

ecosentials 

The background is a solid blue color. In the four corners, there are decorative white line-art illustrations of leafy branches. The top-left and top-right corners have branches extending from the left and right edges respectively. The bottom-left and bottom-right corners have branches extending from the left and right edges respectively.

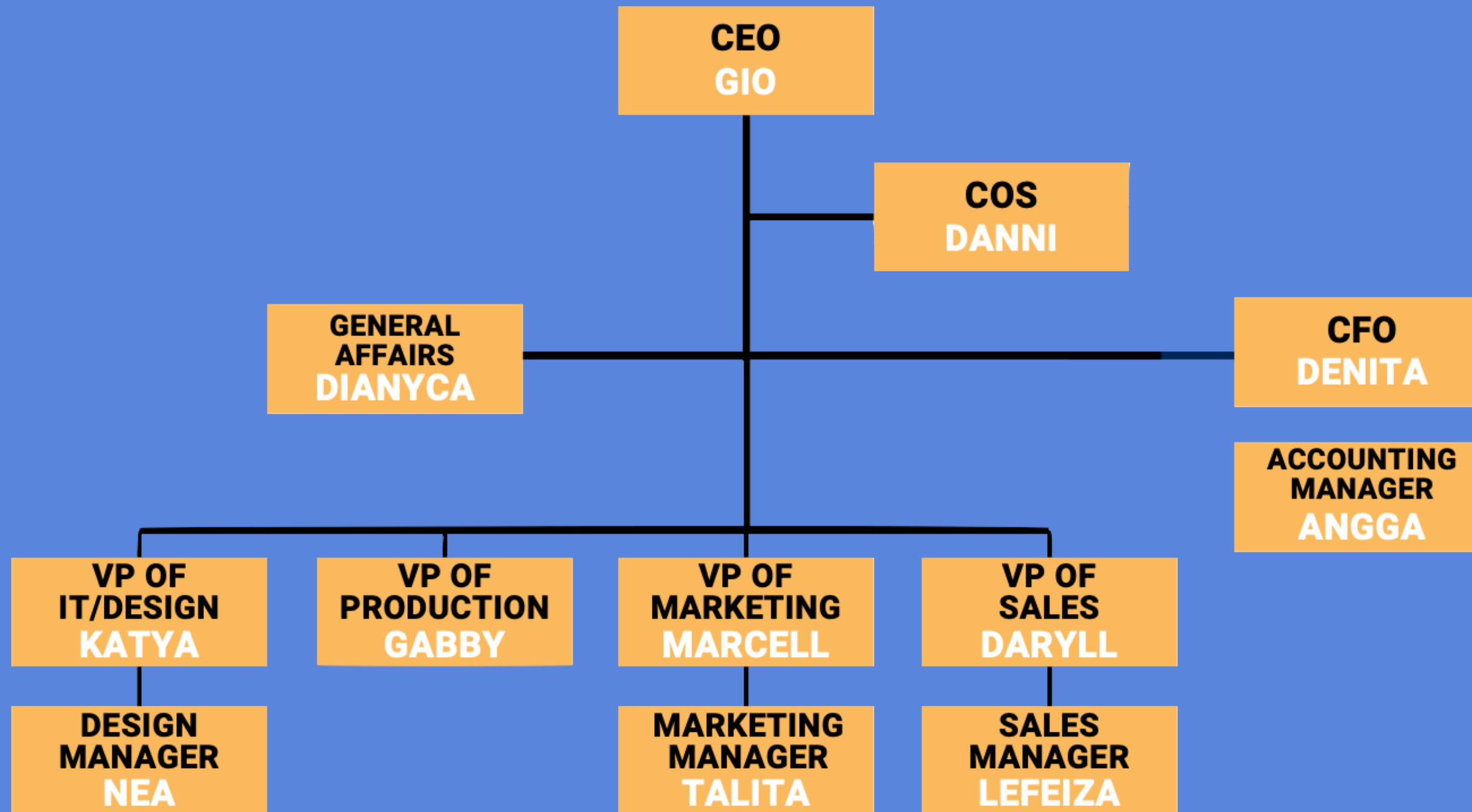
zero waste products

The background is a solid blue color with decorative white line-art leaf patterns in the corners. The text is centered and rendered in a bold, yellow, sans-serif font with a slight drop shadow.

**zero waste
products**

**a single
package**

organizational structure



4

4

2

2

4

4

2

2

bundles

packages

4

4

2

2

bundles



cutleries

- 5 Bamboo Straws
- 2 Wooden Spoons
- 2 Wooden Forks
- 1 Wooden Chopsticks
- 1 Wooden Box



TOILETRIES

- 2 Bamboo Toothbrush
- 1 Wooden Cup
- 1 Pouch
- 1 Face Towel



JOURNEY

- 2 Reusable Bag
- 2 Fabric Masks
- 5 in 1 Metal Straws
- 1 500ml Stainless Steel Tumbler
- 2 Bamboo Pens



STATIONARIES

- 10 Wooden Pencils
- 1 Pencil Case
- 1 Wooden Ruler
- 1 Bamboo Pen

Rp125,000
9\$ 8€

Rp75,000
6\$ 5€

Rp150,000
11\$ 9€

Rp75,000
6\$ 5€

packages



- 2 5-in-1 Metal Straws
- 2 500ml Stainless Steel Tumblers
- 2 Reusable Bags
- 1 Stainless Steel Food Container

Rp350,000
25\$ 21€

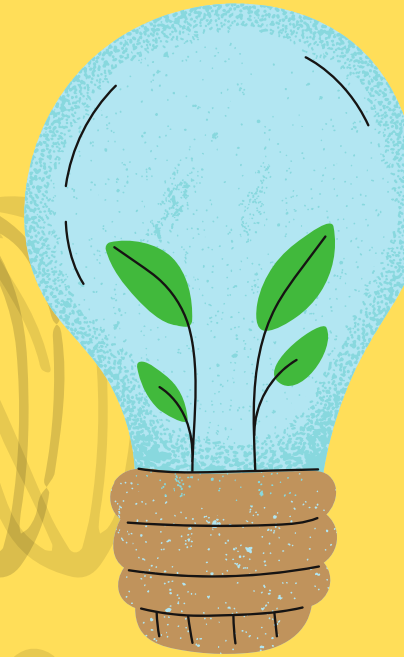


- 3 5-in-1 Metal Straws
- 3 500ml Stainless Steel Tumbler
- 3 Reusable Bags
- 3 Stainless Steel Food Containers
- 3 Wooden Spoons and Forks

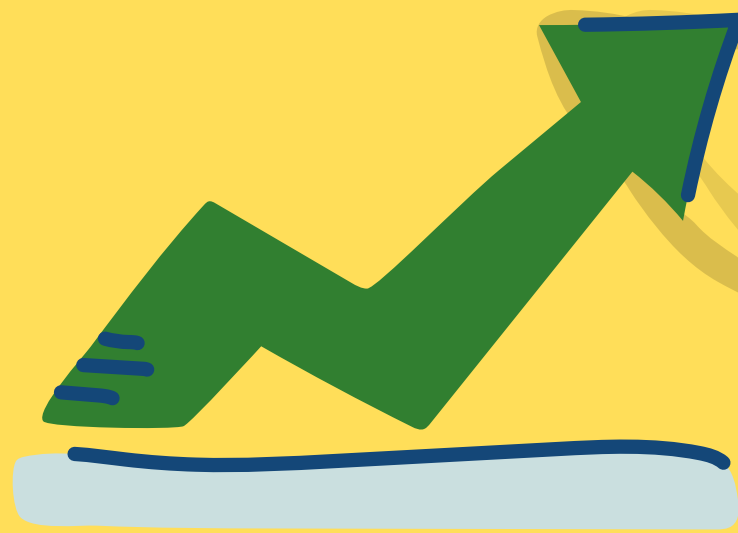
Rp550,000
39\$ 33€

industry

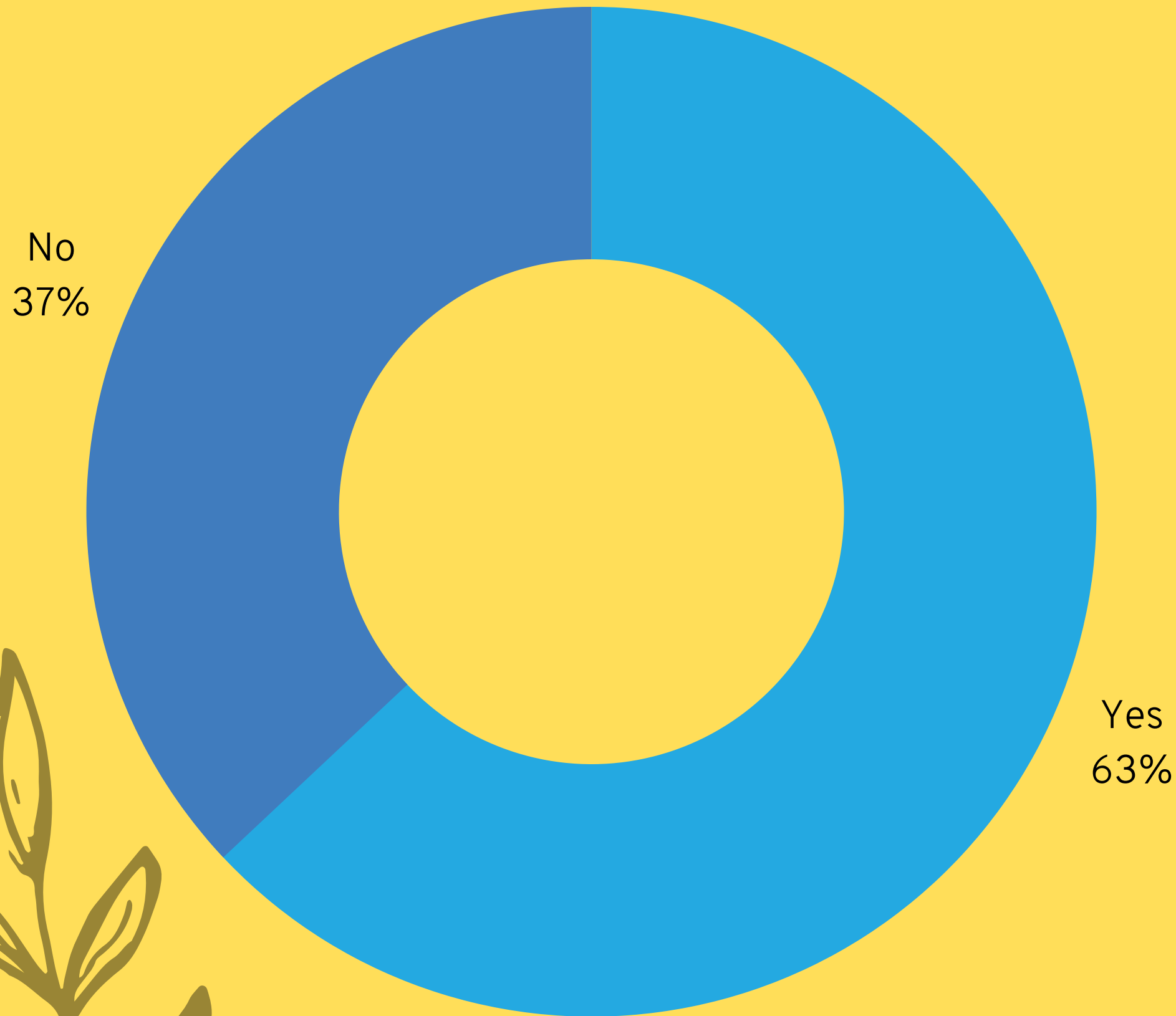
**Sustainable products
grew 5.6 times faster
than non-sustainable
products.**



**\$114 billion in sales,
up 29% from 2013.**



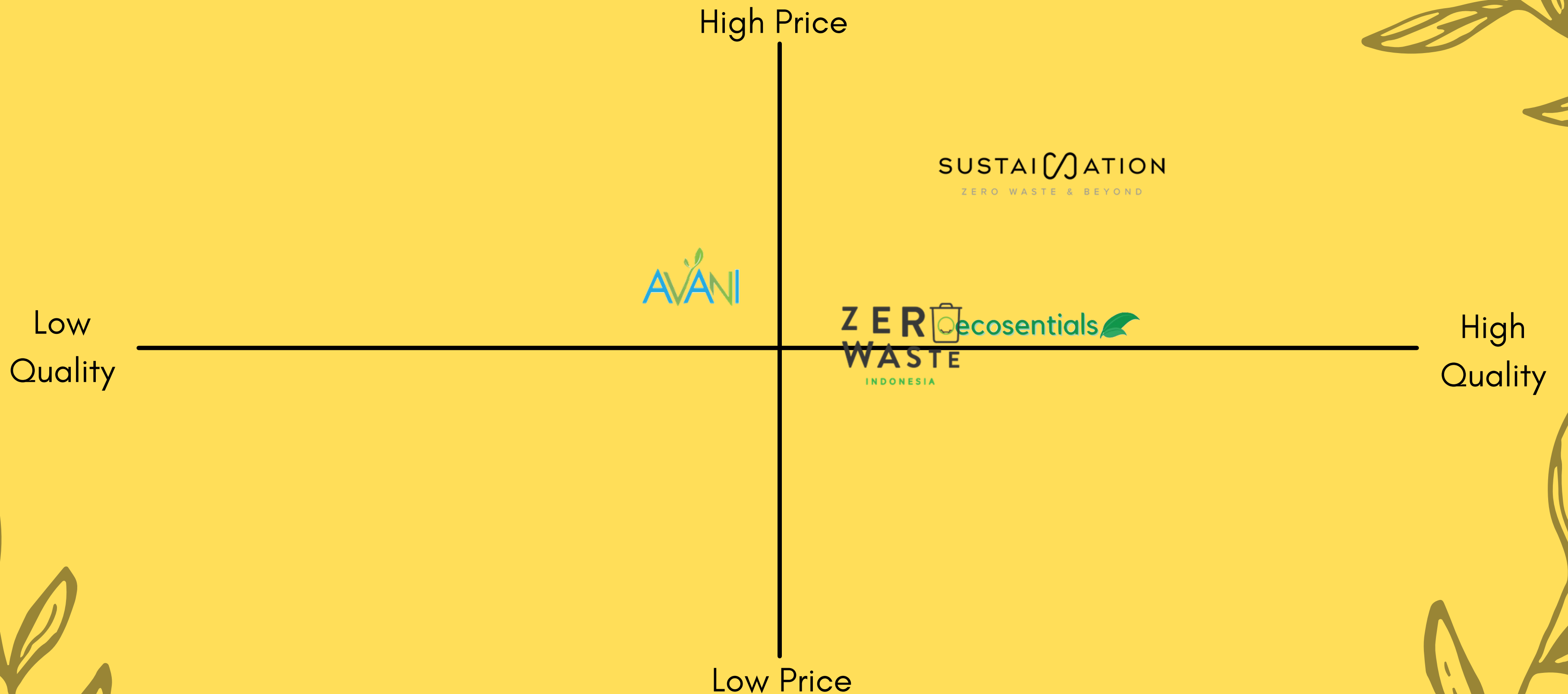
market



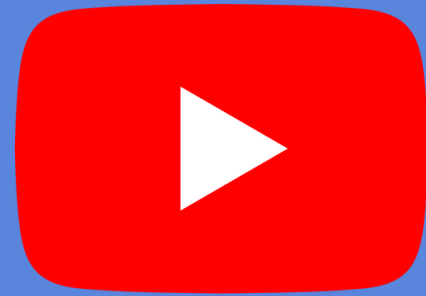
Indonesian customer on whether they are willing to buy eco-friendly products. (15-45 y/o)

Source: WWF and Nielsen

positioning



marketing

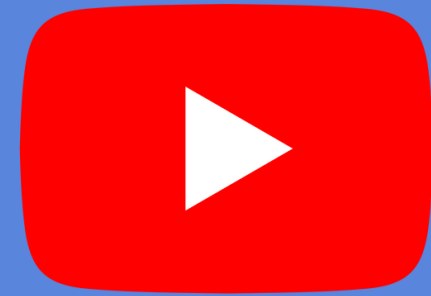


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#yourstarttolivingsmart

#ussentials

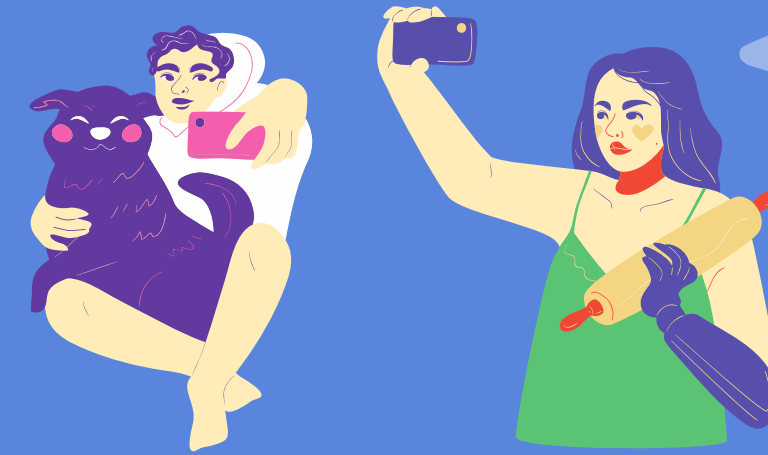
marketing



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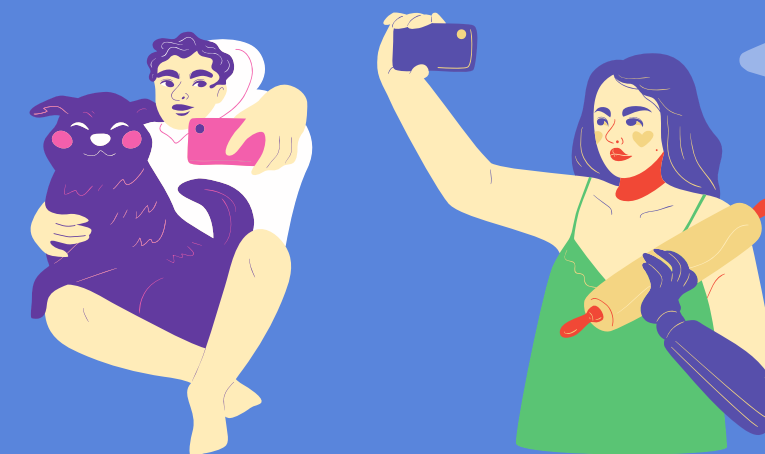
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influencers that supports
green movements

marketing



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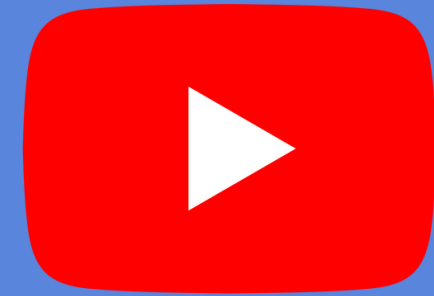
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influencers that supports
green movements



partnerships with other
companies

marketing



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influencers that supports
green movements



partnerships with other
companies

attending
trade fairs



finance

finance

finance

finance

finance

finance

finance

finance

finance

finance

finance

finance

finance



total investment

total investment

Rp.774,565,954

total investment

total investment

Rp.774,565,954



operational cost

49%



inventory stock

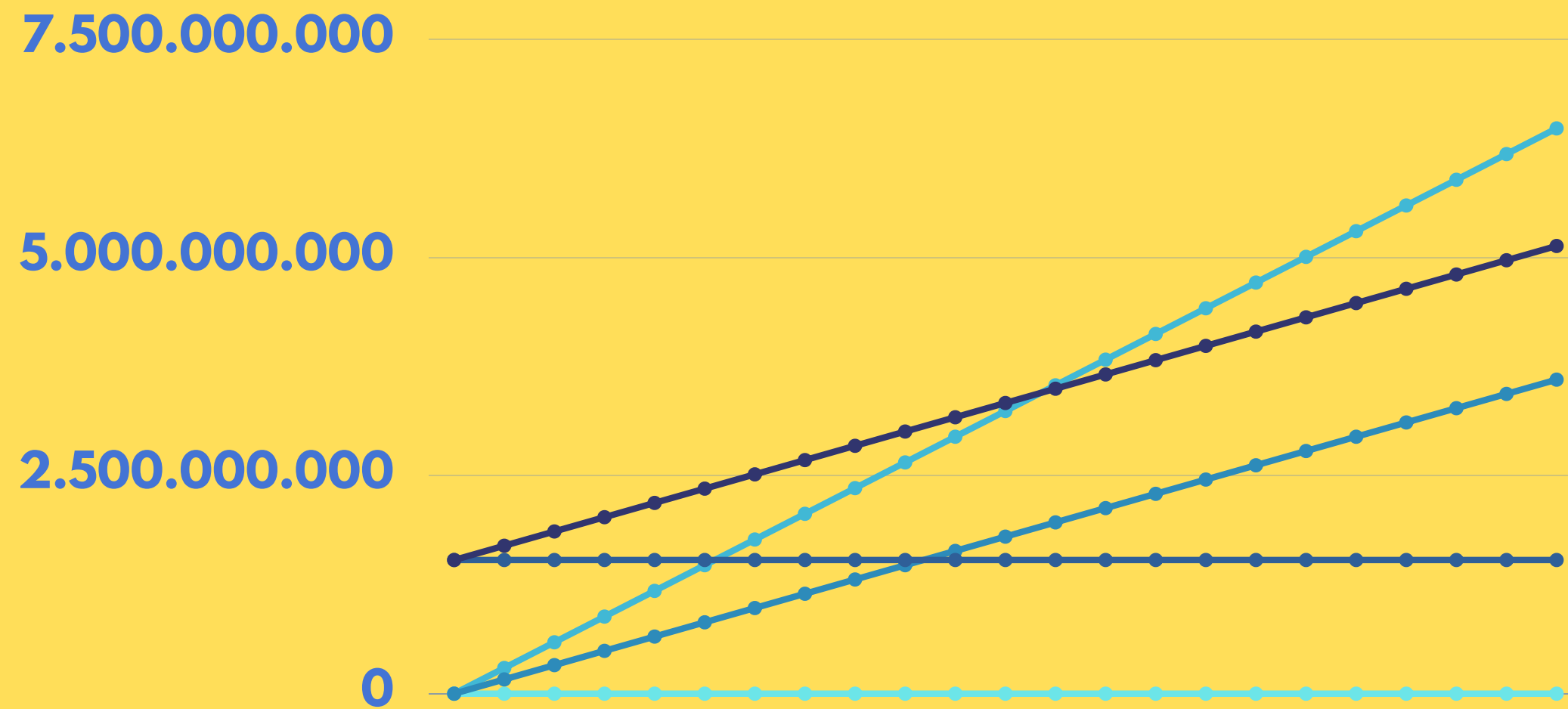
37%



fixed assets

14%

break-even point



Average profit rate

44%

Reach BEP

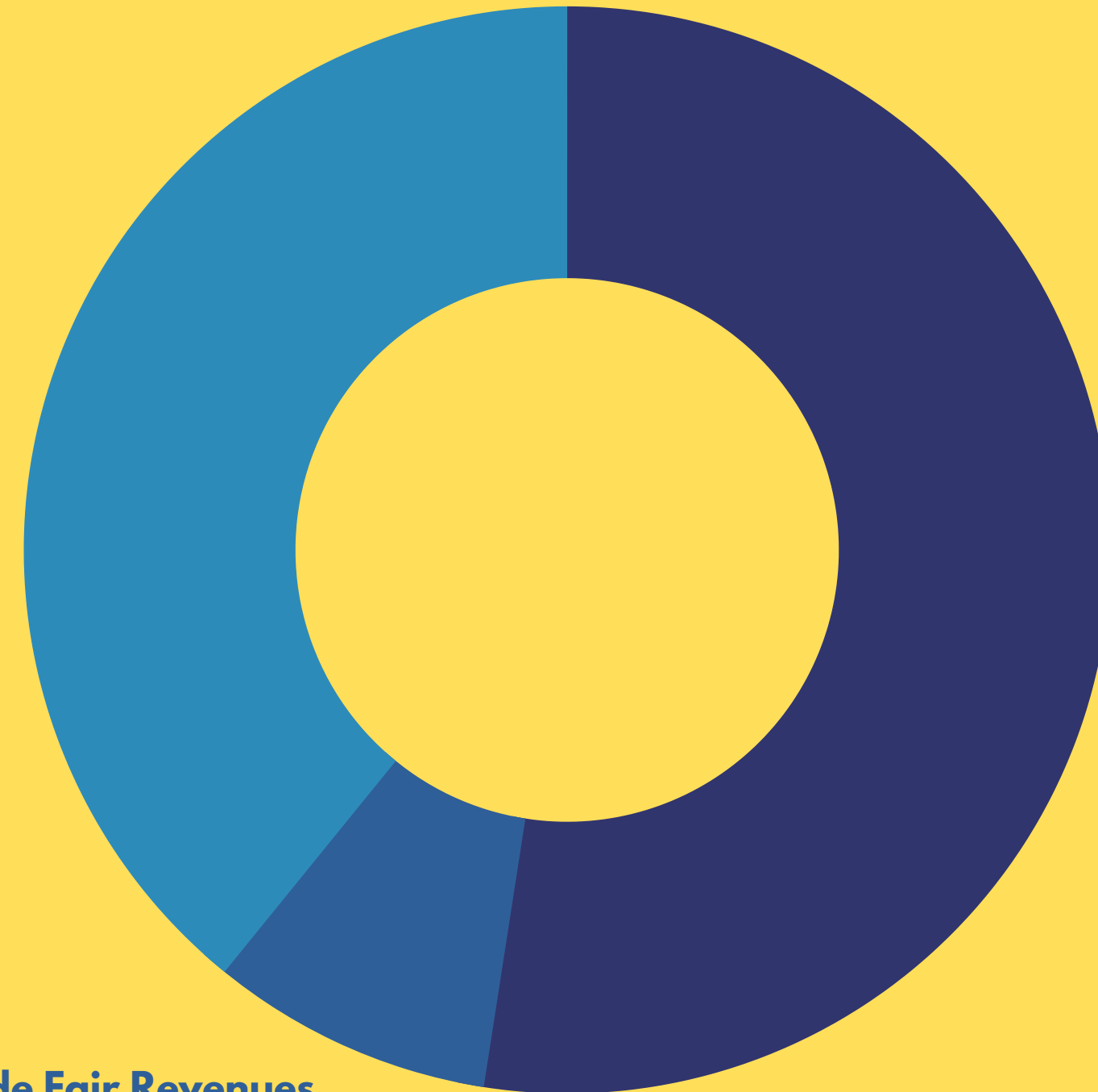
17,578

Per month

1,463

total sales revenue

Contractual Sales to Non-VE Entities
39.1%



Sales Revenues
52.5%

Trade Fair Revenues
8.4%

Total Sales Revenue

Rp3,461,782,500

**YOUR START
TO LIVING
SMART.**

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