

Worried about pollution?  
Ecobag is the solution!

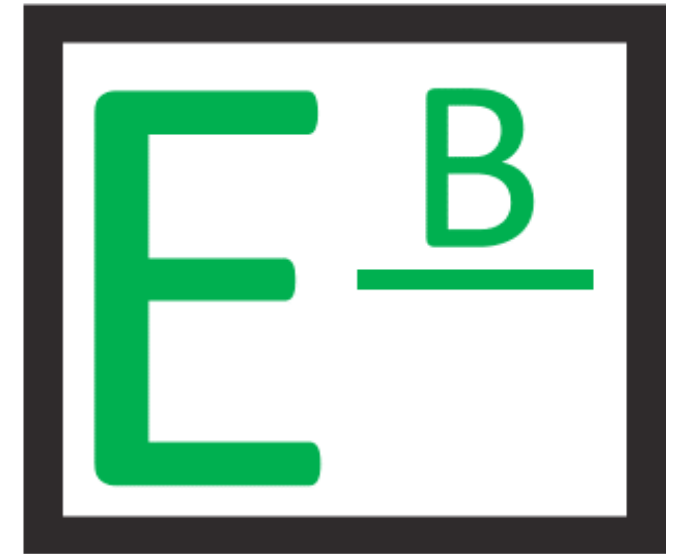


# Our logo

OUR COMPANY DECIDED TO CREATE AN INITIAL BASED LOGO, WHERE:

- E and B stands for ECOBAG
- The colour (green) stands for the eco-sustainability
- The black square makes all more fashionable

Our logo is composed by three elements and three is the number of the entrepreneurs



# Company administration

Our company is a private limited company,  
in fact we have a limited liability.

SHAREHOLDERS: -Alessandra Zanardi  
-Federica Bergamelli  
-Samuele Piazzini

SALES MANAGER: Alessandra Zanardi

OPERATION MANAGER: Samuele Piazzini

FINANCIAL MANAGER: Federica Bergamelli



# 💡 Our idea

At the beginning, we wanted to create something that could be valuable for people, but also eco-sustainable.

So, we have decided to create a line of bags C.E.B. Our bags are externally covered by solar panel cells. It means that you can recharge your phone and light your bag with LEDs.

We have chosen to resell the remaining leather to companies that produce small leather accessories.



# Ecobag X Michael Kors

We collaborate with Michael Kors Holdings® to:

- start up our business
- bring ECOBAG to a commercial success
- Become popular
- Become a premium brand



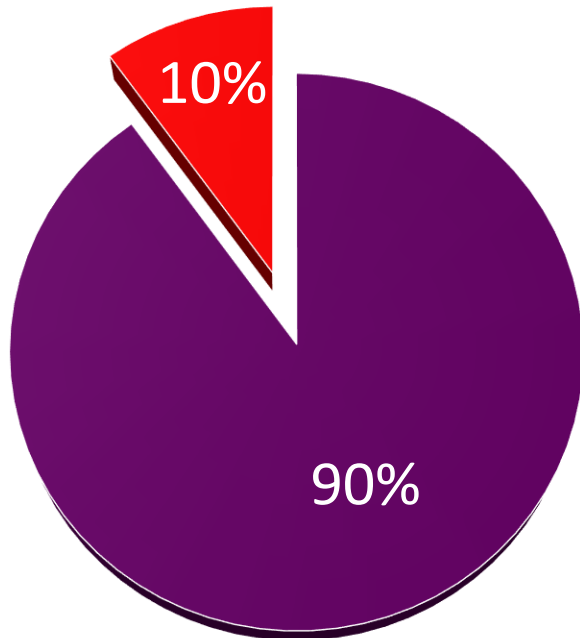
The terms of our contract are:

- Object: collaboration for bags
- Validity: 5 years from signature
- Economics: MK provides building and machineries  
The 30% of the profit is earned by MK

# Market research

We interviewed some women/girls:

- The 100% of the people liked our idea
- The 90% of the people would like to buy





# 4 factors of production



**LAND:** leather, silk, cotton



**CAPITAL:** money, machinery, production floor, shop



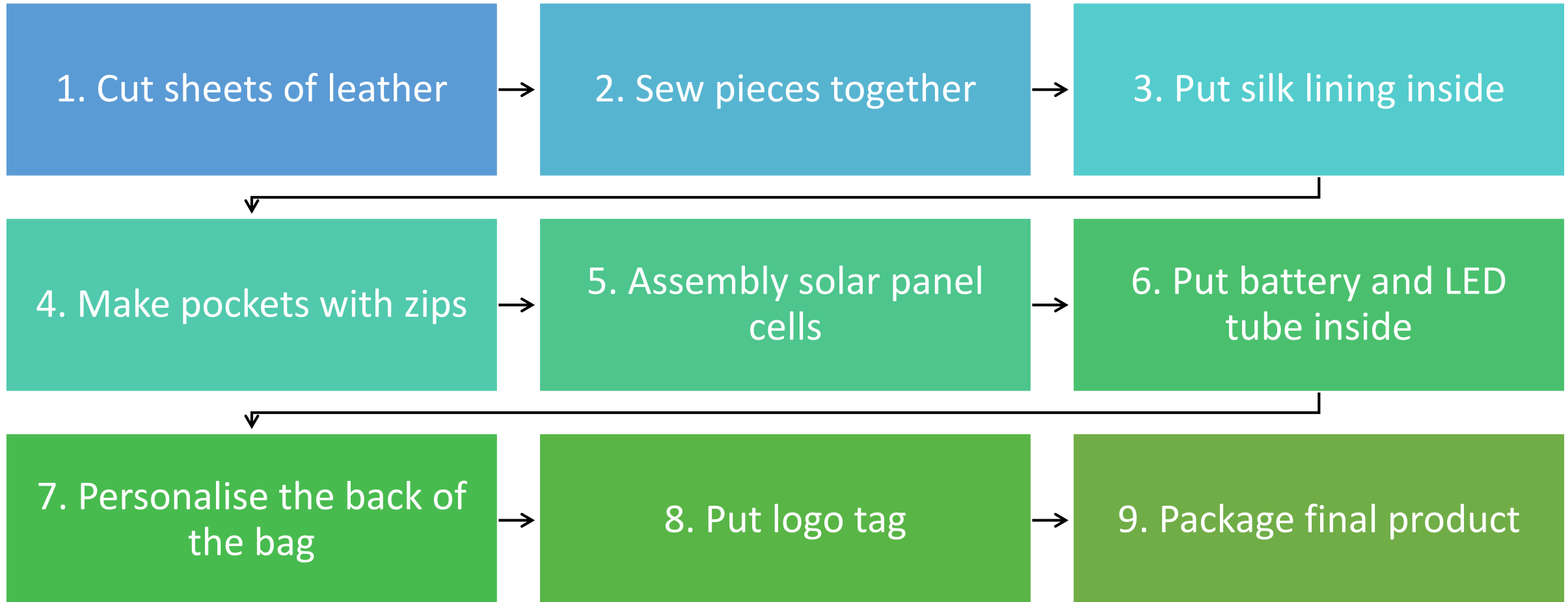
**LABOUR:** workers, designers, shop assistants, cashiers



☐ **ENTERPRISE:** the company “Ecobag”

☐ **ENTREPRENEURS:** Alessandra Zanardi, Samuele Piazzini, Federica Bergamelli

# Stages of production





# C.E.B. Shopper

- 100% Saffiano Leather
- Lining: 100% Silk
- Colors: blue, black, grey
- 102 small monocrystalline solar cells
- Silver or gold logo tag
- Interior Details: 2 compartments  
3 small pockets
- 4 gold feet under the bag



35 X 28 X 15 cm



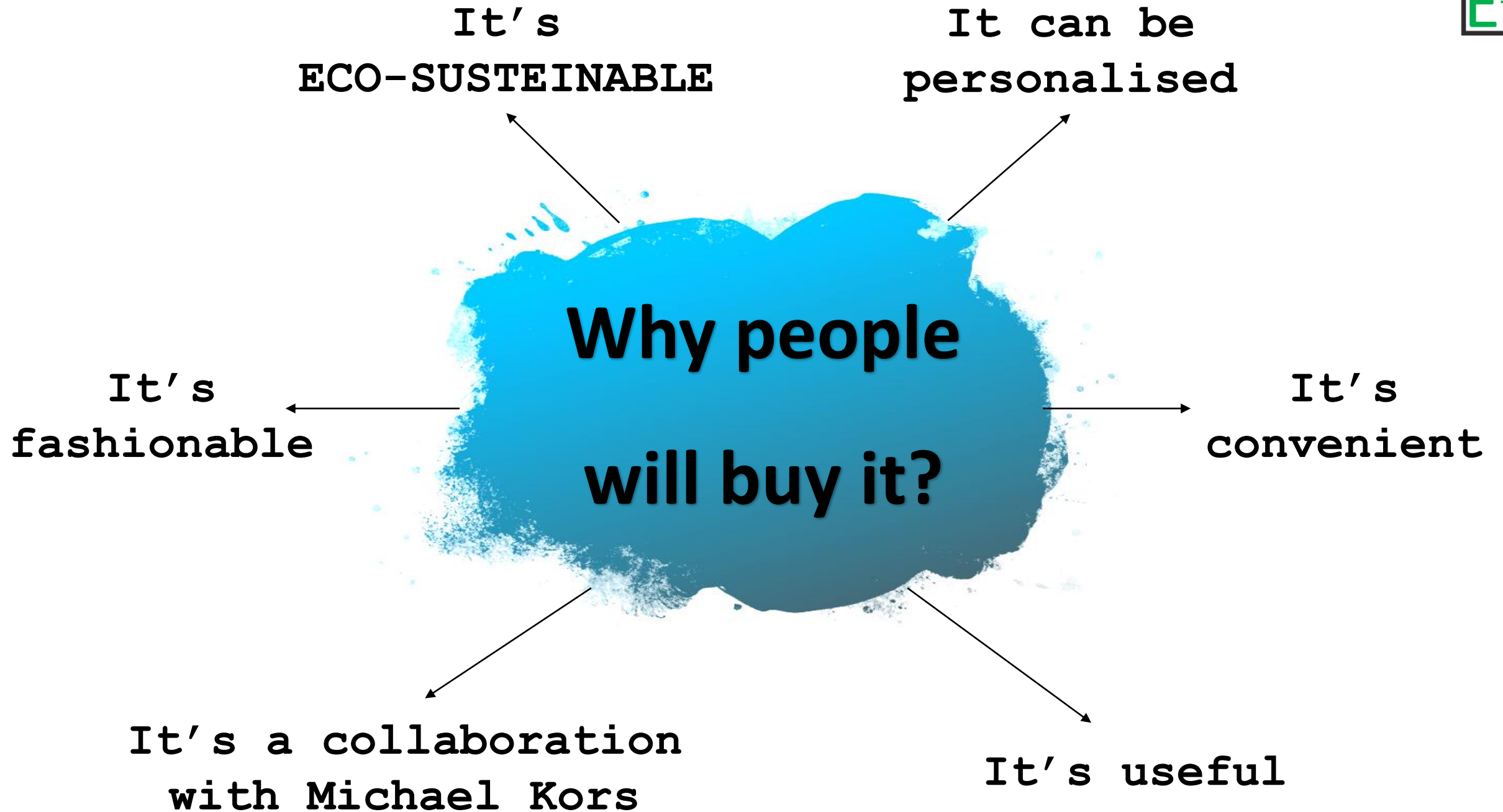
# C.E.B. Pochette

- 100% Saffiano Leather
- Lining: 100% Silk
- Colors: red and black
- 60 small monocrystalline solar cells
- Silver or gold logo tag
- Interior Details: 1 compartment  
2 small pockets
- 4 gold feet under the bag



23 X 10 X 5 cm







# Costs of the materials

Materials	Cost for shopper	Cost for pochette
Saffiano leather	\$ 12,00	\$ 9,00
Pure silk	\$ 6,00	\$ 4,00
Solar panel cells	\$ 20,00	\$ 15,00
Battery (24000 mAh)	\$ 10,00	\$ 10,00
Other components	\$ 10,00	\$ 10,00
TOTAL	\$ 63,00	\$ 48,00

# General costs

## Costs per year

Employees (15 units)	\$ 322 000
Shop	\$ 34 000
Materials	\$ 354 000
Production costs	\$ 100 000
<b>TOTAL</b>	<b>\$ 810 000</b>



# Sales

Sales (bags)	\$ 1 800 000
Sales (leather)	\$ 12 600
<b>TOTAL</b>	<b>\$ 1 812 600</b>





## Profit & Loss (1<sup>st</sup> year)

Sales	+ \$ 1 812 600
Costs	- \$ 810 000
MK participation fees (30%)	- \$ 543 780
<b>Gross profit</b>	<b>\$ 458 820</b>
Taxes (30%)	- \$ 137 646
<b>Net profit</b>	<b>\$ 321 174</b>

# Our objectives:

Plans to be reached within October 2019:

- Produce and sell 3500 shoppers and 2800 pochettes
- Earn about \$ 321.174
- Become a popular brand
- Open other shops (Via della Spiga Milan)

# OBJECTIVES



# Where can you find us?



OUR FACTORY,  
Via Alessandro Volta 16, Dalmine



OUR SHOP,  
Via Borfuro 6, Bergamo

# Our website and page instagram

- <https://ecobag7.wixsite.com/website/contact-us>



QUESTIONS?

Thanks for your attention