



# 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 the customer. Not only will it bring comfort and warmth, but it will also bring style and privacy at your convenience.

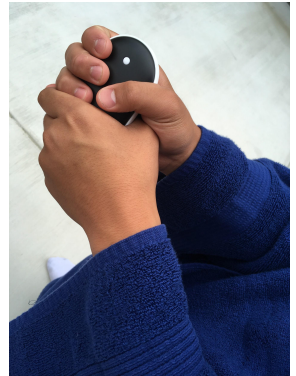
# Features/Benefits

- Comfortable
- Dries very quickly
- Keeps warmth inside
- Keeps Privacy for Towel changing
- High Quality Materials
- Able to Charge Phone



# 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
- Anyone who uses a towel
- For Aquatic Athletes



# 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

<b>Materials</b>	<b>Cost</b>	<b>Quantity</b>	<b>Amount Used</b>	<b>Cost/Unit</b>
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
<b>Cost of all Materials</b>				\$24.09
<b>Staffing</b>	<b>Cost Per/Hour</b>	<b>Worker Amount</b>	<b>Amount Made Per/Hour</b>	<b>Cost/Unit</b>
Labor	\$13.25	1	5	\$2.65
<b>Total Costs(Materials and Labor)</b>				\$26.74

# Profitability

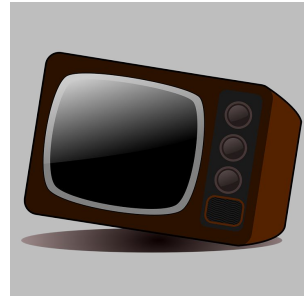
- Sell for **\$54.99**
- Profit of **\$28.25**
- Earning profit and production costs back



# 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



# 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”***