**Deep Healing**

Business Overview:

Deep Healing is a Vancouver-based online-active, sustainable and well-managed cosmetic business that specializes in producing aroma products including perfumes and essential oils. The firm operate mostly remotely and physically as well, with 1 store in downtown Vancouver. The mission is to provide customers the best satisfaction for the highest quality in every of their purchases, which are 100% naturally and locally plants extracted. The competitive advantage is that customers can customize their own products. Deep Healing will be formed as a General Partnership entity with the equality in the shares held or decision-making power between the three co-founders: Max, Pai and Kuroush and can be changed after the first 2 years.

Operation Plans:

Deep Healing will set up strong partnership bonds with the local plants farm in BC, Canada to save an amount of time and money on transportation or purchasing fees. The physical store does not need to be too spacious, but needs to be located in downtown Vancouver to attract as many customers as possible. The factory, on the other hand, will be rented out at the outskirt of the city to compensate for high store rental cost. For the first year of operation, it is not necessary for Deep Healing to have a physical head office as the co-founders can work together online. In the case of having meetings with suppliers or distributors, we can rent out a temporary office, which can be easily found on sites like Craigslist

Marketing Plans:

Deep Healing will make agreements with the local flower farms to introduce our product as a part of their tour given to tourists. It is an effective way to attraction their notice and excitement. We also take advantage of the social media by applying some online marketing strategies like paying for running advertisements or asking customers to post pictures or review online with our own hashtags for free samples. Since we are a green business with products only extracted from plants and also a local brand, I expect it will take 1 year for the brand image to be well-aware and go viral in Vancouver. The uniqueness of product customization will be a key point to hold the old customers stay royal with the firm. Royalty programs and frequent update on social media as well as online profiles like LinkedIn or our own blog are another 2 important plans

Financial Plans:





