

Running Head: Business Plan by The 'Change Makers'

Business Plan

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Executive Summary

Monthlies is a women-owned menstrual hygiene and self-care box subscription service. Our company is organic, animal cruelty-free, gender-neutral, B-Corp certified and eco-friendly. We offer a selection of three boxes for sale: the First-Period Box, *Monthlies* Box, and *Monthlies* Deluxe Box. The First-Period Box is oriented for young audiences and has fixed components. Although, the *Monthlies* Box and the *Monthlies* Deluxe Box are customizable and can be sold individually for a slightly higher price. All of the box components are sold individually along with the First-period box, both, on our website and in Target and Publix. To match every box we sell, a standard period essentials box will be donated to PERIOD, a non-profit working to eliminate period poverty around the world.

Our marketing strategy is to advertise on social media with demographics that range from 18-50 year olds, catering to the trend-oriented and/or financially stable customers. As a high-end brand, we will be reaching for a target market of middle and higher-income classes. They are more likely to spend money on higher-priced goods for better quality and service. If a consumer has children, we expect them to purchase more than once from our company and subscribe due to their tendencies of brand-loyalty. Additionally, selling our fixed products in Target and Publix will help bring more tangible attention to our company.

Monthlies will not only play into the hygienic products market, but the eco-friendly market as well. With biodegradable and organic compounds in our products, our company provides our customers the safe and eco-friendly option of using and disposal of these products that will contribute to better waste management. Although many companies target the same industry and consumer market, by being privately owned we will have more flexibility to adapt to changes in projected markets and have more to offer to our consumers.

Monthlies expect to need 250,000 dollars for starting up. The majority of the start-up funds will be going to renting a warehouse and having enough inventory for our first five thousand boxes within a one-year span. With this in mind, we plan on acquiring 230,000 dollars

in revenue our first year. Although the company will suffer a slight loss the second year will be when we start making profit. *Monthlies* is projected to sell a total 75,000 boxes by year 5 from our launch date and donate the equivalent.

Business Case

Introduction

The issue of period poverty is not a rarity, but rather a frequent struggle menstruators live with on a daily basis. Period poverty is the inaccessibility to menstrual hygienic products, a lack of sex education, and poor waste management. It is easy to point out the legislations and societal norms that directly affect menstruators in today's world, but when discussing topics, like gender-based discrimination and pricing, we often forget how we got here. Years of misinformation on menstruator's period cycle and the female reproductive system physiology has elicited fear and exclusion. Period Poverty is not just a term to be used lightly, but a powerful title used to showcase how many of those who menstruate do not have access to necessary sanitation products and facilities during their menstrual cycle. Not only does it affect the menstruators on an individual level, but period poverty impacts people on a global scale. Through a grander lense, period poverty impacts the economy at large, as well as the environment. Economically, menstruating tax payers are spending millions of dollars on period products, only to later, most likely, contribute to the dire issue of soil pollution. But, why should you care? Somebody you care about may be going through period poverty, at this very moment. They may be missing out on activities such as school, work, or friend hangouts. Everybody knows a menstrator, but do you know what they're going through?

History and Origins

Misogyny, an aversion or prejudice against women, does not stem from hatred, but rather from fear. Between the years 1500s-1800s, a societal norm took form that having bodily restraint over functions like urinating, defecating, and other natural and necessary bodily functions meant you not only had control over your body but control overall (Crawford). This new and upcoming sense of control was directly linked to how power was to be distributed in society. With this

novel measurement of societal status, those who menstruated, primary females, were starting to be placed in an inferior position to men. This perception of inferiority was due to the misunderstood phenomenon of the menstrual cycle as being unpredictable, inevitable, and even impure, which within the hierarchy of bodily restraint was "indicative of weakness" (Crawford). Adversely, non-menstruating individuals were seen as secure, in-control, and put-together. As Crawford explains, "The male body epitomizes the self-containment and self-control which began to define the emerging bodily ideal in this period, while women represent the naturally self-transgressing body, the one which cannot seal off its orifices from the outside world and maintain its boundaries." (Crawford). This perception that menstruators could not fully control their bodies was the perfect opportunity to suppress and establish dominance over the 'weak'. Additionally, in a more commonly known piece of literature, the Bible, this weakness is also associated with impurity which is portrayed as transmittable and contagious. In the book of Leviticus, chapter 15, verse 24 and 29-31, which states:

²⁴ If a man has sexual intercourse with her and her blood touches him, her menstrual impurity will be transmitted to him. He will remain unclean for seven days, and any bed on which he lies will be unclean. ²⁹ On the eighth day she must bring two turtledoves or two young pigeons and present them to the priest at the entrance of the Tabernacle. ³⁰ The priest will offer one for a sin offering and the other for a burnt offering. Through this process, the priest will purify her before the LORD for the ceremonial impurity caused by her bleeding. ³¹ 'This is how you will guard the people of Israel from ceremonial uncleanness. Otherwise they would die, for their impurity would defile my Tabernacle that stands among them.' (King James Version, Leviticus 15:24 and 29-31)

The Bible, which has been used in various religions across the world for centuries, portrays the female menstrual cycle as a spiritual stain that stains everything the person comes in contact with as well. Some may assume that the Bible is a very old document and possibly outdated in

many modern world dilemmas and concepts. However, because the Bible is such an important document for various religions, the seemingly outdated perception that menstruation is staining and sinful still influences what people now think in regards to menstruation.

The overall male perception of menstruation has not been rooted in reality. For example, an Irish epic called *The Tain* that "tells a story of a woman warrior who loses a battle because she begins to menstruate ""making three great trenches, in each of which a household can fit"" (Crawford). This epic assumes menstruation to be some kind of disability and a signal of sudden weakness that prevents the warrior from continuing to fight. But most importantly, it includes a hyperbole that to accommodate the warrior's bleeding, large trenches the size of houses had to be dug to catch her menstrual flow. And you might be thinking: this epic is thousands of years old and fictional, in reality men must have a better understanding about the menstrual cycle, right? Let's look at a real example of Sally K. Ride, the first American woman to be sent to space by the National Aeronautics and Space Administration (NASA), Ride states, "I remember the engineers trying to decide how many tampons should fly on a one-week flight; they asked, 'Is 100 the right number?'" (Wright). Looking past the clear misunderstanding of how much one bleeds per cycle, we must recognize that sex education discrepancies are not just among people who don't have access to proper education, but even those who have spent years studying in some of the world's best Universities. Thus, a factor that has causes the fear stemming from the lack of understanding pertaining to how menstruation works is the absence of proper sex education.

There are two primary explanations for the existence of menstrual taboos: fear and the overall misunderstanding of how the menstrual cycle works. To gain a better understanding as to how these factors give way to taboos, we must start looking into primitive societies. Some common menstrual taboos throughout history are as follows:

1. General believe that menstrual fluid isn't pleasant, contaminating or dangerous

2. Menstruators may not have sexual intercourse,
3. Restrictions are imposed upon contact made by menstruators with men's things,
4. Personal restrictions are imposed upon menstruators such as food taboos, restriction of movement, talking etc. (Montgomery)

One can imagine the confusion and mystery that surrounded the menstrual cycle among primitive societies. Keeping that in mind, the phenomenon of someone bleeding without any known injury cyclically seemed frightening and to some even satanic. For this reason, absurd and irrational taboos were established to exclude menstruators from the rest of society while they menstruated. Similar to the perceptions addressed in the Bible, early interpretations of the menstrual cycle regarded menstrual blood as “dangerous secretions” and any interaction with those who menstruate would lead to being “contaminated” (Montgomery). Consequently, it was common for “a woman during menstruation [to] be barred from attendance or participation in religious ceremonies, especially if the holy symbols or the places of worship are in the care of men” (Montgomery). Considering this concept cross-culturally, the restrictions placed upon menstruators vary greatly in intensity depending on the culture, ranging from “informal regulations regarding personal hygiene or prescriptions on sexual intercourse to the establishment of special menstrual huts, where a woman lives in complete seclusion from society until menstruation has subsided” (Montgomery). The idea that menstruation is contagious and dangerous was additionally reinforced once a study came out in 1920 in regards to the properties of menstrual blood and their toxicity to fresh flowers and the growth of yeast. Likewise, the fear of transmitting diseases from having intercourse with a menstruating woman massively contributed to the sex-during-menstruation taboo (Montgomery) The realism of catching diseases like gonorrhoea and urethritis made the taboo less based on superstition and more on accurate observation. The implementation of these menstrual taboos by men in these primitive societies is clear but there is also little resistance recorded from the menstruators

themselves, indicating that they probably felt a sense of shame (Montgomery). This is a possible factor as to why these irrational menstrual taboos stuck and slowly evolved to still exist in our modern world today.

Finally, the most influential factor contributing to the creation of menstrual taboos is the lack of understanding surrounding the topic of menstrual cycles. For example, the ovum, a mature female sex cell, was just discovered in 1827 and it wasn't until 1863 that menstruation was linked to the ovaries and reproduction (Montgomery). The late investigation of the physiology of the female reproductive system is just the beginning of years of inadequate sex education, a huge problem most countries of the world are still facing today. Across the 44 societies studied by William Stephen, who conducted a cross-cultural study on psychological and sociological origins of menstrual taboos, he found that there wasn't many who associated the bleeding to an inflicted wound but for example the "Maria Gond of India who believed that the vagina once contained teeth, and that when these teeth were removed, the wound never healed completely; and the Arunta of Australia, who attributed the flow to demons who scratch the walls of the vaginas with their fingernails and made them bleed" (Montgomery). These examples highlight the "sadistic ideas" that tended to attach themselves to the early explanations to why individuals menstruated, according to Sigmund Freud (Montgomery). However, it would be assumed that as the menstrual cycle and the female reproductive physiology becomes demystified, the less stigma and taboos there would be surrounding the subject. However, this is far from the truth. Scientific investigations began being conducted to explain, not only the physical, but mental, symptoms that were associated with menstruation. The term "premenstrual tension" was first used in 1931, by R. T. Frank, to address the cyclic irritability, anxiety, and depressive symptoms that some women experience prior to beginning their period. It then becomes "the most common endocrine disorder" which reinforced the idea that psychological effects of menstruation are debilitating and that women are not to be trusted, further perpetuating misogyny and stigmatized topics in regards to female health (Montgomery). It then was officially

labeled as The Premenstrual Syndrome, (PMS), a natural yet negatively stereotyped process of the menstrual cycle, inspiring sexist micro aggressions and discouraging real conversations about menstruation and the struggles that come with it, such as 'is it that time of the month?' Sadly, there is still a desperate need for normalization and removing stigmatization of menstruation and a gaping lack of sexual education that keeps menstrual taboos alive.

Unfortunately, since the general population does not understand the menstrual cycle enough, the same standards of bodily restraint exhibited during the 1500-1800s, which symbolize a person's control capacity, are applied to those who menstruate. This puts women and other menstruators at a disadvantage in terms of societal status and overall trustworthiness. In turn, the expectation of holding a strong grasp on one's natural bodily functions led to the misclassification of menstrual products as "luxury" when, in fact, are a necessity that goes unspoken for and burdens menstruating individuals; for example, those who menstruate pay somewhere between \$100-\$225 in taxes on tampons over their lifetime and that number increases significantly once local sales taxes are applied and whether the person is also buying pads or panty liners etc. (Van Oot). This tax is referred to by the 'Tampon Tax' and according to Jennifer Weiss-Wolf, co-founder of the organization Period Equality, "the tax on period products is sex-based discrimination, unconstitutional and illegal" (Wakeman). Currently progress has been made to remove the Tampon Tax within the United States but has only been successful in 20 states, leaving 60 percent of states still imposing a tax on period products despite "there [being] hundreds of exemptions on items that are gender-neutral and utterly nonessential: there is no sales tax on Mardi Gras beads in Louisiana, Texas doesn't tax candy bars and several states exempt snack foods altogether" (Wakeman). This shows that period products in most of the United States are still perceived as a luxury and a nonessential item in people's lives. To put this into perspective, a survey was distributed by YouGov which showed that 46 percent of men responded that access to period products should be considered a human right and 66 percent of women believed it should be a right also (Tognotti). Based on this survey, a lot of people

agree that the gap between the need for menstrual hygiene products and the access to those products needs to be bridged but what is holding us back? The common excuse is that "repealing taxes on period products would punch big holes in state budgets" but attorney, Weiss-Wolf, argues the absurdity of obtaining revenue for only a segment of the population that menstruate while so many other nonessential items go untaxed (Wakeman). Additionally, the Tampon Tax directly violates Americans' 14th amendment right. According to the U.S. Constitution, "No State shall make or enforce any law which shall abridge the privileges or immunities of citizens of the United States" (The Constitution of the United States: A Transcription, National Archives and Record Administration). This clear discrepancy in reasoning is an ongoing issue in the United States and in the fight for women's rights.

The Impacts of Period Poverty

Though period poverty has been around for decades, periods have been around since forever. Such as the Renaissance, the Great Depression, the Medieval Times, written and talked about in the Bible, and beyond.. Though when we were getting taught those lessons during school, we never or rarely heard about what the menstruators would do when they had their periods. That is because the conversation about periods and menstrual health has been a taboo topic for so long, and it has brought so much shame and guilt to the people that have these natural occurrences. When one sees a movie, when the person gets their period, they are seen as irritable, more angry, and "out of character", yet this is not always the case. Some people have health issues and are unable to menstruate, either due to such instances of one experiencing early menopause, or even infertility. Everyone's body is unique and different.

Period poverty has a lot of both micro and macro impacts in today's society. Beginning with micro impacts, these are still problems, yet only recently getting the recognition it deserves. Period poverty affects menstruating peoples' mental health, as well as their physical health.

Menstruators' bodies go through so many changes within just a week of menstruation. Physical changes include weight gain, slow metabolism, chills, hot flashes, night terrors, sleep problems, cramps, and swelling and sensitivity in the abdomen and breasts. There are also the psychological effects, including mood swings, change in estrogen and testosterone levels, and irritability. People who menstruate do not only experience these symptoms for one week or even for how long their period lasts, but there are actually 3 parts of the menstrual cycle. "There is the first week before the period called the 'PMS Week', which is where the mood changes and cravings first appear. Some notice they are getting increasingly emotional, which is an indicator that their period is about to begin the following week. The second week is called the 'period week.' This is the time where the vagina sheds the lining of the uterus. Following the period week, there is 'ovulation week.'" (Watson). This week is usually where a menstruator's eggs are most fertile and if a person is trying to conceive, they have the highest chance of getting pregnant, which is what doctors recommend most. This all happens in three weeks, out of the four weeks in a month. Therefore, a menstruating individual has one week out of a month to be free from their bodily changes and cycles.. The physical and mental health of menstruators during their menstrual cycle is determined by the individual's personal hygiene standards and routines, yet these hygiene standards have been picked apart and scrutinized by society for decades. Menstruators are constantly being told how they should care for their bodies, how they should look, and how they should feel, and those comments can be damaging to their mental health. Menstruating people can fall into a seasonal depression, even if it is short or long time, and it causes them to either not want to do anything and be hygienic, or it can result in a high-functioning depression, where they still do their daily routines, yet are not present in the moment. Everyone knows the saying "Sticks and stones may break my bones, yet words will only make me stronger.", yet this has partial truth to it, as some people are more sensitive than others. And when someone is hearing and ends up listening to too many opinions on their body and their life, they end up insecure or hurt. This is the feeling of many menstruators around the

world today. Constantly getting anxiety during their period week, worried about having a leak, and possibly getting embarrassed by others. In today's society, the act of *period shaming* has caused thousands of menstruating people to feel "less than" or "dirty." Period Shaming can come from family, friends, and even strangers. The poll "... found out that 58 percent of menstruators have felt a sense of embarrassment simply because they were on their period. Forty-two percent of menstruating people have experienced period-shaming, with one in five being made to have these feelings because of comments made by a male friend." (Weiss-Wolf)

In today's society, some menstruating individuals do not even want to speak about having their period, tell others about it, or even get in line at a grocery store to buy pads or tampons without feeling embarrassed. In an interview with a third party, a woman, who comes from Haiti, spoke about the advice her mother gave her when she first started her menstrual cycle. "Just because you have it, does not mean that you need to let everyone else know that you have it." This is a powerful statement, as if reading in between the lines, this quote possibly stems from a place of shame. Not speaking on something means either one is trying to keep it a secret, or they feel embarrassed about it. Menstruators tend to "shut down" during or passively ignore the conversation of periods, as it has been a custom for so long. Hence why menstruating people keep their emotions "bottled up", and struggle with their mental health alone during their periods. Period poverty has had an influence on these habits due to menstruation not being able to speak up about the lack of resources and lack of education that both menstruator and non-menstruators need about periods, in order to get over the social stigma and work on having a healthier mindset and reality when it comes to menstruation.

Period shaming has become so common, even in middle schools across the U.S., it is more common for boys to speak up about a girl having her period to cause a scene, as then the girl will feel embarrassed and not want to come to school during the week of her period. Those insults can play an impact on the girl's mental health, which causes her to not want to be there

at all. This does not only occur in the United States, but across the world as well. A [UNESCO report](#) estimates that "...one in ten girls in Sub-Saharan Africa misses school during their menstrual cycle. By some estimates, this equals as much as twenty percent of a given school year," (Lusk-Stover). As girls miss school, they are missing more and more lessons, as well as days per school year. As in the Florida Public School System, students are required to attend school for a certain amount of days. If not, some schools do not let the student graduate due to their absences, and in other cases, if too many days are missed, the authorities or DCF is called on the parents. It only takes one thing, such as a girl missing school during her period week, for it to spiral into such a bigger problem that will have to keep being fought against. "Students who menstruate may also stay at home due to the lack of sanitation products their schools have to offer. Without access to sanitation products in public restrooms and schools, girls can develop unhealthy usage habits that prohibit them from wanting to be at school." (Kerina Tull) Without any products in school, girls want to be able to stay home to avoid having problems accessing these products. The effects of period poverty are also reflected in the large percentage of absenteeism and school drop-outs during the menstrual cycle.

On another scale, female sanitization products are also a requirement when it comes to helping a menstruating person. Period poverty goes into depth about the lack of these products, and goes to show these long lasting effects that it brings. Such as health issues, lack of education, and even environmental issues. "Due to the lack of female sanitization products, menstruators are most likely to experience more health issues than areas who have that accessibility to these products. This [period poverty] is accelerated by the lack of sanitation and adequate water resources in schools and other educational institutions" (Taneja). By having no resources, especially in schools, menstruating people are not able to withhold the proper care they need for themselves, and this leads to diseases, such as Urinary Tract Infections (UTIs), bacterial infections, and toxic shock syndrome. Lack of sanitation products play a key role on menstruators' health and mental state as well.

The mental and health impact that society has given to people who menstruate does not just start young and stop. No. It stays with them way further in their life than they expected it to. As a young adult, possibly in the workforce, they can still feel “inferior” to their male colleagues just by having their period. Such as spoken earlier within the history of misogyny, menstruators then feel like they really are what the labels say. “Moody, arrogant, uptight, hard to work with/please, and rude” are just a few of the stigmas. Social stigma and shame for periods, as they are also nicknamed a woman’s “shark week” and “Japan”, as menstruating people are claimed to not be able to “control” their hormones during this time. Following the social stigma of a menstruator’s period has caused for generation after generation of menstruating people to feel that they are “less than” due to this.

Environmentally, pads and tampons are not very sustainable items. Usually made of “...single-use plastics and conventional cotton, these sanitation products leave a giant carbon footprint into the system” (Collie). These products are not only sometimes thrown to the ground, polluting the area, but they are also washed into large bodies of water, and then eaten by fish or wildlife. Due to the singular use of these hygiene products, “...the American women spend well over \$2 billion per year on feminine hygiene products, and the average woman will use over 16,800 tampons and pads over the course of her lifetime” (Weiss-Wolf). That is just the amount that a menstruating individual spends on sanitation products, including how much they use. As this is already a high price, one can only imagine how much the government spends to clean up the waste in the environment. “In 2018 alone, Waste Management invested \$66 million in additional recycling processing equipment and technologies, Fish said, and another \$46 million in trucks, carts and other collection infrastructure, for a total of more than \$110 million in recycling investments throughout the year” (Staub). Tax payers are putting their money towards this cause of waste management, and menstruating tax payers are going in a continuous cycle,

of buying these sanitation products, throwing them away into the environment, and then paying the government to clean it. It can be an overwhelming, and costly cycle for these individuals. Period poverty does not just play a role onto menstruators individually, but also to every other human in the world. There is an impact to the economy whenever a menstruator has to take off work to tend to their period, which is sometimes not always possible for menstruators in the workforce. "Menstrual Leave" is the option for female-identifying individuals to take paid or unpaid leave from their employment if they are menstruating and unable to work. More often than not, menstruating people choose to sometimes go unpaid during this time, as they feel that they do not deserve to "take a break" for their period. This also ties into the misogynistic effect of menstruators not being able to work or be productive on their period, compared to men in the workforce. Misogyny in the workforce causes menstruation to still feel "inferior" to non-menstruators. The level of testosterone in men varies during specific times in their life, and that can lead to many impulse decisions, as menstruating people have learned to live with these chemical imbalances for longer, gaining control over them. These imbalances include PMS symptoms, and menstruators who experience puberty early or late.

Only a few countries have decided to make "Period Leave" optional to the menstruators in the working class. Period Leave Entitlement has been existing in Japan for the last 70 years, and other countries feel that it should be worldwide. (In 1947, since then, South Korea, China, and India have adopted this policy. This policy is almost nonexistent in the United States, United Kingdom, and Europe.) In the United States and others, the more days the menstruators are gone, the more productivity goes down. And when productivity goes down, it is very hard for companies to raise those rates back up. Economists have studied reports of menstruating people's leave and how it affects companies across the world. "A total of 13.8% (n=4514) of all menstruators reported absenteeism during their menstrual periods with 3.4% (n=1108) reporting absenteeism every, or nearly every menstrual cycle" (De Bie). This is a larger amount than

anyone can believe. It also is impactful enough to slow companies down due to this absenteeism.

Many people have voted for or informed the legislature of this leave as the people of these countries, (the United States, the United Kingdom, and Europe), want menstruating people to have the right of choosing to work or not during their menstrual cycle. Few know that they cannot make a living though if they choose to not go in for work, for at least one week a month, and will end up having more problems in their life than necessary. This is why many have been fighting against period poverty for a while now, and are only just now starting to see results. Period poverty needs to be fought against so that everyone in the world will have better health, and a more stable economy.

Following period poverty affecting the economy, this is a giant factor in maintaining financial wealth for not only menstruators, but their families, and even the country they are going to work for. Financial Wealth refers to "when someone is not financially burdened but has the freedom to explore their wealth." (Ashley Kilroy) Less liabilities calls for greater opportunities for someone who has financial freedom. They are not held down by their financial predicaments, and are still able to access resources and tend to their necessities with their money. A menstruator cannot be financially wealthy if she is going to worry about how much money she is losing out on if she has to miss a week of work due to her period. A person who menstruates cannot be financially wealthy if they have to sacrifice time from their job due to lack of products at their place of employment.

Why should one care

Why should people care about period poverty? Well, imagine you have a cut and it's bleeding. There are no band aids around you or anything you could use to bandage the wound; you also can't afford any. So, you decide to use a newspaper that you found. It causes an infection. What can you do? You can't afford a medical professional or medicine to stop the infection. You just

have to power through and hope you'll get over it soon, or perhaps you will die. That is what it is like to live with period poverty. Period poverty is a serious issue that affects more than 1.8 billion people in the world (Schuyler). That is over a seventh of the world's population. Those who menstruate and require assistance are many, yet few care to provide help.

Period poverty exists in the land of the free; where tampons are considered a luxury. The majority of United States have menstrual products defined as luxury products, therefore, menstrual products have a tax on them (Epstein). Period products should not be defined as luxury goods and have a tax on them. Menstruating products are a necessity because most people won't allow one to work if there is blood coming down one's leg. People who menstruate can barely afford them and cannot get period products with food stamps (Haneman). Food stamps allow many to purchase necessities. Yet, period products are not included. On another note, one would think that those living on low incomes or below the poverty line would be getting assistance to cover menstrual hygiene products, right? Well, those who depend on federal assistance programs, like SNAP/ food stamps for WIC, Women with children, cannot use their benefits towards feminine hygiene products and those who rely on women's shelters and homeless shelters are also in need since menstrual products are one of the three least donated products (Wakeman). Period products are a necessity for those who menstruate. The products allow people to go to work and prevent infection from genital contact with unsanitary items. Additionally, one in five teens in America miss out on education because they don't have access to menstrual products (Capozzi). Teenagers with menstrual cycles are losing out on education for unfair reasons. The loss of education leads to fewer job opportunities. The few job opportunities most likely have lower pay, and lower pay will affect the ability to afford hygienic products. Teens shouldn't have to risk their bright futures because they can't access hygienic products.

Period poverty is still a huge issue because the topic of periods is taboo in many places. Many people who menstruate may feel shame when buying menstruation products. In fact, there is a positive correlation between the countries that have a high level of period poverty and a high period stigma. Numerous people in India believe periods are impure (BBC); India also has high levels of period poverty with less than half of the people who menstruate actually having access to menstrual hygienic products (Thelwell). As one can see, if the stigma ceases then those who menstruate will obtain a better quality of life. They will be able to speak freely about their worries regarding their periods and avoid many health complications.

Period poverty also includes the disposal of menstrual products, which is not discussed as much as it should be. Waste management is how something is disposed of, whether it be flushed down the toilet or buried. Menstruating people in rural areas tend to bury their sanitary napkins underground which harms the microflora (Kaur et al.). Microflora is the bacteria and other microorganisms living in soil. The environment takes a hit due to the lack of knowledge as to what proper disposal of menstrual products is like. In most cases, the products do not decompose, unless they are specifically labeled as biodegradable, and will stay buried in the same place for many years. This inability to decompose leads to soil pollution and leads to the death of the microflora. Also, the people who menstruate with a sewer system, may flush menstrual items and cause backflow (Kaur et al.). Backflow can cause health issues and property damage. Therefore the issue of period poverty doesn't just affect the one person, but those around that one person as well.

People who menstruate deserve to be informed as to what is happening to their bodies during menstruation. The lack of sex education leave individuals susceptible to potentially harmful and inaccurate information (UNICEF). The lack of information regarding periods causes stigma from those who don't menstruate and dangerous habits such as using unsanitary items from those who do menstruate. Stigma is discrimination based off of a characteristic, in this case periods. Menstruating people can get yeast infections or UTIs from using unsanitary items.

Furthermore, those who do not menstruate can inflict trauma from bullying, harassment, and/or embarrassment. Insufficient education often leads non-menstruators to believe menstruation is impure (Resnick). In reality, the menstrual cycle is a natural process. Those who menstruate should not be discriminated against for something they cannot control. People who menstruate do not deserve to be made fun of or publicly embarrassed due to their period. Menstruating people are not any less of a human for menstruating.

Social entrepreneurship would be better than a nonprofit organization for the social issue of period poverty. Nonprofits rely on entities giving money to them from donations, grants, and sponsorships (Gauss). People give money to them because they are solving issues that are known about such as access to clean water and food. Period poverty is not a widely known issue. Most would not donate to something they don't know what is. Additionally, a social entrepreneurship would not have to follow a guideline accompanying a grant. The company would be able to allocate funds where they believe is necessary.

Conclusion

For centuries, the menstrual system has been misunderstood and menstruator's needs have been pushed aside. For this reason, period poverty has spread like a disease and impacted millions of people throughout history. Although the long-lasting consequences can still be addressed, we can only conquer period poverty together. By taking a stand against this issue one day at a time, by either educating ourselves, helping a friend in need, or donating products to shelters we can establish an equitable society for all, menstruators and non-menstruators. Therefore, everyone should care about period poverty. Let's aid those menstruators who are suffering from infections, discrimination, and embarrassment. It is our responsibility, as a community, to end period poverty and support our fellow menstruators.

Company Overview

Our social entrepreneurship business is called the “Monthlies”, a gender-neutral menstrual hygiene company, and targets the issue of period poverty (i.e. equity in access to menstrual hygiene products, advocacy for sex education and better waste management strategies). The company features luxury menstrual hygiene products and self-care products. Our business will sell, both, individual products and a monthly subscription service. The subscription services are customizable and include two size options: the regular Monthlies Subscription Box and the Monthlies Deluxe Subscription box. These two boxes can also be purchased individually, like our third box called the First-Period Box, for first-time menstruators. With every box sold, our company will match the purchase with a donation box we have created specifically for less-fortunate menstruators who do not have access to menstrual products or even sanitization facilities. In order to reach that demographic in need, our company will partner with PERIOD, a non-profit organization fighting against period poverty, by giving our donations to them at the end of each month. The Monthlies will be a B-Corp certified company and focus on making clean, organic, cruelty-free products and being as eco-friendly as possible. The brand is founded and owned by three young women, Paola Torres, Lorna Truett, and Kaymiah Williams, who own equal percentages of the business. Although we are a primarily online-based company, our non-customizable products will be available for in-store retail at the Target and Publix stores in the Orlando, Florida area. Aside from having our product lines on our website, the company addresses the lack of sex and sexual health education by having a designated page with informational videos about our products and why we make them organic/biodegradable/reusable, how to use a wide range of menstrual hygienic products, as well as, articles and videos about stigmatized conversations relating to sex and menstruation. Additionally, we are making sure to include informational/instructional videos featuring TruHealth doctors, who have already kindly endorsed our brand.

Mission Statement: Fighting against Period Poverty, one box at a time.

Industry/Market Analysis

Market Overview

Our market, which is online, has a range of markets. The online marketing business has skyrocketed due to Coronavirus, (an epidemic started in March of 2020). Online shopping, online grocery shopping, and mobile food ordering have been off the charts.



Along these sales, the feminine hygiene market has steadily been increasing for the last decade, but simultaneously increased during the Coronavirus pandemic. It has the fastest

growing market in/from the Asia Pacific and the largest market being North America.



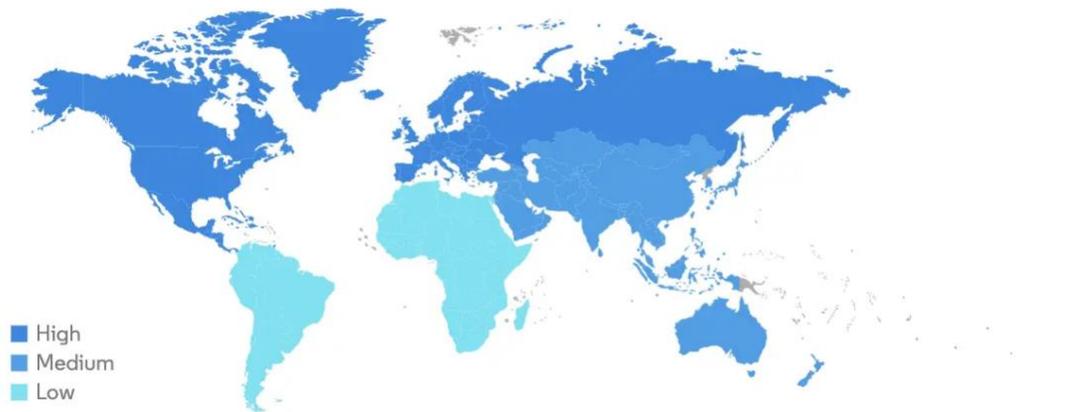
The Compound Annual Growth Rate, or CAGR, of the Feminine Hygiene Market is currently 6.7%, and expected to grow at that rate all the way to 2026. As these sanitation items are slowly becoming more normalized, production is becoming more stable, yet it still requires attention and awareness to the problem of period poverty. With our business plan, we are hoping to boost this tremendously with the release of our website and company, Monthlies, along with the growing demand of these menstrual sanitation products. "Globally, more women are getting educated about female hygiene products. However, the Asia-pacific market still prefers sanitary pads, whereas the Americans are gradually shifting toward tampons and menstrual cups. Various kinds of sanitary napkins/pads, like with wings, great absorbents, thin pads, cotton-filled pads, scented pads, etc., can be seen in various supermarkets and even convenience stores, thereby furthering its market share in the global market" (Mordor Intelligence). This report shows how Americans are demanding more sanitation products than

just typical pads. Our company involves many varieties of menstruation products, including single-use and reusable pads and tampons, menstrual cups, menstrual disks, and panty liners.

Relevant Market Size

As our company, such as a few others, are trying to bring more awareness to the issue of period poverty and menstrual health, the market size has also influenced such trends of promotion and education towards menstrual health.

Feminine Hygiene Market Market Size (%), Global, 2020



Source: Mordor Intelligence



Our product will make a difference however as we will not only play into the hygienic products market, but the eco-friendly market as well. The organic market of both foods and products has increased over the last decade, as more and more people would like to help the planet. With biodegradable and organic compounds in our products, we will be able to furthermore impact the world on a much larger scale and our customers. According to studies on environmental waste and economic impact of reusable products, it revolves around individuals' concerns to either use these products and/or dispose of them in an eco-friendly way. "Moreover, the rising number of environmental and waste disposal concerns force the adoption of organic and natural feminine products. Rise in government initiatives also fueling market

growth. However, the low penetration rate in developing economies is a greater challenge for the organic and natural feminine care market” (Verified Market Research). Our company provides our customers the safe and eco-friendly option of using and disposal of these products that will contribute to the economy as well.

As our company, Monthlies, is an online brand that will have customizable options for our customers, we will be reaching towards middle and higher-income classes. Our company will be manufacturing our products, and own a large percentage of our revenue. With the addition of organic and eco-friendly products, it will also include luxury items, such as miscellaneous items, (including heating pads, hair products, and clothing options), body cleanliness items, (including deodorant, talc-free body powder, soaps, and cloth/luffas), and protection, (face coverings, male and female condoms, and dental dams). These luxury items are a complement to our business and to our customers who will be supporting a great cause. For every box sold of our products, a standard health package will be donated to local help centers, foster homes, and transition houses, (houses that care for victims of domestic violence). Though the company will also be using the shipping delivery of UPS for the first 5,000 subscriptions, they will also receive a payment for delivery as well. Our company is wishing to accomplish using a more eco-friendly transportation system to deliver our products as a long-term goal. Free-Shipping will be when our customers spend \$100 or more from our website. Our company's projected revenue for the first year of business is an estimated \$230,000. With these projected prices and sales, we expect to own at most 40% of our company, as we are partnering with an organization to donate our donation boxes to local help centers, and then other manufacturing companies that will help us get our products produced and sold.

Competitive Analysis & Threats

Direct Threats: Though our company has relied on our customers' views and priorities and needs, so have other companies. Such large female menstrual product companies, such as

Tampax and Always, are very dominant forces in the production and distribution industry. Very big feminine health care and menstrual care companies do the most in the donation portion, of providing these sanitation products to people who need it most across the world, as well as locally. Online brands, such as "This is L", is also a B-Corp Certified Business, whose goal is to help menstruating individuals access these products. As our company is just starting up, we have created our business as a threat to these larger companies, by including information about the following:

- The sustainability of our products
- Donations to Local Help Centers (Safe Houses, Transition Houses, & Jail Centers)
- Creating Biodegradable and Organic Products

We would create a large impact on the feminine hygiene market and to other companies as we persuade more consumers to purchase these products for a good cause and create competition to like-minded companies.

Indirect Threats: Furthermore, there is still a restraint on eliminating period poverty as the social stigma and sustainability of feminine hygiene products across the world. Words do not physically harm a menstruating person's body, or even their period, yet it can psychologically affect the person, causing them to change their habits and soon have more health problems than necessary. "According to UNICEF, menstrual and hygiene needs remain unchecked due to gender inequality, discriminatory social norms, cultural taboos, and poverty. Girls face stigma, harassment, and social exclusion during menstruation. This compels girls and women to adopt traditional feminine hygiene products or completely avoid using them" (MarketsandMarkets). This is an indirect threat, which should still be treated as a direct threat to our company because this is something that the company's goal is to eliminate. Our company encourages these individuals to use these safe products and take care of their bodies. If the social stigma continues, and more menstruating people listen to the negatives revolving around periods, they

will do anything they can to stop having one. Which is unethical and extremely dangerous due to it not being natural for periods to cease unless there is another health issue to the individual.

SWOT Analysis

<p>Strengths:</p> <ul style="list-style-type: none"> ● TruHealth endorsement—medical experts will increase our credibility ● Well known Toms-shoes-type business model ● Offering high variety and customization allows for more comfort and convenience ● Deliverable goods averts awkward and uncomfortable encounters related to misogyny and menstrual stigma ● Gender-neutral encourages more customers to invest in us 	<p>Weaknesses:</p> <ul style="list-style-type: none"> ● Strong stigma towards our business topic that could be rejected or discriminated against by society ● In-store retail distributors are only in Orlando, Florida thus limiting reach ● Since menstrual cycles are monthly, any delays in production can become a serious inconvenience to some users
<p>Opportunities:</p> <ul style="list-style-type: none"> ● Sustainability market is up and rising ● With the Coronavirus pandemic, delivery services have become extremely popular and preferred ● PERIOD partnership will draw attention to our brand and mission ● TruHealth endorsement 	<p>Threats:</p> <ul style="list-style-type: none"> ● Online brands and large feminine sanitation product companies are directly affected due to how production and distribution will play a role in the initial growth of the company. ● Social stigma has put a damper on the need for menstrual health education and care for menstruating individuals.

Customer Analysis

As we are aiming towards more middle and higher income customers, the company is expecting to reach the standardization of these individuals. Mainly, middle-aged and older individuals, particularly in more rural and suburban areas. These customers are expected to shop at retail stores such as Target and Publix. These customers are possibly full-time company workers, nurses, and business owners/partners. They typically would spend money on higher-priced goods for better quality and service.

Behavioral Analysis (Customer Buying Criteria)

Our customers that we are targeting are mainly middle-aged to older individuals who either menstruate, know someone who menstruates, or would just like to use other products while they know that they are providing sanitary items to those who can't afford it. Through our marketing process, which involves social media, branding, and a few physical products in stores, we intend to make these individuals want to buy our products. These individuals are mainly focused on helping better themselves and the environment. They will look at the label and read that the product is biodegradable and organic, making it more valuable to them. They will also see if the product is safe to use personally, as each of our products will list the information and instructions to prevent any issues. That is their criteria. How will it help/benefit them and how will it help others or the environment.

Behavioral Analysis (Purchase Process and Patterns)

The process of our consumers buying it solely depends on the empathy level that our company can reach. As we are encouraging our potential consumers to want to purchase our box for a good cause. To help other menstruating individuals have access to these important products and end period poverty. Typically, due to our products being catered for menstrual cycles, as well as health, it is expected for these customers to receive a monthly box. Of course,

more purchases can be made within a month span, yet, our donations to local centers will be once every month. The company will have goals to reach a certain number of subscribers a month, and it will continue to increase over time. Along with the help of the company's "First-Period Box", this will allow for younger customers to grow with the company, and will eventually create life-long partnership with them at a convenient cost.

Demographics

Assumingly, our regular customers will be middle to older aged adults, who either menstruate or love luxury products catered to them specifically, and are in a stable-income house. They can be married or unmarried, yet a factor that will increase sales is if this individual has children. There could be more empathy in a person's purchase process, as they would want for young individuals to have access to these products as well. Children are very empathetic and that can affect the parents into being more sympathetic. According to studies, researchers have found that "Across eight experiments with over 2,000 participants, and a large field study, they found adults to be more generous and compassionate around children" (Wolf). The more empathy and compassion an individual has, our company feels that they will be touched and strive to help others dealing with these issues. So, morally, our goal is to have these adults want to help other adults and youth to get equal access to these sanitation products.

Marketing Plan

Products, Services & Pricing

Our brand will start with a total of 54 products and two subscription services. The products are premium and aimed toward a middle- to middle-upper class target market due to all of our products being clean and some biodegradable, organic, and reusable. The list of products *Monthlies* offers, their variety, and prices are listed as follows:

- Hygiene Products:
 - Unscented organic cotton and biodegradable one-time-use pads
 - Selection of 7 sizes, including overnight pads
 - Selection of flow-coverage: light, medium, heavy
 - 20 pack for \$10
 - Organic cotton one-time-use tampons with BPA-free plastic applicators
 - Selection of sizes including small, regular, large, and XL
 - 16 pack for \$8.99
 - Reusable Menstrual discs
 - Selection of 3 sizes
 - Unit price: \$13.99
 - Unscented organic cotton-cover panty liners
 - Selection of 3 sizes
 - Selection of flow-coverage: thin, regular, heavy-flow
 - 50 pack for \$19.99
 - Organic cotton reusable pads
 - Selection of 7 sizes (mirroring the one-time-use pad sizing)
 - 3 pack for \$45
 - Organic cotton reusable period underwear
 - Selection of sizes including XS, S, M, L, XL, XXL

- Selection of 3 different styles
- Unit price: \$40
- Organic reusable incontinence pads for men and women
 - 3 pack for \$36
- Organic cotton on-time-use incontinence pads for men and women
 - Selection of sizes include XS, S, M, L, XL, XXL, overnight
 - 30 pack for \$24.99
- Clean aluminum-free deodorant
 - Variety offered: unscented, clean scented, and eucalyptus
 - Unit price of \$13.99
- Clean aluminum-free clinical strength deodorant
 - Variety offered: unscented, clean scented, and eucalyptus
 - Unit price of \$19.99
- Organic menstrual cups
 - Selection of sizes include S, M, and L
 - Unit price of \$29.99
- Latex-free organic lubricated condoms
 - Selection of sizes includes Regular, L, XL, XXL
 - 6 pack for \$15.99
 - 12 pack for \$27.99
- Organic female condoms
 - Selection of sizes includes S, M, and L
 - 6 pack for \$19.99
- Organic paraben-free soap bar for sensitive skin
 - Variety offered: unscented, lime, aloe, lavender, orange, coconut, eucalyptus, and clean scented

- Unit price of \$6.99
- 2 pack for \$12.99
- Self-care products
 - Body Scrubs
 - Variety offered: unscented sugar scrub, Shea butter Scrub, Himalayan salt scrub, and lavender sugar scrub
 - Unit price of \$16.99
 - Fluffy hair bands
 - Variety offered: white, black, red, blue, purple, green, yellow, orange; and pastel pink, blue, green, yellow, purple, orange
 - Unit price of \$5.99
 - Velvet Scrunchies
 - Variety offered: black, navy, pink, blue, green, mustard, and purple
 - Unit price of \$3.99
 - Skin-care line
 - Organic unscented face wash
 - Variety offered: dry, combo, oily skin type
 - 4 fl oz
 - Unit price of \$14.99
 - Moisturizer
 - Variety offered: dry, normal, oily skin type
 - 2.0 oz
 - Unit price of \$19.99
 - Fragrance-free Squalene + Zinc mineral sunscreen
 - Leaves no white cast
 - SPF 30

- 3.0 fl oz
- Unit price of \$34.99
- Non-toxic clean nail polish
 - Variety offered: black, hollo glitter, duo chrome green/blue and red/yellow, red, navy, blue, lime, yellow, orange, lilac, and white
 - 0.5 fl oz
 - Unit price of \$2.99
- Nail clippers
 - Unit price of \$4.99
- Organic bamboo hair brushes
 - Unit price of \$21.99
- Nail stickers
 - Variety offered: 10 designs
 - 24 pc pack for \$7.99
- Robe
 - Variety offered: black, rose; pastel blue, purple, yellow, green, red, orange, and white
 - Unit price of \$20
- Luffa
 - Variety offered: pastel red, orange, yellow, green, blue, purple
 - Unit price of \$3.99
 - 3 pack for \$10.99
- Organic facial masks
 - Variety offered: detoxifying, nourishing, acne fighting
 - 2.5 oz
 - Unit price of \$39.00

- Organic Facial sheet mask
 - Variety offered: hydration, vitamin C, Acne fighting, Anti-aging
 - 0.7 oz
 - Unit price of \$6.00
- Facial restorative clay mask
 - Variety offered: rose, charcoal, and Aztec
 - 2.5 oz
 - Unit price of \$24.99
- Feet + hand mask
 - Selection offered: S, standard, L
 - Combo pack for \$9.99
- Fluffy Slippers
 - Selection of sizes offered: Adult sizes 1-12 with men and women size chart references
 - Variety offered: black, navy, brown, tan; pastel pink, blue, orange, purple, and green
 - Unit price of \$10
- Natural non-toxic candles
 - Selection of aromatherapy: vanilla cream, lavender, eucalyptus, coconut, orchid, and tangerine
 - 3.5 oz
 - Unit price of \$7.99
- Organic bath bombs
 - Variety offered: coconut, lavender, vanilla, oatmeal, lemon, and ginger
 - 5 oz each
 - 2 pack for \$17.99

- Organic bath salts
 - Variety offered: lavender, eucalyptus, rose, Epsom, and cucumber
 - 16 oz
 - Unit price of \$24.99
- Organic Lotion
 - Variety offered: unscented, eucalyptus, vanilla, floral, clean scent, lavender, and citrus
 - 3.5 fl oz
 - Unit price of \$16.99
- Steel facial roller
 - Unit price of \$19.99
- Jade Rollers
 - Unit price of \$26.99
- Jade Gua Sha
 - Unit price of \$14.99
- Jade Gua Sha and roller
 - Combo pack of \$32.99
- Fabric Masks/Face Coverings
 - Selection offered: black, white, silver, green, red, blue, orange, brown, beige; 4 multi-colored patterns
 - Selection of sizes include small, regular, and wide
 - Unit price of \$5.99
- Heating Pads
 - Microwavable version for \$18.99
 - Electric version for \$29.99
- Oils

- Non-toxic natural nail and Cuticle oil
 - 1.0 oz
 - Unit price of \$10
- Organic and pure facial oils
 - Variety offered: Rosehip, tea tree, jojoba
 - 1.0 oz
 - Unit price of \$17.99
- Natural rollerball fragrance oil
 - Selection offered in 6 fragrances
 - 1 oz
 - Unit price of \$6.99
- Talc-free body powder
 - Variety offered: fragrance free, lavender, clean scent, vanilla, eucalyptus
 - 5 oz
 - Unit price of \$11.99
- Latex-free rubber dental dams
 - Selection offered: strawberry, cranberry, banana
 - 12 pack for \$18.99
- Natural fragrance-free flushable baby wipes for sensitive skin
 - 30 pack for \$3.99
- UTI prevention fragrance-free flushable menstrual hygiene wipes for sensitive skin
 - 30 pack for \$9.99
- Organic water-based lubricant
 - 2 oz
 - Unit price of \$15.99

- 12 *Monthlies*-sticker sheet (\$3.99)
- Boxes
 - First-period kit
 - Contents:
 - One-time pads (S, M, L, Overnight)
 - One-time tampons (regular)
 - Panty liners (all three sizes for regular flow)
 - Microwavable heating pad
 - Underwear (masculine/feminine preferences considered)
 - Menstrual hygiene wipes
 - 12-*Monthlies*-sticker sheet
 - Welcome to *Monthlies* letter
 - Guide to use products
 - Pouch for on-the-go/emergency menstrual care kit
 - \$27.99 online
 - \$30 in-store
 - Product contents description and *Monthlies* subscription advertisement on back of the box
 - *Monthlies* box
 - Due to the customizable nature of this product, the buyer must select which products they desire to receive in their box from 4 different categories. The number on the side of each category indicates how many items they are allowed to select from that particular category. The products they select can be edited every month, if they desire to do so.
 - Menstrual Hygiene Products (2)

- One-time pads and tampons, menstrual disks, incontinence pads + reusable versions, panty liners, underwear
 - Protection (1)
 - Face masks, condoms, female condoms, dental dams
 - Cleanliness (2)
 - Deodorant, Loofahs/Cloth, Soap, Lotion, Wipes, talc-free body powder
 - Miscellaneous (1)
 - microwavable heating pads, Skin care product
 - Monthly subscription price of \$34.99
 - On-time purchase of \$39.99
- Deluxe *Monthlies* subscription box
 - Due to the customizable nature of this product, the buyer must select which products they desire to receive in their box from 4 different categories. The number on the side of each category indicates how many items they are allowed to select from that particular category. The products they select can be edited every month, if they desire to do so.
 - Menstrual Hygiene Products (3)
 - One-time pads and tampons, menstrual disks, incontinence pads reusable pads, menstrual cups, panty liners, period underwear, regular underwear
 - Protection (2)
 - Face masks, condoms, female condoms, dental dams
 - Cleanliness (3)

- Deodorant, Loofahs/Cloth, Soap, Lotion, Wipes, talc-free body powder, body scrubs, bath bombs and salts, nail clippers
- Miscellaneous (2)
 - microwavable + electric heating pad, Skin care product, Jade Gua Sha/Rollers, Hair brushes, Fluffy hair bands/Scrunchie, candles, slippers, robe, nail polish, face + body masks
 - Monthly subscription price of \$74.99
 - One-time purchase of \$84.99

Promotions Plan

The main form of advertisement *Monthlies* will be undertaking is through social media. Spreading our advertisements through Instagram, TikTok, Facebook, Pinterest, and YouTube are how we think we can reach the widest range of our target audience. The reason to which we have specifically picked these platforms are explained below:

- Instagram and TikTok
 - Targets the young-adult demographic of 18-24 year olds who are more likely to roll with the current trends and invest a bit more money in things like eco-friendly products. The customers who are environmentally aware and appeal to our social entrepreneurship solution will be more likely to buy from our brand. TikTok, specifically, will open the opportunity for one of our advertisements to go viral and, since that platform has been dominating the entire social media platform for over a year, we could attract a big audience to our brand.
- Facebook

- Targets an older demographic of middle-aged adults around the ages of 35-50 years old. Although they may not be as interested in the trendy aspect of our brand, since *Monthlies* is a luxury company, Facebook's demographics cater to an audience that is the most financially capable to purchase from us.
- Pinterest
 - Also targets a more mature and financially stable audience but placing advertisements on a creative platform like Pinterest can further target users who are looking for creative, trendy, and sustainable products.
- YouTube
 - On our web page, there will be videos and links that come from YouTube, thus we will be placing advertisements for our products and services on those videos. Additionally, playing our advertisements for videos related to period poverty, menstrual health, and sex education will introduce our company to people who are already searching for our products and services. Sponsoring channels/creators who contribute to our mission can also help spread our name, such as the channels SEX ED, Bright Girl Health, and The Roommates, to name a few.

Since we are launching as an online brand, we will be distributing our products to Target and Publix retail stores to build a reputation faster. The reason behind why we chose these two stores is because they attract the target market we are looking for—a consumer willing to pay a little more for higher quality and variety. All of our products will be sold in-stores except for the *Monthlies* box and the Deluxe *Monthlies* box, due to the customizable nature of the service. We anticipate our First-Period Box to be one of our best selling items in retail store purchases due to the easy access solution our product can provide to a parent or child who does not know much about menstrual products. Our First-Period Box is an easy, straight-forward grab that will

potentially bring more people to our website due to the promotion of our website and subscription service on the box itself. All the products that will be going into the First-Period Box will be part of a youth-oriented collection that has a unique packaging from the rest of our products solid—very colorful and new-user friendly. This will help draw the attention of younger audiences to purchase our products over other traditional brands.

Assuming the majority of our sales will come from online purchases, a promotional tactic that will encourage shopping with our brand will be that any purchases over \$100 will guarantee free shipping to anywhere within the U.S.

Additionally, making our social entrepreneurship solution of matching all the box purchases as a centerpiece on our website will help justify the pricing of our products. Also emphasizing our efforts to be as sustainable as possible as a start-up brand and providing the transparency to share our future goals and improvements on our website will further entice our audience to invest in us and play a role in contributing to a bigger solution. Our partnership with PERIOD will also draw attention to our brand since it is a very well-known non-profit associated with menstrual health and feminism. And lastly, the *Monthlies* endorsement from TruHealth adds credibility to our cause and brand, promoting more trust between the consumer and our brand.

Distribution Plan

Monthlies will rely on United Parcel Service (UPS) to deliver boxes and products purchased online to buyers across the U.S. because they are one of the most branched out delivery services. We recognize that UPS is not a sustainable method of transportation and that it goes against the moral of our brand, thus once our company reaches a threshold of 5,000 subscriptions we will be switching to an eco-friendly method of delivery. Additionally, *Monthlies* plans on opening retail stores of their own in the far future but, in regard to our launch, consumers will be able to purchase our product either online or in their nearest Target and

Publix. The boxes that will be donated to PERIOD will be distributed accordingly under their terms and services.

Operations Plan

Departments

- General Management- This department is needed to oversee the company's operations, manage cost and revenue, and maximize profit (Banton).
- Marketing Department- This will define our brand and do everything involved with advertising and promoting the company; including keeping the website up to date (The Hartford).
 - Add to this one Information Department- This is a department unique to our company that will spread knowledge of the issue of period products.
- Operations Department- This department that oversees and manages packaging while maximizing work efficiency.
- Sales Department combines purchase department and Finance Department
- Customer Service Department
- Donator Department- This is a department unique to our company and will help get the boxes to people in need.

Milestones

- Seventy-five thousand total box sales and seventy-five thousand total boxes donated by year 5
- Shift from renting a warehouse to owning a warehouse
- Manufacture own products
- Free shipping for customers (for all purchases)
- Donate boxes worldwide
- After reaching a threshold of 5,000 subscriptions, shipping method will shift to a sustainable alternative (i.e. electric car deliveries)

Financial Plan

Revenue Model

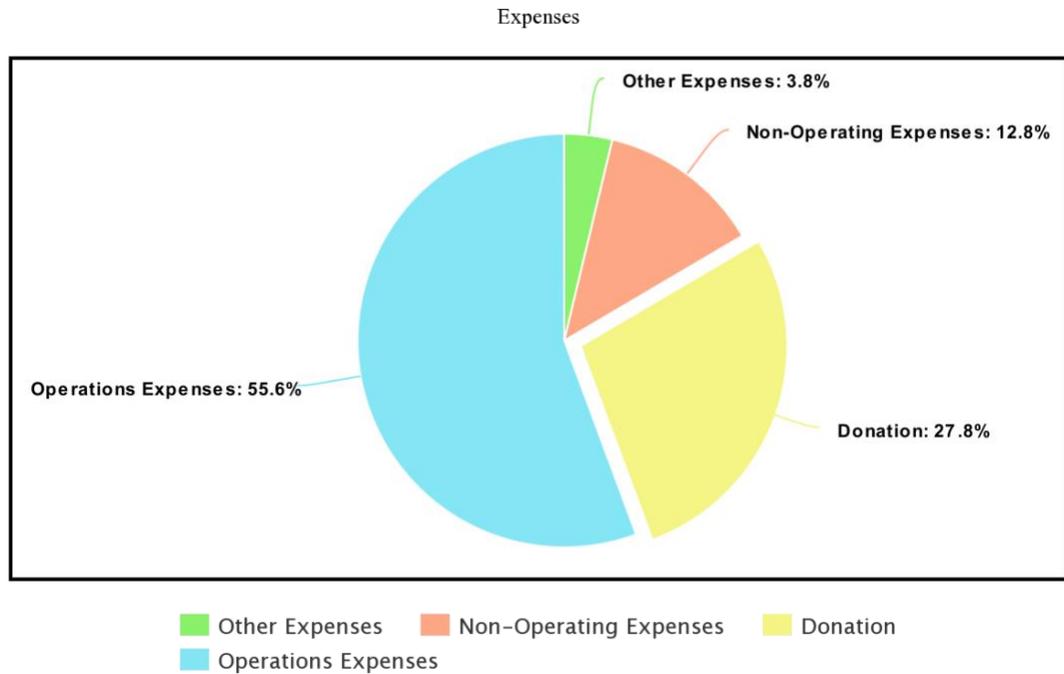
Monthlies will be receiving revenue from subscription or one-time purchase boxes filled with self-care items. There are three different boxes: a First Period box, a *Monthlies* box, and a *Monthlies* Deluxe box. The first-time period would not be available for subscription purchase.

Projected Revenue

Monthlies projected revenue for the first year will be \$230,000. We plan on selling five thousand boxes with the average cost of the boxes being forty-six.

Projected Expenses

Monthlies projects that the majority of wealth will be spent paying suppliers for our products. *Monthlies* plans on having double the inventory on the items going into donation boxes. Other operating expenses *Monthlies* will have are marketing, shipping, wages, rent, accounting fees, utilities, and insurance. *Monthlies* decided to rent a warehouse as it would provide space to create and store our products. Renting a warehouse is more advantageous for our business because the lower cost will allow *Monthlies* to expand in other areas (Ruthvens). *Monthlies* does plan on buying a warehouse in the future. Non-operating expenses would be taxes.



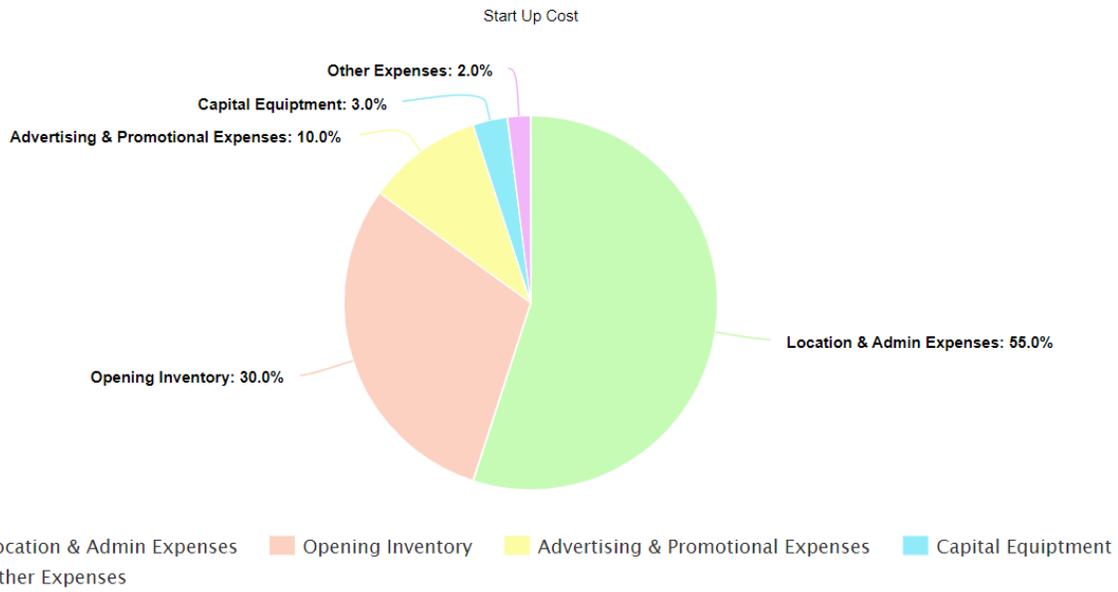
meta-chart.com

Projected Other Expenses

Other expenses would be paying the Janitorial service, sales representative, and lawn mowing service. Also buying water and snacks for employees.

Start-up

Monthlies plans on having about 250,000 startup cost



Capital Equipment List

- Furniture
 - The furniture needed would be shelving, desk tables, assembly tables, breakroom tables, office chairs, breakroom chairs, assembly chairs, fridge, microwave, and wooden counters. We will spend about 6,000 dollars as there will be a total of four staff members (Welch).

Location and Admin Expenses

- Rental:
 - *Monthlies* decided to rent. The cost would be around 72,000 dollars in the beginning and there are more locations (CoStar Group, Inc.).
- Utility deposits:
 - The utilities *Monthlies* would be needing are electricity and water. The cost will be around 250 (JEA).
- Legal and Accounting Fees:

- *Monthlies* will need to pay legal fees to start the company and fill out an Articles of Organization (Vela). Accounting fees are necessary so we have accurate bookkeeping.
- Insurances:
 - *Monthlies* plan on having general liability insurance for about 700 (Penland).
- Wage:
 - *Monthlies* plans on having one other employee help box the items for minimum wage which would be about 20,000.
- Other:
 - *Monthlies* plans on hiring a lawn mower company if it is required for renting the land and a janitorial service to keep the warehouse clean. Water & snacks will be provided in the breakroom. Fire alarms and extinguisher in case of fire. First aid kit in case an employee gets injured. Also *Monthlies* plans on having an eye wash station in case an employee gets something in their eye while packaging. The total of other expenses will be around 1,500 dollars.

Opening Inventory

- *Monthlies* plans on having enough products for ten thousand boxes. Five thousand for selling and five thousand to donate. The cost will be about 148,600 dollars using the average price per item times the total number of boxes.
- *Monthlies* also plans on having ten thousand cardboard boxes in stock

Advertising and Promotional Expense

- Advertising:
 - *Monthlies* plans on advertising on social media platforms such as FaceBook, Instagram, Pinterest, YouTube, and TikTok.
- Printing:

- *Monthlies* plans on putting letters in the one time boxes to convince customers to purchase the subscription box.
- Website:
 - *Monthlies* plans on selling the majority of products online so we will have to purchase a website.

Other Expenses

- Sales Representative (paid by commissions)- *Monthlies* will need a sales representative to convince Target and Publix to have their boxes on their shelves.

Source of Capital

- Grants:
 - *Monthlies* plans on attaining as many grants as possible. The grants we are eligible for are the FedEx, Amber Grant, and Ms.Foundation for Women. We plan on applying for the Cartier Women's Initiative grant in two years. Since *Monthlies* is a women founded and owned we have a sea of grants to choose from.
- Loans for Small businesses:
 - *Monthlies* plans on applying for as many grants as possible and would try to avoid loans.

Project Year 1 vs Year 5

Monthlies projects that we will sell five thousand boxes by the end of year one. Year five we plan on selling twenty-five thousand boxes that year. The first year we will have a revenue of 230,000 and a net loss of 20,000 dollars, but during year two we will make up for that loss. The fifth year we plan on having a revenue of 1,150,000 dollars and a net profit of 250,000 dollars (900,000 dollars in expenses).

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