

ASH BAY SOAP CO.

433

Owner Cathleen Cleveland



Introduction

My name is Cathleen and you can call me Cat. I am the owner of Ash Bay Soap LLC. I started this business 15 years ago due to my own skin sensitivities and allergies.

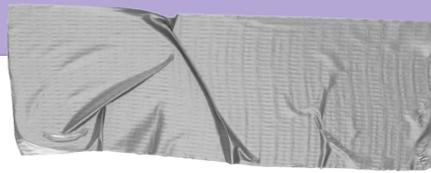
My business started growing upon the realization that other people were also in need of a product not sold in stores and without chemicals. This was a great way for me to start helping others.

As I grew I expanded my soap line to better accommodate customers and their needs. Today, I currently offer soap and other products that everyone can use no matter their skin type. I carry numerous categories for example; Goats milk, Hemp, Vegan, and Charcoal just to name a few. I currently have over 200 scents. All of our products come with a naked and unscented option.

Ash bay Soap is not only essential but, it's eco friendly.

My candles are also eco-friendly. I offer 3 different waxes Hemp, Beeswax Massage Oil, and a Apricot Coconut Creme Luxury wax. The containers I use are also re-useable and recycleable.





Impacts of Covid19

→ Mandates

Since the beginning of October 2021, we have had the vaccine mandate take effect on small business.

In my area of downtown I have several pubs and food joints that enforce this mandate. Foot traffic has dropped and therefore, also affecting our sales. My sales dropped approx. 55%.

→ Emotional

People tend to stay home more out of fear and shop online with bigger companies.

Impacts of Covid19

Sanitizer vs Soap

Soap has taken a backseat to sanitizer. There seems to be more awareness on the use of sanitizer than soap. I say this because of encounters I have had with customers at the store.

Examples;

1. Customers come into the store asking for sanitizer.
2. Customers are concerned with touching and smelling the soap with or Without a mask.
3. Customers will pull from the back of a stack of soap to get an untouched bar.



Education

I am educating customers that the virus can not live on soap.

What I Would Do With My Grant

Inventory

Cost of ingredients for the soap. 75 loaves to be ready for the holidays	\$1,125.00
I need 25lbs of soap for rebatch Snowball soap on a rope	\$105.00
Retail Bags 2 sizes	\$92.62

Employees

I would like to be able to bring on 2 part time employees on the weekend for the holidays.
\$15 per hour

\$210.00 week
\$840.00 mo

Social Distancing

Would like to get another POS system for the store to better serve customers while social distancing in the register line.

Just a credit card lane for checkout

IPad

IPad stand

\$498.00

My Lease

I am currently late on my lease due to the drop in sales this last month. I am paying my landlord what I can afford every monday however, I also have to have monies for my apartment as well. I currently owe \$1500.00 on the retail space for this month.



Totals

→ **Without the lease**

\$2660.62

→ **With the lease**

\$4160.62

Do you have any questions?

I would also like to say thank you for your time and consideration!