Agenda

- Introduction-Elevator Speech
- Interviews
  - Taproot Organics
  - Bathtime Boutique
- Summation of the businesses
  - Similarities
  - Differences
- Suggestions
- Items of Interest
- Conclusion

Elevator Speech

Interview – Taproot Organics

Established: 2012
Location: Jersey City, NJ
(2 Brick & Mortar Stores, Online Sales & Pop-up Shops)
www.taprootorganics.com

Mission: To provide affordable organic small-batch skin care that appeals to the entire family.

Ownership: Family-owned & operated plus 5 employees.

Management Style: Behavioral Approach

Products/Service: “Junk-Free Skin Food” made from organic food-grade ingredients.

Volume: 100,000 buyers

Most profitable products: Raw ingredients

Biggest Challenges: Problem identification, resolution and employee issues

Biggest Reward: Opening of their second store within a unique niche

Objectives/Goals: Duplicate their year-over-year growth in 2018 and 2019.
Interview—**Bathtime Boutique**

Est. 2016

**Location:** Kingston, PA

**Ownership:** Family owned and operated
   - Four employees including the three co-owners

**Management Style:** Behavioral Approach

**Products/Services:** Bath and body products, birthday parties, party favors
   - Bath Bombs generate the most profit

**Mission and Vision:** Family operated business that sells products to enhance bathtime experience

**Objectives:** continue to be family owned and operated and open a new location in Scranton by 2019 or 2020

**Biggest Challenge:** Finding honest and reliable help

**Biggest Reward:** Seeing customers enjoy their products, Return Customers

[www.facebook.com/pg/bathtimeboutique](http://www.facebook.com/pg/bathtimeboutique)
Similarities

Ownership: Family-owned & operated
Business: Store Fronts
Management Style: Behavioral Approach
Products/Service: Body & Skincare
Marketing: Media, Sales, Social Media, Signs

Differences
Differences

- Kid-friendly atmosphere
- Focus is bath products (Bath Bombs)
- Target audience is women and children
- Products brightly colored, highly-fragrant and contain glitter or surprises
- Have only one store and no online sales
- Smaller customer base
- Few employees

- Store has an organic atmosphere
- Organic all natural products
- Diverse range of products for both genders
- Small amount of product available in store
- Joined local businesses specializing in yoga/massage
- Expanded into a second store and online business
- Larger customer base
- More employees
Suggestions

Taproots
➔ Continue current management and marketing styles
➔ May benefit from:
  ◆ Holding events such as workshops
  ◆ Assessing structure of management and hiring additional employees

Bathtime Boutique
➔ Continue current management and marketing structure
➔ May benefit from:
  ◆ Incorporating local products or surveying customers about what they would like to see.
  ◆ Adding online store
Items of Interest

→ Both thrive, especially during the holidays.
→ Marketing Style = Repeat Customers
→ Authentic Products
→ Owners and Managers involved
→ Passionate about products
→ Care about employees and customers
→ Always looking for new products and services to achieve mission.
Conclusion

➔ Despite selling similar products each business is unique
➔ Although they target different types of customers, both businesses are successful
➔ Owners of each business believe they are fulfilling their mission and vision

No matter what is being marketed, it is important to be passionate about the product!
References

