



# Tutela Water

Responsible Water,  
For You and Mother Earth

## Business Plan

Submitted to:

Dr. LeeAnne G. Kryder  
Gathering of Angel

25 July 2008

Prepared by:  
Team Tutela

Damon Caughell  
Laura Cusson  
Chasen Motley  
Lauren Serpa



# 1 Executive Summary



## **1.1 Tutela Water: “Responsible Water, for You and Mother Earth”**

Tutela Water is an innovative idea for a sustainable business that will bring purified water to the population of the University of California, Santa Barbara (UCSB). We will reduce the waste created by the plastic water bottle industry by supplying stainless steel, reusable water bottles to our customers. We will also place purified water dispensers across campus to fill these water containers.

Our target market is the population of UCSB. Since sustainability is a large focus on the UCSB campus, our products will be embraced among the school's populace. Our customers will be able to easily refill their bottles at our water dispensers across campus, using a prepaid Water Card.

Tutela Water is managed by the management team of Damon Caughell, Laura Cusson, Chasen Motley, and Lauren Serpa. With only two sales employees who will work in the kiosk at UCSB, Tutela Water will be a small company that can solve any potential problems efficiently.

## **1.2 Operation Basics**

Tutela Water will strategically place water dispensers across the campus of UCSB. Additionally, we will have a sales kiosk on the campus selling our water bottles and prepaid Water Cards. Tutela Water is a self sufficient company, requiring little more than a sales representative operating the kiosk during regular business hours.



### **1.3 Financial Overview**

At Tutela Water, we are in it for the long haul. We care about responsibility towards people and the planet. We know that means keeping Tutela water in business to offer products and a service that will allow consumers a sustainable choice in portable water. Therefore, we are dedicated to making a profit and see financial success as a sure part of our future.

In our first year, we project total sales of \$91,500. We expect to sell a total of 500 bottles for the year and 700 Water Cards every month. Net loss for the first year will amount to \$26,900, due to the costs associated with the startup of the business.

In our second year, we project total sales of \$102,000 from the sale of 650 water bottles for the year and 770 Water Cards per month. We project a net income of \$6,170 for the second year.

In our third year, we project total sales of \$124,200 from the sale of 825 water bottles for the year and 925 Water Cards per month. Projected net income for year three is \$8,000.

Tutela Water will need \$125,000 in order to start the business. The amount of \$100,000 obtained from individual investors. We will ask for a \$25,000 loan. The \$25,000 will be paid back using the profits from the first three years. We expect to break even at some point during our fourth year in business.

### **1.4 Tutela: The Future of Water**

If you are only interested in profits-at-any-cost business, Tutela Water is not the company for you. Tutela Water represents the perfect balance between successful business and sustainability. As our business grows, so will our success in maintaining the environment. In this modern age of ecological awareness, Tutela Water is the ideal direction for the disposable water industry.

