



MACCAM HAIRCARE



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DO YOU KNOW HOW MANY YEARS IT TAKES FOR A SHAMPOO BOTTLE TO
DECOMPOSE?

FROM 100 TO 1.000 YEARS

Average British households use **216** plastic hair care bottles a **YEAR-** and one in ten say they cannot be bothered to be more eco-friendly.

In 2018, there were 27.6 million households.

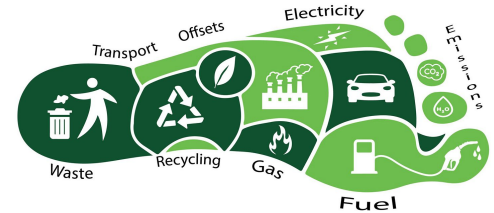


DO YOU KNOW THE AVERAGE % OF WATER IN A SHAMPOO BOTTLE?

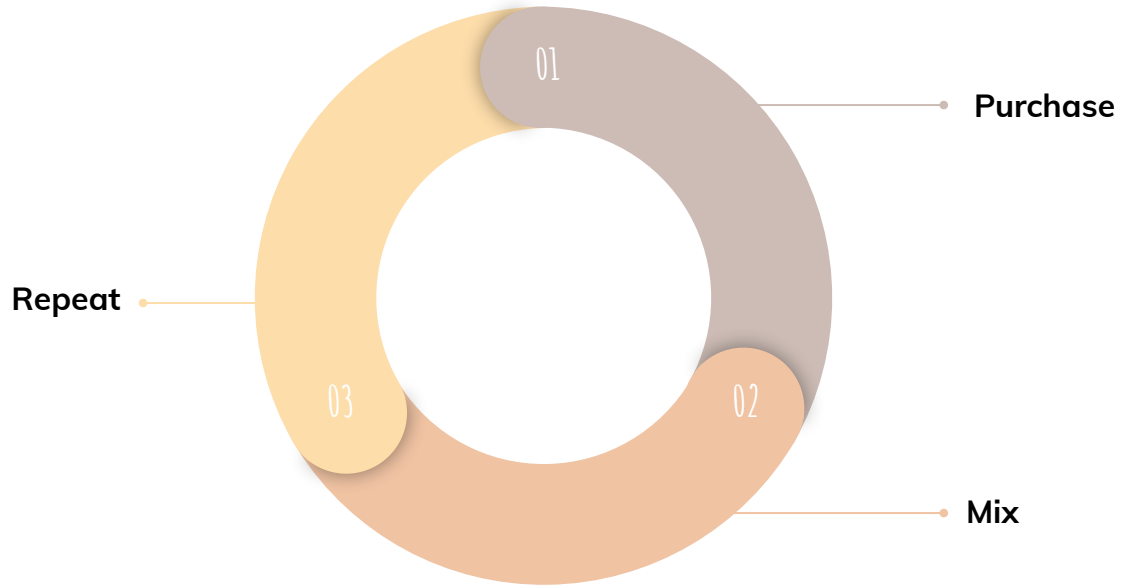
80% - 95%

WHAT IS MACCAM ABOUT?

- Our idea is to sell the concentrated ingredients of shampoo as a powdered formula.
- Mix it at home with water
- Higher efficiency
- Lesser packaging
- Lower fabrication and transportation costs
- Reducing our overall carbon footprint.



HOW IT WORKS



Socios clave	Actividades clave	Propuesta de valor	Relación con el cliente	Segmentos del cliente	Canales
<p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy, Reduction of risk and uncertainty, Acquisition of particular resources and activities</p>	<p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>CATEGORIES: Production, Problem Solving, Platform/Network</p> <p>Production through subcontractor</p>	<p>La satisfacción de ser respetuoso al medio ambiente, tener la tienda online y poder vender el producto internacionalmente. Nuestra propuesta de valor está muy enfocada en la participación de nuestros clientes, y de esa manera reducir el impacto individual en el medio ambiente. MACCAM ofrece un producto original que facilitará su vida en cualquier forma posible. Satisfacemos muchas de las necesidades del cliente, tener un impacto en medio ambiente bajo y conveniencia.</p>	<p>Habrán un servicio online disponible en nuestra página web para que nuestros clientes puedan preguntar sus dudas y expresar su opinión sobre el producto. Intentaremos responderlo</p>	<p>We are targeting mainly young women with our aesthetic but also older generations as our product significantly reduces your carbon footprint in terms of transport, packaging.</p> <p>But of course we are creating value for all genders but our most important customers remain women as they tend to care more about their hair and hence will be more willing to spend extra on natural, eco friendly products.</p> <p>Our market segment and customer base is mass market</p>	<p>Nuestros canales consisten en instagram y una página web.</p> <p>EL número de personas en instagram incrementa cada mes, lo cual hace que sea una plataforma perfecta para conseguir el número de clientes máximo posible y, además, de distintas localidades. También nos permite tener una relación más cercana con nuestros clientes, dándoles la oportunidad de interactuar con nosotras y sentirse escuchados.</p> <p>Tenemos nuestra página web para poder vender nuestros productos sin la necesidad de una tienda en físico y de esa manera ahorrar ese gasto y contaminación</p>

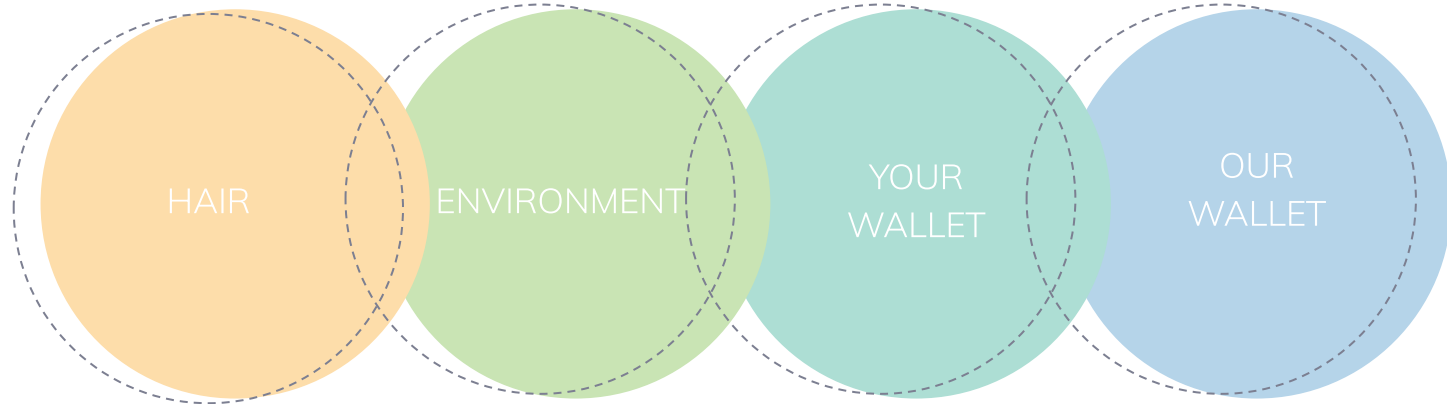
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17pm							
18pm	instagram				instagram		

WHY BUY OUR PRODUCT?

- Reduce packaging and transport costs → more economically and environmentally friendly shampoo
- Made with all natural products
- Perfect for travelling



ECO-FRIENDLY, HAIR-FRIENDLY, BUDGET-FRIENDLY



UNIQUE SELLING PROPOSITION

Our product is different from others because we offer the chance of making a daily habit as it is having a shower which pollutes more than we think, less harmful for the environment by just changing the shampoo you would by other that it is also less harmful for your hair because it is made with natural products.

Our SDG (Sustainable Development Goals) consist, in a general idea, help to achieve a better and more sustainable future for all.

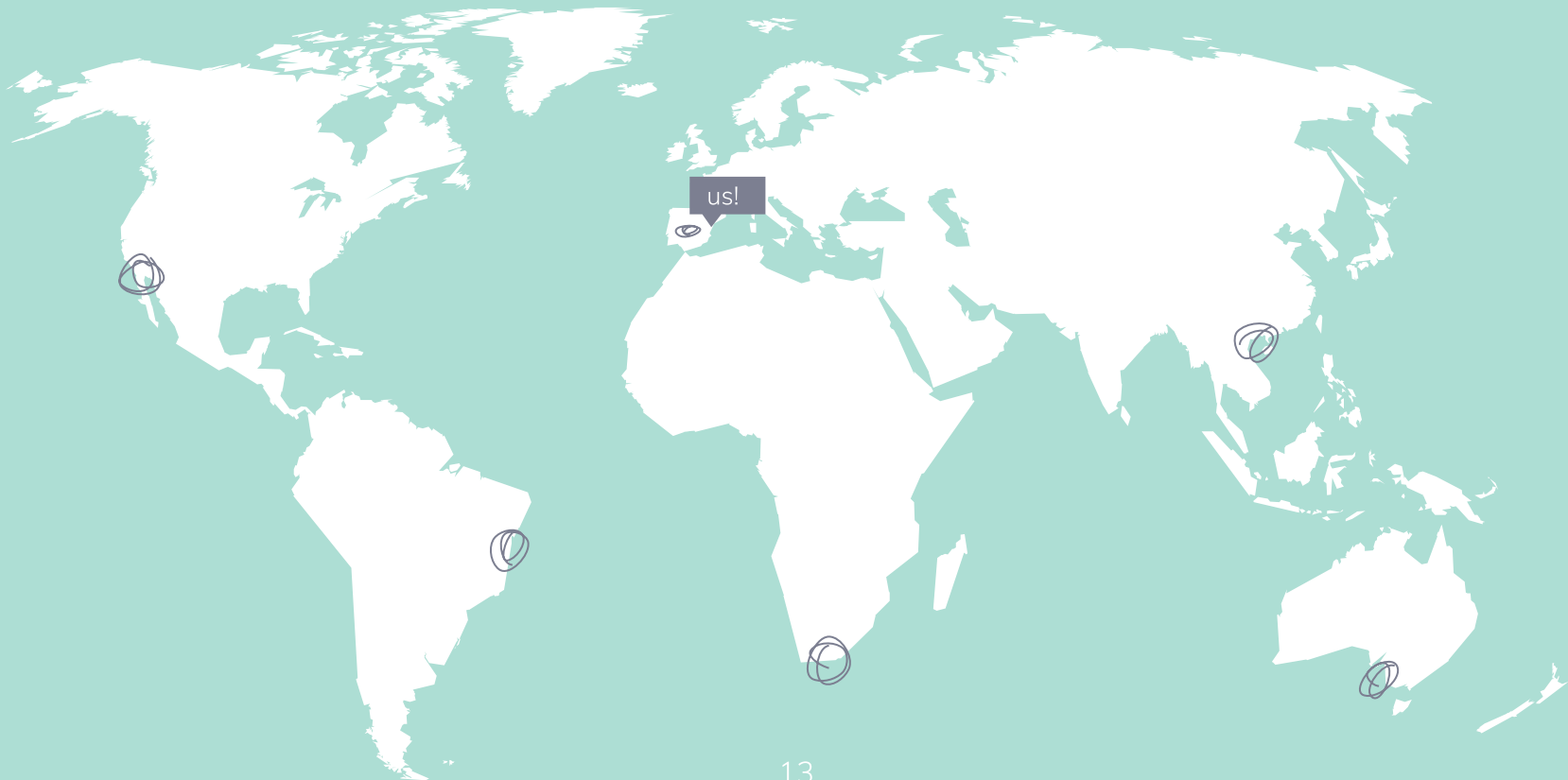
We are concerned of how many plastic bottles a person uses in a life (800 containers of plastic approx) just from shampoo and how each bottles impacts in the environment.

By creating this format of shampoo, we will be able to reduce this gigant number and, as a consequence, reduce pollution.

But our idea goes further than that, we are not only going to reduce plastic production, by being able to transport more amount of shampoo in the same plane, lorry... we will be able to also reduce the gases these expulse because we would save the number a train, for example, has to go to its destination.

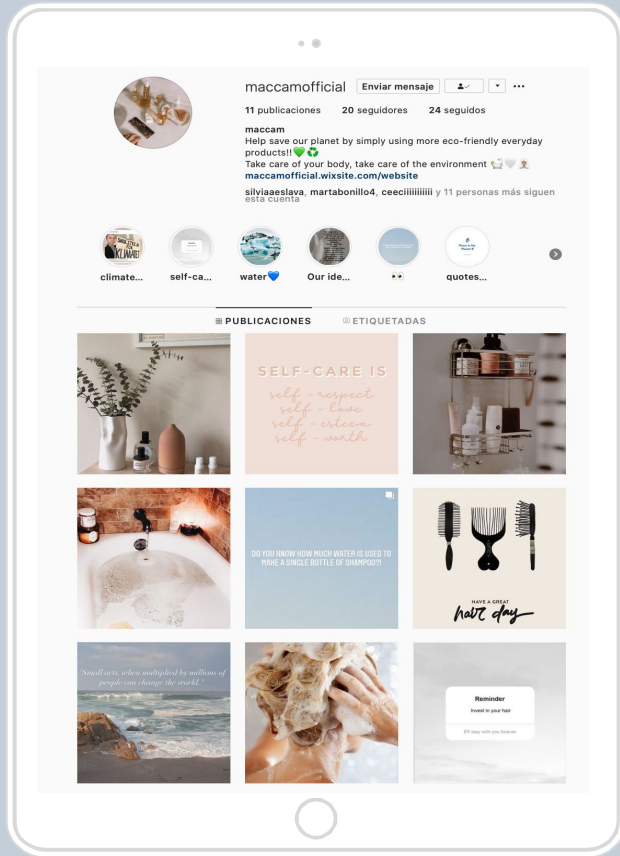
Furthermore, this product will be more sustainable to buy, not only because the water cost is gone, but as the transport cost also reduces because of what we mentioned before, the price of the shampoo will be cheaper.

MAPS



1. MEDIA





FIND US ON INSTAGRAM

@maccamofficial

We post information every week, go and satisfy your curiosity.

Recommendations are also welcome, talk to us!



OUR WEBSITE

www.maccamofficial.wixsite.com/website

We are developing a new product, make sure you buy it when it's out!

2. FINANCE



PRODUCTION COSTS

1 ML OF SHAMPOO = 0.003 EUROS

	300 ml	500 ml
SHAMPOO FORMULA WITH WATER	1.11€	1.71€
SHAMPOO FORMULA WITHOUT WATER	0.9€	1.5€
PACKAGING BOTTLE	+0.246 to cost ^	0.246+ to cost ^

3. DISTRIBUTION



BIBLIOGRAPHY

- [Average British household uses 216 plastic haircare bottles a ...www.dailymail.co.uk › sciencetech › article-8647127](http://www.dailymail.co.uk/sciencetech/article-8647127)
- [Families and households in the UK - Office for National Statisticswww.ons.gov.uk › families › bulletins › familiesandhouse...](http://www.ons.gov.uk/families/bulletins/familiesandhouse...)
- [The Case for Plastic-Free Shampoo and Conditioner ...unwrappedlife.com › blogs › blog › the-case-for-plastic-f...](http://unwrappedlife.com/blogs/blog/the-case-for-plastic-f...)

PACKAGING

SACHET

5.40€

<https://jamosolutions.co.uk/kraft-paper-fully-biodegradable-pouch-with-zip-lock.html>