

# BUSINESS PLAN



# RELEAF CANDLES

CANDLES WITH A SECOND LIFE



2024-2025

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# Executive Summary

## PROBLEM STATEMENT

### Problem

Environmental pollution from consumer goods is a growing concern. According to the Environmental Protection Agency (EPA), over 12 million tons of municipal solid waste in 2018 were non-recyclable plastics and glass, much of which came from household products like candles [1]. Additionally, candles made from paraffin wax release carcinogenic toxins such as benzene and toluene into the air, contributing to health risks. With the rising demand for sustainable products, many consumers find limited options in the candle market that address both environmental impact and personal well-being [2]. Most traditional candles lack innovation in design, often contributing to single-use waste. As candles are a popular tool for creating calming environments, this disconnect leaves customers searching for products that align with their values of relaxation and sustainability.

### Solution

ReLeaf aims to bridge this gap by providing an eco-conscious alternative that enhances well-being while reducing environmental harm. Our biodegradable candle not only ensures a cleaner burn using coconut wax, beeswax, and essential oils but also transforms into plant pots with seeds provided, promoting a circular lifecycle for every product. By addressing the shortcomings of conventional candles, ReLeaf offers a practical, meaningful solution for consumers and the planet.

## MISSION STATEMENT

At ReLeaf Candles, we are committed to combating mass consumption while also providing cleaner alternatives with thoughtfully crafted candles that offer relaxation and a connection to nature. We aim to make a positive impact on both the planet and your life.

## PRODUCT OVERVIEW

ReLeaf Candles offers biodegradable, non-toxic candles designed for both sustainability and aromatherapy. Made with coco wax, beeswax, essential oils, and wooden wicks, our candles provide a clean burn while promoting wellness. Our ReLeaf Originals come in Lavender, Rosemary, Spearmint, and Calendula scents, available in 16 oz and 32 oz sizes priced between \$44.99-\$54.99. We also offer two curated bundles: the Floral Bundle and the Yearly Bundle, each featuring a selection of our signature scents. Every candle includes a full planting kit—seeds, soil, and plant care instructions—allowing customers to repurpose the container into a thriving plant.



## COMPANY GOALS

### Short Term

May 2025

Collaborate with Major Retailers and Nurseries to Expand Distribution

June 2025

Reduce the process of how long our candles take to make

### Long Term

2028

Expand our product line

2027

Gain brand recognition nationally and internationally

## FINANCIAL HIGHLIGHTS

ReLeaf's financial highlights for the year ending April 30, 2025, indicate a total sales revenue of \$535,955, with \$406,990 generated from trade shows, \$113,965 from sales contracts, and \$15,000 earned from local competitions. The company reported a gross profit of \$409,672 reflecting a 76% gross profit margin. Operating expenses, including salaries, payroll tax, advertising, and supplies, totaled \$387,889, leaving a net income of \$21,7889 before charitable donations. ReLeaf does not file corporate taxes, leaving us with a net income of \$18,741. By the end of the fiscal year, ReLeaf projects around \$521,000 in sales.

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#### STRENGTHS

- US-based
- Unique biodegradable candle design
- Fits into two different industries: the plant and candle industries

#### WEAKNESSES

- Long production process
- Limited manufacturing options

#### OPPORTUNITIES

- Growing in an aromatherapy market
- Acquire a U.S. Utility Patent
- Contracts with major suppliers

#### THREATS

- Economic down turns
- Competition with larger corporations
- Disruption in supply chains

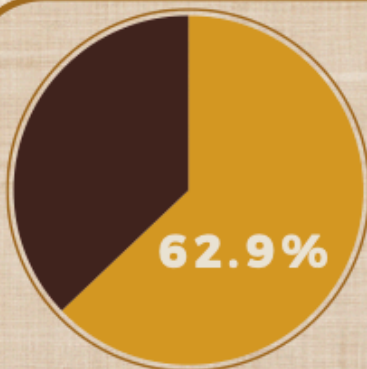
We obtained two out-of-network contracts in December with The Speed Dating Company, an LLC, and Home Depot, a large chain corporation. We settled on the same agreement for both companies, each buying 400 candles a month at a wholesale price of \$26 per candle. Our equity, liabilities, and assets are all in balance. Financial stability is strengthened by our cash reserves and inventory. Our solid equity position and strategic alliances equip us for future growth and long-term financial success.



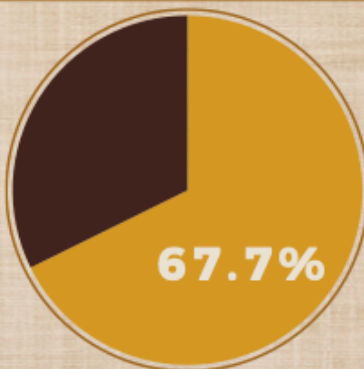
# Business Rationale

## CUSTOMER EMPATHY

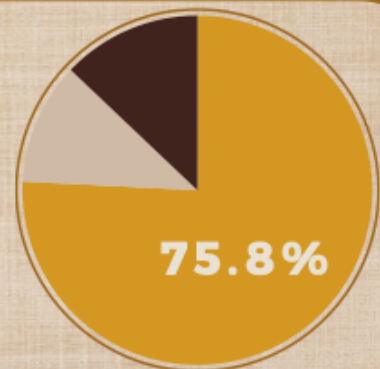
Based on a survey we conducted at our school site with Gen Z, millennials, & middle-aged adults, we found that 62.9% prioritize sustainability when making purchasing decisions. This insight guided us to create biodegradable, non-toxic candles that double as planters, addressing the growing demand for eco-friendly products. Additionally, the survey revealed that 67.7% of respondents don't typically reuse candle jars, highlighting the need for products with a second life. Our dual-purpose candles offer this, allowing customers to reduce waste. Furthermore, 75.8% of respondents prefer flowers for both their look and smell, which aligns perfectly with our approach of pairing scents with matching plants for a personalized experience. This data shows that ReLeaf candles will resonate with our target market—millennials (25-40) and middle-aged women (40-60)—who value high-quality, sustainable, and multifunctional products that support their wellness and lifestyle.



TAKE SUSTAINABILITY INTO ACCOUNT WHEN BUYING THINGS



REUSE CANDLE JARS



PREFER FLOWERS BASED ON BOTH LOOKS AND SMELL

## PROBLEM STATEMENT

Environmental pollution from consumer goods is a growing concern. According to the Environmental Protection Agency (EPA), over 12 million tons of municipal solid waste in 2018 were non-recyclable plastics and glass, much of which came from household products like candles [1]. Additionally, candles made from paraffin wax release carcinogenic toxins such as benzene and toluene into the air, contributing to health risks. With the rising demand for sustainable products, many consumers find limited options in the candle market that address both environmental impact and personal well-being [2]. Most traditional candles lack innovation in design, often contributing to single-use waste. As candles are a popular tool for creating calming environments, this disconnect leaves customers searching for products that align with their values of relaxation and sustainability.



# SOLUTION STATEMENT

At ReLeaf, we understand the growing concerns around environmental pollution and the need for more sustainable consumer goods. Traditional candles, often made from paraffin wax, contribute to waste and release harmful toxins, creating both environmental and health risks. In response to this, ReLeaf is committed to offering a product that not only provides a cleaner, toxin-free burn but also promotes sustainability. Our biodegradable candles are made from natural coconut wax, beeswax, and essential oils, ensuring a safer and healthier experience for consumers. Moreover, our innovative design transforms the candle container into a plant pot with seeds, encouraging a circular lifecycle and reducing waste. By addressing both environmental impact and consumer well-being, ReLeaf offers a unique and meaningful solution that meets the demand for sustainable, wellness-focused products in today's market.



## COMPANY GOALS

GOALS		STRATEGY
<b>Short Term</b>  	<b>Collaborate with Major Retailers and Nurseries to Expand Distribution, and Improve DTC Sales</b>  <b>May 2025</b>	Partner with Lowe's and local nurseries to distribute ReLeaf Candles. This collaboration will increase visibility and make the product more accessible to customers who value sustainability.
	<b>Reduce the process of how long our candles take to make</b>  <b>June 2025</b>	We will implement a streamlined workflow by investing in automated pouring and labeling systems, pre-measuring materials in bulk, and optimizing the curing process with temperature-controlled racks to accelerate hardening.
<b>Long Term</b>  	<b>Expand our product line</b>  <b>2028</b>	We plan to design products with innovative features that serve a second purpose. First, we'll research products that generate the most waste. Then, we'll develop new designs to address this issue. Expanding our product lines will help us reach individuals interested in sustainable living.
	<b>Gain brand recognition nationally and internationally</b>  <b>2027</b>	Post consistently on social media to engage followers and showcase the brand's purpose. The marketing team will also promote ReLeaf Candles at sustainability-focused events to increase visibility. Additionally, building our brand identity will increase our DTC sales.

# About the Business

## COMPANY OVERVIEW

Founded in September 2024, ReLeaf Candles operates within West High School in Bakersfield, California. Our company specializes in biodegradable candles designed to reduce waste and harmful emissions while promoting sustainability. Once the candle is used, the jar can be repurposed as a plant pot and comes with seeds and soil to further reduce single-use waste. Each candle is crafted with clean ingredients, including coconut wax, beeswax, essential oils, and wooden wicks, ensuring a toxin-free burn. ReLeaf operates as an LLC to maintain flexibility within its operations, enabling the company to adapt quickly to customer demands. By addressing environmental concerns associated with mass production, ReLeaf provides a product that combines wellness with practical, sustainable solutions.

## MISSION STATEMENT

At ReLeaf Candles, we are committed to combating mass consumption while also providing cleaner alternatives with thoughtfully crafted candles that offer relaxation and a connection to nature. We aim to make a positive impact on both the planet and your life.

## ORGANIZATION

ReLeaf operates as a tight-knit team of 14 with a circular structure that promotes collaboration and clear communication. At the center is our CEO, supported by four C-suite executives: CFO, CSO, Chief of HR, and CMO. Surrounding them, our Sales, Marketing, HR, and Finance departments are each led by a Chief with 1-3 associates. By eliminating traditional hierarchies, we ensure transparency, accessibility, and a strong sense of teamwork as we work toward our mission of delivering sustainable products.

# SWOT ANALYSIS

## STRENGTHS

- **US-based**
- **Unique biodegradable candle design**
- **Fits into two different industries: the plant and candle industries**

## WEAKNESSES

- **Long production process**
- **Limited manufacturing options**

## OPPORTUNITIES

- **Growing in an aromatherapy market**
- **Acquire a U.S. Utility Patent**
- **Contracts with major suppliers**

## THREATS

- **Economic down turns**
- **Competition with larger corporations**
- **Disruption in supply chains**

# S



ReLeaf Candles stands out with its **biodegradable candle design**, offering a product that doesn't just burn out—it transforms. By combining the candle and plant industries, we reach two markets, giving customers a sustainable alternative that goes beyond traditional candles. Being **U.S.-based** allows us to ensure high-quality manufacturing, provide better customer service, and build strong local connections. Unlike mass-produced brands, we focus on thoughtful craftsmanship, prioritizing sustainability over cutting costs. **Our unique design and dual-purpose functionality** set us apart, attracting eco-conscious consumers looking for more than just a candle.

# W

ReLeaf Candles faces challenges with our **long production process** and **limited manufacturing options**. Each candle is crafted with care, using 3D molding for biodegradable containers, which ensures high quality and sustainability but requires more time and resources. The specialized materials and molding techniques needed are not widely available, which limits our ability to scale efficiently. To overcome this, we plan to expand our team to distribute the workload and increase production speed. Additionally, we aim to forge partnerships with trusted manufacturers to enhance our capabilities, streamline the process, and keep quality consistent while meeting growing demand.

## INGREDIENTS



ReLeaf Candles has many opportunities for growth both internally and externally. Some Opportunities that ReLeaf Candles can **take advantage of** is the **growing aromatherapy market**, the possibility of acquiring a U.S utility patent, and contracts with major suppliers. The aromatherapy market is booming and this presents a significant opportunity for ReLeaf Candles as more consumers seek natural solutions for relief and mood enhancement. The global aromatherapy market size was estimated at 9 billion dollars in 2024 and is projected to grow at a CAGR of 8.9% from 2025 to 2030 [3] . By expanding our product line to coincide with this we have the opportunity to capture a new growing market of consumers. Another opportunity ReLeaf Candles has is that we have the potential to acquire a **U.S utility patent**. Acquiring A U.S utility patent for our product would massively differentiate us from our competitors which could give us a strong competitive edge. Being the only candle company with this specific type of features for our product can appeal to potential customers and investors. This will further solidify the value of our brand/company. Another key opportunity lies in **forming contracts with major suppliers**. By securing these reliable contracts/partnerships we will have a consistent and reliable flow of resources to manufacture our products with. Additionally having consistent contracts like these can appeal to possible future investors.



ReLeaf Candles faces several external threats that could impact our operations in both the plant and candle industries. **Competition, particularly from larger brands** with more financial resources and greater market reach, poses a risk as they may attempt to enter our niche market of biodegradable candle jars with similar designs. This could lead to price pressures and reduced brand differentiation, which is why we are currently in the process of securing a U.S. utility patent to protect our innovative design and solidify our competitive advantage. **Supply chain disruptions**, such as natural disasters or global events, could affect production timelines and increase costs. To combat this, we are building strong relationships with reliable local suppliers and implementing risk management strategies. Additionally, **economic downturns** could reduce consumer spending, impacting sales. However, with a 76% profit margin, we are well-positioned to adjust pricing as needed, ensuring we remain competitive and maintain profitability even in challenging economic times.

# External Environment

## COMPETITIVE ANALYSIS

### REAL WORLD COMPETITORS

**Bath and Body:** One of our real-world competitors is Bath & Body Works. Similar to us, they offer candles in both seasonal scents and aromatherapy. However, unlike Bath & Body Works, we use high-quality, clean ingredients and our jars are made from biodegradable PHA, whereas they rely on non-biodegradable materials like glass. Additionally, their candles often contain harmful ingredients such as paraffin wax and synthetic fragrances, while ReLeaf Candles uses coco wax, beeswax, and wooden wicks, offering non-toxic, eco-friendly alternatives. Though they tend to have competitive pricing, we stand apart by offering a sustainable product with a dual purpose that is better for both our customers and the environment.

**Hygge Light:** Another real-world competitor is Hygge Light, which offers a similar product to ours: a growing candle. While their product provides the novelty of planting a seed after the candle is burned, there are notable differences that make ReLeaf Candles stand out. Hygge Light's jar is not biodegradable, and it lacks essential features such as drainage and a water plate. In contrast, ReLeaf Candles uses biodegradable PHA jars that not only serve as plant pots but also come with a complete package, including seeds, soil, and a drainage system to ensure proper growth. Our products are designed to provide an all-in-one sustainable experience, helping customers grow plants without the hassle of additional purchases. This makes ReLeaf Candles a more comprehensive and eco-conscious choice for customers looking for a candle with lasting, positive environmental impact.

### VIRTUAL COMPETITOR

**The Buzzing Candle Company:** One of our virtual competitors is The Buzzing Candle Company. Like ReLeaf Candles, they offer sustainable candles made from clean ingredients like beeswax and share a similar mission focused on sustainability. However, while their commitment to clean ingredients is admirable, ReLeaf Candles stands out with our added innovation. Our dual-purpose design, where the biodegradable containers can be repurposed as plant pots, gives our product an extra layer of sustainability and functionality that enhances the customer experience beyond just the candle itself. This unique feature sets us apart in a market focused on environmental responsibility.

	ReLeaf Candles	Bath and Body Works	Hygge Light	Buzzing Candle Company (VE)
Aromatherapy	✓	✓	✓	✗
High Quality	✓	✓	✓	✓
Clean ingredients	✓	✗	✓	✓
Biodegradable	✓	✗	✗	✗
Drainage	✓	✗	✗	✗
Dual Purpose	✓	✗	✓	✗

# CURRENT ECONOMIC CONDITIONS

## REAL GDP

The current U.S. Real gross domestic product (GDP) grew at an annual rate of 2.3 percent in the 4th quarter of 2024 [1]. In comparison, real GDP rose by 3.1 percent in the third quarter [2]. The growth in real GDP during the 4th quarter was mainly driven by higher consumer and government spending, although it was partially offset by a decline in investment. Additionally, imports, which reduce GDP, saw a decrease. To adapt, ReLeaf strives to add a more inclusive product line by aiming to produce more products that the everyday consumer uses while maintaining to be entirely US based. Furthermore, GDP is expected to have an increase of 2.2% in 2026 which presents the opportunity for ReLeaf to capitalize on potential increased in consumer spending on EcoFriendly products [3].



## INFLATION RATE

When Looking at the Annual Inflation Rate in the United States we can see a decrease from 2.9% of 2024 to 2.23% in 2025. According to projections done from The Budget And Economic Outlook: 2025-2035 anticipate a decline to 2% by 2026 [4]. Furthermore, current Geopolitical tensions between the United States and its neighboring countries have continued to gain more tension. As of March 11 , 2025 according to AP News, Current Us President Trump implemented higher tariffs on Canada. These actions can cause further tariffs to be implemented on exported goods in foreign countries and neighboring countries causing tensions to rise [5]. These conflicts can cause trading relationships to get impacted. However, since ReLeaf is fully US-Based, ReLeaf does not have to worry on any geopolitical events interfering with our manufacturing and sourcing of materials causing ReLeaf to fully avoid tariffs as well with stimulating the US economy and local businesses .

INFLATION RATE



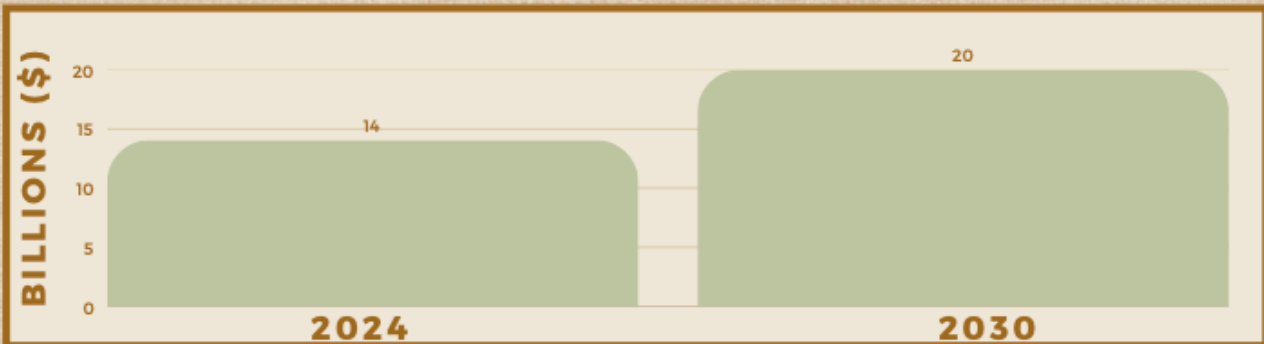
## UNEMPLOYMENT RATE

The U.S. unemployment rate has remained steady at 4% for the past three years, reflecting a stable and healthy economy [6]. This favorable labor market has allowed ReLeaf to thrive, driving a notable increase in sales. Thanks to our fully staffed workforce, ReLeaf currently faces no challenges in recruitment. However according to a Gallup report, less than half of California workers are in good jobs, which is closely linked to job satisfaction and engagement, in order to provide further support releaf offers extra benefits ensuring a long lasting relationships with its employees [7]. Furthermore, ReLeaf's current employees consist of teenagers who are able to resonate with the company's mission addressing the problem of mass-consumption. As employees work towards a Singler goal in hope to reach exponential growth in the company, in addition allowing for a continuous extent in the market.

# INDUSTRY ANALYSIS

## REAL WORLD ANALYSIS

The candle industry is primarily an industry that has been on the rise, and will continue to rise in the upcoming years. The candle industry has been experiencing a steady rise in recent years, driven by growing consumer interest in home decor and wellness products. The global candle market size was valued at 14 billion in 2024 and is expected to grow at a rate of 6.4% from 2025 to 2030 with a worth of 20 billion dollars [9]. The rise in hotels, restaurants, wellness centers, and places of worship is credited with driving the market's expansion. Activities related to home decorating and renovation have increased in tandem with an increase in disposable income. Since the pandemic has caused people to spend more time at home, more people are wishing to make their homes comfortable. The candle industry faces two significant challenges related to environmental sustainability and health concerns. First, many candles are sold in glass or ceramic jars that, after use, often end up in landfills, contributing to mass consumption and waste. Second, many traditional candles are made with paraffin wax, a petroleum-based product that releases harmful chemicals when burned. ReLeaf migrates these problems by making candles that maintain the aspects that general candles don't offer.



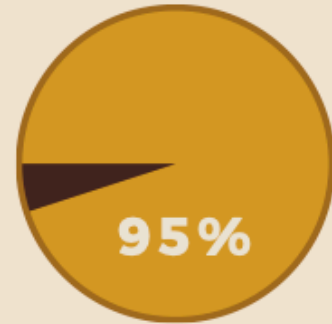
## VIRTUAL WORLD ANALYSIS

In the Virtual Enterprise world, ReLeaf falls within the Real estate, home and garden industry since we operate as a candle and a planter. From October 10, 2023, to March 10, 2025, The Real estate, home and garden industry fell in the middle between sales in the VE market. In the specified period, the industry has had over 26,000 sales, and had \$38,305,580 in sales. Students in the VE program can make purchases through in-person and virtual trade shows while also having access on websites online [9]. Since Releaf Candles falls within two different industries and offers a unique product that no one else has, we were able to capture a large share of the virtual industry.

# Marketing Plan

## TARGET MARKET

**Primary:** ReLeaf primarily targets middle-aged adults, including women 55+. The National Candle Association states that 95% of candle buyers are women [1]. Women in this age group are often motivated by the idea of reducing exposure to harmful chemicals, which aligns with the desire for products that support a healthier lifestyle.



MAJORITY OF CANDLE BUYERS ARE WOMEN

**Secondary:** ReLeaf's reach extends well beyond the typical demographic of middle-aged men and women. Our secondary target audience includes millennials, many of whom are influenced by their mothers' preferences for self-care rituals. By providing a seamless experience of tranquility through our natural, biodegradable, and chemical-free products, we not only enhance our customers' well-being but also offer indirect support for their mental health and overall sense of calm.

## OUR TARGET MARKET



**Diana**

- Loves decorating her home
- Focuses on using clean products for her baby
- Focuses on trends in wellness and environmental responsibility



**Alana**

- Enjoys gardening
- Engages in seeking businesses with sustainable products
- Adores creating a calm and healthy atmosphere

# MARKET SEGMENTATION



## GEOGRAPHIC

Our business focuses on selling products **within the U.S.**, benefiting from **affordable shipping costs** and **efficient delivery times**. In addition, we also sell through our website, offering a convenient online shopping platform for customers nationwide and those in the VE market who can access our products at VE trade shows. While we remain in the U.S, we are actively working on expanding internationally in Europe and Asia due to a **growth rate** in the candle market [2 & 3]. This expansion allows us to tap into new markets while continuing to prioritize efficient logistics and customer satisfaction. We aim to create a seamless shopping experience for domestic and international customers.



## SOCIO-ECONOMIC

Our target market includes millennials (ages 25-40) and middle-aged women (ages 40-60) with an annual household income of **\$50,000 to \$100,000**. Millennials are health-conscious and prioritize convenience, sustainability, and experiences that balance work and personal life. Middle-aged women value quality, comfort, and long-term value, often balancing family and career. Both groups appreciate personalized, reliable products and services that align with their busy lifestyles, making them ideal consumers for our offerings.



## PSYCHOGRAPHIC

Millennials and middle-aged women prioritize wellness, productivity, and home organization. They seek products and services that support their physical and mental well-being, while middle-aged women focus on optimizing their homes and routines. Both groups share high expectations for sustainability, seeking eco-friendly products that align with their values [3]. They are willing to invest in quality, sustainable solutions for their health, efficiency, and long-term goals.

# MARKETING MIX

## PRODUCT

ReLeaf Candles blend a calming and sustainable experience into one candle. Consumers will receive a biodegradable, natural candle with a wood wick for a clean burn and wax manufactured from beeswax and coconut wax. The vessel is made from **biodegradable material**, allowing it to be consumed once fully submerged underground. Near the bottom of the vessel are seeds hidden away in a **compartment**. These seeds can be exposed by turning the compartment clockwise, aligning and exposing multiple **drainage holes**. These drainage holes can be used indoors once the lid is flipped over and placed under the vessel, becoming a drip pan. Customers can pick their preferred scented candle, which correlates with the seeds. For example, if a lavender-scented candle is chosen, it'll be followed by a lavender flower. This process not only allows customers to enjoy their candles without guilt or harm but also gives them joy in doing so.

### ReLeaf Originals



16 oz \$44.99

32 oz \$54.99

### Floral Bundle



\$115

2- 16 oz Candles and  
1-32 oz

### Yearly Bundle



\$450

12 seasonal 16 oz  
candles.

### Scents

-Calendula  
-Rosemary

-Lavender  
-Spearmint

## PRICE

ReLeaf Candles uses a value-based and premium pricing strategy to reflect the unique benefits, sustainability, and quality of our candles. The **average price** of a 16 oz candle ranges from \$20 to \$30, but ReLeaf Candles are priced at \$44.99 for a 16 oz candle. While this may be higher than traditional candles, our pricing accounts for our unique dual-purpose, environmentally friendly design. We have a **profit margin of 75.4%** with a 16 oz candle manufacturing and shipping cost of \$14 with a **markup of 306.8%**. ReLeaf Candles offers single purchases as well as bundle options, such as the Floral Bundle priced at \$115 and our Yearly Bundle priced at \$450, providing customers with flexible pricing and purchasing options.

## PLACEMENT

At ReLeaf, we have established our online presence, allowing us to offer our unique products to a wider audience. In addition, we also proudly showcase our carefully crafted candles on our dedicated e-commerce website, ensuring a seamless shopping experience for our customers. To further expand our reach, we actively participate in Virtual Enterprise trade shows, where we can connect with potential clients and professionals. Through these efforts, we continue to grow our brand and secure valuable sales contracts, ultimately bringing our high-quality candles to an ever-growing customer base.

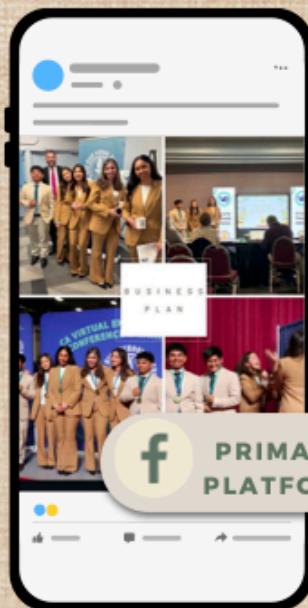


## PROMOTION

### ADVERTISING BUDGET

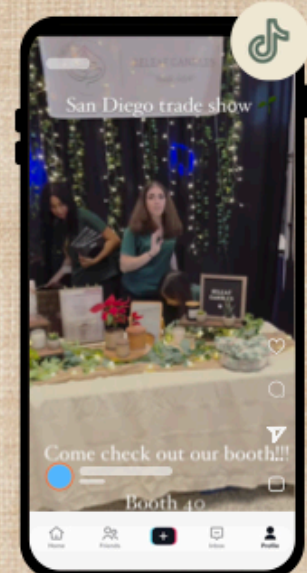


At ReLeaf, we promote our product primarily through social media, with a **\$500 monthly** ad budget distributed across campaigns to maximize reach. Each post generates 60,000 to 80,000 impressions, depending on the platform and targeting. We focus on reaching women with ads customized to their tastes and seasonal interests to build brand loyalty, increase awareness, and drive sales. Virtual Enterprise also helps us showcase our brand at trade shows, boosting industry visibility. Facebook is our primary platform for engaging with our core audience of people aged 30 to 50, while TikTok and Instagram help us connect with millennials, **broadening our reach** and ensuring diverse exposure.



**PRIMARY PLATFORM**

**SECONDARY PLATFORMS**



## POSITIONING

ReLeaf is a **natural** and **affordable** candle, catering to middle-aged adults and middle-class consumers who seek sustainable products without compromising quality. With a strong commitment to environmental stewardship, ReLeaf uses sustainably sourced materials and an earthy color palette to create candles that promote calmness and stability. Our leaf logo **symbolizes** our dedication to nature. ReLeaf stands out by combining affordability with sustainability, providing consumers with a guilt-free experience that enhances their homes as we invite them to help us reach a greener future.

### Color Palette



→ Calmness and relaxing environment



→ Abundance and refreshment



→ Comforting and warmth

## SOCIAL IMPACT

ReLeaf Candles is dedicated to providing sustainable products and making a **positive environmental** impact. In partnership with OneTreePlanted, a nonprofit organization focused on global reforestation and combating climate change, ReLeaf Candles donates **5%** of its income to support tree planting efforts worldwide.



## BUSINESS RISKS

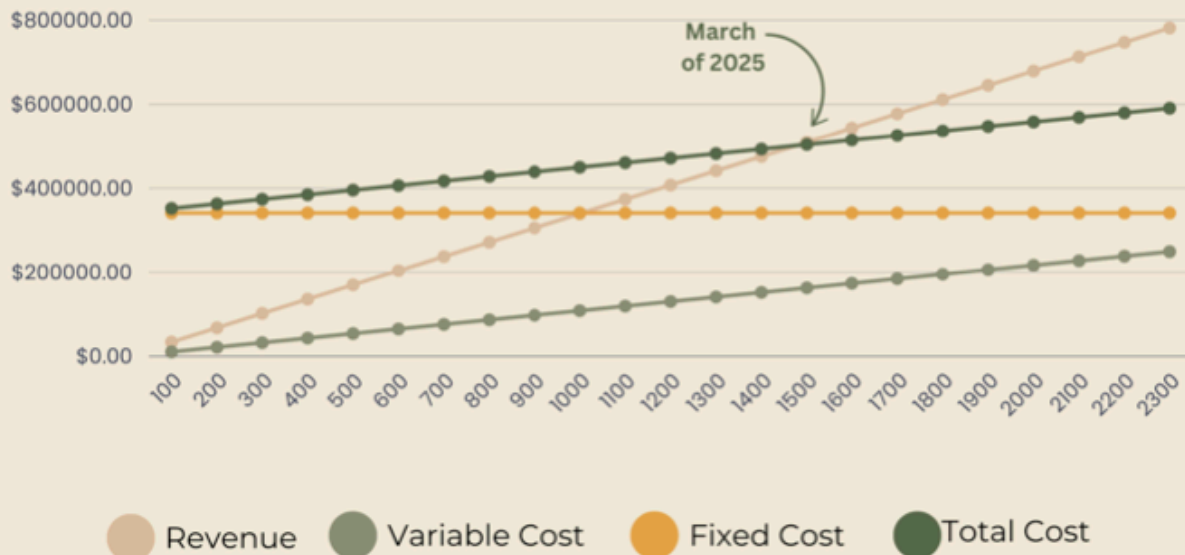
One risk ReLeaf faces is potential supply chain disruptions, particularly in sourcing the natural, clean ingredients we need for our products, such as beeswax, coconut wax, and essential oils. These ingredients are essential to maintaining the high quality of our candles, but supply chain challenges—such as delays, shortages, or price fluctuations—could disrupt production and impact our ability to meet demand. Furthermore, the prices of these ingredients are susceptible to market conditions, which may lead to increased costs and affect our pricing strategy and profit margins. To mitigate this risk, we are proactively building strong relationships with multiple suppliers to ensure a consistent flow of materials and to buffer against potential price volatility. This approach allows us to maintain steady production and keep costs manageable, even in the face of external factors that could affect our supply chain.

Another risk we have is shifts in consumer tastes and preferences. As a company that currently offers only four main scents—calendula, rosemary, spearmint, and lavender—we recognize that demand for these specific aromatherapeutic scents may fluctuate. To combat this risk, we offer two product bundles: a floral bundle for customers who prefer floral scents and a yearly bundle that includes a variety of seasonal scents. These bundles allow us to cater to diverse preferences while helping to maintain consistent sales. Additionally, we have set a goal of expanding our product line to introduce new scents and variations, further diversifying our offerings to meet evolving consumer needs. This proactive approach enables us to adapt to changing market trends and mitigate the impact of demand shifts.

# Financial Plan

## BREAK EVEN

### Break-Even Analysis



At ReLeaf, we offer a diverse product line featuring four different items, ranging from singular candles to large curated bundles. Our analysis shows that with the annual fixed costs of **\$340,000**, we must generate **\$500,000** in sales or sell 1,500 units (based on average sale value) to cover expenses. With an average production cost of \$110 per sales, our pricing structure allows for a **76% profit margin**, reinforcing our financial sustainability. ReLeaf had officially broke even in March of 2025, driven by strategic pricing, customer demand, and sales growth. Our product variety gives us flexibility, catering to different buying preferences and increasing **overall revenue**. By optimizing costs and expanding our market reach, ReLeaf is well-positioned for long-term success while staying committed to sustainability and quality. This analysis is based on our average selling price per sales (**\$350**) rather than the price of a single candle. This approach accounts for the variety in our product offerings, ensuring a more efficient financial projection.

# SUMMARY OF PROFIT AND LOSS

YEAR ENDING 4/30/2025

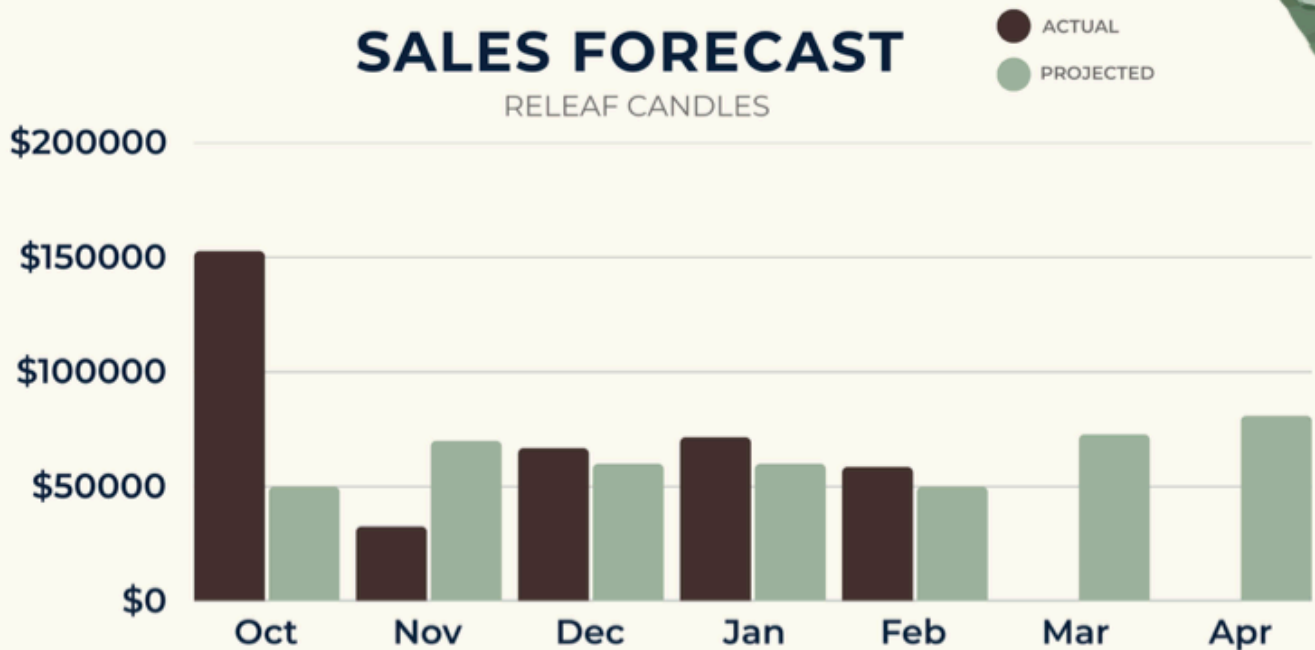
	ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL	PROJECTED	PROJECTED	
	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	TOTAL
REVENUE								
TRADE SHOW	\$152,729	\$32,469	\$29,032	\$48,787	\$35,821	\$50,000	\$58,141	\$406,990
SALES CONTRACTS			\$22,793	\$22,793	\$22,793	\$22,793	\$22,793	\$113,965
AWARD REVENUE			\$15,000					\$15,000
TOTAL REVENUE	\$152,729	\$32,469	\$66,825	\$71,580	\$58,614	\$72,793	\$80,934	\$535,955
COST OF GOODS SOLD	\$48,552	\$10,133	\$9,765	\$14,382	\$15,595	\$15,595	\$15,785	\$126,283
GROSS PROFIT	\$104,187	\$22,335	\$57,060	\$57,197	\$46,545	\$57,197	\$65,149	\$409,672
GROSS PROFIT MARGIN								76%
OPEERATING EXPENSES								
SALARIES	\$48,750	\$48,750	\$48,750	\$51,991	\$51,991	\$51,991	\$51,991	\$354,214
DEPRECIATION	\$373	\$373	\$373	\$373	\$373	\$373	\$373	\$2,611
PAYROLL TAX	\$3,729	\$3,729	\$3,729	\$3,977	\$3,977	\$3,977	\$3,977	\$27,095
ADVERTISING	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$3,500
INSURANCE	\$63	\$63	\$63	\$70	\$70	\$70	\$70	\$469
TOTAL OPERATING EXPENSES	\$53,415	\$53,415	\$53,415	\$56,917	\$56,917	\$56,917	\$56,917	\$387,889
INCOME/(LOSS) FROM OPERATIONS	\$50,772	-\$31,080	\$3,645	\$280	-\$10,460	\$280	\$8,232	\$21,783
CHARITABLE DONATIONS	-\$2,421		-\$182	-\$14		-\$14	\$411	-\$3,042
NET INCOME/(LOSS)	\$48,351	-\$31,080	\$3,463	\$266	-\$10,460	\$266	\$7,821	\$18,741

ReLeaf's profit and loss statement shows actual data from October through February as well as projected data from **March to April**. We began our operations in October and are expecting a total projected revenue of **\$535,955** in April. Our trade-show's held through Virtual Enterprise have been our biggest source of income; however, we also sell our candles wholesale at the price of **\$26** to our out-of-network contracts giving us a boost when expenses get out of hand. ReLeaf donates 5% of our income to the **nonprofit "One Tree Planted Association"** when having the income from operations to do so. This results in our total net income of **\$18,741**. Lastly, we've informed our investors that we plan to begin paying them once we pass a \$50,000 net income threshold.

# SALES PROJECTIONS

## SALES FORECAST

RELEAF CANDLES



By the end of the fiscal year, ReLeaf projects around **\$521,000** in sales. In the both diagrams, October through February showcases our **actual sales**, resulting in our projected sales in March and April. We achieved the most sales in October due to our in house trade show. When projecting sales, our firm considered factors such as our website presence making up for our March income since there are no trade shows within the month. Our actuals for the **lowest month**, November, shows our decrease in sales as we only attended a very small local trade show, with little opportunities. Starting in **December**, our out-of-network contracts contributed a large part of our sales revenue. As of now, our **majority of sales** is from trade show affairs although we are working to improve our marketing efforts and expand traffic and sales on our website.

	Actual	Actual	Actual	Actual	Actual	Projected	Projected	
	October	November	December	January	February	March	April	Total
Trade Show Sales	\$152,729	\$32,469	\$29,032	\$48,787	\$35,821	\$0	\$58,141	\$356,979
Out-Of-Network Sales	\$0	\$0	\$22,793	\$22,793	\$22,793	\$22,793	\$22,793	\$113,965
Online Sales	\$0	\$0	\$0.00	\$0	\$0	\$50,000	\$0	\$50,000
Total	\$152,729	\$32,469	\$51,825	\$71,580	\$58,614	\$72,793	\$80,934	\$520,944

# BALANCE SHEET

## Assets As of February 28, 2024

### Current Assets

Cash	\$139,436
Inventory	\$9,998

**Total Current Assets** \$149,434

### Fixed Assets

Computers	\$20,000
accumulated depreciation	-1,666
Furniture and Fixtures	\$2,300
accumulated depreciation	-200
Office Equipment	\$100

**Total Fixed Assets:** \$20,534

**Total Assets:** \$169,968

## Liabilities and Equity

### Current Liabilities

Accounts Payable	\$9,428
Salaries Payable	\$0
Payroll Tax Payable	\$0

**Total Current Liabilities** \$9,428

**Total Liabilities** \$9,428

### Stockholders Equity

Common Stock	\$150,000
Retained Earning	10,540

**Total Stockholder Equity** \$160,540

**Total Liabilities and Equity** \$169,968

As of **February 28, 2025**, ReLeaf maintains a strong financial position with balanced assets, liabilities, and equity. Our cash reserves and inventory ensure stability, while essential business equipment supports operations.

ReLeaf had a total of **\$169,968** in assets, **\$9,428** in total liabilities, and **\$160,540** in stockholder's equity. ReLeaf does not hold any long-term liabilities since we chose not to request a loan. To generate ReLeaf's balance sheet, we used **Microsoft Excel** to ensure financial records are correct. Despite liabilities like salaries and accounts payable, our **strong equity position** and strategic partnerships set us up for continued expansion and **enduring** financial prosperity.

## FINANCIAL SUMMARY

ReLeaf's financial highlights for the year ending April 30, 2025, indicate a total sales revenue of **\$535,955**, with **\$406,990** generated from trade shows, **\$113,965** from sales contracts, and **\$15,000** earned from local competitions. The company reported a gross profit of **\$409,672** reflecting a **76% gross profit margin**. Operating expenses, including salaries, payroll tax, advertising, and supplies, totaled **\$387,889**, leaving a net income of **\$21,7889** before charitable donations. ReLeaf does not file corporate taxes, leaving us with a net income of **\$18,741**.

The balance sheet shows an equal balance of Liabilities and Assets. The balance sheet remains **balanced at \$169,968** for the month of February. We have 3 lovely angel investors each receiving **5% of our shares** in exchange of **\$50,000** invested in our company. Due to the fact that we payed our employees on time and our bills. To add, we are still holding onto the inventory we have not yet payed for March, showing up in our accounts payable. But nonetheless, our company is still able to maintain an **equal balance**.

A break-even analysis projects that ReLeaf will reach its break-even point by March 2025, when total revenue is expected to match total costs. This calculation is based on the average selling price per unit across all products, providing a broader perspective on profitability. The company has also secured funding from three angel investors, each contributing **\$50,000 for 5% equity**, further strengthening its financial position.

For the months of **December** we acquired 2 Out of Network contracts. One of which is consists of a big corporations such as Home Depot. Since we strongly believe our product will reach the costumers intended in stores such as Home Depot. We have been able to come to an agreement with them purchasing 400 candles monthly. Making a total of **\$10,792 in sales** within a month. Our second Out of Network contract is collaborated with The Speed Dating Company resulting a total revenue of **\$21,584** a month. Where we set the same agreement and provide a soothing atmosphere for both target markets.

ReLeaf's profit and loss statement shows actual data from October through February as well as projected data from **March to April**. We began our operations in October and are expecting a total projected revenue of **\$535,955**. Our trade-show's held through Virtual Enterprise have been our biggest source of income while also having **out-of-network contracts** give us a boost when expenses get out of hand. ReLeaf donates 5% of our income to the **One Tree Planted association**, logged in our income statement, when having the income from operations to do so. Lastly, since we are **filed as an LLC**, corporate taxes do not apply, leaving no impact on our net income.

# Appendix

## Bank Statement (As of Feb. 28, 2025)

### US Network Bank

#### Account summary

Account	Account no	Balance
Releaf Candles (Budget Checks)	631303586	\$139,436.78

Page 1/2: First | Previous | Next | Last

**\$139,436.78**

## Angel Investors

### Robert Carr



CONSTRUCTION ZONE HOME  
IMPROVEMENT TO ADD VALUE WITH  
QUALITY SERVICE

Phone: (855) 863-7452  
Email: rcarrcew@yahoo.com

10/31/2024

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

Dear Mrs. Jones:

Please accept this letter of support as my intention to invest \$50,000 in Releaf Candles. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
2. Reviewed company projections and assumptions.
3. Engaged in Q&A or discussion to clarify and guide the firm's direction.

I understand that upon approval of this equity investment by the VE Central Office, Releaf Candles will prepare and send to me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

We're excited to partner with Releaf Candles to help create a comfortable and relaxing environment in our office.

### Tatiana Cura



INDEPENDENT FACILITATION SERVICES PROVIDER  
FOR SELF-DETERMINATION PROGRAMS

Phone: (818) 906-5223  
Email: tatiana@doctia.com

10/31/2024

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

Dear Mrs. Jones:

Please accept this letter of support as my intention to invest \$50,000 in Releaf Candles. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
2. Reviewed company projections and assumptions.
3. Engaged in Q&A or discussion to clarify and guide the firm's direction.

I understand that upon approval of this equity investment by the VE Central Office, Releaf Candles will prepare and send to me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

We're excited to partner with Releaf Candles to help create a constant beautiful and ambient atmosphere at our office.

### Angel Cottrell



October 31, 2024

VE Central Office  
122 Amsterdam Avenue  
New York, NY 10023

Dear Teri Jones:

Please accept this letter of support as my intention to invest \$50,000 in Releaf Candles. In exchange for this investment of funds, I understand that I will be receiving a member ownership stake equal to 5% in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
2. Reviewed company projections and assumptions.
3. Engaged in Q&A or discussion to clarify and guide the firm's direction.

I understand that upon approval of this equity investment by the VE Central Office, Releaf Candles will prepare and send to me a member certificate outlining the 5% ownership stake awarded based on Apollo's \$50,000 investment. I also understand that as a result of my investment, I will be a member director.

I believe Releaf Candles is a feasible business for investment as sustainable organic products have an exponentially increasing market share in the VE marketplace.

A

# Out of Network Sales Contracts

## The Home Depot



1200 New Stine Rd, Bakersfield, CA 93309  
(818) 624-5578  
releafcandles.ca@veinternational.org

### Business Contract

This agreement is effective as of **January 14, 2025**, between **ReLeaf Candles** and **The Home Depot** from **January 14, 2025**, to **January 14, 2026**. The parties hereby agree to the following terms and conditions:

Item	Quantity	Unit Price (\$)	Extended Price (\$)
Lavender (16 oz)	100	26.98	2,698.00
Calendula (16 oz)	100	26.98	2,698.00
Spearmint (16 oz)	100	26.98	2,698.00
Rosemary (16 oz)	100	26.98	2,698.00

**Total (Items 400)** **\$ 18,792**

**TERMS AND CONDITIONS** - This contract agreement may be cancelled with 90 days (or other terms) written notice. The period of this contract is **monthly** from the effective date unless modified in writing 90 days in advance on any agreed delivery dates stated in the agreement. Title and ownership of this agreement is non-transferable to any other party.

**ReLeaf Candles** guarantees delivery of the quantities and items stated above in accordance with the terms and conditions stated in this agreement. **ReLeaf Candles** hereby agrees to honor the firm-fixed prices stated above during the period of the contract agreement with no consideration for economic price adjustments. (unless other terms are agreed upon)

**CANCELLATION** - The Contract may not be cancelled without the written agreement of both parties. Any party defaulting on the stated terms will incur the costs associated with recovery and all associated litigation fees.

**RENEWABLE OPTIONS** - During the final period of this agreement, either party may offer to negotiate optional years.

**CORPORATE COMMITMENT** - By signing this agreement, the **Home Depot**, hereby agrees to offer the expertise of its officers as advisors to **ReLeaf Candles**. This mentoring will assist in the successful operations of **ReLeaf Candles**, thus protecting your valued investment in our product.

The signatures below represent the authority to fully execute this agreement.



1200 New Stine Rd, Bakersfield, CA 93309  
(818) 624-5578  
releafcandles.ca@veinternational.org

### Business Contract

This agreement is effective as of **January 14, 2025**, between **ReLeaf Candles** and **The Speed Dating Company** from **January 14, 2025**, to **January 14, 2026**. The parties hereby agree to the following terms and conditions:

#### DESCRIPTION OF SERVICE/SUPPLIES:

The **Speed Dating Company** hereby agrees to purchase the items below, supplied by **ReLeaf Candles**

Item 001	Quantity	Unit Price (\$)	Extended Price (\$)
Lavender (16oz)	100	26.98	2,698.00
Calendula (16 oz)	100	26.98	2,698.00
Spearmint (16 oz)	100	26.98	2,698.00
Rosemary (16 oz)	100	26.98	2,698.00

**Total (Items 400)** **\$ 18,792**

**TERMS AND CONDITIONS** - This contract agreement may be cancelled with 90 days (or other terms) written notice. The period of this contract is **monthly** from the effective date unless modified in writing 90 days in advance on any agreed delivery dates stated in the agreement. Title and ownership of this agreement is non-transferable to any other party.

**ReLeaf Candles** guarantees delivery of the quantities and items stated above in accordance with the terms and conditions stated in this agreement. **ReLeaf Candles** hereby agrees to honor the firm-fixed prices stated above during the period of the contract agreement with no consideration for economic price adjustments. (unless other terms are agreed upon)

**CANCELLATION** - The Contract may not be cancelled without the written agreement of both parties. Any party defaulting on the stated terms will incur the costs associated with recovery and all associated litigation fees.

**RENEWABLE OPTIONS** - During the final period of this agreement, either party may offer to negotiate optional years.

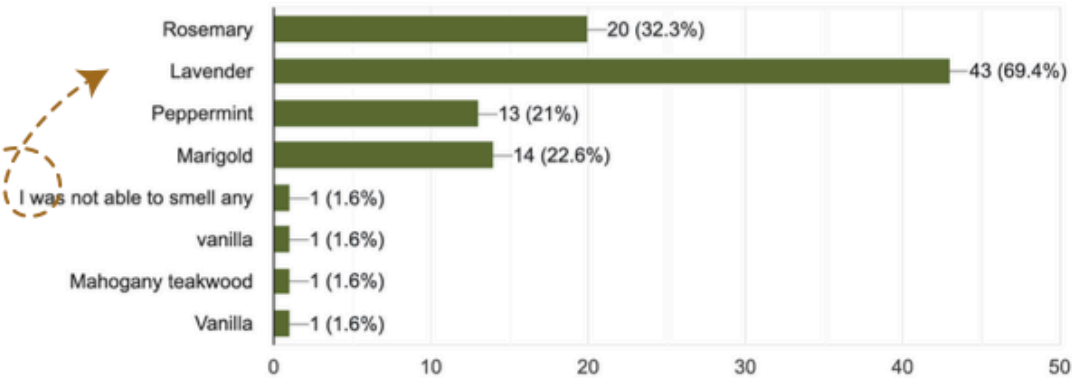
**CORPORATE COMMITMENT** - By signing this agreement, the **Speed Dating Company**, hereby agrees to offer the expertise of its officers as advisors to **ReLeaf Candles**. This mentoring will assist in the successful operations of **ReLeaf Candles**, thus protecting your valued investment in our product.

# Survey Data

## Google Forms Survey Data

Which of the following scents make you feel calm?

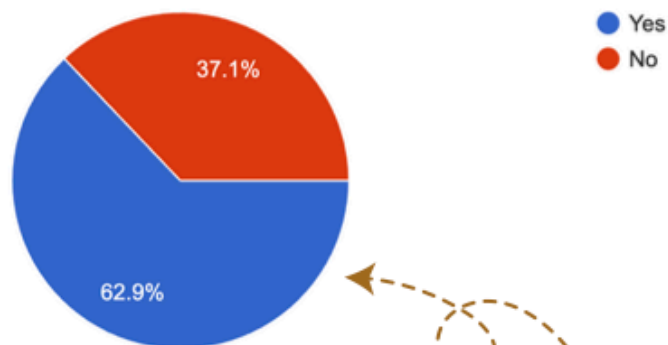
62 responses



**Which is why we went  
with aromatherapy  
scents**

Do you take sustainability meaning Eco-friendly into account when buying things?

62 responses



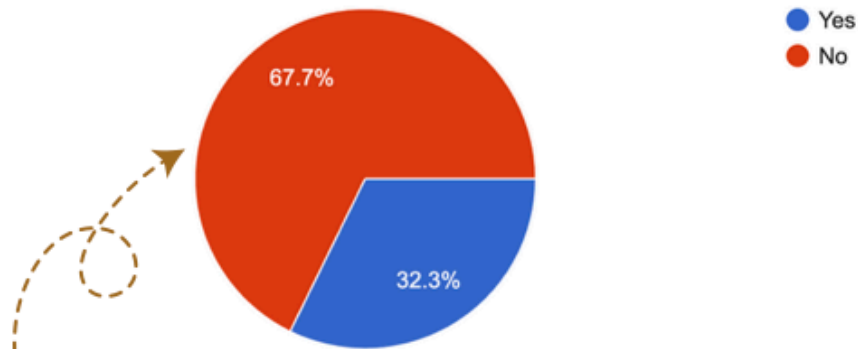
**Reason for why we went  
with Biodegradable  
Candles**

# Survey Data

## Google Forms Survey Data

Do you reuse candle jars?

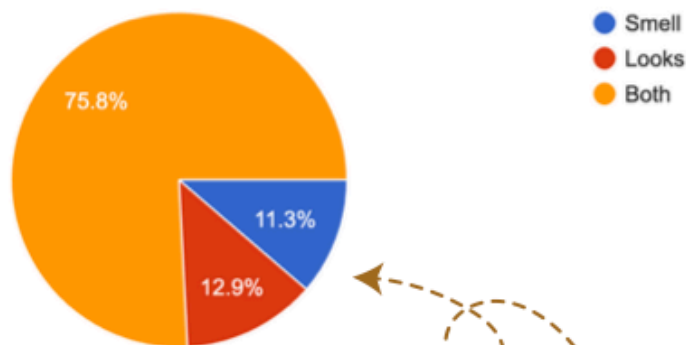
62 responses



**Reason for why we did a  
dual purpose aspect**

Do you prefer flowers based on looks or by smell?

62 responses



**Reason for why we went  
with the plant route**

# Letter of Repayment to Angel Investors



**ReLeaf Candles**  
A CANDLE COMPANY

October 1st, 2024

Dear Angel Investors

Thank you for your generous financial investment in our company. We truly appreciate your support as we work towards achieving our business goals.

This letter serves as formal acknowledgment of our commitment to repay your investment. Once our company reaches a net income threshold of \$50,000, we will begin the process of repaying your investment. Additionally, we will provide K-1 forms for tax reporting purposes and assist you in managing any associated capital gains tax obligations.

We are excited about the future of our company and remain committed to honoring our obligations to you, our valued investors. Your partnership is vital to our growth, and we are dedicated to delivering on our promises.

Thank you once again for your trust and support.



# Work Cited

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[2] Is soy wax bad for the environment? Statistics and facts. (2024, April 26). GreenMatch.co.uk. <https://www.greenmatch.co.uk/blog/is-soy-wax-bad-for-the-environment>

## BUSINESS RATIONALE

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[2] Is soy wax bad for the environment? Statistics and facts. (2024, April 26). GreenMatch.co.uk. <https://www.greenmatch.co.uk/blog/is-soy-wax-bad-for-the-environment>

## ABOUT THE BUSINESS

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[3] (Candle Market Size, Share & Trends Analysis Report by Product (Votive, Container Candle, Pillars, Tapers), by Wax Type (Paraffin, Soy Wax, Beeswax, Palm Wax), by Distribution Channel (Online, Offline), by Region, and Segment Forecasts, 2025 - 2030, n.d.)