



# AXXO™ BRACELETS

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# OUR BUSINESS

- Our business is bracelets
- We are teenagers trying to develop a product for us to sell.
- Our company is called aXXo
- American Made - American spirit.
- Our own custom designs.
- Suggested designs



# WHY WE CHOSE BRACELETS

- Why we do it? – To be entrepreneurs . Bring American made product to the people, and revolutionize the way people think about bracelets.
- Why we chose the product? – It is the easiest thing we could think of to do. And it is in style with the current generation of kids.
- How come we did it all of a sudden? – We decided we want to make some money and be successful businessmen.



# MISSION STATEMENT

- We will satisfy our customers . To go beyond normal expectations of people, to bring them a bracelet that's better than all the others, and that attracts attention.
- Slogan – We are there for you anytime

Logo →



# GOAL

- To sell, sell, sell and sell
- To satisfy our customers
- Make big money
- Have our product stand out
- BE known for our bracelet
- Have people ask for it
- Make people demand for it
- Let people go crazily insane for it.
- The more demand people want the more we can make



# PRODUCTS

- “I love you”
  - It will help you embrace your love forever!!
  - 2012 – “Class of 2012”
  - people will buy this because this will help others see about our class and love others.
- 
- EXTRA
  - “I’m with him”
  - “I’m with her”
  - Will have people wanting to identify who they are with.



# MARKETING PLAN

- Customer service will be available to buyers.
- We will have flyers passed out to people and have a website up to show what we have about our product and it will have everything you need on it.
- Our website is continually under maintenance , to better make it more convenient for our customers.



# MARKETING PLAN

- We offer you the happiness of wearing the bracelets.
- It solves the fact that we are trying to get you and your love ones together.
- We are selling it for \$1.50 dollar each and we sort of expect to sell it to 100 people.
- We will make a profitable product.



# WHO WILL BUY

- Kids, in school.
- Boyfriend, and girlfriend.
- Parents that love their kids.
- Random people that needs the love
- Class of 2012



# MARKETING MATERIAL

- We have flyers and websites.
- As well as a poster for you to see.
- We have a website for anyone to see.
- Extra! Extra! Read all about it! aXXo are selling awesome bracelets only \$1.50 each!



# MARKETING NICHE

- The unique thing about our product is that they will change their future.
- They're are unique to us because its our class of 2012 selling and graduating years.

## ■ Colours



# COST

- It cost \$1.50 each
- If you buy 2 you get the next for only \$1.
- If you buy it with your love one, you can buy 2 “I love you” bracelets for only \$2



# PROFIT

- We intend to make a lot of profit out of this.
- Although we are a company still rising to the top, we will put as much effort as we can
- The profit we can make is up to \$400



# CREDIT

- William – Commander in chief
- Kenny N. – Treasury
- Sergio – Advisory/Supervisor
- Billy – Advertiser
- We are beastly individuals and even better as business partners.

