

STRATEGIC PARTNERS

fantm
BIO
KARIMANIFESTO
CLIENTS



KEY ACTIVITIES

1
2
3
SIMPLE RULES
4
5
6
DESIGN DRIVEN

KEY RESOURCES



VALUE PROPOSITION



method.

CLEAN
NON-TOXIC
ECO-FRIENDLY
STYLISH
FRAGRANCED
HOME CARE
CLEANING PRODUCTS



CUSTOMER RELATIONSHIP

AWARDS
EVENTS
PUBLICATIONS
PRESSPAK

DISTRIBUTION CHANNELS

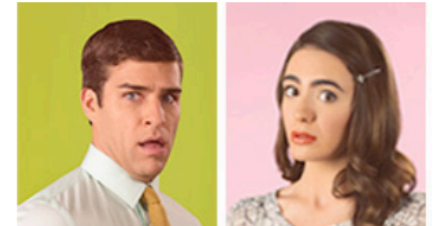


TARGET

CUSTOMER SEGMENT



PEOPLE
WHO VALUE
METHOD'S
METHOD



COST

\$30,000
BOTTLE DESIGN

REVENUES

UNIT PRICE \$2.99
GEL HAND WASH