



COCOAMELT CLEANSING BALM

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ABSTRACT

The business plan entitled CocoaMelt Cleansing Balm presents the development and commercialization of a locally produced cleansing balm designed to address the increasing demand for affordable, high-quality, and skin-friendly skincare products. As awareness of proper skincare and double cleansing continues to grow, many consumers face limited access to cleansing balms that are both effective and budget-friendly. CocoaMelt aims to bridge this gap by providing a chemist-formulated cleansing balm that effectively removes makeup, sunscreen, excess oil, and impurities while maintaining the skin's natural moisture barrier. This business plan examines the organizational, operational, marketing, and financial aspects necessary for the successful establishment of the enterprise. It discusses the product formulation, production processes, market opportunities, target consumers, promotional strategies, and projected financial performance of the business. Through a combination of physical selling and digital marketing platforms, CocoaMelt seeks to establish itself as a trusted local skincare brand that delivers quality, accessibility, and customer satisfaction. The venture aims to promote healthy skincare habits while providing consumers with an effective, convenient, and affordable cleansing solution in the growing skincare industry.

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PRODUCT DESCRIPTION:

CocoaMelt Cleansing Balm is a chemist-formulated solid-to-oil facial cleanser developed to provide a gentle, effective, and convenient cleansing experience for all skin types. Made with carefully selected ingredients such as Cocoa Butter, Vitamin E, Sweet Almond Oil, and Sunflower Oil, the balm melts effortlessly upon contact with the skin to dissolve makeup, sunscreen, excess oil, and daily impurities. Once rinsed with water, it transforms into a milky texture that leaves the skin feeling clean, soft, and hydrated without a greasy residue.

Designed with both functionality and aesthetics in mind, CocoaMelt is packaged in a premium frosted glass jar and enclosed in a durable product box containing essential product information, usage instructions, and safety details. Available in 15g, 30g, and 50g variants, the product offers an affordable and accessible skincare solution for students, young professionals, and skincare enthusiasts seeking a non-greasy, gentle, and effective cleansing balm for everyday use.

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