



PRODUCTION OF COSMETIC SOAP

Supervisor: Issayeva A.U.

The goal of the startup: Creation and promotion of natural cosmetic soap based on Aral salt and medicinal plants, which has no analogues on the domestic market, with an emphasis on environmental friendliness, effectiveness in caring for problem skin and accessibility for a wide range of consumers.



PROBLEM

Commodity products based on domestic raw materials



SOLVING

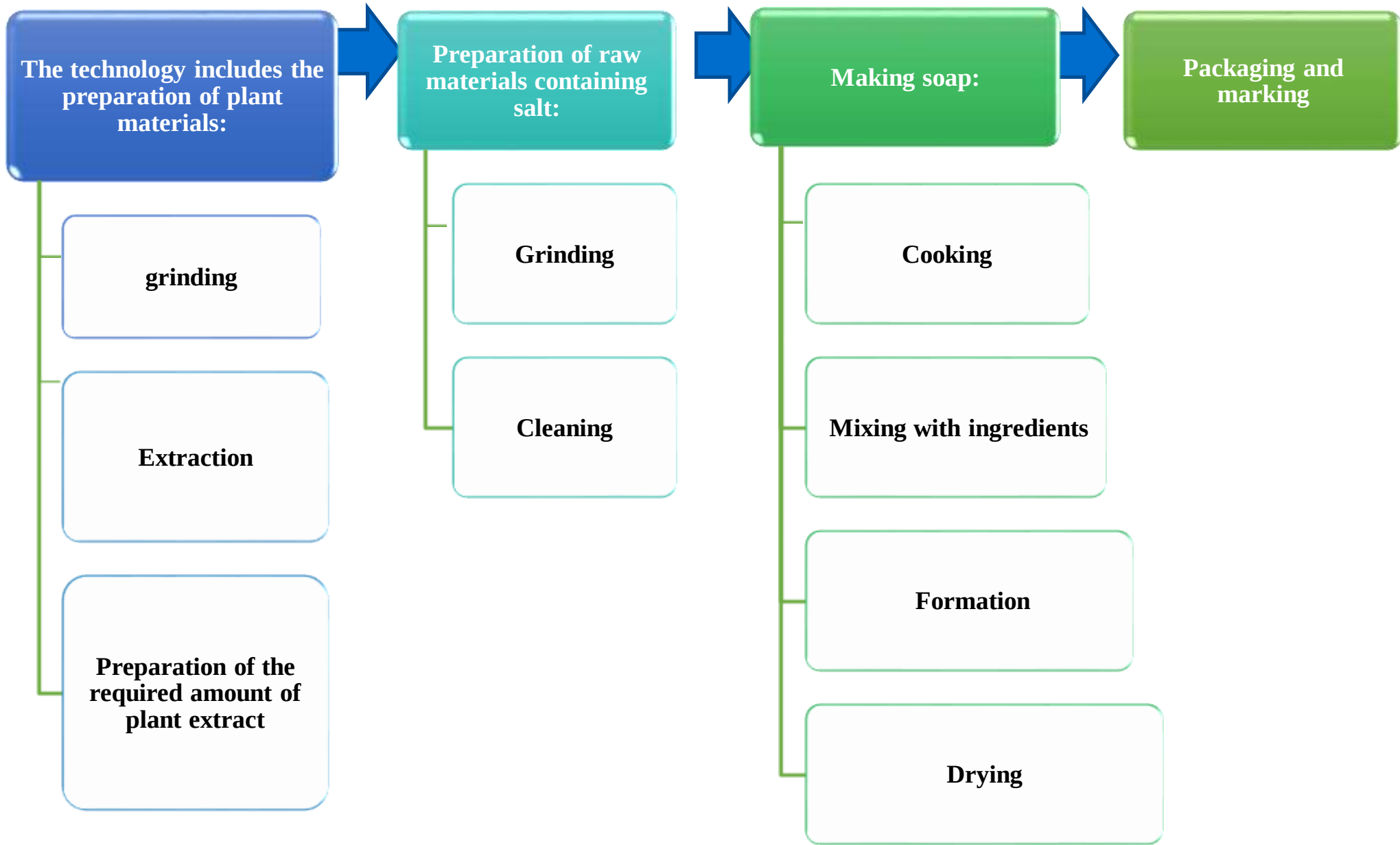


New types of soap for problem skin, acne, post-acne and psoriasis, which are not available on the domestic market

PRODUCT

Production of natural cosmetic soap based on Aral Sea salt and medicinal plants of Kazakhstan.

- ◆ Eco-friendly and hypoallergenic product without harmful additives.
- ◆ Therapeutic effect: deep cleansing, mineralization, antibacterial and healing properties.
- ◆ Affordable price due to local production.



TECHNICAL AND ECONOMIC INDICATORS

Market for sale

- Students and young people – trend for natural and affordable cosmetics.
- People with problem skin – acne, eczema, psoriasis, allergic reactions.
- Buyers of eco-products – supporters of conscious consumption.
- Hotels, SPA and souvenir shops – a unique Kazakhstani product for tourists.
- Gift – gift sets with ethnic design.

Main resources

- Aral salt
- Medicinal herbs
- Soap base
- Student group
- Production base

Sales channels

- Online sales: Instagram, Tik Tok, Telegram.
- Marketplaces (Kaspi, Wildberries, Ozon).
- Offline sales: Eco-shops, pharmacies, souvenir shops.
- University fairs and events.
- B2B direction: cooperation with hotels, SPA-salons.
- Production of branded soap for corporate clients.

Basic expenses

- Raw materials (salt, herbs, oil) — \$1,000
- Packaging and branding — \$500
- Marketing (SMM, TV app) — \$500
- Production (rent, equipment) — \$3,000
- → Total: about \$5,000



COMPETITIVENESS

Competitors:

- Natural imported soap (expensive).
- Kazakhstani producers (but without Aral salt and local herbs).
- Home soap makers (not scalable production).

Advantages:

- ✓ Unique composition (Aral salt + medicinal herbs).
- ✓ Affordable price due to local production.
- ✓ Eco-product + support for sustainable consumption.
- ✓ Student startup - support from universities, grants.

PERIOD OF EXECUTION

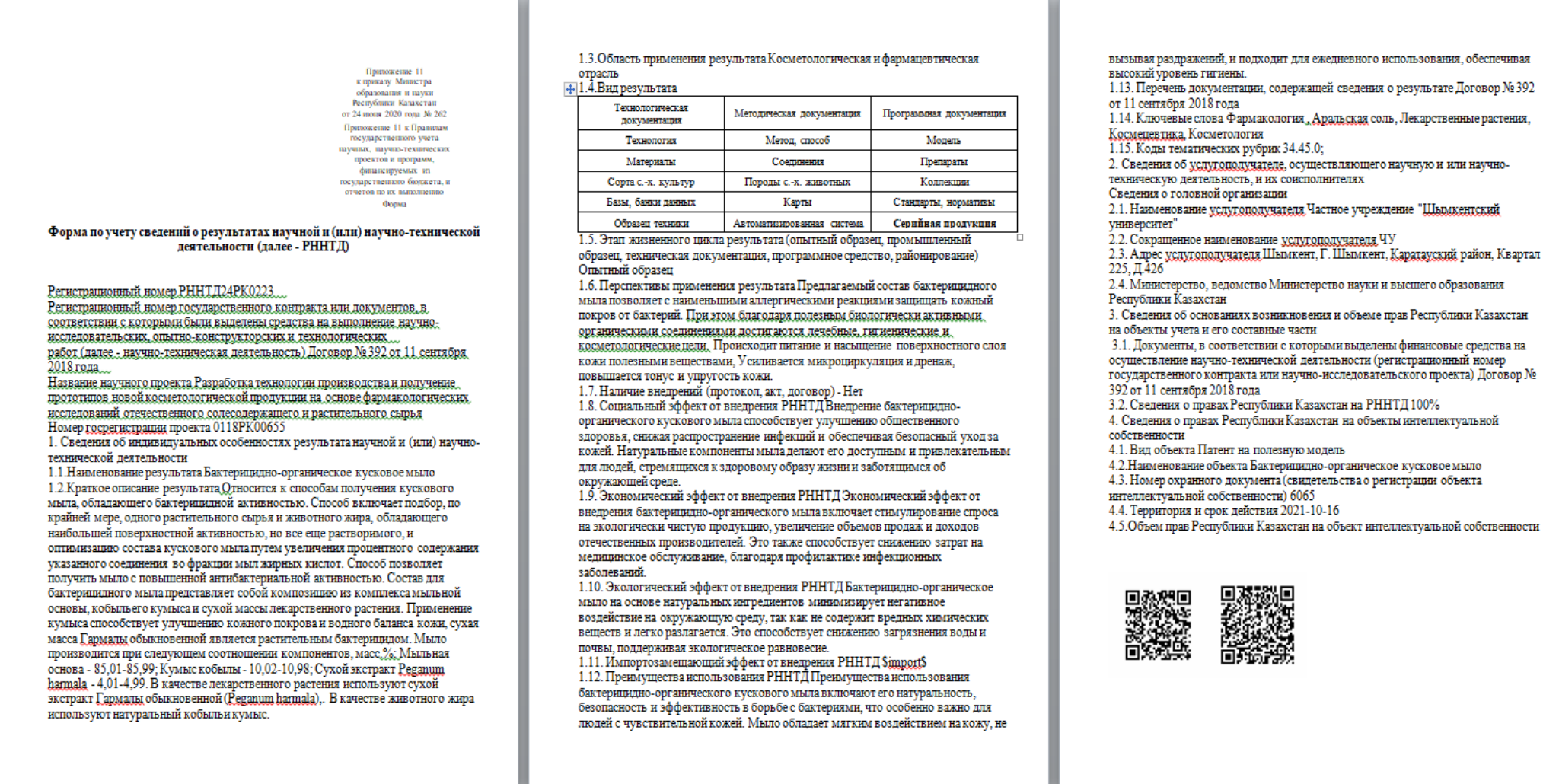
Initial capital:

- JSC "Science Fund"
- JSC "National Agency for Innovation Development "Qazinnovations"
- Environmental grants

Expected sales:

- Average price of soap: \$2
- Sales volume per month: 1000 pieces
- Monthly income: \$2200
- Annual income: \$24,000
- → Profit: about \$10,000-12,000 in the first year with the possibility

PROTECTION OF INTELLECTUAL PROPERTY



TEAM

- Technologist — responsible for developing and testing recipes.
- Marketer/SMM manager — responsible for social networks and advertising campaigns.
- Sales manager — looks for partners, works with trading platforms.
- Production specialist — responsible for production and packaging.
- Financier — controls costs, looks for investments and grants.



