



# BUSINESS PLAN

## Revivor de Soie

*We don't sell products but we sell rather a great experience of life!*

<http://lesoie.com/the-age-reversing-serum/en>

PRESENTER: NAME

2015 | JULY

# About Company

We don't sell products but we sell rather a great experience of life!

LeSoie® is a one-stop shop of European cosmetics offering a wide range of luxury, natural/Organic, hand-crafted personal care products all made in Belgium.

With roots in Belgian Art Nouveau style, LeSoie® is delivering comfort, relaxation, luxury feel and timeless elegance - inspired by nature.

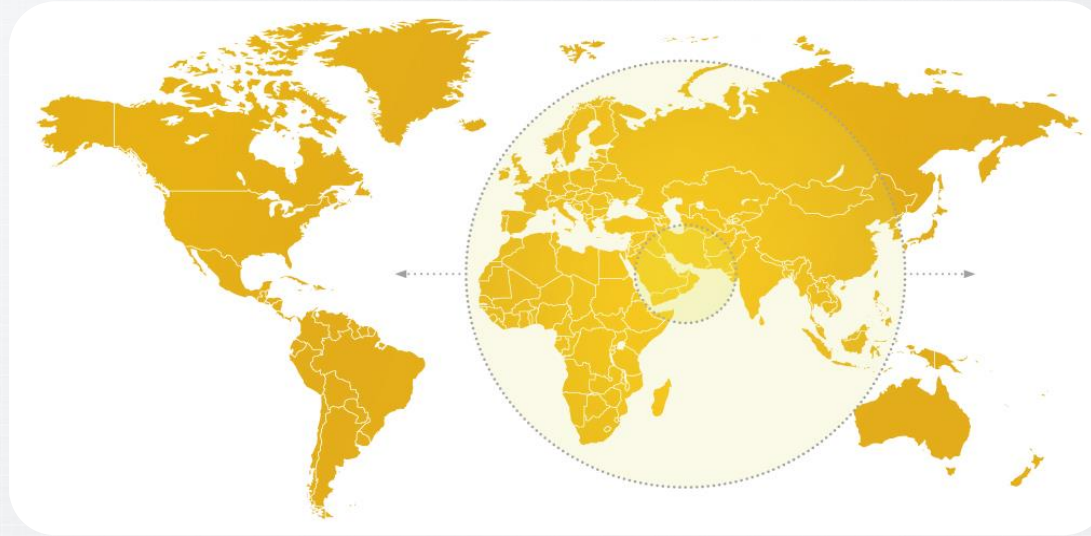
Collections of 700+ fresh, fruity, herbal products for every family member with unique ingredients (camel milk, mare's milk, honey, dead-sea minerals and green-tea) made to protect the full body.



# Location

LeSoie® currently has 6 franchises: 2 in Dubai, 2 in Abu Dhabi and 1 in Al Ain. It plans additional 14 franchises in Dubai, Abu Dhabi and Al Ain and has also signed an area development of 5 franchises in Jeddah/Saudi Arabia. Kuwait and Jordan is planned to start in the 3rd quarter of 2015.

LeSoie® has ambitious expansion plans globally - Mr Abd El Azeem (CEO) aims to open 25 outlets a year, concentrating on the Middle East, Eastern Europe, and countries such as China, Indonesia, Malaysia, India and the African continent.



# Ownership

Mohamed Abd El Azeem (CEO)

Mohamed Abd El Azeem has started the business from scratch creating a strong brand with 700 different luxury mural and organic personal care products that meets the needs of every person in the family from babies to grandmothers/fathers.

*Mr Abd El Azeem worked has 16+ years of experience in Finance, business support, project management, general management and consultancy working in 11 different countries from Europe to Asia to the Africa to the Middle East. Mohamed is graduated from a number of European and American universities and business schools, such as INSEAD Business School, Hult Business School and the University of Ghent with number of graduation, post-graduation and executive studies in finance and business. He has started the journey of LeSoie® back in 2011 with an idea which has been quickly developed to a very well established and very fast growing organization.*



# Revivor de Soie

This product has been launched on 26-28 May 2015 at the Beauty World Middle East 2015 Exhibition in Dubai



LeSoie® latest innovative product – an organic exclusive age reversing serum with natural ingredients

## Extreme luxury age-targeting treatment

Revivor de Soie has a very high concentration of active ingredients, such as a natural peptide from the cone snail, with a significant smoothing effect on wrinkles, and a high concentration of hyaluronic acid, that has an intense re-plumping effect and maximum hydration of the skin.

## Due to the energy boost of the cell functions, this results in:

- ✓ Increase in the production of collagen & elastin
- ✓ Increase in the number of fibroblasts
- ✓ Reorganization of the skin's support fibers

*Revivor de Soie*

# Customers

They need to feel special



Revivor de Soie age-reversing serum is targeting on the middle aged woman or senior executive (corporate) who lives in the suburbs and belongs to the middle class, concerned for their image and “doesn’t have enough time”, but the main feature that they aspire, trendy and actively care about their looks.

Modern clients want cosmetics with natural ingredients, safe for them and safe for the environment. At the same time, beauty products have to be designed to bring pleasure to all the senses, they should look good on the shelf in the bathroom, they should give the feeling of uniqueness to their users.

*Revivor de Soie*

# Market

Anti-Aging Market is projected to grow at 7.8% between 2013 and 2019

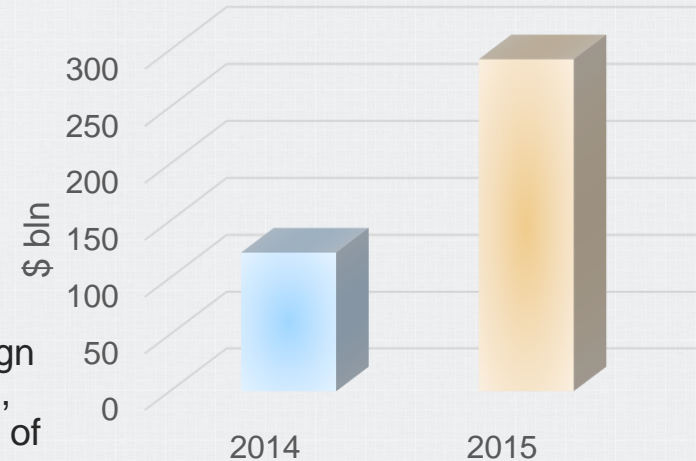
The anti-aging market is projected to be worth \$191.7 billion by 2019.

## Trends

- Increasing Demand for Natural and Organic Ingredients
- UV Absorbers
- Natural Products
- Multifunctional

Today's anti-aging market is expanding to incorporate diverse consumer concerns. Wrinkles are no longer considered the only sign of aging. Age spots, hyperpigmentation, dry skin, uneven skin tone, dark under eye circles and even hair damage are now topping lists of anti-aging concerns among consumers so it has mutivaried usage rather than just promoting it only for wrinkles.

## Anti-Aging Market



# Target Markets

Initial area of interest for LeSoie® Cosmetics is the MENA region



Gulf countries, including:	North African countries, including:	Risky countries, including:
UAE Saudi Arabia Oman Qatar Kuwait Bahrain	Egypt Libya Tunisia	Iraq Syria Yemen

There are other potentially interesting markets - that includes wealthy USA or Europe (especially countries with Muslim minorities), but also Southeast Asia, Azerbaijan or Russia - aspiring countries, whose citizens spend a lot of money on luxury goods and cosmetics.



# UAE

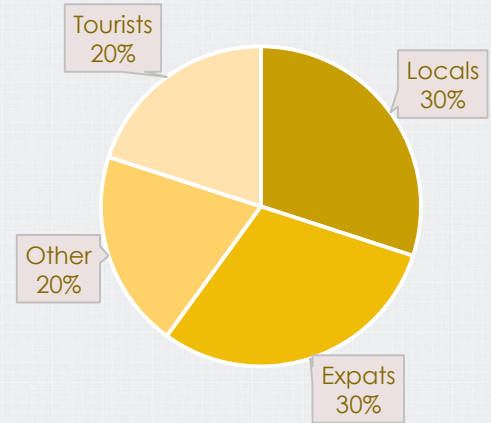
United Arab Emirates are the absolute core, the most important country for LeSoie®



UAE is the biggest consumer of cosmetics per capita with a very wealthy and at the same time a very mixed population and a lot of expats contributing to the local demand.

Average customer in the UAE is among the top spenders in the whole world - leaving over \$300 in cosmetics' stores every year. However, one in ten customers will spend as much as \$17,000 per year.

Nearly 2/3 of the local market demand comes from the local residents - either citizens or expats, living and working in UAE.



# Competition

New Company as LeSoie® Cosmetics part will compete also with three global competitors which will also serve as role models for LeSoie® Cosmetics:

L'Occitane en Provence,  
The Body Shop and  
Bath & Body Works

are all present in the Middle East - as well as in tens of other countries. They expanded from different places - France, UK, USA - and in different times - from 70s to 90s. Each of them has quite an unique service proposition and that allows all of them to thrive and grow their businesses across the world simultaneously.

## Differentiation from other anti-aging products

- ✓ Aloe & Botanical extract-based, not water based like most skin care products.
- ✓ BlackBox Cosmetics contain the most effective age-reversing products
- ✓ BlackBox Cosmetics contain a broad spectrum of the most powerful anti-oxidants
- ✓ BlackBox Cosmetics contain the most luxurious oils
- ✓ Organically & botanically preserved, unlike most products preserved with formaldehyde releasing parabens are packaged in beautiful airless / airtight containment systems to preserve the highest possible effective nutrient value!
- ✓ BlackBox Cosmetics are NOT gender biased and can be used by women and men
- ✓ They offer substantially discounted money saving eco-friendly refills

# Sales Strategy

Target is to keep product for 2 to 3 years where to sell 8 million bottles of the serum on the first year of launching and



double this number in the second year

Innovation

Total new innovation in the cosmetics industry

Concentration

Concentrating on distributing 1 main product

Competitive Positioning

This kind of product are very limited in the market, highly priced and contain harmful chemical ingredients

Competitive Price

Product is offered at \$110 and discounted to \$55 compared to similar products \$150 for 30ml

Clearance

Landing page dedicated to this product made in 24 different languages covering almost the whole world and every one in his/her language

Marketing

Concentrating on huge marketing campaign to the top 50 countries to create the needed brand awareness

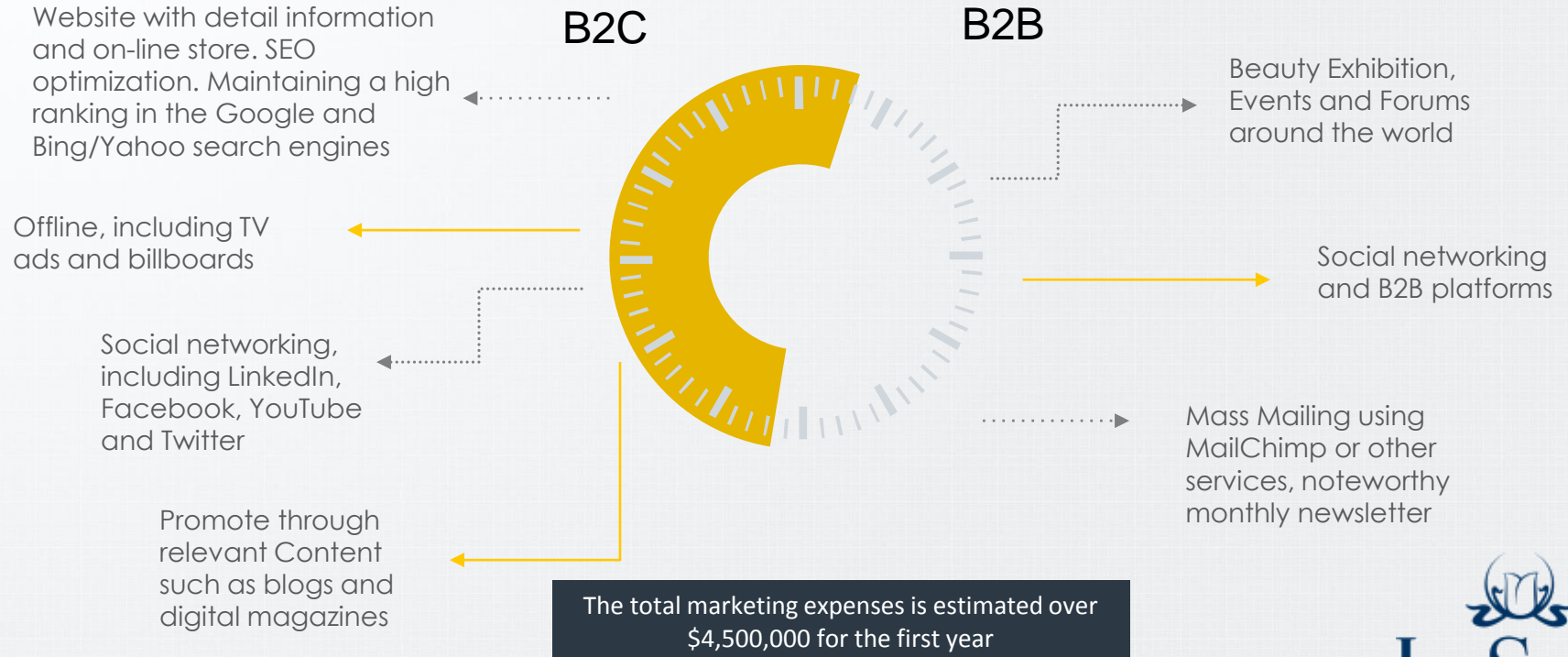
# Project Milestones

Emphasis in the first year will be on advertising

Tasks	Month 1	Month 2	Month 3	Month 4	Year 1	Year 2	Year 3
Company establishing	█						
Strategy creating, Project planning, Website		█					
Advertising campaign launching			█	█	█		
Distribution Strategy implementation				█	█		
Achieving the sales of 8,000,000 items					█		
Doubling the previous year sales						█	
Reaching the Market share over 2%							█

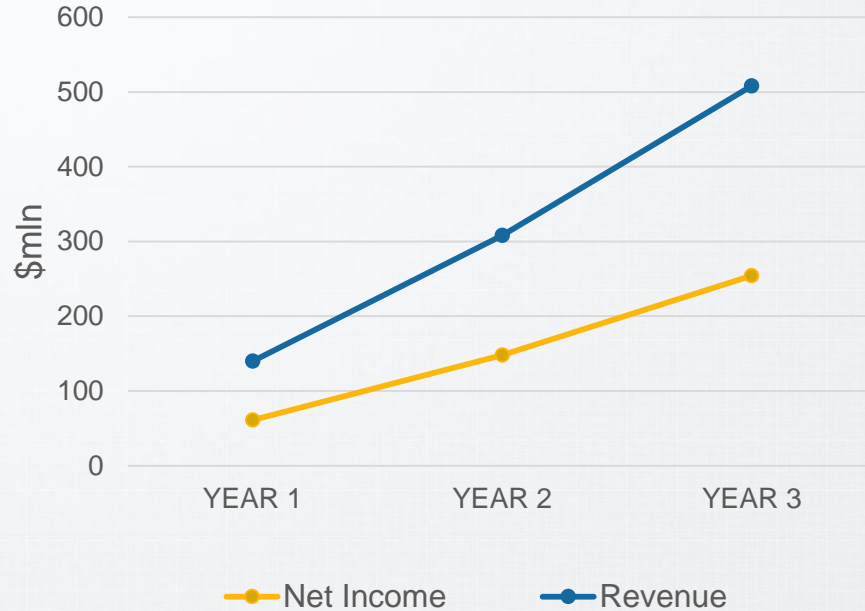
# Promotions Strategy

Product audience is dual in nature - Company has to market the brand both to the consumers and the potential franchisers/investors



# Revenue Forecast

Business's revenue is projected about \$508 mln in the third year and this will yield the Net Income of \$254 mln or 50%



	Year 1	Year 2	Year 3
<b>Sales</b>	140,000,000	308,000,000	508,200,000
<b>Cost of Sales</b>	(59,958,282)	(125,912,391)	(198,312,017)
<b>Gross Profit</b>	80,041,718	182,087,609	309,887,983
<b>Administrative &amp; Selling expenses</b>			
<b>Management fee</b>	(14,000,000)	(30,800,000)	(50,820,000)
<b>Exhibitions</b>	(300,000)	(105,000)	(55,125)
<b>Marketing campaigns</b>	(4,200,000)	(3,080,000)	(5,082,000)
<b>Gift packaging &amp; Merchandizing</b>	(22,000)	(22,000)	(22,000)
<b>Samples</b>	(100,000)	(100,000)	(100,000)
<b>Sales Staff Salaries</b>	(195,000)	(204,750)	(214,988)
<b>Miscellaneous Expenses</b>	(33,521)	(35,197)	(36,957)
	(18,850,521)	(34,346,947)	(56,331,069)
<b>Net Profit</b>	<b>61,191,197</b>	<b>147,740,662</b>	<b>253,556,914</b>



New Company  
Established

2015

First 8 million bottle selling

2016

Double of  
Sales  
2017

# Project's Cash Flow

The cash flow projections show that business will have sufficient cash to support the activity

Investments required for start-up the new company is about \$2.1 million to cover the initial expenses and to cover the current expenses, including salaries, before net profit achievement.

These funds are sufficient to allow the business to achieve its business goals and they provide a satisfactory cash safety cushion for the business.



# THANK YOU

*Revivor de Soie*

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**LeSoie**<sup>TM</sup>  
Cosmétiques de Belgique