



Wicked Little Teas

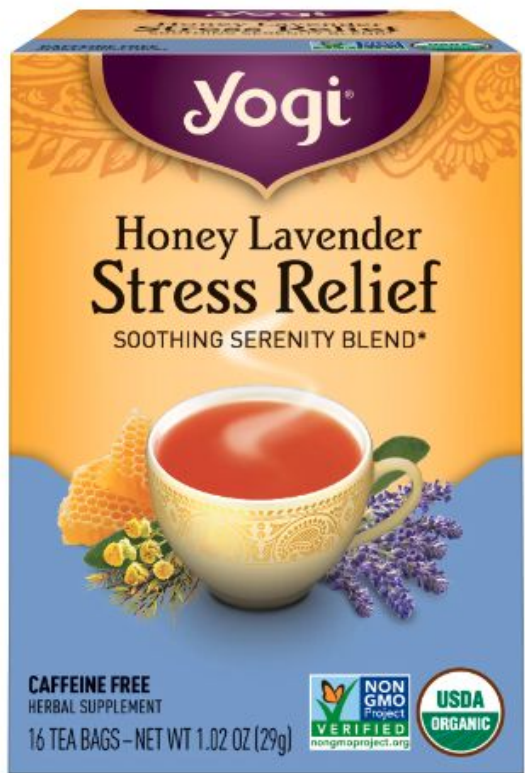
Care for you today.

- ❑ Simple
- ❑ Effective
- ❑ High-quality



Teas with a purpose





Supplement Facts
Serving Size 1 tea bag (Makes 8 fl oz)

	Amount Per Tea Bag	% Daily Value
Organic Passionflower Plant Extract	36 mg	†
Proprietary Blend of Herbs:	1,676 mg	
Organic Rooibos Leaf		†
Organic Chamomile Flower		†
Organic Lemon Balm Leaf		†
Organic Lemongrass		†
Organic Spearmint Leaf		†
Organic Peppermint Leaf		†
Organic Lavender Flower		†
Organic Sage Leaf		†
Organic Stevia Leaf		†

† Daily Value not established.

Other Ingredients: Organic Lavender Flavor, Organic Lemon Myrtle Flavor, Organic Vanilla Flavor, Organic Honey Flavor.

Honey Lavender Stress Relief contains Organic Rooibos Leaf from Rainforest Alliance Certified™ farms.
www.rainforest-alliance.org

East West Tea Company, LLC
Eugene, OR 97402
Certified Organic by QAI, Inc.

Herbal
tea

**Caffeine
Free**

Wicked Little Teas' founder





Women-Identifying Millennials

Meet Melanie

General description

- 32 years old
- Queer
- Bachelors in Graphic Design
- Employed as designer at a local design firm
- Works hybrid
- Baltimore, Maryland

Goals

- Train for a spring half-marathon
- Get to the gym twice a week
- Negotiate for a higher-salary during performance review
- Limit take-out to twice a week

Values, Beliefs, and Attitudes

- Concerned about climate change and researches products and companies online before buying from them
- Loyal supporter of local, small businesses and LGBTQIA brands
- Keeps up to date with current events in the news
- Spends time & money on products and services that relieve stress

Habits & Behaviors

- Spends breaks from work browsing Instagram
- Spends more money using her iPhone's wallet app than her physical credit card
- Visits her local farmers market twice a month to shop for fresh produce and goods

Portrait



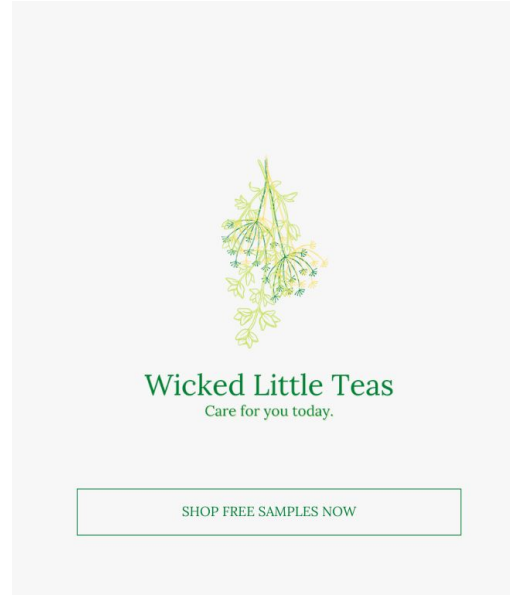
- ❑ Loyal
- ❑ Educated
- ❑ Thoughtful
- ❑ Powerful



- ❑ Local & seasonal markets
- ❑ Tea tastings
- ❑ Online



- ❑ Online & Social Media Marketing
- ❑ Email Marketing
- ❑ In-Person Events



Sustainability

greenwashing

[grəən-wash-ing] /*verb*

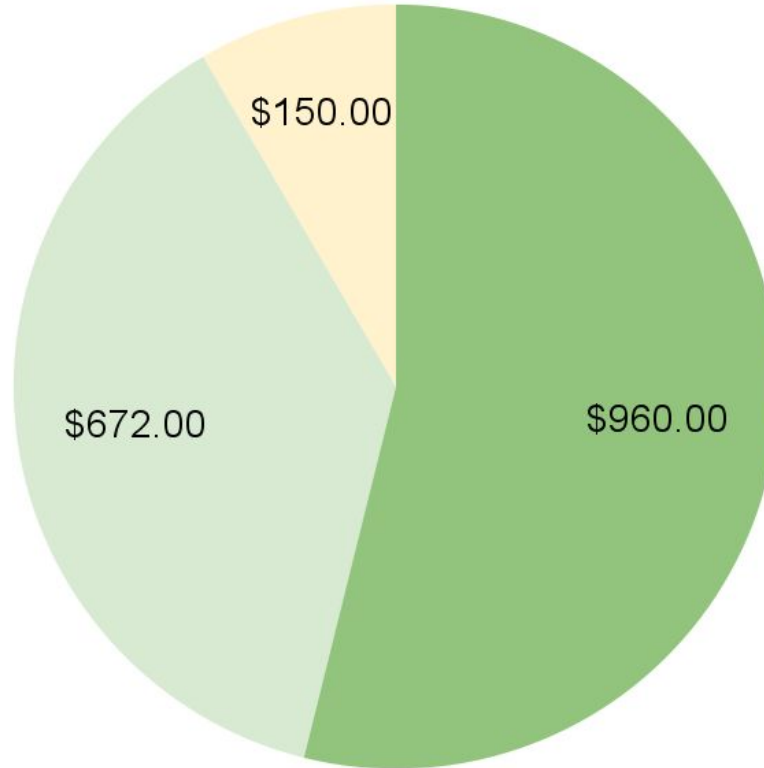
1. Is a term used to describe the marketing tactics used by big-name, fast-fashion companies to advertise their new supposed sustainable lines of clothing.
2. The process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound.

Innovative Packaging

Pricing

- ❑ \$10 per one ounce tin
- ❑ \$7 per one ounce refill
- ❑ \$3 reusable tea infusers

Monthly Sales Goal



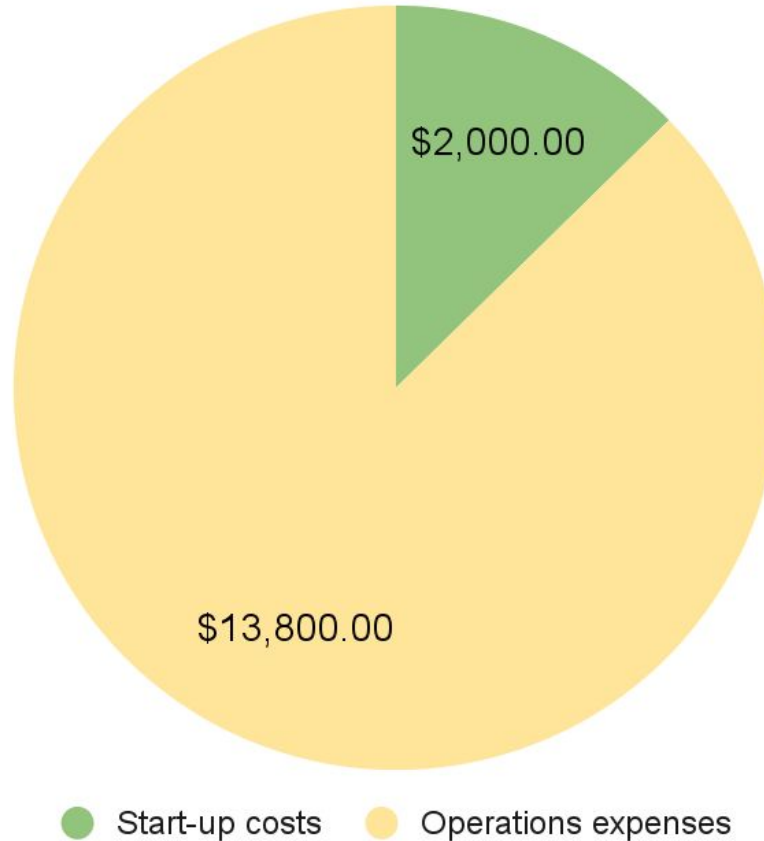
● Herbal Blend Reusable Tin Sales ● Herbal Blend Refill Sales ● Tea Infusers

Long-term goals for
success

Small Business Loan

- ❑ \$20K - 18 months of operating expenses
- ❑ 5 year term limit
- ❑ 5-7% interest rate

First 18 Months: Start-up Vs. Operations Costs



	2024	2025	2026	2027	TOTAL
INCOME					
Herbal Tea Blends	19584	21542	23697	26066	64823
Tea Accessories	1800	1980	2178	2396	5958
Cost of Goods	3000	3500	4000	4000	10500
GROSS PROFIT	18384	20022	21875	24462	60281
OPERATING EXPENSES					
Equipment	500	0	0	0	500
Business Registration	1500	0	0	0	1500
Website Subscription	400	400	400	400	1600
Market & Event Fees	2000	3000	3000	3000	11000
Advertising & Promotion	200	200	400	400	1200
Business Owner Policy Insurance	2000	2000	2000	2000	8000
Commercial Kitchen Rent	1000	1500	2000	2000	6500
Permits & Licenses	600	600	600	600	2400
	0	0	0	0	0
	0	0	0	0	0
	0	0	0	0	0
	0	0	0	0	0
	0	0	0	0	0
TOTAL OPERATING EXPENSES	8200	7700	8400		32700
NET INCOME BEFORE TAXES					
	10184	12322	13475	24462	27581
Taxes	840	1017	1112	2018	2968
NET PROFIT AFTER TAXES	9344	11306	12363	22444	24613



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