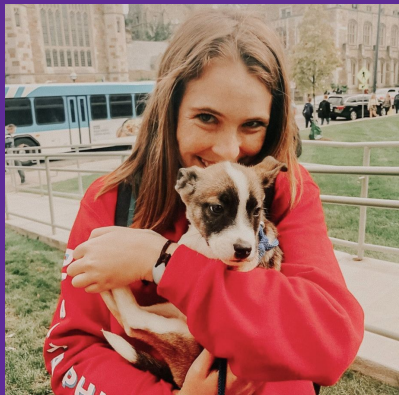
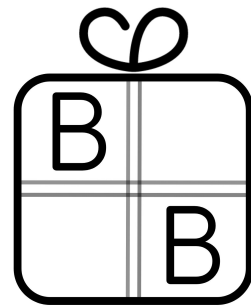


The Birthday Box

Group 903: Ellie, Saskia, Chloe, Amanda



Overview of the Company



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Opportunity and Numbers

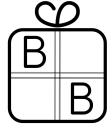
- 8 Sales Before COVID - 19
 - Five \$30 Boxes
 - Two \$20 Boxes
 - One \$6 Surprise Box
- \$196 Revenue
 - \$83.48 Gross Profit



Strategy



COVID-19



Surprise Boxes



Create Boxes



**Social Media
Platforms**



Reevaluation

Future and Fund Usage

- Change in Target Market → personal networks, children
- Continue presales in AA
- Investors:
 - Increasing Customer Base
 - Potential Shipping
 - Purchasing more materials
 - Expanding outside of birthdays

