



EPA

2016-2017



Lycée E-J Marey

530 REUSABLE COTTON PADS

Bamboo fiber



- Washable
- Eco-friendly
- Economic



- 100 % Made in France
- Hand-made
- Smooth

Selling point at
the Charity
« Groupe Entraide
Mutuelle » -
Beaune

Sales organized
on Mobility Day –
at School

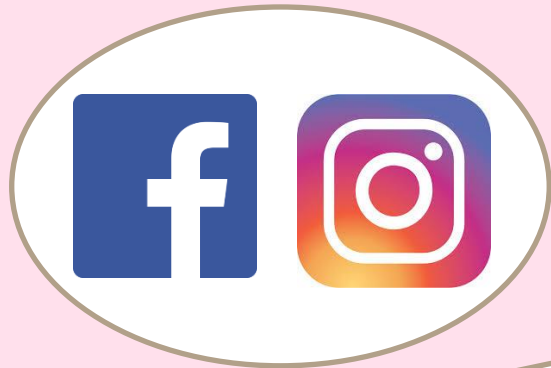
SALES

Sales organized
on the School's
Opening Day -
Beaune

Sales organized on
Environment Day -
Seurre

Online order forms
available - **School**

Selling point –
at School



thewhitecoton@orange.fr

COMMUNICATION



**Psychological
Price**

**Survey carried
out on French
and
International
Competition**

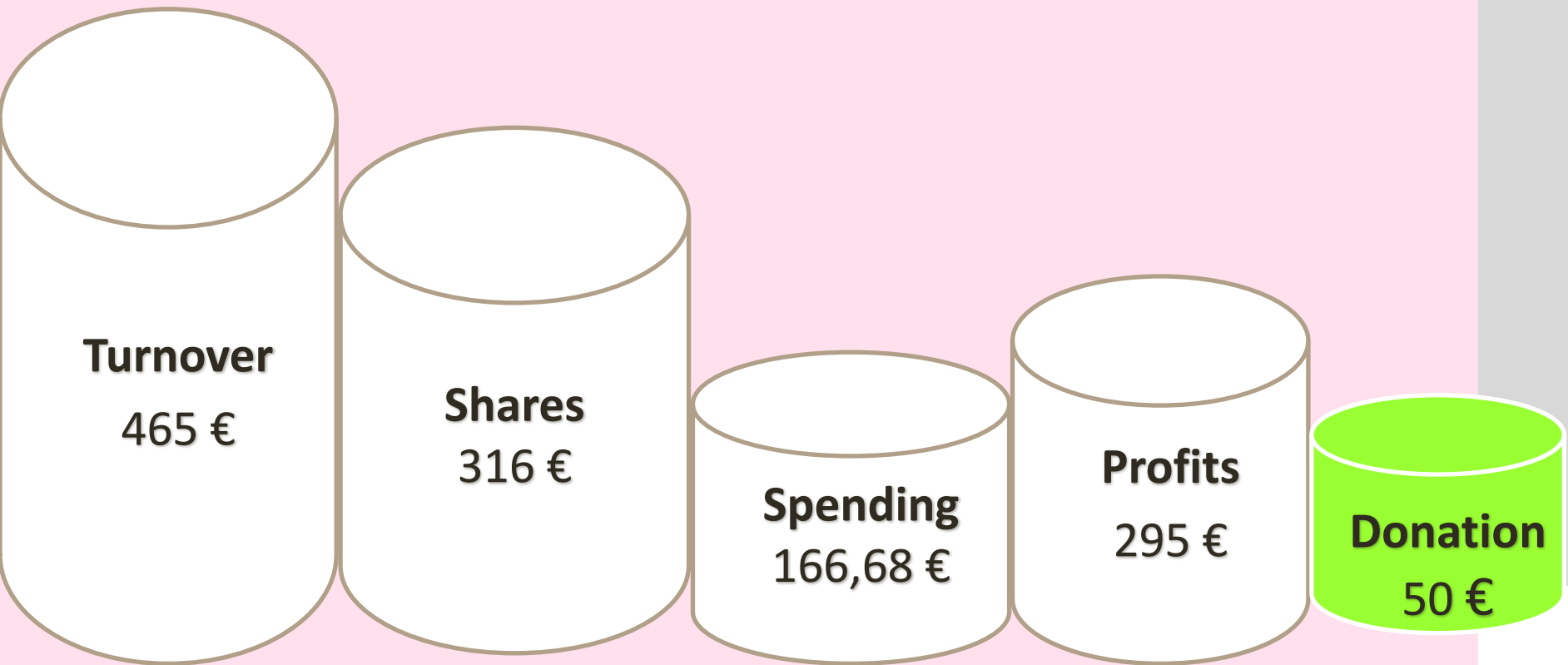
PRICE FIXING

**Production Cost
of Supplies**

Business plan



FINANCIAL STRATEGY





TECHNICAL STRATEGY

- **Reusable Cotton pads**
 - Picture of organic Bamboo Fiber
 - Picture of Cotton Pads
 - Picture of a Seamstress
 - Picture of Packaging
- **Packaging**
 - **SIZE**
 - **PICTURE**

PARTNERS

E-J Marey High School



EPA Bourgogne-



UPS



Groupe Entraide Mutuelle





THE MICRO-ENTREPRENEURS

<https://thewhitecoton.wixsite.com/thewhitecoton>