

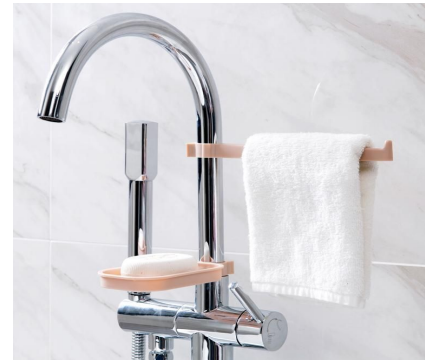
## **My Business Idea**

### **My idea for a product or service**

My idea is a soap holder that attaches to the tap, it will be made of hard silicone so it has no chance of breaking and it can also bend and stretch to fit over the tab.

### **Photos / sketches of my product or service**

This is the soap dish design i will be recreating however i could not find any actual shops that sell this product only a picture on pinterest therefore my idea is more unique.



### **This is a good business idea because...**

This product will be successful because soap is an everyday necessity and there will now be a product that will store it somewhere that looks funky, fresh, and modern. It is practical and easy for the customer to install and use and it will also stop the soap making the sides of the sink have soap marks.

### **What is my Unique Selling Point (USP)**

My unique selling point is the fact that it attaches to the tap instead of being a soap dish which you place beside the sink. It creates more space and is much easier to access when washing your hands.

### **Who is my market for this**

The market for this product is pretty much anyone however i would say the buyers of this product would possibly be older (adults), but children would still use them just not necessarily go out and pick it for themselves.

### **What risks there might be for this business idea**

The risks with this product is that people may not see a point in this when they could just use their normal soap dish so therefore we may not make enough money.