



Foodie Towel

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Mission Statement

*Our mission at “**What’s Next Productions**” is to help companies, by striving to research and develop new high quality products that will put businesses in front of their competition by developing different, unique, and creative products with everything that we do. At What’s Next Productions we take into mind the essentials of business and focus on maximizing profit return by taking companies from the past and establishing their future.*

Product

The “Hoodie Towel”



A new innovative product developed by What's Next Productions designed to satisfy all your needs. Not only will it bring comfort and warmth, but it will also bring style and privacy at your convenience.

Features/Benefits

- Comfortable
- Dries very quickly
- Keeps warmth inside
- Hand Warmer included
- Keeps Privacy for changing



What's unique about the “Hoodie Towel”?

- Made out of high quality materials
- Hybrid Towel and hoodie
- Hand Warmer built inside the Pocket



Target market

- Surfers of all ages
- Beachgoers
- For Aquatic Athletes
- Anyone who uses a towel



Competitors

 **BILLABONG**
QUIKSILVER
RIP CURL
O'NEILL

Places product is used

- Anywhere you use a towel
- Perfect for cold or warm days
- Beaches, Lakes, and Pools
- After water events



Materials

Materials used on Hoodie Towel



Prices

| Materials | Cost | Quantity | Amount Used | Cost/Unit |
|---|----------------------|----------------------|-----------------------------|------------------|
| Towel(per unit) | \$100 | 100 | 4 | \$4.00 |
| Thread(per foot) | \$2.90 | 600 | 20 | \$0.10 |
| Handwarmer(per unit) | \$499.75 | 25 | 1 | \$19.99 |
| | | | | |
| Cost of all Materials | | | | \$24.09 |
| Staffing | Cost Per/Hour | Worker Amount | Amount Made Per/Hour | Cost/Unit |
| Labor | \$13.25 | 1 | 5 | \$2.65 |
| | | | | |
| Total Costs(Materials and Labor) | | | | \$26.74 |

Profitability

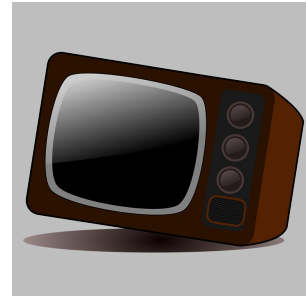
- Sell for **\$54.99**
- Profit of **\$28.25** per unit
- Earning profit and production costs back



Promotion

Advertisement

- Televised Commercial
- Print ad in the Newspaper
- Social Media accounts
- Instagram, Twitter, Facebook



facebook

Social Media Promotion

Social Media is a huge part of our culture, only making sense to have social media accounts to show and promote the product to the many people who view social media on a daily basis



Print Ad Promotion



HOODIE TOWEL

Creating warmth and privacy at the your convenience

Commercial



Filmmaker Pro

Summary

- Innovative new product
- Technology infused
- Cost efficient for great margins
- Advertising to maximize profit

Join Us

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“Finding what’s next for your business”