nourishing blends that deeply moisturize and enhance the radiance of various skin tones, leaving skin supple and rejuvenated.

- o **Oils:** A curated selection of botanical oils that target specific skincare concerns, from promoting even skin tone, and replenishing dry skin, to enhancing skin elasticity.

Scrubs: Gentle exfoliating scrubs that renew the skin's texture, unveiling a revitalized complexion.

- o **Facial Serums:** Advanced formulations that tackle specific issues, such as hyperpigmentation, dry skin, fine lines, and blemishes, while promoting healthy, glowing complexion.

3. Audience and Ideal Customer:

Market focus: Valincia's Daughter is dedicated to redefining the skincare landscape for women of color. Our focused market strategy centers around creating handcrafted, botanical-

ingredient skincare products that cater to the unique needs and diverse skin tones of this underserved demographic. We're poised to capitalize on the growing demand for authentic, inclusive beauty solutions that resonate with women of color, ages 25-65, with an average median income level. By targeting this specific audience, we're not just meeting a market need; we're fostering a movement that empowers and celebrates the beauty of diversity.

Ideal Customer Narrative Example: Meet Maya, a 30-year-old professional woman of color who resides in a bustling urban community. Maya embodies the essence of our ideal – confident, discerning, and conscious of the need for skincare products tailored to her unique needs.

Maya understands that her skincare regimen should be just as unique as she is. She seeks products that align with her values – products that celebrate her natural beauty while addressing her specific skin concerns. Maya finds solace in the fact that Valincia’s Daughter products cater to her diverse skincare needs.

With an average median income level, Maya values quality, and efficacy. She appreciates the craftsmanship that goes into creating each batch of our products, ensuring she receives the finest skincare experience. Valincia’s Daughter’s pricing is justified by the transformative results she witnesses and the sense of empowerment she gains with every use.

Maya is also drawn to our brand’s commitment to quality, cruelty-free, paraben-free, sulfate-free, and using only the finest botanical ingredients. Maya’s loyalty to Valincia’s Daughter is not just about skincare; it’s a testament to her alignment with a brand that values her identity and prioritizes her.

In a world where representation and inclusivity matter, Valincia’s Daughter stands as a beacon of authenticity for Maya and countless other women of color. Maya’s support is not just transactional, it’s a statement of empowerment, an affirmation that her natural beauty deserves to be celebrated and cared for most exquisitely.

Competitive advantage: Because Valincia’s Daughter was specifically formulated for people with dry skin, our products can serve a wide range of customers.

Cultural Connection: Valincia’s Daughter understands the cultural significance of skincare rituals, forging a strong bond between our brand and our target audience.

Craftsmanship: Every product is meticulously handcrafted in small batches, guaranteeing attention to detail and uncompromised quality

4. Revenue Streams, Sales Channels and Marketing:

Product Sales: Facebook, pop-ups, Vendor Shows, Women's Conferences, Farmer Markets, Wholesale, and in-store sales.

Direct Sales Channels: Venmo, Cash App, and online store on an e-commerce platform

Marketing and Advertising income: Reserve website space for advertising, Social Media, Bus benches, billboards, rack cards, email and/or SMS marketing, commercials, and YouTube influencers

Traditional Advertising and Public Relations Outlet:

Radio

Television

Newspaper

Magazine

Direct mail

Flyer distribution

Event and team sponsorship

5. Structure, Suppliers and Operations:

Business structure: Limited Liability Company

Permits: Ein, Certificate of Liability insurance, State Sales Tax Certification.

Roles and responsibilities: Sheri Jackson-Moore (Owner, formulator, sales, marketing)

Standard operating procedures:

Order Fulfillment:

Manufacturing Partner: Collaborate with trusted manufacturing and drop shipping partners for efficient production and fulfillment.

o **Inventory Management:** Maintain optimal inventory levels to meet demand and avoid overstocking.

o **Order Processing:** Utilize technology for seamless order processing, including order tracking and confirmation emails.

o **Quality Control:** Implement rigorous quality checks to ensure each product meets our high standards before shipment.

o **Shipping Partners:** Partner with reliable drop shipping carrier(s) to deliver products safely and on time.

Supply chain: Buy wholesale package products and buy from local suppliers whenever possible.

• Payment Processing:

- o **Payment Gateways:** Utilize secure and widely trusted payment gateways to process customer transactions. 6
- o **Payment Options:** Offer multiple payment options, including cash, credit cards, digital wallets, venmo, cash app, and PayPal.
- o **Subscription Model:** Consider implementing a subscription model for recurring revenue and customer retention.

□ Technology

- o **E-Commerce Platform:** Maintain a user-friendly e-commerce website with secure checkout and responsive design.
- o **Customer Relationship Management (CRM):** Implement a CRM system to manage customer data, interactions, and preferences.
- o **Inventory Management Software:** Use software for real-time inventory tracking and forecasting that works in conjunction with the manufacturing/drop shipping partner.
- o **Analytics Tools:** Leverage data analytics tools to gain insights into customer behavior, sales trends, and product performance.
- o **Cybersecurity:** Invest in robust cybersecurity measures to protect customer data and transactions.

• Key Customers

- o **Direct-to-Consumer:** Focus on building a loyal customer base through our e-commerce platform.
- o **Retail Partners:** Establish partnerships with select retailers who align with our brand values and mission.
- o **Social Media and Influencers:** Collaborate with beauty influencers to expand our reach and engage with potential customers.

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Key Consultants

- o **Accounting Consultant (CPA):** Work with a certified public accountant to manage financial records, tax compliance, and budgeting.
- o **Legal Consultant:** Partner with a legal expert to ensure regulatory compliance, contract management, and intellectual property protection.
- o **Skincare Experts:** Collaborate with skincare experts for product development, formulation enhancements, and educational content.

• Accounting and Finance

- **Budgeting:** Develop and maintain a comprehensive budget that covers expenses, revenue projections, and growth initiatives.
- **Financial Reporting:** Generate regular financial reports for stakeholders, including investors, outlining revenue, expenses, and profitability.
- **Tax Compliance:** Ensure compliance with tax regulations and seek opportunities for tax optimization.
- **Cash Flow Management:** Monitor cash flow to support operations, inventory management, and growth investments.

Investor Relations: Maintain transparent communication with investor(s), providing updates on financial performance and strategic plans.

- **Legal and Compliance**
 - **Regulatory Compliance:** Stay informed about skincare industry regulations, ensuring product compliance with FDA and other relevant authorities.
 - **Intellectual Property:** Safeguard our brand and product formulations through patents, trademarks, and copyrights.
 - **Contracts:** Carefully review and negotiate contracts with suppliers, retailers, and partners.
 - **Data Privacy:** Comply with data protection laws and maintain a privacy policy that safeguards customer data.

6. Financial Projections: