

Business Plan

The business we are planning to start is Water Boyz Inc. We sell fully customized water barrels nationally and locally. We are a home based corporation based out of Leitchfield Kentucky. Our water barrels are environmentally safe and efficient because of low costs and its ability to conserve water

Target Market

Our target market here at Water Boyz Inc. is any one interested in the environmentally safe products and people who want quality products at a reasonable price. People who want to conserve water and help the environment are always interested in buying products that will help the cause anytime of the year. Our quality products will insure conservation. We also hope to attract local customers, by using the model we created at the Solid Waste Transfer Station.

Location

Our store will be located at 301 North Main Street Clarkson Kentucky 42754. The location we have chose is because we are located far enough out of town to make the barrels but close enough to town so people can come buy and purchase our barrels. Our main source of sale will be located on the internet on our EBay store.

products

Our main product here at Water Boyz Inc will be 55 gallon rain barrels for commercial or residential property. We can fully customize your rain barrels with designs and graphics of the customer's choice. We can also adapt the sizes of the barrels to make them larger for companies. The barrels will cost an average of \$20.00 to make and the

average rain barrel sells for \$50.00 without a design from our competition. We can sell our barrels for \$60.00 and make a \$40.00 profit. We will also offer installation for an additional \$40.00. The barrels will adapt to a rain gutter and catch the rain that would otherwise pour onto the ground. The barrels will have a spout that will allow a person to access the water as needed. The water can be used for gardening and other outside uses. The barrels will lower the consumer's water bill depending on how much water he or she waters their lawn and flowers. The water the consumer will use from the barrels will be free.

Competition

We will have minimum competition in our area, because there are no stores offering what we will sell. The closest store to us is located in Lexington, Kentucky. There is little or no risk of other business competition at this time. Our business will also provide an economic boost to the area by providing jobs for the locally unemployed.

Shipping

Shipping and handling will cost approximately \$26.00 for the average sized barrel, according to our local post office. The consumer will pay for the shipping. We will ship anywhere in the continental United States. The consumer will also have the option of picking up their barrel in person to avoid shipping costs.

Our Roles

Each person here at Water Boyz Inc. have there own role. Our President is Cody Clemons his job is to make the plans for production and distribution of the product. Our Technician is Chad Gilbert his role is computer Technology, he handle website control and delivery of the product. Our two laborers are Jordan Decker and Jared Clemons.

Their job is to make sure everything is properly installed and paint the designs according to customer standards on the barrels.

Advertisement

We hope to attract our customers by using flyers throughout the town. We also plan on purchasing local newspaper ads. Our business plans on sponsoring local schools and sports teams by purchasing ad space in yearbooks and sports memory books. As our business grows, we plan on purchasing commercial spots on local broadcasts and radio stations.

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Sources

<http://www.kentuckypride.com/>

http://www.emmitsburg.net/archive_list/articles/gardening/water_barrel.htm

<http://www.composters.com/rain-barrels.php>

<http://www.aquabarrel.com/>



Customized Residential Water Barrel created by The Water Boyz Inc.

Water Barrel System designed by The Water Boyz Inc. for commercial use.

Installed by our crew at the Leitchfield Solid Waste Transfer Station.

