

# Co-founder for a cosmetic brand of an exclusive agent

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Type Klant	B2B and B2C
Benodigd Kapitaal	€105.000,-
Sector	E-Commerce, Food, Health
Bedrijfsfase	Pre-Seed
Aantal Founders	1
Aantal Huidige Werknemers	1

## Bedrijfsbeschrijving

This is an “exclusive agent” venture to manufacture and market Dutch beauty products and special nutritional and herbal supplements for privately owned brands. To attract consumers and the market to our products, digital marketing, online sales campaigns, Google search engines and social media will be used in the early stages. In the second phase, we will sell to major distributors such as Kruidvat, Hema, Etos and supermarkets (e.g. Jumbo, Albert Heijn, etc.) and offer 100% cash paid bonuses.

The project contributes to finding solutions and providing products beneficial to public health. They are rarely available in the market because the products are innovative ideas of the company.

The target market consists of males and females from the age groups above 18 to 60 years. We rely on very aggressive advertising, high-tech methods and high rewards, which are provided on a cash basis. The products will be in the form of pills, lipstick, shampoo and gum.

During the manufacturing period we can start our mouth-watering advertising campaigns to take our market share before we even start. Our area of operations will be the Netherlands initially, and then in further stages, we will expand our area of operations to include the European Union. region.

The formulations of some of these items have previously become famous in Jordan, with more than 300 pharmacies present in 2019. Our establishment date in the Netherlands is 02/01/2023.

## Business Model

- Income via our common webshop, Bol.com and amazon.com
- Subscription form
- Income from deals through third parties: supermarkets, festivals, sports clubs, etc
- profit margin of 50% to 70% per product.

## USP's

Our products consist of new ideas that are not well known in the local markets, and we can develop them to be up to date to serve the need of the consumers.

### **Preferred Co-founder / Partner:**

Online Sales

### **Expectations of the new co-founder/partner:**

We are looking for a partner/co-founder that can assist in online digital sales for the products under the our brands .

- Little competition
- B2C market is open
- First dietary supplements in the Netherlands
- Good purchasing price of our products compared to market other products (competition)

## Investeringsbehoefte

Approximate numbers:

- €50,000 - Manufacturing costs
- €8,000 - Branding and installation costs
- €2.000 - Warehouse rental fee
- €10,000 - E-commerce website
- €35,000 - Costs for online digital sales campaigns for one year
- Total 105 thousand

## Ervaring Founder(s)

We previously worked in Jordan from 2014 until 2019 for similar items and were famous throughout the country.

## Samenvatting

**Datum:** 13 September 2023

**URL:** <https://venturecapital.nl/co-founder-for-a-cosmetic-brand-of-an-exclusive-agent/>

## Contact & Site

## Extra beschrijving

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This is a project of an “exclusive agent” for the manufacturing and marketing of Dutch cosmetic products, special dietary and herbal supplements for privately owned brands. To attract consumers and the market to our products digital marketing, online sales campaigns, Google search engines and social media will be used in the first stages. In the second stage, we will sell to major distributors such as Kruidvat, Hema, Etos, and supermarkets (e.g., Jumbo, Albert Heijn, etc.) and we offer 100% bonuses for cash-based payment.

The project contributes to finding solutions and providing products that are beneficial to public health. They are rarely available in the market because the products are innovative ideas of the company. The targeted market consists of males and females from the age groups above 18 to 60 years. We rely on very strong advertising, high-technology methods and high bonuses, provided for a cash payment basis. The products will be in the form of pills, lipstick, shampoo and gum.

During the manufacturing period, we can start our advertising appetizer campaigns to take our share in the market before we start. Our operating area will be the Netherlands as a start, then in further stages, we would enlarge our operating area to include the E.U. Area. The compositions of some of these items have been previously Famed in Jordan, with more than 300 pharmacies in 2019.

Our establishment date in the Netherlands is 01/02/2023.

**Business Model:**

Online digital sales campaigns, 50% to 70% margin of profit for each product.

**Customer type:**

B2B and B2C

**USP's:**

Our products consist of new ideas that are not well known in the local markets, and we can develop them to be up to date to serve the need of the consumers.

**Preferred Co-founder / Partner:**

Marketing, Commercieel, Sales

**Expectations of the new co-founder/partner:**

We are looking for a partner/co-founder that can assist in marketing and sales for the products under the brands we've bought.

**Investment:**

€170.000,-

**Investment need:**

Approximate figures:

- €25.000,- manufacturing costs
- €12.000,- brands and formulations costs
- €5.000,- own company brand name cost
- €10.000,- registration health tests cost
- €2.000,- storing warehouse rent fees
- €10.000,- webshop e-commerce website
- €60.000,- one-year online digital sales campaigns costs
- €25.500,- expenses of management

170K in total

**Gewenste investeerder:**

Business angel, Venture Capital, Strategic Investor

**Sector:**

Consumer goods, E-Commerce, Wholesale, Health

**Phase:**

Pre-seed

**Current number of founders:**

1

**Current number of employees:**

1

**Experience founder:**

We have been previously working in Jordan from 2014 until 2019 for similar items and were well famed in the whole country.

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