

# Our Brand

**Kaizen** is a Japanese business philosophy involving tackling problems at the grass root level in order to bring change for the better. The next generation will be most affected by the environment and climate change. We believe it is key to start tackling the issues facing our planet as young as possible.

## What makes Kaizen unique

We tackle major issues through our unique and engaging range of books which are available at affordable prices.

Presentation outline:

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Slide 2- Mood board

Slide 3-Our idea + product

Slide 4- Our target market

Slide 5- Financials



**Kaizen**  
Change for the better







OUR MOOD BOARD



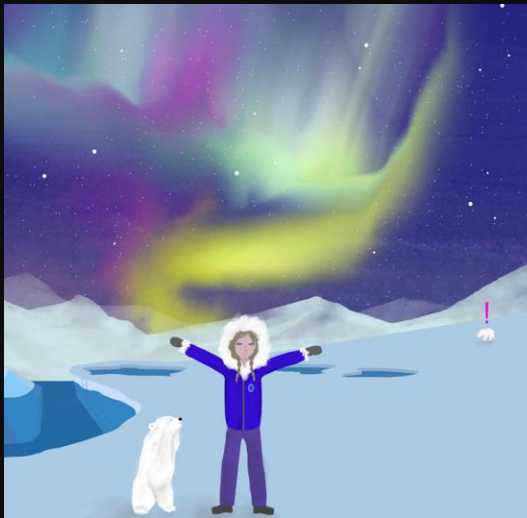
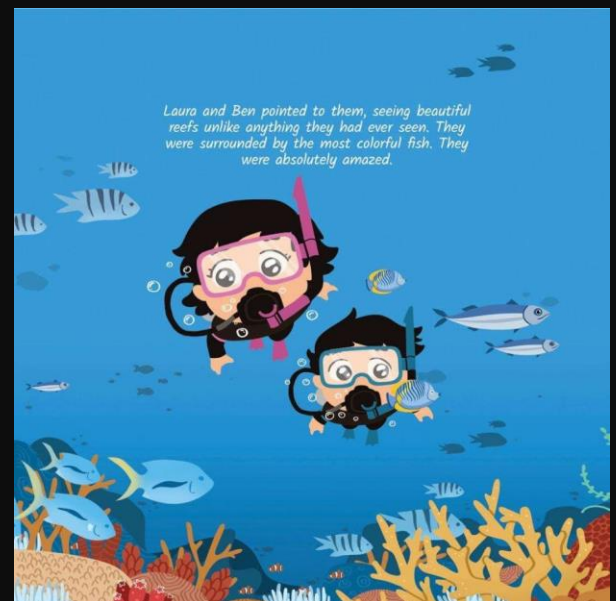
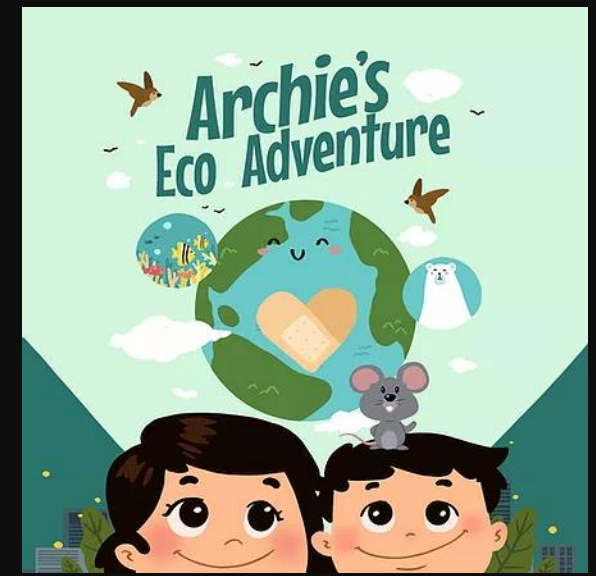


# OUR IDEA AND PRODUCT

## OUR IDEA:

Create a range of fun and engaging books teaching children about issues surrounding the environment, which are also affordable.

## OUR PRODUCTS



Sarah and Polly start to get tired and the light is fading quickly. Just as they begin to lose hope, they hear a voice shouting: "Polly!"

### **Saving The Planet:**

Age: 3-5 Years Old

Two short stories teaching kids about climate change and deforestation, using Koala's and Polar bears. It is a great start to teaching the younger generation about these key issues.

### **Archie's Eco Adventure:**

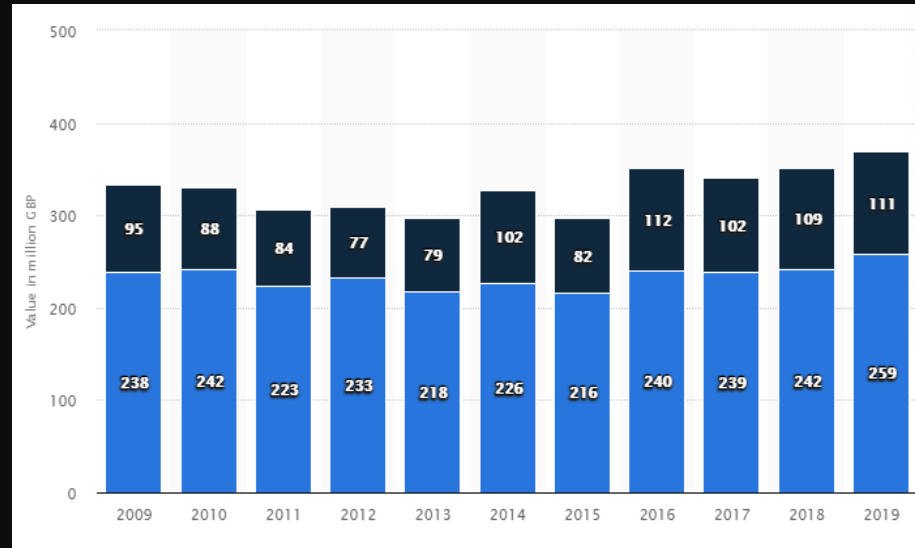
Age: 5-7 Years Old

Follow along with Ben and Laura as Archie the mouse takes on a worldwide adventure to explore the effects of climate change in greater detail.

# OUR TARGET MARKET

From our research, the two books have a very wide range of customers :

- Children aged 2-7 years old
- Nurseries, schools and libraries as an educational tool
- Teenagers and young adults
- International markets



UK children's books sales in the millions

Business to business :

- Book wholesalers
- Eco friendly product stores
- Small bookshops
- Larger book retailers
- Scholastic books fairs



# FINANCIALS

Starting balance **£2931** after a  
very successful school raffle:

## Total Cost of Development

Saving The Planet cost break  
down

- Illustrator Fees= **£200**
  - ISBN= **£83**
  - Website + eBook viewer= **£53**
- Total cost of book= **£336**

Archie's Eco Adventure cost  
break down:

- Illustration fees = **£350**
- ISBN= **£83**

Total cost of book= **£433**

Total amount spent= **£769**

## Break Even, Unit Cost and Profit per Copy

Saving the Planet:

Cost of production: **£2.23** per unit  
Retail price: **£5.99+ PP**  
Retail profit: **£3.76 PU**  
Wholesale price: **£3.90 (STQ)**  
Wholesale cost of production: **£2**  
Wholesale profit: **£1.90**  
Break even quantity\* : **90 Books**

Archie's Eco Adventure:

Cost of production: **£1.86**  
Retail price: **£5.99 + PP**  
Retail profit: **£4.13**  
Wholesale price: **£3.80 (STQ)**  
Wholesale cost of production: **£1.57**  
Wholesale profit: **£2.23**  
Break even quantity\* : **105 Books**

## Sale's and profit targets

Saving the Planet:

Retail sales: **80 books**  
Wholesale: **200 books**  
Total revenue\*: **£1260**  
Profit target after cost of  
development: **£345**

Archie's Eco Adventure:

Retail sales: **90 Books**  
Wholesale: **250 Books**  
Total revenue\*: **£1490**  
Profit target after cost of  
development: **£455**

Total revenue: **£2750**

Total profit: **£800**

