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PROJECT № 1690
PRODUCTION OF SCENTED CANDLES FOR THE HOME (EXPANSION OF ACTIVITIES)

REQUIRED AMOUNT OF INVESTMENTS:
$89 000

ANNUAL NET PROFIT:
$233 800

RETURN ON INVESTMENT CAPITAL:
184%

FOUNDER'S INVESTMENT:
$30 000

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Our social networks

Description: Candles have always been the item that unites people around them. The Brand's philosophy is to fill every space with warmth and comfort, to fill the inner state and harmony. This is a fusion of laconic design and environmentally friendly materials. The author of the project cares about the health of clients, using exclusively natural ingredients. Today, the company of the author of the project is one of the largest manufacturers of handmade candles. The company has been operating since 2021 and has managed to establish itself as a good manufacturer of scented candles. The author of the project invested **$30 000** to open the company. The range of the line includes: - Handmade candles made from natural soy wax. - Scented sachets for scenting bed linen. - Diffusers for home and office Auto-perfume.

Advantages:
- The fragrances meet the highest quality standards and have an international safety certificate.

Required amount of investments: $89 000

NAME	AMOUNT, $
Purchase of raw materials	35 000
Purchase of equipment	7 000
Rent of premises for 6 months.	6 000
Marketing and advertising	10 000
Room renovation	5 000
Tax	1 000
Customs costs	25 000
Total	**89 000**

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Income data for a year:

NAME	QUANTITY, PCS	COST PER PIECE, $	AMOUNT, $
Candles 240 ml	15 000	20	300 000
Diffusers	625	38,4	24 000
Total			**324 000**

Expense data for a year:

NAME	AMOUNT, $
Purchase of raw materials	35 000
Purchase of equipment	25 000
Rent of premises for 6 months.	12 000
Marketing and advertising	9 000
Room renovation	1 200
Tax	2 000
Customs costs	6 000
Total	**90 200**

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- Annual profit: **$324 000**
- Annual expenses: **$90 200**
- Annual net profit: $324 000 – $90 200 = **$233 800**
- Return on investment capital: **184%**

$$\textbf{ROI} = \frac{\text{Net profit}}{\text{Investment amount}} \times \text{Investor's share} \times 100\% = \textbf{184\%}$$

DISTRIBUTION OF SHARES:

Investor - **70%** and Founder - **30%** – until the full return on investment.

Investor - **50%** and Founder - **50%** – after the full return on investment. After 2 years the Investor leaves the founders. **After 5 years, the Investor leaves the founders, whose share the founder buys for an amount equal to the amount invested by the Investor.**