



SATIN LOCKS

Hazel Bet Hill



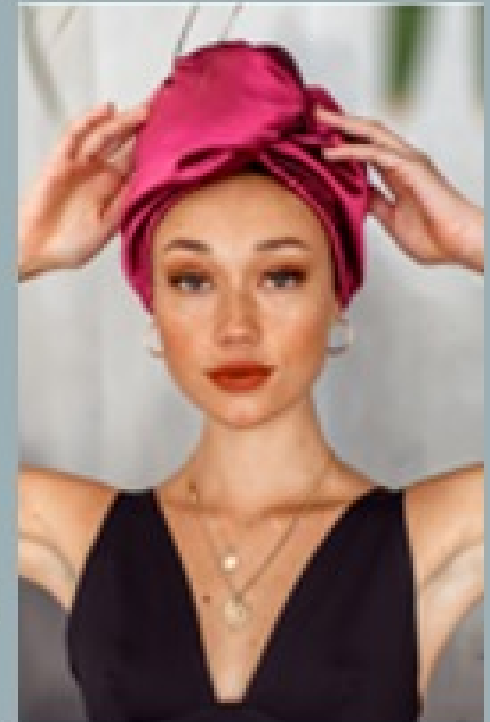
A satin headrest that supports your *natural beauty* of your hair and the *beauty* of your car.

WHAT ARE THE TRANSACTIONS OF SATIN LOCKS?

Items	Unit Price to be Sold
1pk Seat Head Coverings	\$ 22.00
2pk Seat Head Coverings	\$ 40.00
4pk Seat Head Coverings	\$ 70.00



THE MARKET



Why is satin used?



Improved driving experience
& organization



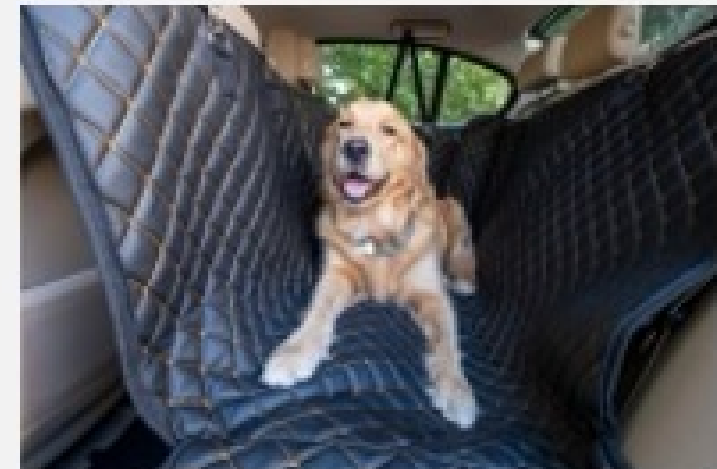
INTERNAL AUTOMOTIVE ACCESSORIES MARKET



Increased van life add to the
markets purchasing trends



Accommodations for family members

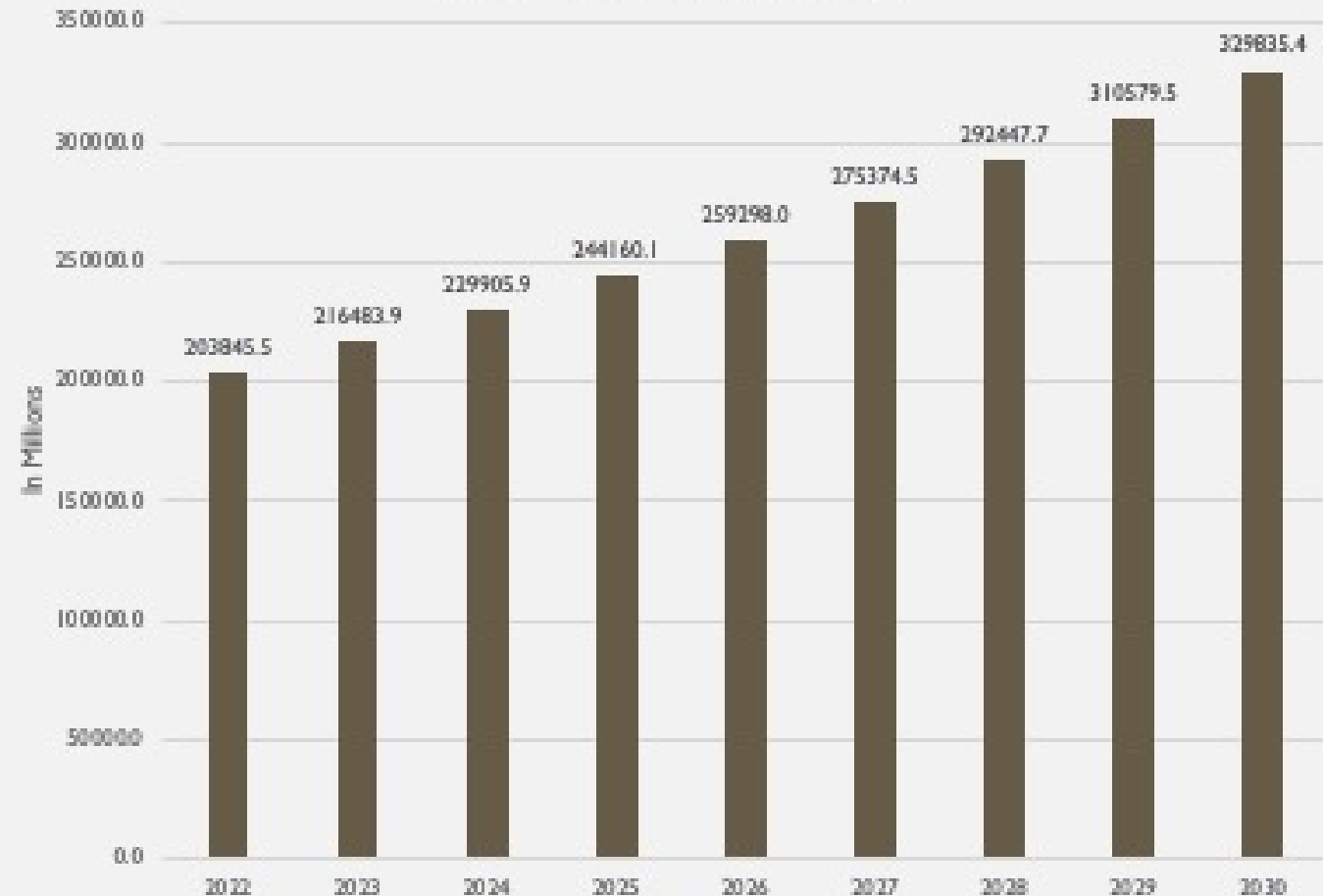


EXTERNAL MARKET OF INTERNAL AUTOMOTIVE ACCESSORIES

- Report by Credence Research, Inc.
- Global demand in 2022, valued at 203845.5 million
- Precise revenue for internal car accessories are difficult to pinpoint.



Anticipated Projected Growth of the Internal Automotive Accessories
2022 - 2032 (CAGR) of 6.2%



COMPETITION

	Satin Locks (Me)	Snatched Flames	Satin Project
Firm Size (Metric)	-	50+ bought in last month	(29 reviews)
Headquarters	Connecticut	California	N/A
Year Founded	2024	2019	2018
Transaction 1: (Price per unit)	1pk \$20	Headrests \$14.99	Baby Headrest \$21.95
Transaction 2 (Price per unit)	2pk \$40		
Key Differentiator	Fits Headrests Comfortably and in style	Multiple	Provides a solution to baby balding

THE FINANCIALS

FINANCIAL ASSUMPTIONS

Transactions	Unit Price as Sold	COGS	Profit
1 pk	\$ 20	\$ 5	\$ 17
2 pk	\$ 40	\$ 10	\$ 30
4 pk	\$ 70	\$ 20	\$ 50

SUMMARY FINANCIALS

	Year 1	Year 2	Year 3	Year 4	Year 5
Sales (\$)	\$ 80,500	\$ 316,000	\$ 586,000	\$ 867,000	\$ 1,172,000
Cost of Goods Sold (COGS) (\$)	\$ 21,250	\$ 82,500	\$ 152,500	\$ 225,000	\$ 305,000
Gross Profit (\$)	\$ 59,250	\$ 233,500	\$ 433,500	\$ 642,000	\$ 867,000
Gross Margin (%)	73.6%	73.9%	74.0%	74.0%	74.0%
Operating Expenses	\$73,609	\$170,709	\$224,709	\$280,909	\$341,909
% of Sales	91.4%	54.0%	38.3%	32.4%	29.2%
Earnings Before Income & Tax (EBIT) (\$)	\$ (14,359)	\$ 62,791	\$ 208,791	\$ 361,091	\$ 525,091
% of Sales	-17.8%	19.9%	35.6%	41.6%	44.8%

DETAILED FINANCIALS (SALES & COGS)

	Year 1	Year 2	Year 3	Year 4	Year 5
Sales (\$) (Total)	\$80,500	\$316,000	\$586,000	\$867,000	\$1,172,000
1pk – Units Sold (#)	\$250	\$500	\$500	\$1,000	\$1,000
1pk – Price per Unit (\$)	\$22	\$22	\$22	\$22	\$22
2pk – Units Sold (#)	\$1,000	\$5,000	\$10,000	\$15,000	\$20,000
2pk – Price per Unit (\$)	\$40	\$40	\$40	\$40	\$40
4pk – Units Sold (#)	\$500	\$1,500	\$2,500	\$3,500	\$5,000
4pk – Price per Unit (\$)	\$70	\$70	\$70	\$70	\$70
Cost of Goods Sold (COGS) (Total)	\$21,250	\$82,500	\$152,500	\$225,000	\$305,000
* COGS 1pk	\$1,250 (1.55% of sales)	\$2,500 (0.79% of sales)	\$2,500 (0.43% of sales)	\$5,000 (0.58% of sales)	\$5,000 (0.43% of sales)
* COGS 2pk	\$10 (12.42% of sales)	\$10 (15.82% of sales)	\$10 (17.06% of sales)	\$10 (17.3% of sales)	\$10 (17.06% of sales)
* COGS 4pk	\$20 (12.42% of sales)	\$20 (9.49% of sales)	\$20 (8.53% of sales)	\$20 (8.07% of sales)	\$20 (8.53% of sales)
Gross Profit (\$) (Total)	\$59,250	\$233,500	\$433,500	\$642,000	\$867,000
Gross Margin (%) (Total)	73.6%	73.9%	74.0%	74.0%	74.0%
* Gross Profit 1pk	4,250 and (1.6% of sales)	\$8,500 and (0.8% of sales)	\$8,500 and (0.4% of sales)	\$17,000 and (0.6% of sales)	\$5,000 and (0.4% of sales)
* Gross Profit 2pk	\$30,000 and (12.42% of sales)	\$150,000 and (15.8% of sales)	\$300,000 and (17.1% of sales)	\$450,000 and (17.3% of sales)	\$600,000 and (17.1% of sales)
* Gross Profit 4pk	\$25,000 and (12.42% of sales)	\$75,000 and (9.5% of sales)	\$125,000 and (8.5% of sales)	\$175,000 and (8.1% of sales)	\$250,000 and (8.5% of sales)

DETAILED FINANCIALS (OPERATING EXPENSES)

	Year 1	Year 2	Year 3	Year 4	Year 5
Operating Expenses (\$)	\$73,609	\$170,709	\$224,709	\$280,909	\$341,909
Operating Expenses / Sales (%)	91.4%	54.0%	38.3%	32.4%	29.2%
* Rent annual	\$55,625	\$55,625	\$55,625	\$55,625	\$55,625
* Insurance	\$684	\$684	\$684	\$684	\$684
*Website	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
* Other Expenses					
Personal Salary	\$ -	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00
Taxes	\$ 16,100.00	\$ 63,200.00	\$ 117,200.00	\$ 173,400.00	\$ 234,400.00

THANK YOU



Hazel Bet Hill

Satin Locks

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SOURCES

- [Credence Research](#)
- [Market Research Future](#)
- [Digital Journal](#)
- [Forbes \(Rent\)](#)
- [Snatched Flames](#)
- [Satin Project](#)