

A vibrant collage of tropical leaves in various colors including red, green, yellow, and pink, scattered around the central text. The leaves have different shapes, some with holes, and are rendered in a flat, illustrative style.

# Mínimamente

"With you wherever you go"

**Members:**

- Agustín Cebile
- Iván Berns
- Denise De La Cruz

**Professor: Nora Carbone**

**School: San Pablo Zárate**



**Mentor: Gastón Zelarayan**

**Facilitator: Juan José Weibel**

**Coordinator: Ignacio Basavilbaso**



# Executive Summary

**Company name:** Minimamente

**Slogan:** "With you wherever you go"

**Mission:** Provide a new and practical alternative facilitating personal hygiene, helping to mitigate the waste of soap and plastics

**Vision:** We seek to be the flagship company in inspiring people throughout the region to raise awareness about caring for oneself and the environment.

**Product or service:** Our soaps are prepared for a single use, either in small capsules or in flakes. Any of these options are in refillable containers or biodegradable bags, easy to transport that help optimize their use so as not to generate waste and thus be eco-friendly.

**Summary of financial results:**

Initial Capital: \$ 16,695

Value of the share: \$ 265 - 47 external shares and 16 internal shares -

Sales (target): 200 units

Net Profit: \$ 24,330

Net Profit after taxes: \$ 23,113.50

Share value at closing: \$ 632

Stock performance: the stock increased by





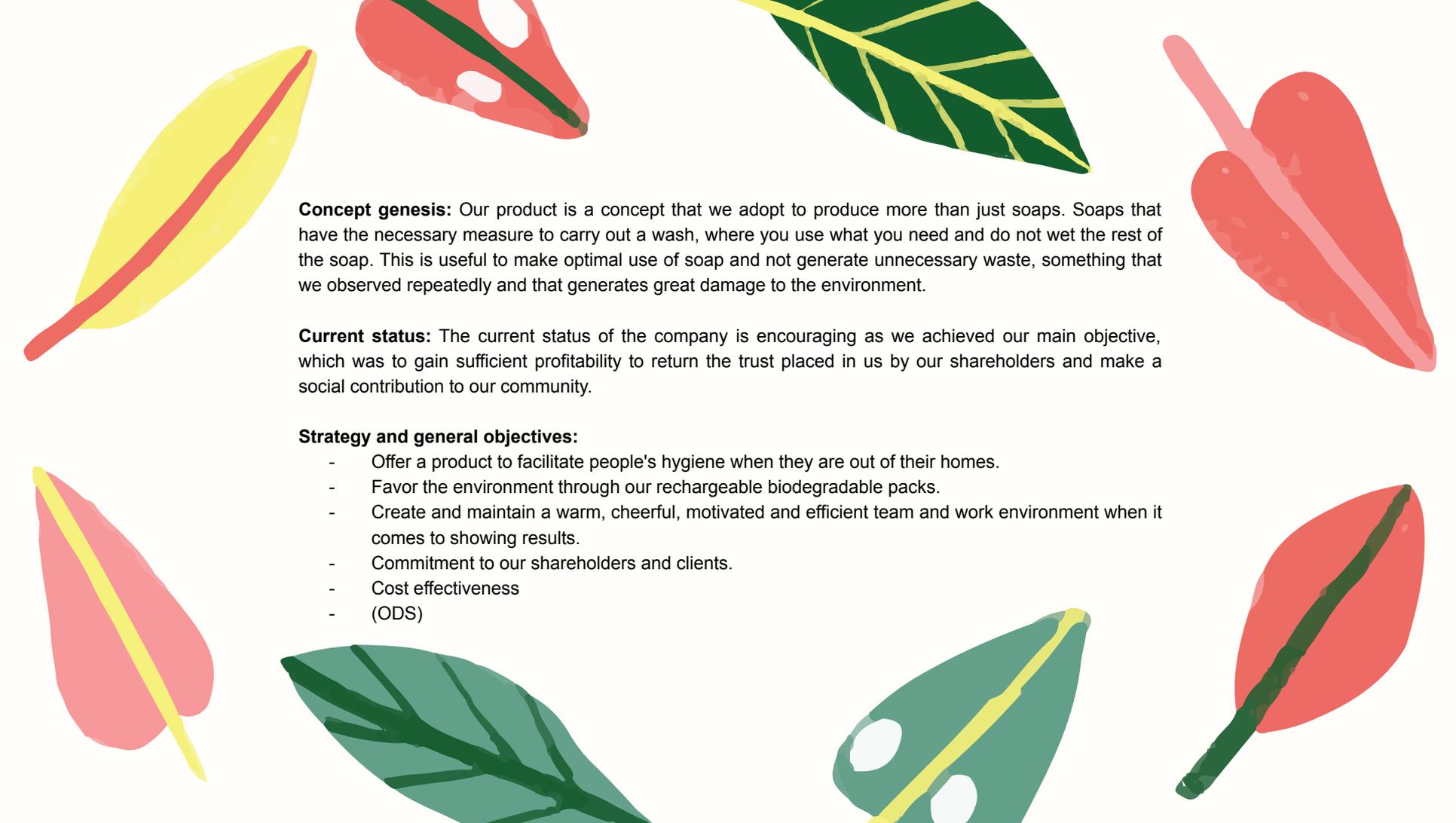
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**Purpose and history of entrepreneurship:** Mínimamente began from the initiative of our school in enrolling in the JA program "Learning to undertake". At the beginning of this journey, we were not sure which was the right product for our undertaking, but as we acquired new tools, we molded the idea. It is there when in the middle of a brainstorming, the proposal of single-use soaps came up.





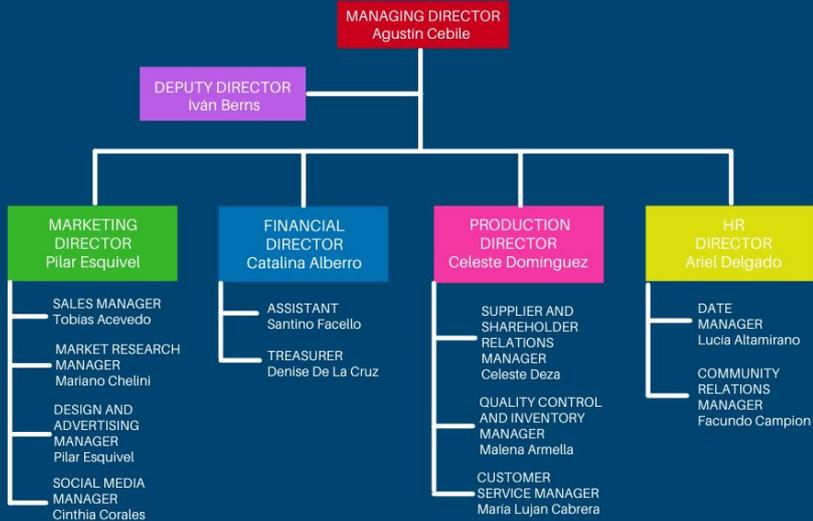
**Concept genesis:** Our product is a concept that we adopt to produce more than just soaps. Soaps that have the necessary measure to carry out a wash, where you use what you need and do not wet the rest of the soap. This is useful to make optimal use of soap and not generate unnecessary waste, something that we observed repeatedly and that generates great damage to the environment.

**Current status:** The current status of the company is encouraging as we achieved our main objective, which was to gain sufficient profitability to return the trust placed in us by our shareholders and make a social contribution to our community.

**Strategy and general objectives:**

- Offer a product to facilitate people's hygiene when they are out of their homes.
- Favor the environment through our rechargeable biodegradable packs.
- Create and maintain a warm, cheerful, motivated and efficient team and work environment when it comes to showing results.
- Commitment to our shareholders and clients.
- Cost effectiveness
- (ODS)

# Organization Chart



**Administration:** In the following table you can see the positions of each member of the company and internal communication. To choose our roles, each one ran for the place they considered appropriate and was defined by votes from the entire team.



# Financial Results

EARNINGS	
Sales	\$43,500.00
<b>Total Earnings</b>	<b>\$43,500.00</b>
EXPENSES	
Prototype Expenses	\$750.00
Materials	\$980.00
Raw Material	\$6,450.00
Packaging	\$7,150
Advertising Expenses	\$150.00
Salaries	\$3,690.00
<b>Total Expenses</b>	<b>\$19,170.00</b>
Net Income	\$24,330.00
Tax JA (5%)	\$1,216.50
<b>Net Income After Tax</b>	<b>\$23,113.50</b>
STOCK BOOK VALUE	
Initial Capital (16 internal actions y 47 external actions \$265 c/u)	\$16,695
Net Income After Tax	\$23,113.50
<b>Total</b>	<b>\$39,809</b>
Total Actions	63
<b>Closing of the share value</b>	<b>\$632</b>
<b>Therefore each share increased by</b>	<b>138.49%</b>



**Operations:** The raw materials we used were: neutral glycerin, essences and colorants. These materials were purchased from local suppliers, seeking to promote the development of local businesses. Our products are not very simple to produce, therefore we detail the production process below:

#### SOAP IN CAPSULES:

1. Hold the glycerin bar, cut it into small pieces.
2. In a pot pour water (1 cup) and put it to heat at a high temperature.
3. Once the water is hot, place a can of (peach or corn, etc. sanitized) and inside it put the pieces of glycerin and with a utensil (only for production and sanitized use) begin to stir the glycerin.
4. Once you see that the glycerin is starting to melt, add the essence and the coloring (only 3 drops of each, NO MORE) and stir
5. After it melts and it is all together and liquid, pour carefully but quickly into the silicone molds (previously sanitized) and spread it with a syringe evenly in the mold.
6. Let dry until it looks and feels compact and carefully unmold onto a tray, letting it dry for at least one night.
7. After it has been allowed to dry overnight, put between 15 to 20 bars of soap in the test tubes, closing with the lid and putting the label on the test tube.

#### WITH THE FLAKES:

1. Do the same steps up to step 4, and pour the mixture into a coffee glass (those made of Styrofoam) and let it dry for at least 30 minutes and unmold it so that it has a better drying time of up to 24 hours.
2. Once it is dry with a potato peeler (sanitized) begin to remove small and fine scales.
3. Place all the flakes on a tray and let them dry overnight.
4. Finally, put the flakes in the test tubes until they are full but without putting pressure.



**Marketing Strategy:** Our market is made up of:

- People aged 15 to 65
- That they carry out activities outside their home
- Athletes
- Travellers
- Zárate and area of influence



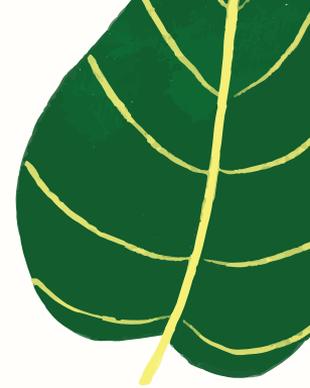
The analysis we carry out with respect to the competition is that our soaps are the only ones that fulfill the function of a single use and also due to their packaging it is easy to transport and recharge. We developed this concept since in the market research carried out we were able to visualize the inefficient use when consuming soap and the damage it causes to the environment. We focused our marketing strategy on personalized attention to customers, humanizing entrepreneurship and generating the idea that they were not only soaps, but a team of colleagues who were behind a goal.

The main promotion channels that we used were: the school (word of mouth and social networks) that gave us the possibility of exhibiting our product with the community and a fair for young entrepreneurs that made us visible to another audience. As well as the Instagram page of Minimally (@minimamentecsp)

This added to the accompaniment of JA. All this allowed us to meet our maximum goals: the sale of 200 units.

**Structure of the organization and internal communication:** Throughout this journey, our work team has acquired the necessary tools to overcome the vicissitudes that have occurred, as in any human group, problems arose but with group communication techniques, we managed to solve them in time and we maintained the union of the team. To achieve this, the participation of our teacher Nora Carbone, who articulated these exchanges of ideas, was essential.

To keep communication flowing, we created different chat groups between the areas to make the discussion of ideas more orderly and easier.



**Prospects at the end of the project:** We consider from the results obtained at the time that the proposed business would be viable and it would be highly profitable to invest in Minimally. We plan to develop other concepts around personal hygiene, with an environmental perspective. The steps to follow would be to expand the range of products and the knowledge of the company, because we consider that this is only a beginning.



**Perspective on the Covid-19 pandemic:** The context of the pandemic was not easy for our team, but day after day we coped with it. With each decision and choice we held a zoom meeting, since we were not able to see each other in person it was quite difficult and annoying. The production processes were designed with work at home in mind and the communication channels were segmented into groups to achieve fluidity and not generate fatigue. As the situation improved, we were able to perform in a better way, since the moments of presence facilitated the work and group connection.

