

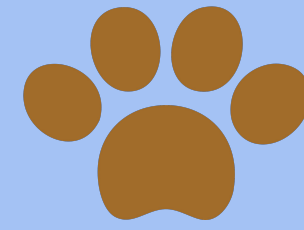
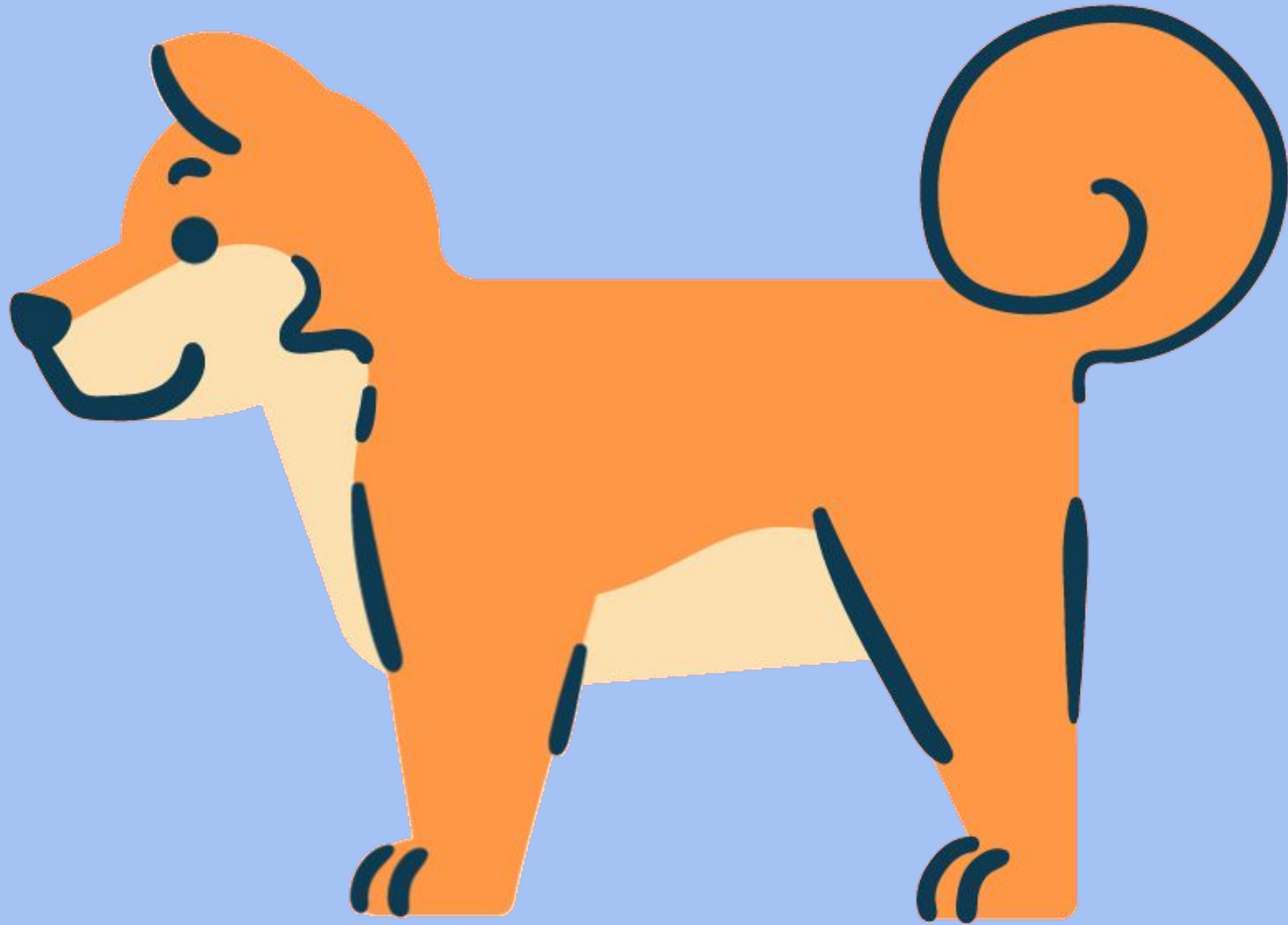
BUILT TO CHEW BUILT TO LAST

# EcoChew

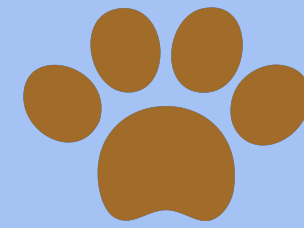
*MUSKAAN SHAH*



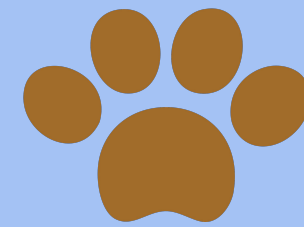
# Introduction



I am Muskaan Shah  
I'm in grade 8 and i love Dogs.



I have two dogs whose names are  
Taco and Tequila they are both toy  
poodles.



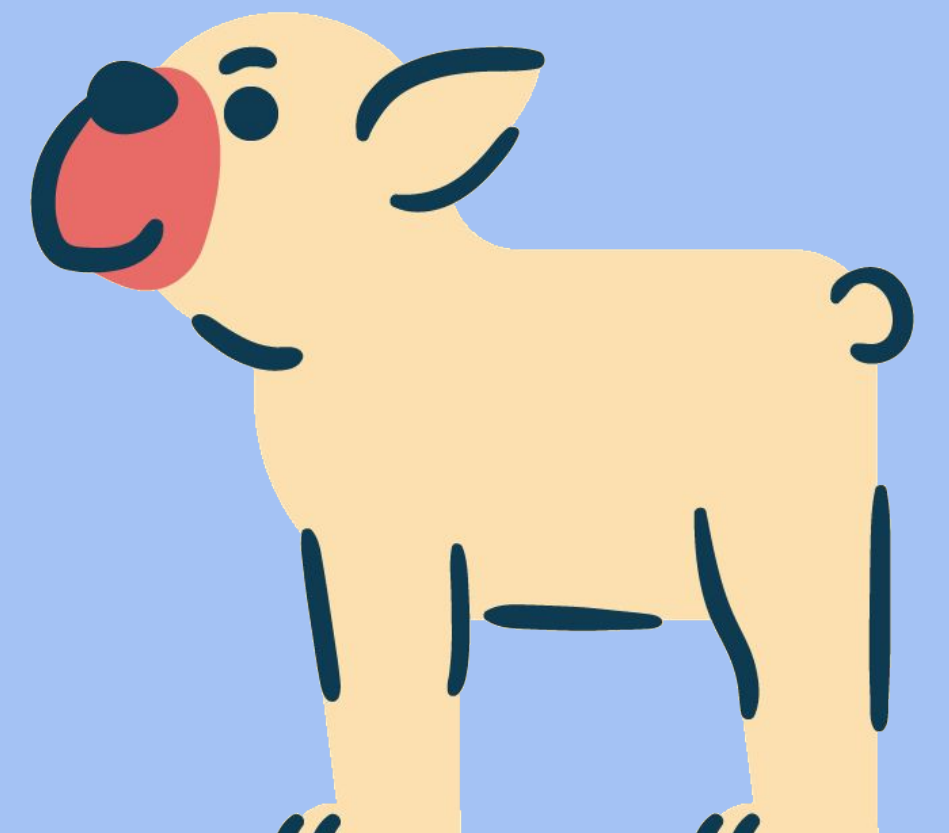
I wanted them to have a safe  
toy to play with.

# Brand Positioning - Our USP

- JUTE - Organic in Nature
- Jute have shorter fibers, they do not pose as a threat which makes them a good option.
- Source of Income to underprivileged Women
- Achieving Sustainable goals



# The Product

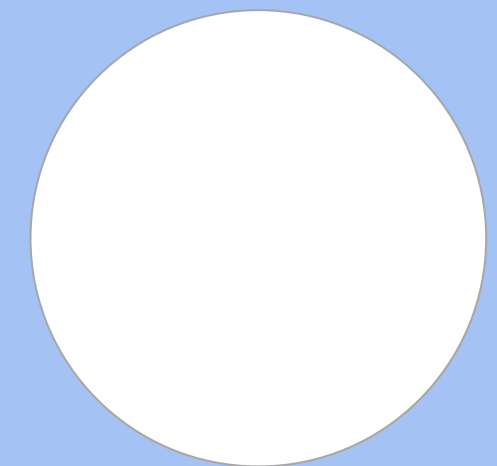
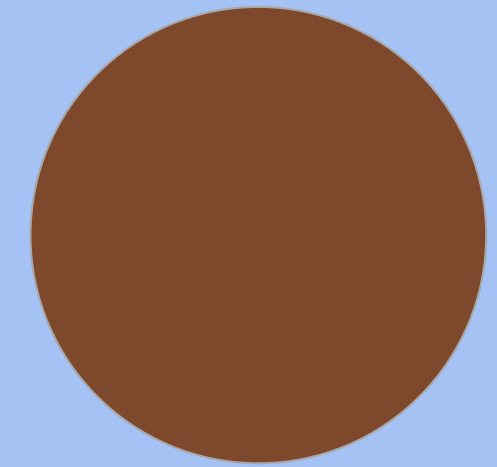


# Logo

ecocheew



# BRAND COLORS



# Market Size

**Global Dog Toy Market Value (2023):** The global pet toy market, including dog toys, was valued at around USD 3.7 billion in 2023.

**Market Value (2030):** By 2030, the global dog toy market is projected to reach around USD 5.5 billion.

The eco-friendly pet toys market was valued at around USD 8 billion in 2022 and is projected to reach USD 13 billion by 2030. The eco-friendly segment is becoming increasingly popular due to consumer preference for sustainable alternatives



# Customer Relationships

1. **Personalized Offers:** Offer discounts for repeat customers and promotions for second-time purchases to encourage brand loyalty.
2. **Interactive Content:** Customer engagement through social media by asking users to share photos and videos of their dogs with Eco Chew toys. Use hashtags like #EcoChewDogs or #EcoFriendlyPlaytime.
3. **Customer Feedback:** Build relationships through regular email updates and customer feedback forms. Use feedback to improve products and services.
4. **Cause-driven Campaigns:** Run campaigns that showcase how the purchase of Eco Chew toys helps underprivileged women and promotes sustainability.



# Key Partners

1. **Jute Suppliers:** Collaborate with reliable suppliers of jute to ensure consistent quality and availability of materials.
2. **Tailors and Manufacturers:** Strengthen relationships with the team responsible for creating the toys, ensuring they have access to the necessary materials and tools to maintain production quality.
3. **Distribution Partners:** Solidify partnerships with FedEx and other logistics providers to ensure reliable and cost-effective shipping.



# Marketing Strategy

## 1. Social media (instagram, tiktok, etc)

Post engaging content, featuring dogs playing with EcoChew

Education posts about the safety of Jute products

Run Cause-Driven Campaigns highlighting how EcoChew contributes to the welfare of underprivileged women

## 2. E-commerce platforms (Amazon, Etsy, etc)

discounts for prepaid and returning customers

## 3. Website Marketing

build a user friendly website that tells the story of EcoChew and allows online purchase.

## 4. Public Relations & Press

Pitch EcoChew's story to pet-related publications, eco-friendly magazines, and websites. Share the unique combination of eco-friendliness, social impact.

## 5. Influencer Marketing

Collaborate with pet influencers and eco-conscious bloggers to promote EcoChew.

## 6. Content Marketing

Launch a blog or create educational content that discusses the benefits of using eco-friendly products for pets and the environment.



# Pricing Strategy

1. **cost-Plus Pricing:** The total manufacturing cost is 31 AED and the selling price is 40 AED with a 9 AED profit margin.

Keep the pricing competitive with other eco-friendly dog toys, while ensuring that the price reflects the value of handmade, sustainable products.

2. **Bundling Discounts:** to offer bundle deals such as "buy two toys, get one free" or discounts for bulk purchases to encourage higher sales volumes.
3. **seasonal Discounts and Promotions:** Offer special discounts during key retail seasons, such as the holidays or during eco-themed events like Earth Day or festivals like Christmas, Eid and Diwali..



# Financial Analysis

## Value Driven Cost Plus Pricing Strategy

Raw materials cost

Jute - 11 AED

fake bone - 5 AED

labor charges - 15 AED

**Total Manufacturing Cost - 31 AED**

**Profit - 9 AED**

**Total Selling cost - 40 AED**



# Financial Analysis

## Profit Margin Analysis:

### Gross Profit per Unit:

Gross Profit per Unit = Selling Price - Manufacturing Cost per Unit = 40 - 31 = 9 AED

### Gross Profit Margin:

Gross Profit Margin = (Gross Profit per unit) / (Selling price) x 100 = 9 / 40 x 100 = 22.5%

This means that for every 40 AED in revenue, 22.5% (or 9 AED) is profit.

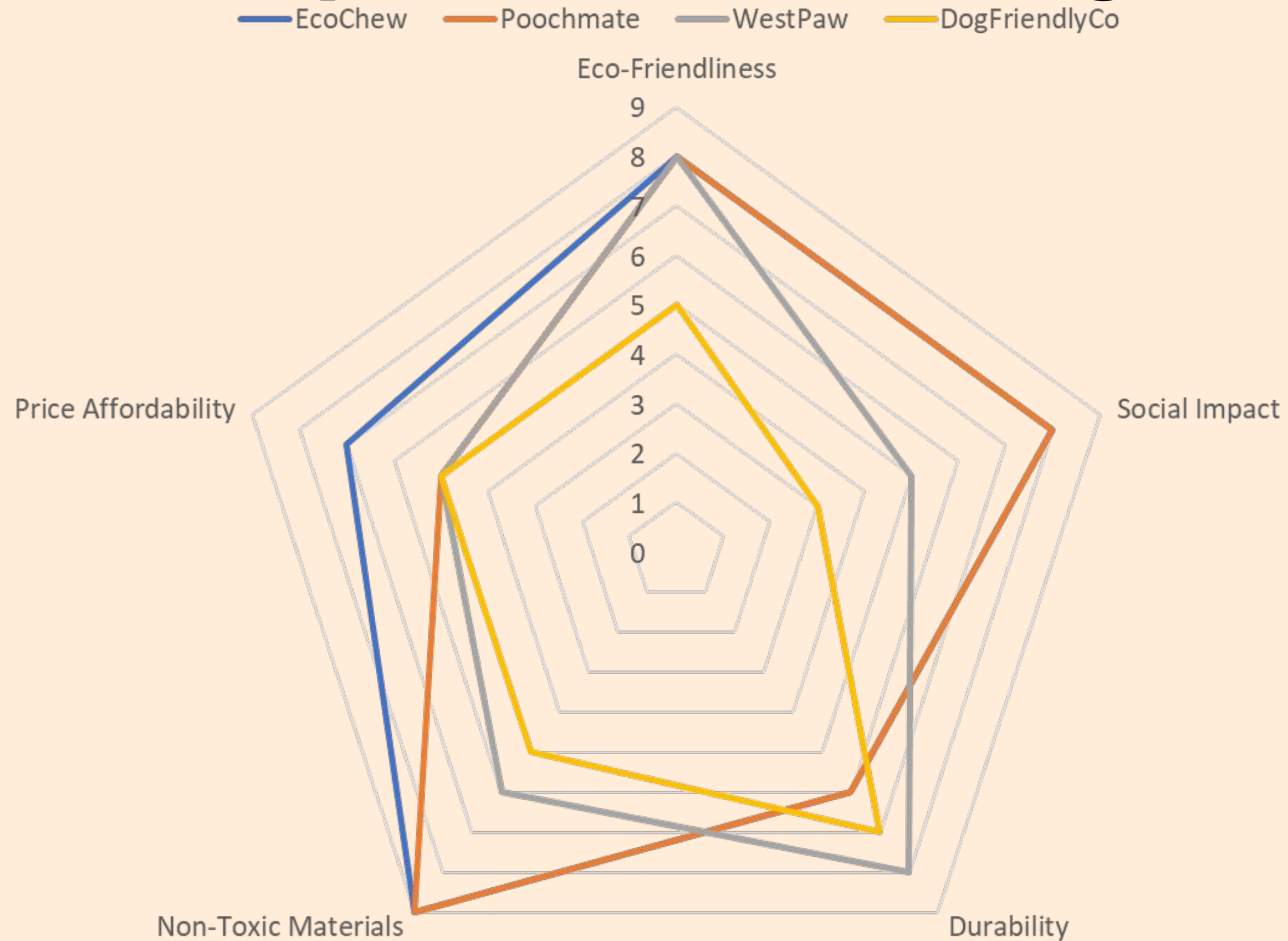


# Summary of Unit Economics

<u>ITEM</u>	<u>AMOUNT (AED)</u>
Selling Price	40 AED
Total Manufacturing Costs	31 AED
Gross Profit per Unit	9 AED
Gross Profit Margin per unit:	22.5%
ROI	29%
Break-even Units	4 units per month



# Competitive Advantage



# Key Performance Indicators (KPIs)

1. **Social Media Engagement:** Track metrics such as follower growth, likes, shares, and comments to evaluate the effectiveness of social media campaigns.
2. **Customer Lifetime Value:** Focus on maximizing customer retention and lifetime value by monitoring repeat purchases and loyalty program engagement.
3. **Sales Growth:** Track the month-on-month and year-on-year sales growth to evaluate the impact of marketing campaigns.

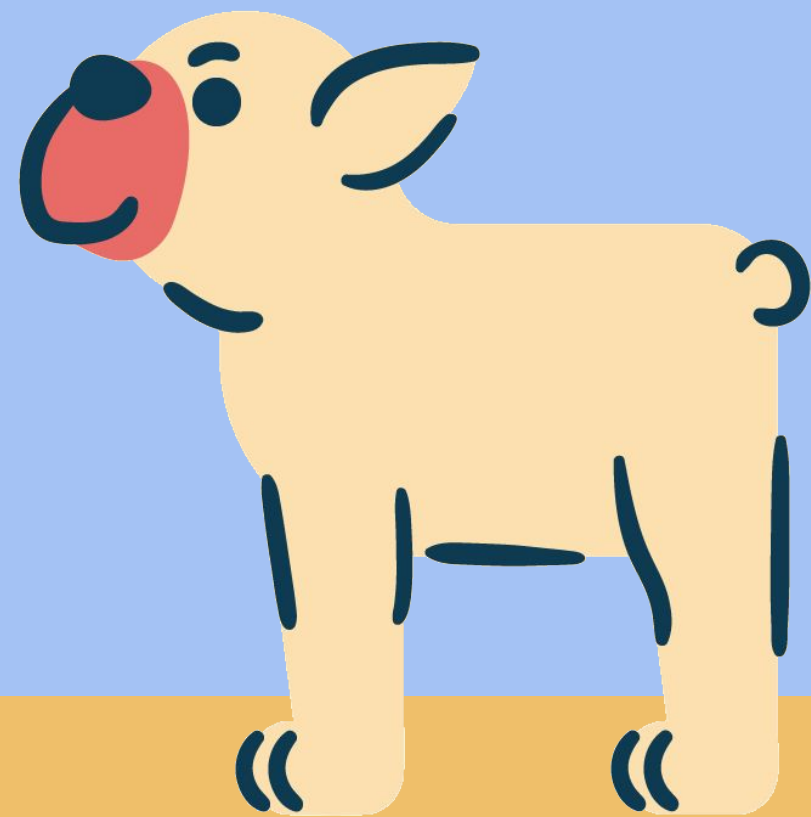


# Product Development Innovation

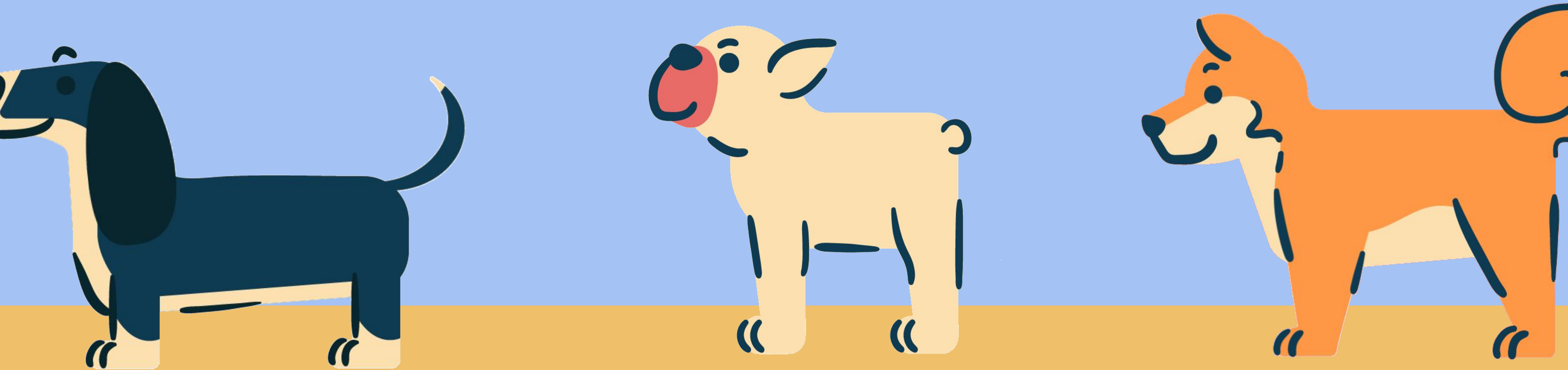
1. Continue developing safe and innovative dog toys using **organic jute** and Organic hemp, and potentially expand into other eco-friendly dog products like pet accessories.
2. Introduce new designs or colors to keep the product line fresh and appealing to customers who may want to buy multiple variations.



**Thank you for  
listening!**



# ANNEXURE



# Our Journey

1. Dog toys with recycled Basketball – Since I play Basketball – Failed Idea
2. Dog toys with old used cotton T-shirts – I created a prototype – Disapproved by the Vet – Cotton fibers can cause intestinal issues and could require surgery - Failed Idea
3. Dog Toys tried with Tire – Tire tube is mixed with Sulphur, Lead and Magnesium for road durability which is Toxic – Failed Idea
4. Dog Toys with Organic Jute – Created a Prototype and Idea Won.

# Value Proposition

- 1. Safe and Non-Toxic for Dogs:** EcoChew toys are made from organic jute, a natural, biodegradable material that ensures dogs can chew without health risks, making it a safer alternative for pets.  
**Sustainability:** The use of sustainable materials ensures minimal environmental impact, aligning with the growing demand for eco-friendly pet products.
- 2. Social Impact**  
**Supporting Underprivileged Women:** EcoChew provides a source of income for underprivileged women involved in the production process. By purchasing EcoChew toys, consumers contribute to social welfare and economic empowerment, which adds a deeper purpose to their purchase.
- 3. Durability and Practicality**  
**Built to Last:** Designed to withstand chewing from even the most active dogs, EcoChew toys are durable, ensuring that they provide long-lasting entertainment and help reduce waste.  
**Functional Benefits for Dogs:** The toys keep dogs entertained while helping clean their teeth and satisfy their natural urge to chew.

# Distribution Channels

## **1. Direct to consumer**

use FedEx, Amazon logistics, and postal services for shipping

## **2. Partnerships with Retailers**

eco-friendly pet stores that specialize in sustainable products

## **3. Local Retail Presence**

physical presence in popular pet stores to create brand visibility in the local community.

# Competitive Analysis of EcoChew

**Competitive Analysis for EcoChew** as compared with other brands in the market, based on key factors such as **Eco-Friendliness, Social Impact, Durability, Non-Toxic Materials, and Price Affordability.**

- **EcoChew** excels in eco-friendliness and non-toxic materials, with a strong focus on social impact by supporting underprivileged women.
- Competitors like **poochmate.com** and **westpaw.com** are good in terms of price affordability and durability, but they lag behind in social impact and eco-friendliness compared to EcoChew.
- **DogFreindlyCo** scores low on most criteria, especially eco-friendliness and non-toxic materials.

# Break-Even Analysis

## **BREAK-EVEN POINT (IN UNITS):**

### **Break-Even Analysis:**

The break-even point is the number of units that must be sold to cover the total cost of manufacturing (Fixed + Variable costs).

### **Break-Even Point (in units):**

Break-even Units=

$$= (\text{Total Manufacturing Cost Per Unit}) / (\text{Selling Price} - \text{Cost Per Unit}) = 31 / (40 - 31) = 31 / 9 \\ = 3.44 \text{ units}$$

# Return on Investment (ROI)

## Return on Investment (ROI):

- ROI measures the profitability relative to the cost of manufacturing.

- **ROI per Unit:**

$$\text{ROI} = (\text{Gross Profit}) / (\text{Total Manufacturing Cost Per Unit}) \times 100 = 9/31 \times 100 \\ = 29\%$$

For every 31 AED spent on manufacturing, EcoChew generates a 29% return in profit (9 AED per unit).