

TILY LIQUID SOAP & SANITATION BUSINESS PLAN

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DESCRIBE YOUR BUSINESS

Tily Liquid Soap is an enterprise founded by me, a single young adult entrepreneur. I specialize in the production of high-quality hygiene products such as liquid soap, disinfectants, and after-washing, with the aim of adding the making of bleach, natural oil extracts from plants and fruits in bathing soaps.

I am passionate about ensuring a clean and healthy environment by providing products that serve as agents of a healthier and safer environment, and with the future hope of training vulnerable women, senior high school graduates, and other ladies interested in this business to gain the practical skills of producing cleaning and disinfecting products. I currently serve over 30 clients (18 regulars), mainly focusing on bulk sales. I have equally written an MoU to business entities to be able to supply 4 grocery stores, 2 medical lab centers, 1 maternity home, 3 guest houses, and 2 laundry agencies.

By securing **USD\$ 900** in funding, I will rent a space amounting to USD\$ 400, get other simple tools, Personal Protective Equipment, and get additional raw materials for increased production.

These include

1. Caustic Soda (NaOH) – For saponification
2. Sodium Lauryl Sulfate (SLS) – Foaming agent
3. Sulphonic Acid – Main cleaning agent
4. Nitrosol (or CMC – Carboxy Methyl Cellulose) – Thickener
5. Soda Ash (Sodium Carbonate) – Hard water softener
6. Formalin (or other preservatives) – Extends shelf life
7. Fragrance (Perfume Oil) – For scent (e.g., lemon, lavender)
8. Colorant (Food-grade dyes) – Optional for colored soap
9. Glycerin – For moisturizing effect

I will need a place to prepare, exclusively for rent, for which I'll allocate

EXPLAIN THE PROBLEM.

The problem facing my enterprise is the unsustainability of my current production model.

- **Safety Hazards:** Producing hygiene products at home exposes me, my relatives and neighbors to certain chemicals, creating potential health risks.
- **Limited Production Capacity:** Home-based production restricts my ability to scale up production to meet growing demand from clients, potential distributors, and the women I potentially seeking to train.
- **Lack of Professional Training Space:** The absence of a dedicated training facility hinders my ability to effectively teach and mentor vulnerable women, limiting the impact of my social enterprise.

These challenges hinder my enterprise from achieving its full potential in terms of both business growth and social impact.

EXPLAIN YOUR SOLUTION.

The solution proposed by my enterprise is to **secure USD\$ 900 in funding to rent and equip a dedicated production and training facility.**

This solution directly addresses the existing problems by:

- **Improving Safety:** Moving production out of the home environment eliminates the exposure of myself and others to certain chemicals. Also, making it possible to gear up and apply all safety protocols.
- **Increasing Production Capacity:** A dedicated facility allows for increased production volume, enabling me to meet growing demand, expand my client base, and supply existing customers more effectively.
- **Creating a Professional Training Space:** The facility will serve as a dedicated training center, providing a safe and conducive environment for vulnerable women to learn the skills necessary to start their own hygiene product businesses.

By implementing this solution, I can significantly enhance its safety, productivity, and social impact.

BUSINESS MISSION STATEMENT:

To ensure a clean and safe environment, as well as the desire to empower potentially vulnerable women by providing them with the skills and resources to build sustainable livelihoods through the production and distribution of high-quality, affordable hygiene products, while ensuring a safe and ethical production environment

HOW LONG HAVE YOU BEEN IN BUSINESS?

The business has been in existence for a year now.

YOUR NET INCOME

In March 2025, I made a revenue of USD\$ 775.13, out of which USD\$ 391.13 went into expenses being fixed and variable expenses. I made a net income of USD\$ 384.00, representing a net profit margin of 50%.

SERVICE OR PRODUCT DELIVERABLE: My Enterprise is a social enterprise that produces a range of cleaning products, including liquid soap, detergent, disinfectants, after-wash fragrance, and

parazone. The production process is designed to be both efficient and empowering, providing vulnerable women with valuable skills and knowledge.

Production Process:

1. Raw Material Sourcing:

- o I source high-quality raw materials from reputable suppliers, ensuring the safety and effectiveness of their products.
- o The raw materials used vary depending on the product being manufactured, but typically include:
 - **Liquid soap:** Coconut oil, palm oil, caustic soda, fragrance, colorant.
 - **Detergent:** Sodium tripolyphosphate, sodium carbonate, sodium silicate, enzymes, fragrance, colorant.
 - **Disinfectant:** Alcohol, hydrogen peroxide, quaternary ammonium compounds, fragrance.
 - **After-wash fragrance:** Essential oils, fragrance, alcohol.
 - **Parazone:** Sodium hypochlorite, fragrance.

2. Production:

- o **Batching:** The raw materials are weighed and measured according to specific formulas for each product.
- o **Mixing:** The raw materials are mixed in large vats using specialized equipment.
- o **Heating:** The mixture is heated to a specific temperature to ensure proper chemical reactions and product consistency.

- o **Cooling:** The mixture is then cooled to room temperature.
- o **Filling:** The cooled product is filled into bottles or containers of various sizes. Mostly 1.5 plastic bottles.
- o **Labeling:** The bottles or containers are labeled with product information, including name, ingredients, usage instructions, and safety warnings.

3. **Quality Control:**

- o Throughout the production process, quality control checks are conducted to ensure that the products meet the required standards.
- o This includes testing for pH levels, viscosity, and other relevant parameters.

4. **Packaging:**

- o The finished products are packaged in boxes or cartons for transportation and storage.

5. **Distribution:**

- o Tily's Enterprise products are distributed through a network of retailers, including health facilities, public places of convenience, eateries among others.
- o The company also sells its products directly to consumers through my WhatsApp statuses, word of mouth, referrals and community outreach.

Empowering Vulnerable Women:

- My business will transition into providing comprehensive training to female groups, senior high and tertiary institutions through sponsorship, covering all aspects of the production process, from raw material sourcing to quality control and packaging.
- This training empowers women with valuable skills and knowledge, enabling them to become self-sufficient and contribute to their communities.

- By providing employment opportunities for vulnerable women, it makes a significant social impact.

DESCRIBE YOUR BEST CUSTOMER:

I likely find my best customers among:

- **Health Institutions:** Hospitals, clinics, and other healthcare facilities have a high demand for hygiene products like disinfectants, hand sanitizers, and liquid soaps.
 - **Why are they ideal?**
 - **High volume needs:** These institutions require consistent and often large quantities of cleaning and sanitizing products.
 - **Focus on hygiene:** Healthcare settings prioritize cleanliness and infection control, making them receptive to high-quality products.
 - **Potential for repeat business:** Ongoing need for hygiene products ensures consistent demand.
- **Groups of Female Community Members:** Women's groups, cooperatives, and other community organizations.
 - **Social impact alignment:** Aligns with my social mission of empowering women.
 - **Potential for bulk orders:** Groups often place larger orders, benefiting both the business and the community members.
 - **Community outreach:** Provides a platform for me to engage with the community and spread awareness about the products.
- **Senior High and Tertiary Students:**

- **Growing market:** Students living in dorms or shared housing often need their own cleaning supplies.
- **Social media influence:** Students act as brand ambassadors and spread the word through social media.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS?:

Social Impact:

- **Empowering Women:** Customers who prioritize ethical and socially responsible businesses choose me because of my commitment to empowering vulnerable women.
- **Community Development:** Supporting me directly contributes to the economic and social development of the community.

Product Quality:

- **High-Quality Ingredients:** I use high-quality, natural ingredients, my customers prefer their products for health and environmental reasons.
- **Effective Formulas:** The products are consistently effective and perform well, customers mostly return.

Customer Service:

- **Excellent Customer Support:** Responsive and helpful customer service is what I have employed in my business; this builds strong customer loyalty.
- **Personalized Service:** I provide personalized attention and understand customer needs, which can create a positive customer experience.

Unique Selling Proposition (USP):

- **Unique Product Offerings:** I offer unique product variations or formulations not found with competitors; they attract customers seeking something different.

📊 **Competitive Pricing:**

- **Competitive Pricing:** Offering competitive prices while maintaining quality, attracting conscious customers for which I am an expert in.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS FAIL?

📊 **Balancing Social Mission with Profitability:** Social enterprises often prioritize their social mission over profit maximization. While this is commendable, it's crucial to ensure financial sustainability to continue operations and support the women they employ.

📊 **Cash Flow Challenges:**

- **Delayed Payments:** Customers, especially institutions and larger organizations, may have longer payment cycles, impacting cash flow.
- **Inventory Costs:** Storing raw materials and finished goods can tie up significant capital.
- **Unexpected Expenses:** Unforeseen costs, such as equipment repairs, raw material price fluctuations, or marketing campaigns, can strain finances.

📊 **Limited Access to Funding:** Social enterprises may have limited access to traditional funding sources compared to for-profit businesses.

HOW CAN YOU AVOID THIS PROBLEM?

To mitigate this risk, my enterprise needs to:

- **Develop a robust financial plan:** This should include detailed budgeting, cash flow projections, and strategies for managing expenses.
- **Explore alternative funding sources:** Consider impact investors, grants, and crowdfunding platforms specifically designed for social enterprises.
- **Implement efficient inventory management:** Minimize inventory holding costs by optimizing production schedules and minimizing waste.
- **Negotiate favorable payment terms:** Work with customers to shorten payment cycles and improve cash flow.

LIST OF YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

1. 1.5-liter bottle of Parazone is USD\$ 1.24
2. A 1.5-liter bottle of disinfectant is USD\$ 2.75
3. A 1.5-liter bottle of Liquid soap is USD\$ 1.51
4. 1.5-liter bottle of After Wash is USD\$ 1.03
5. Training of women, senior high, and tertiary students depends on sponsors and negotiations. (officially to be operational when I rent my space).

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

🎬 **Word-of-Mouth:** Satisfied customers spread the word to friends, family, and colleagues.

🎬 **Social Media Marketing:** Utilizing platforms like Facebook, WhatsApp statuses to showcase products, and sharing customer testimonials.

🎬 **Local Partnerships:** Collaborating with local businesses, community organizations, or NGOs to reach potential customers.

🎬 **Community Events:** Participating in local fairs, markets, or events to showcase products and interact with potential customers.

WHY DID YOU CHOOSE THIS BUSINESS?

I entered this business due to:

🎬 **Social Impact:** It is driven by a strong desire to make a positive impact on society. By creating a business that empowers vulnerable women and provides valuable skills.

🎬 **Passion for a Cause:** The personal connection to the issue of women's empowerment or a deep belief in the importance of supporting vulnerable communities.

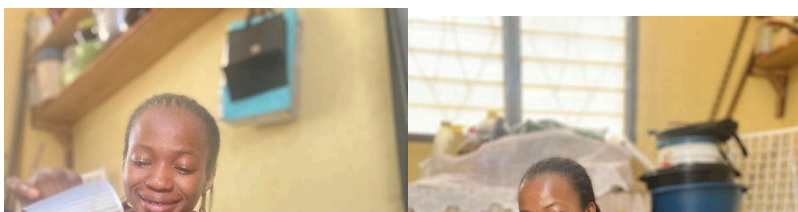
🎬 **Entrepreneurial Spirit:** I combine business acumen with a social mission. My entrepreneurial drive is to utilize my skills and creativity to build a successful business while addressing social challenges.

🎬 **Market Opportunity:** The production and sale of cleaning products is a viable business opportunity with a growing demand. By focusing on high-quality, ethically produced products, I carved out a niche in the market.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

1. Social Media Marketing
2. Local Partnerships
3. Customer Referral Programs
4. Public Relations

Insert pictures of your business activities here and give a brief explanation of each:



1. From left, female Young Single Adults who have expressed interest in learning soap making.
2. Bottling prepared liquid soap after washing.
3. I applied labelled stickers to my products.
4. Stickered bottles are filled with liquid soap.
5. Showing my unstickered products before applying the labeled stickers.

HOW WILL YOU USE THE MONEY? (Include pictures of the product/service (s)).

I will rent a space for production, which amounts to USD\$ 400.00 for two years.



Renting Store Space: This store space is very close to the roadside, which makes it ideal for my business location, and there is a bus stop close by.





1. From Top left, a pH meter needed to measure the alkalinity and acidity of the soap, which costs about USD\$ 50.00.
 2. Hand blender for blending raw materials. USD\$73.20
 3. Personal Protective Equipment for production. USD\$190.00
 4. The remaining USD\$ 186.80 would be used to purchase selected raw materials for additional production. Quality Chemical Sodium Hydroxide (Caustic Soda fine granules) - 40 lb. (18.144 kg) Pail (Pack of 1). USD\$ 181.56
 5. Raw caustic high grade.
 6. Nitrosol/CMC (Carboxy Methyl Cellulose). Primarily a thickener, helping to achieve the desired viscosity in liquid soap. Price USD\$ 5.24 per kg.
- Dedicated Production Space: The priority is to rent a dedicated store space for production activities. This would create a safe and controlled environment, separating the production area from the home and minimizing children's and neighbors' exposure to harmful chemicals.

- **Child-Friendly Workspace:** The store space would be designed with safety features to ensure children's well-being, such as secure storage for chemicals, proper ventilation, and designated play areas.
- **Skills Training:** Provide additional training and development opportunities in person to regular potential students and employees to enhance their skills and knowledge.

Income Statement

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	150.00	173.00	195.00	216.00	251.67	490.77	1,029.68	605.48	775.13	1,042.92	1,360.00	1,590.00	7,879.65
Total transactions or units sold	84.00	136.00	175.00	189.00	210.00	169.00	189.00	170.00	235.00	371.00	423.00	460.00	2,811.00
Revenue per transaction or unit	1.79	1.27	1.11	1.14	1.20	2.90	5.45	3.56	3.30	2.81	3.22	3.46	2.80
Expenses													
Self salary	40.00	40.00	45.00	45.00	45.00	45.00	130.79	130.79	130.79	130.79	130.79	150.04	1,063.99
Employee salaries(commission)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.40	0.00	50.18	50.18	50.18	164.94
Raw materials	109.00	110.00	129.00	135.33	166.49	178.43	315.12	0.00	245.54	280.00	417.99	390.00	2,476.90
Store Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Technology	0.00	0.00	0.00	0.00	0.00	4.12	6.87	15.69	0.00	8.00	9.00	11.00	54.68
Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Transportation	0.00	1.00	0.00	0.00	0.00	2.96	14.49	15.4	11.97	11.53	18.59	16.55	77.92
Loan repayment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	37.50	37.50
Taxes/Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other (Water & Electricity)	0.00	0.00	0.00	0.00	0.00	8.42	11.22	6.87	3.27	4.90	5.70	4.78	45.16
Total Expenses	149.00	151.00	174.00	180.33	211.49	238.93	464.00	179.72	391.13	492.46	628.98	660.05	3,921.09
Expense per transaction or unit	1.77	1.11	0.99	0.95	1.01	1.41	2.46	1.06	1.66	1.33	1.49	1.43	
Net Income to reinvest	1.00	22.00	21.00	35.67	40.18	251.84	565.68	425.76	384.00	550.46	731.02	929.95	3,958.56
Net Profit Margin	1%	13%	11%	17%	16%	51%	55%	70%	50%	53%	54%	58%	

Cashflow Statment

	2 months ago	last month	this month	next month	month 2	month 3	month 4	month 5	month 6
Income	605.48	775.13	1042.92	1360	1590	1877.34	2065.43	2251.74	2590.67
- Fixed expenses	-145.19	-130.79	-180.97	-180.97	-257.5	-257.5	-257.5	-257.5	-257.5
- Loan payment	0	0	0	0	0	0	-37.5	-37.5	-37.5
- Variable expenses	-34.05	-260.34	-448.01	-448.01	-501.32	-546.87	-560.88	-578.34	-601.54
= Profit (or loss)	426.24	384	413.94	731.02	831.18	1072.97	1209.55	1378.4	1694.13
Starting cash	287.66	713.9	1097.9	1511.84	2242.86	3074.04	4147.01	5356.56	6734.96
Available cash	713.9	1097.9	1511.84	2242.86	3074.04	4147.01	5356.56	6734.96	8429.09



From left

- A. My senior Sister, my Beloved Dad, from right to left.
- B. Myself and my lovely Dad and I.

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