

The logo features a black-outlined hexagon with an inscribed diamond shape. The word "VESTA" is centered within the diamond. The background is split diagonally from the top-left to the bottom-right, with a light beige upper half and a white lower half.

VESTA

MISSION STATEMENT

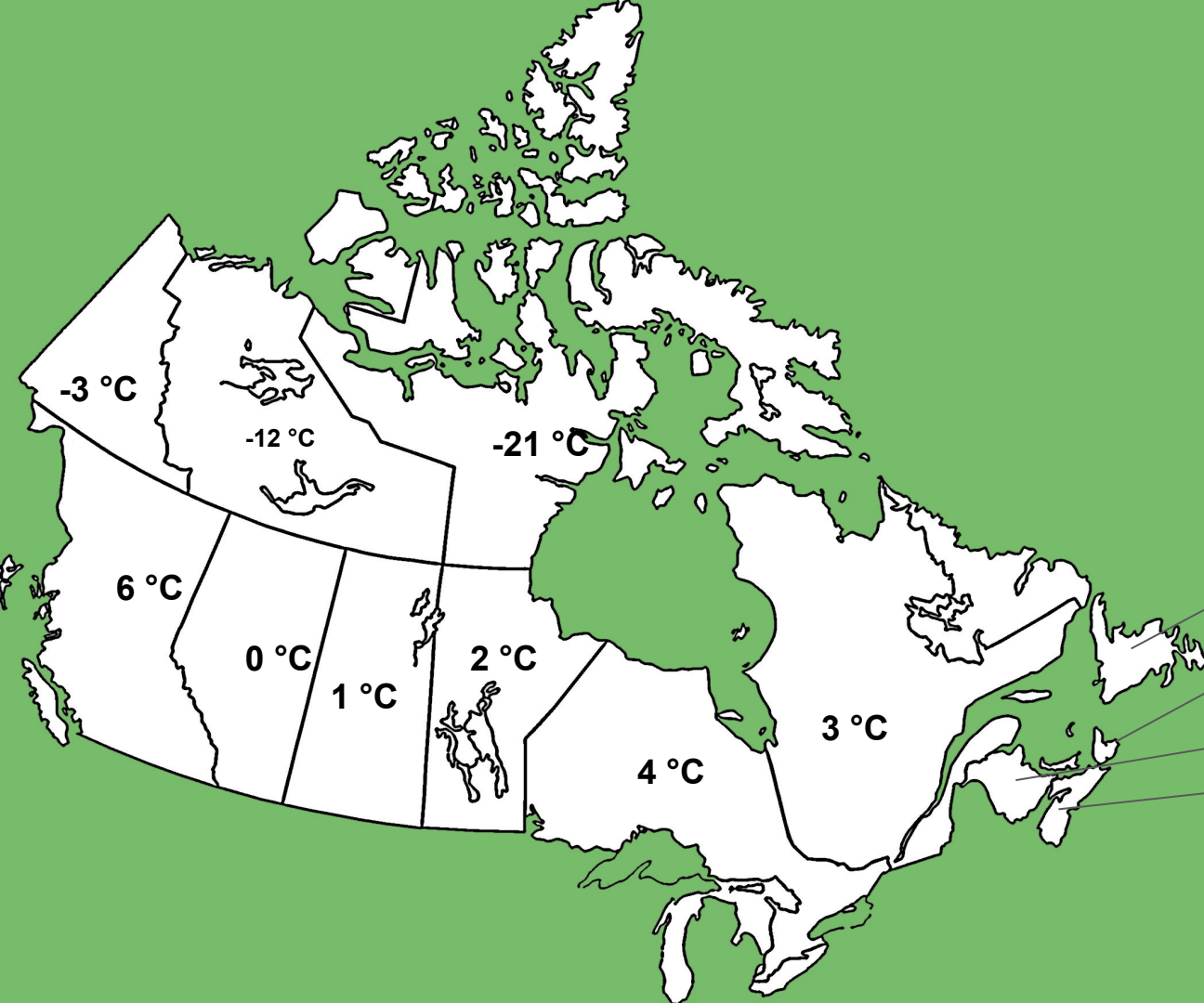
“ At Vesta, our mission is to provide our customers warmth, comfort and innovation in order to take on the Canadian climate with style.”



Fall



Winter



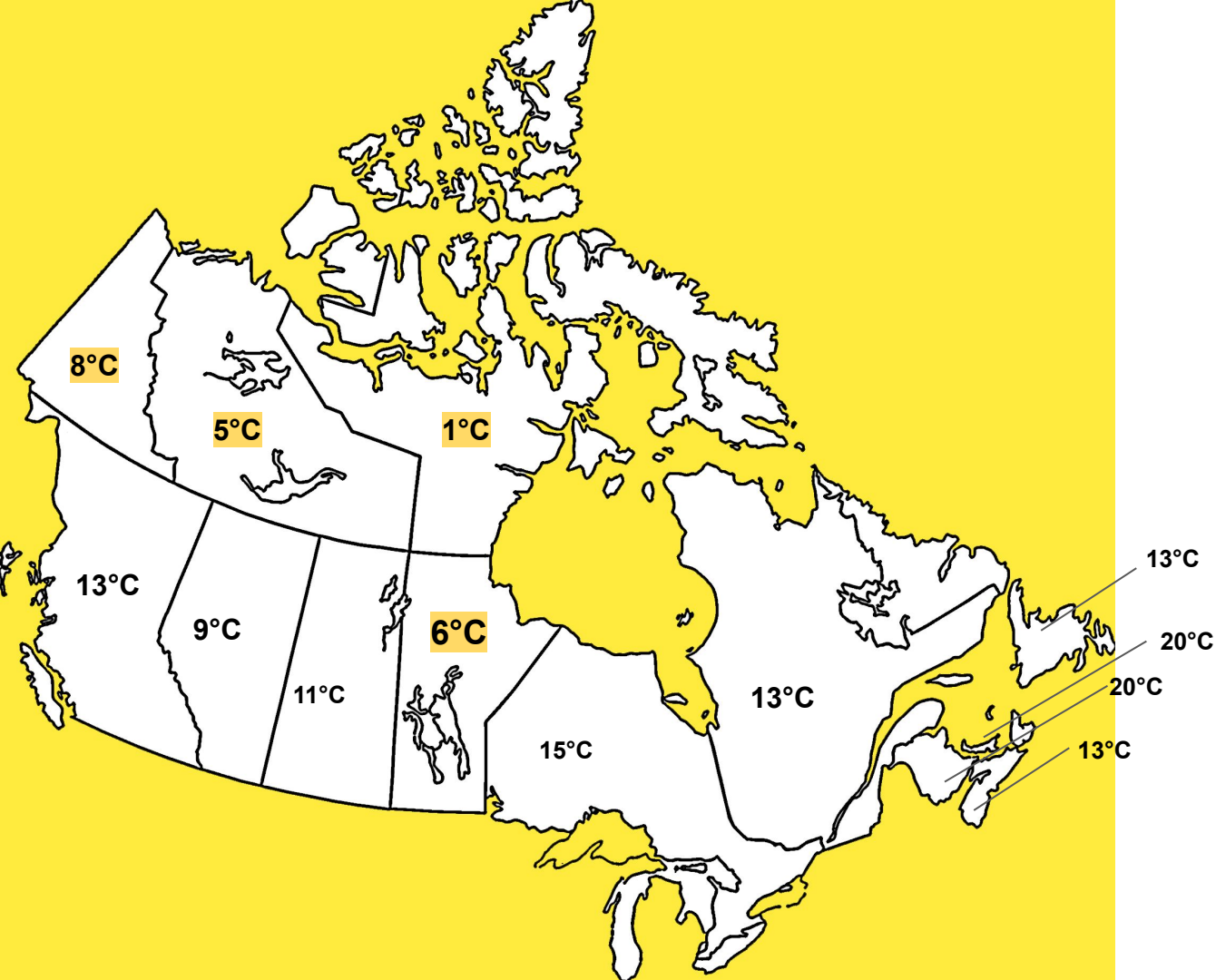
Spring

3°C

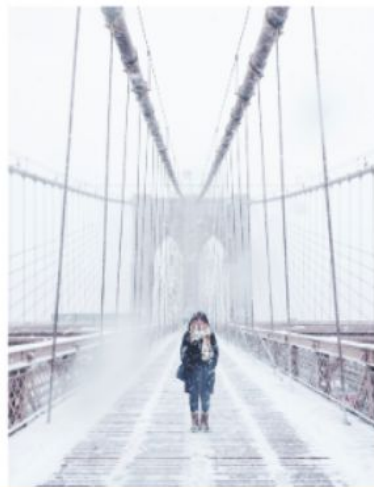
4°C

8°C

4°C



Summer



WINTER





FALL



MEET PRESTON

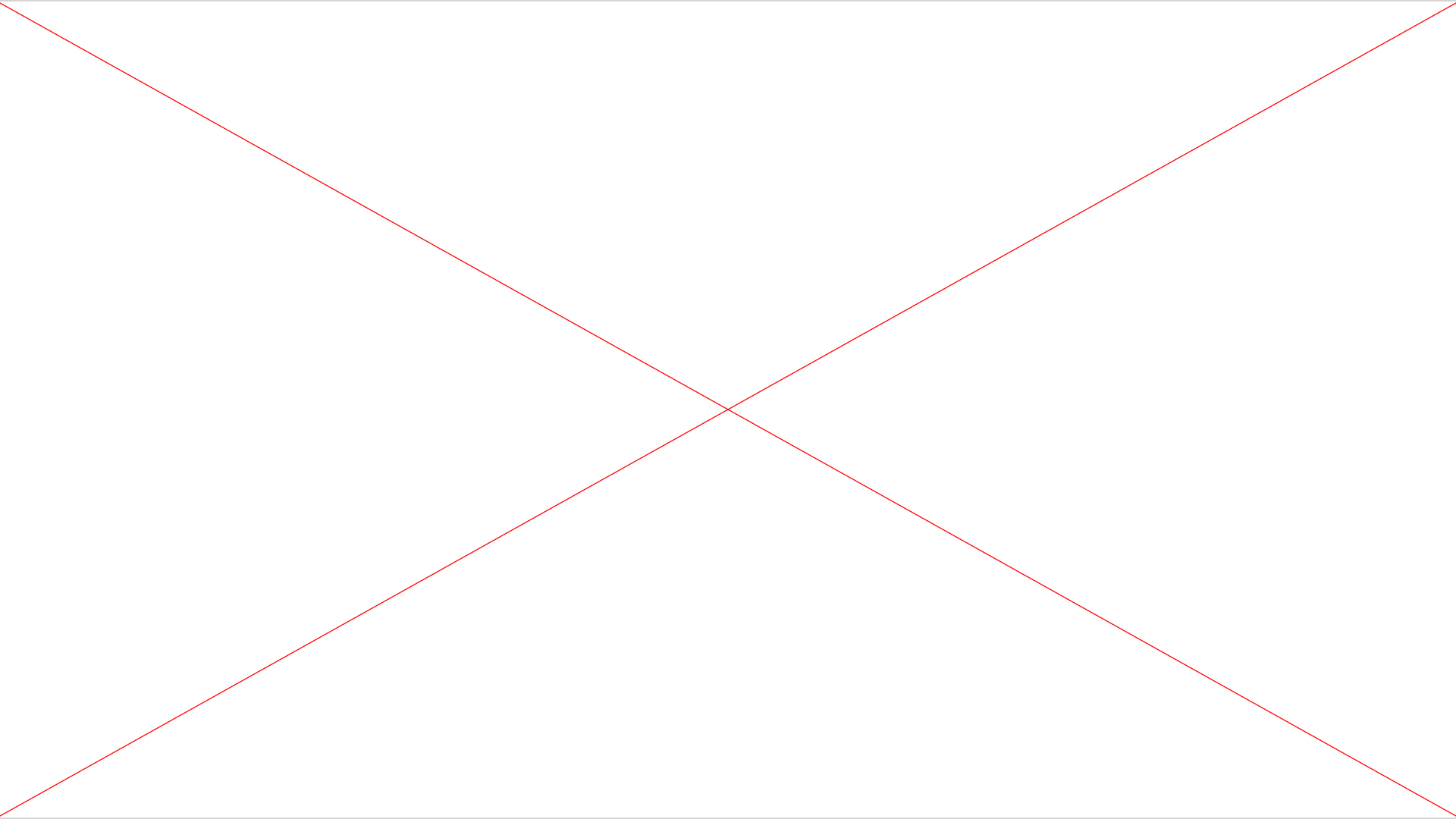
- 29 year old
 - Lives in Downtown Montreal
 - Commutes by Train
 - Annual income of \$75,000
 - Spends time with dogs, outdoors
 - Active lifestyle
 - Tech Savvy
 - Shops online
-

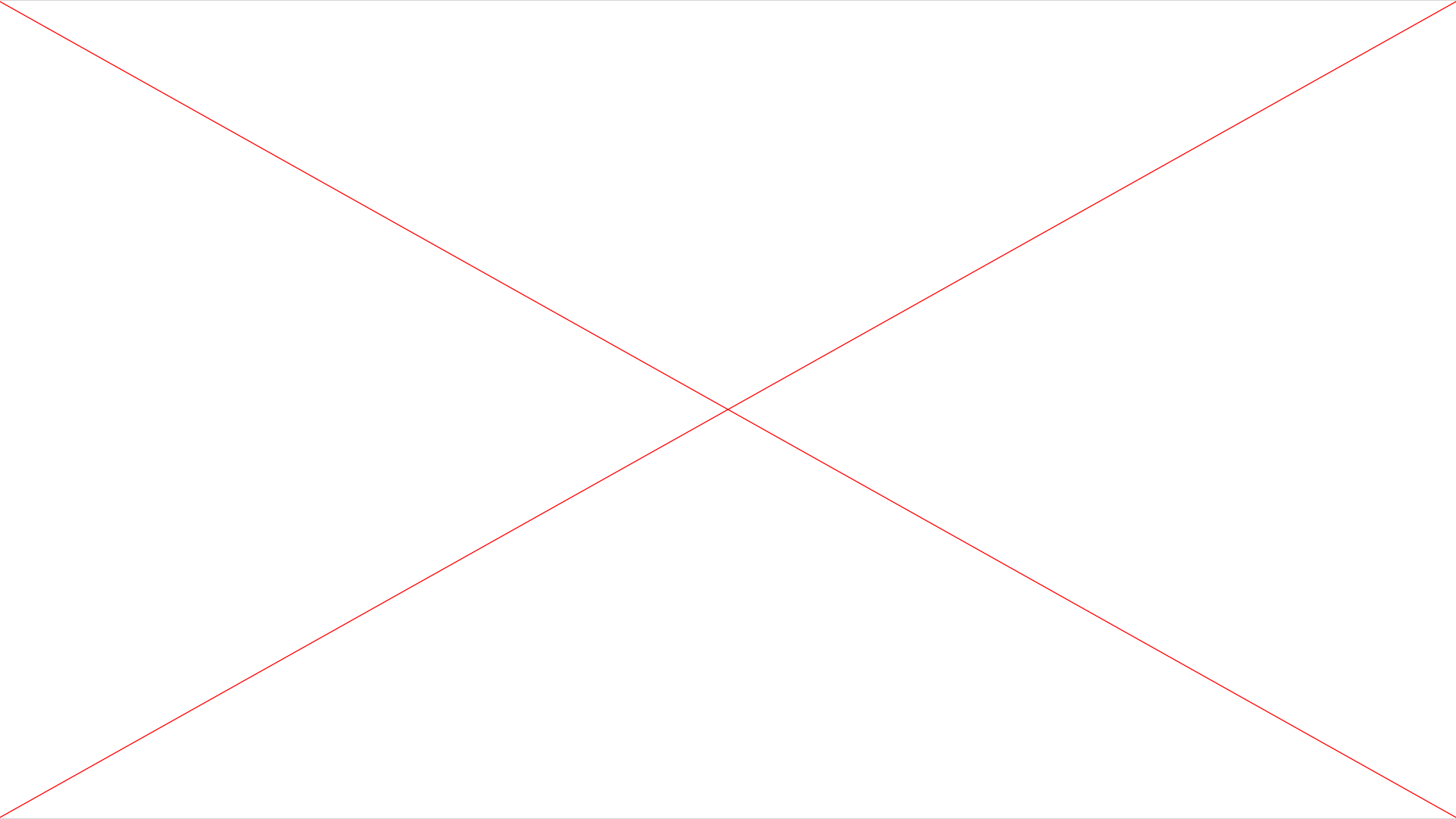




MEET KOURTNEY

- 20 year old Canadian
- Full time student & works part-time
- Annual income of \$20,000
- Commutes using public transit
- Active on Social Media
- Online shopper





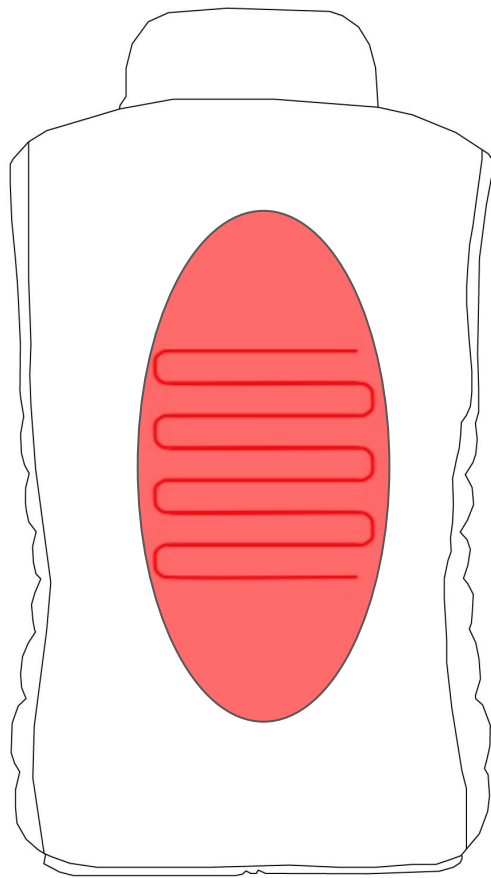
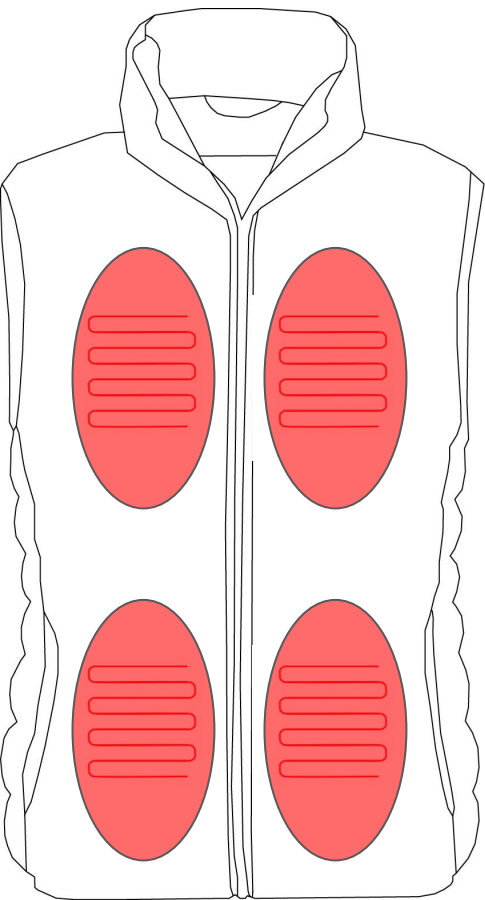
Highest Heating Level



**10°C
on Low**

**25°C on
Medium**

**50°C
On high**

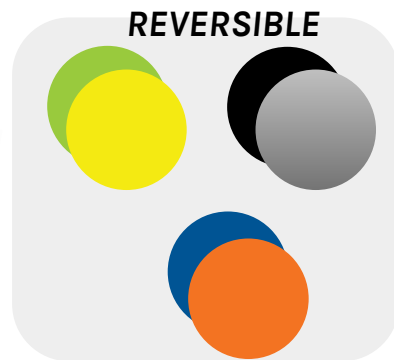


Retail: 150\$

Cost: 38\$

Mark up: 74.8%

**Heating area
reach
80%**



**Basic
Collection**



**Rave
Collection**



**Metallic
Collection**





ororo



High Price

Low Price

No heat

Heated for -20 C

**CREATE
DESIGNS**



**MAKE
SPEC SHEET**



**SEND TO
CHINA**



**RECEIVE
SAMPLES**

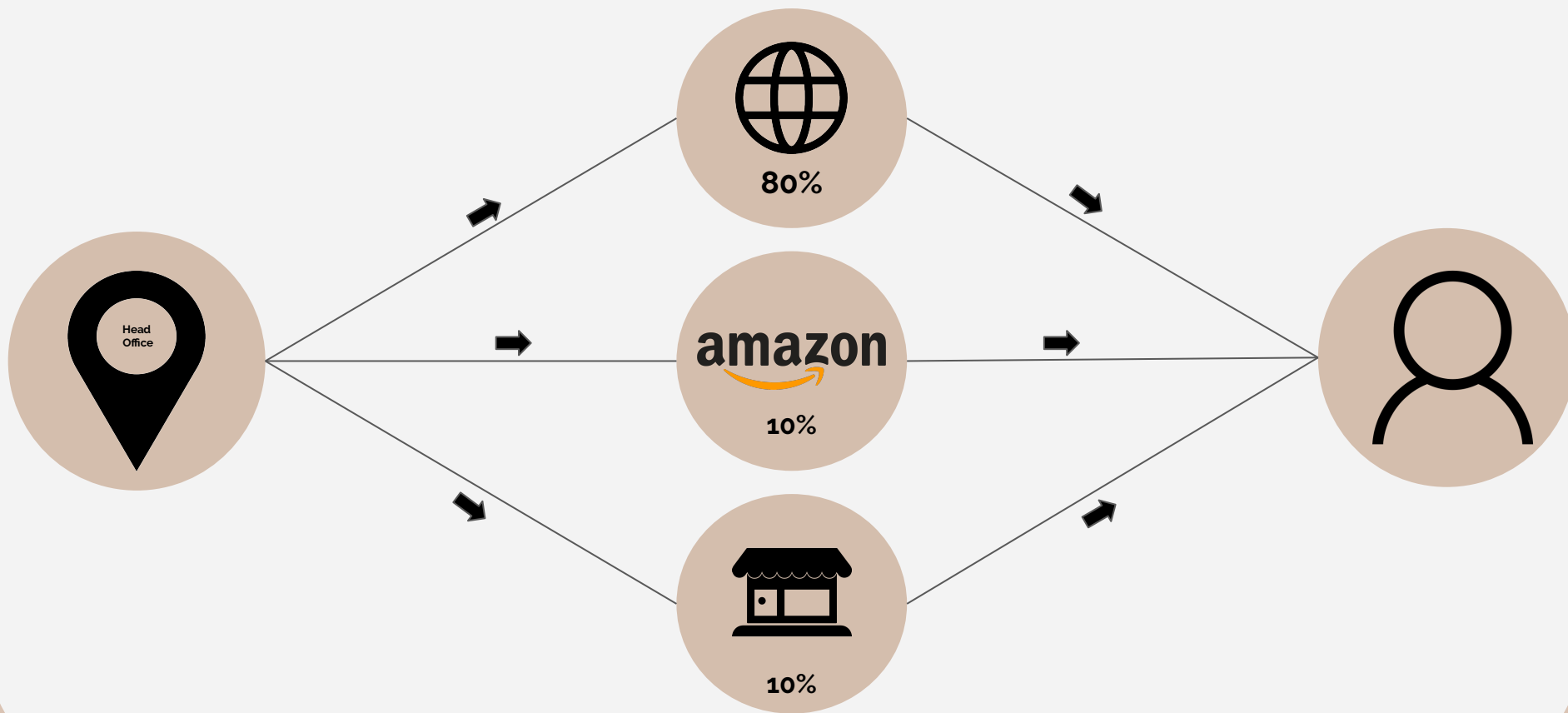


**PLACE
ORDER**



**SHIP
HEAD OFFICE**







FACEBOOK

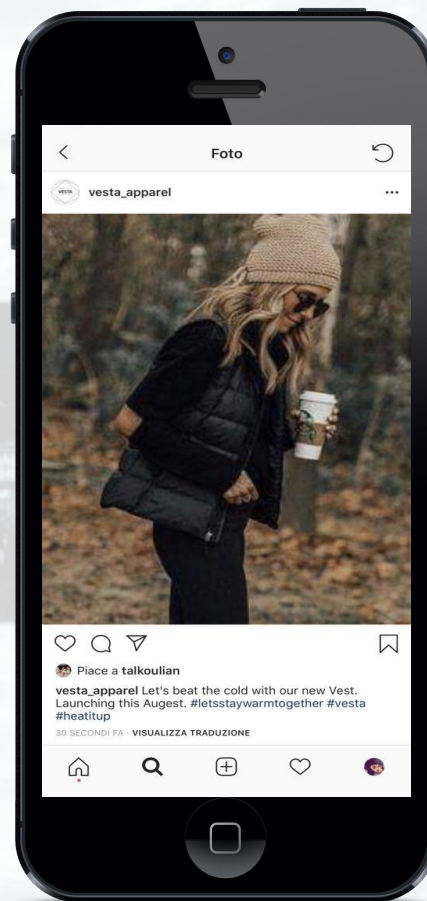
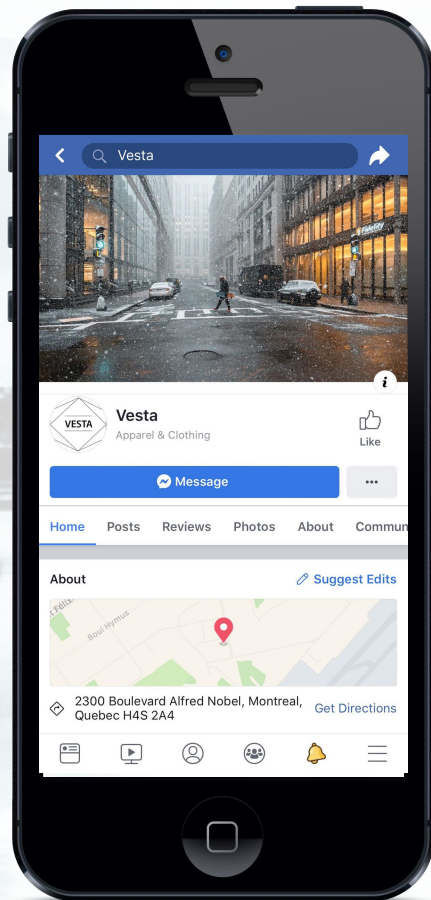


SPOTIFY



INSTAGRAM

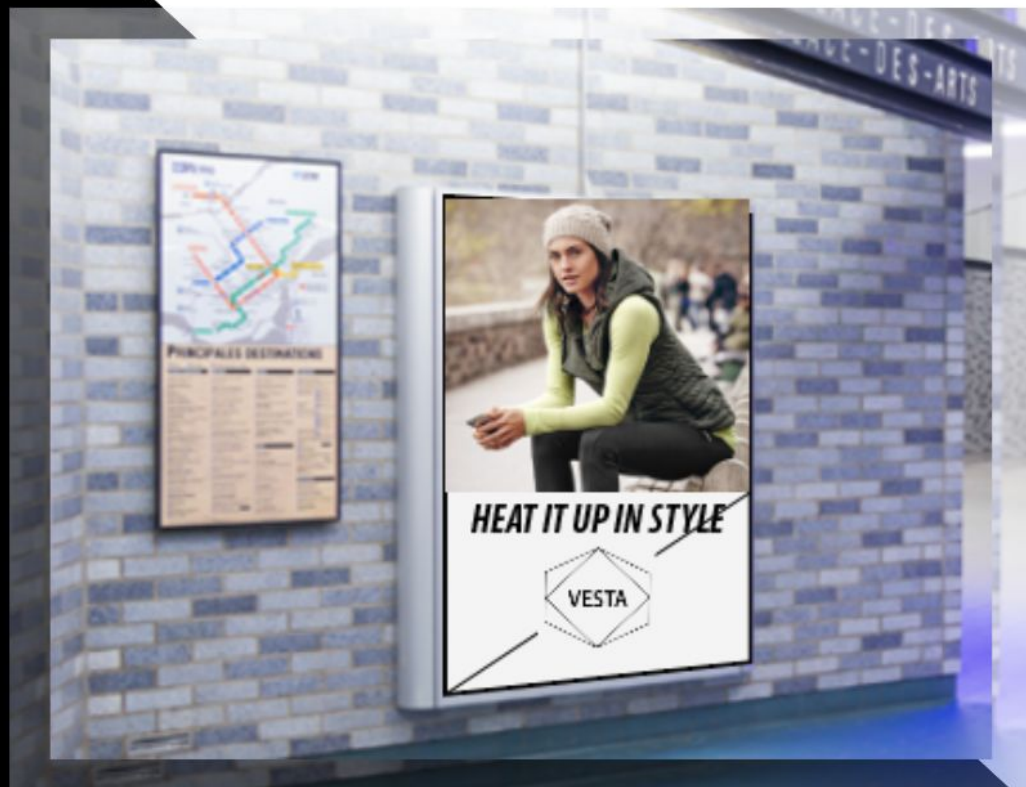
25% DIGITAL MARKETING





\$ 6,000
BUS STOP

**\$ 11,000
METRO ADS**





**\$ 8,000
BUS**



70,000





200,000





MONTREAL EN LUMIERE



1 MILLION



2:02



< Photo ↺

 **beatricebouchard**
Marché Atwater ...



♡ 💬 📌

7,993 likes

beatricebouchard They're 50% off on Christmas Eve 🌲

View all 53 comments

alanis.desilets 🤔🤔🤔 Pretty gall

DECEMBER 24, 2018



7.76%



beatricebouchard  Follow ▾ ...

711 posts 322k followers 766 following

Beatrice Bouchard
More is more & less is a bore.

❤️ info.beatricebouchard@gmail.com

📍 Montreal, Canada



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Tweets
23.9K

Following
733

Followers
9,714

Likes
71.3K

Tweets

Tweets & replies

Media

Narcity Canada

1.59 %

0.14 %



narcitycanada

Follow



3,487 posts

290k followers

7,420 following

Narcity Canada

The BEST of Canada!!! 🇨🇦

DM us your unique Videos to be featured!!!

Link in bio 📌

linkin.bio/narcitycanada

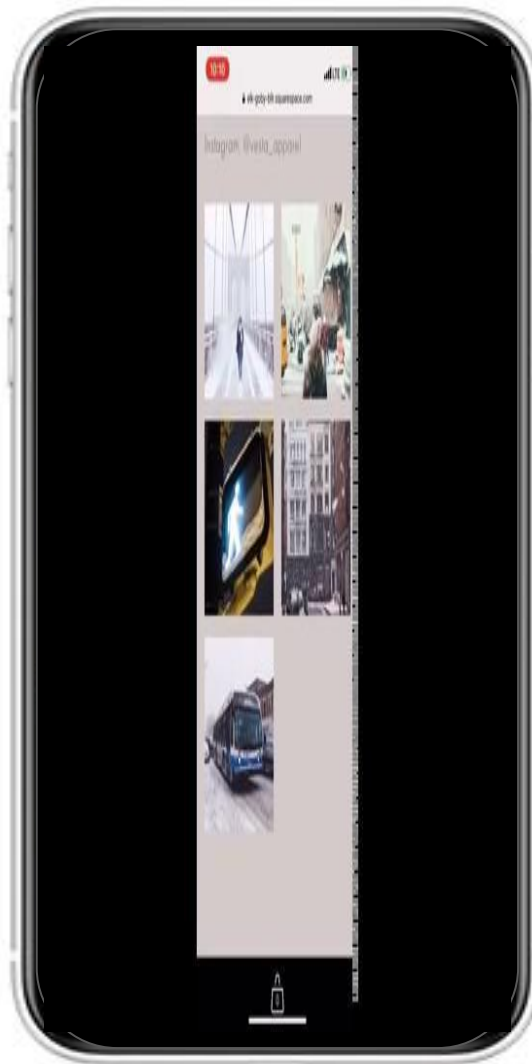


1.12 %

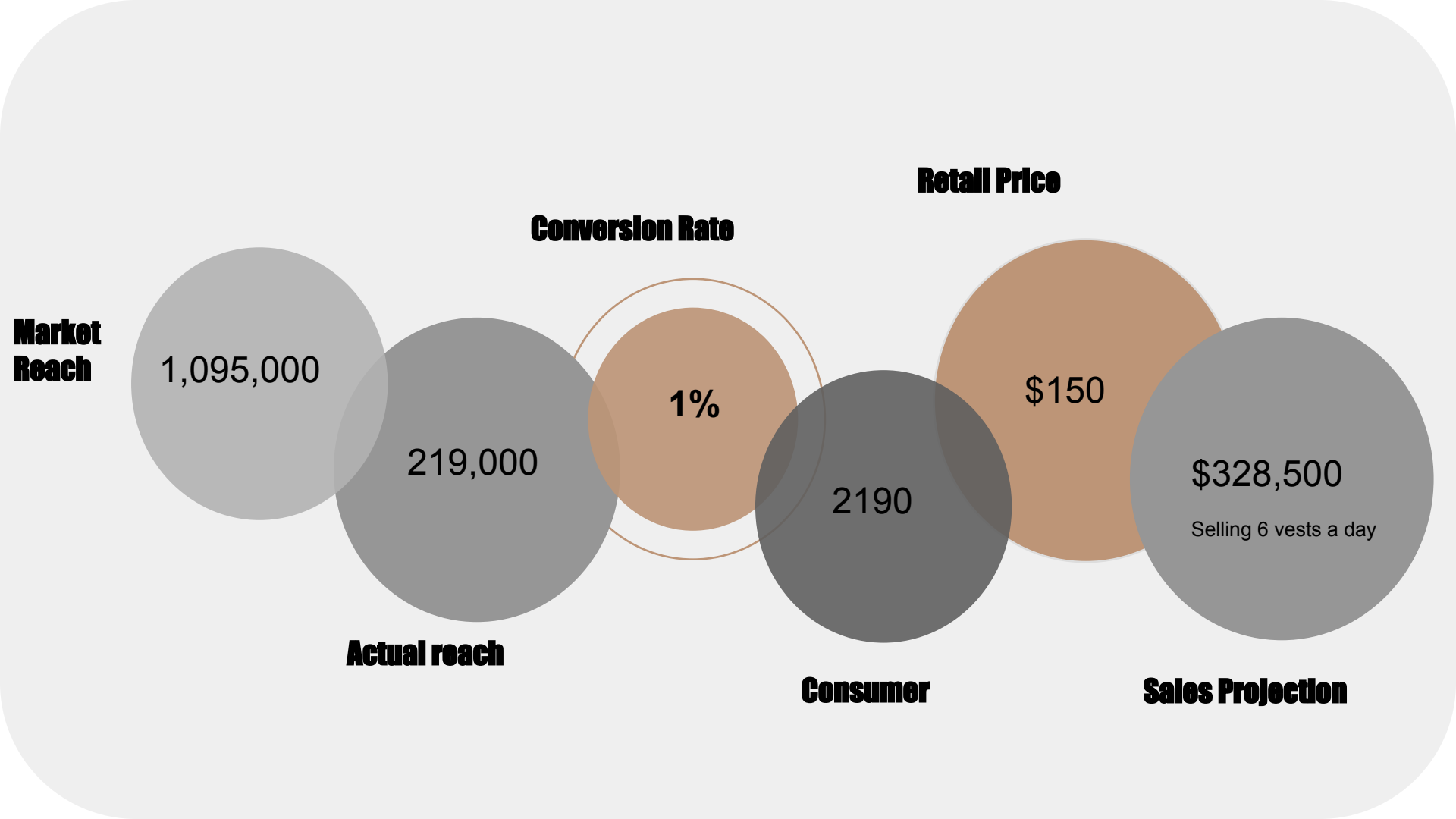


SQUARESPACE





SQUARESPACE



\$ 614,295

\$ 482,895

\$ 328,500

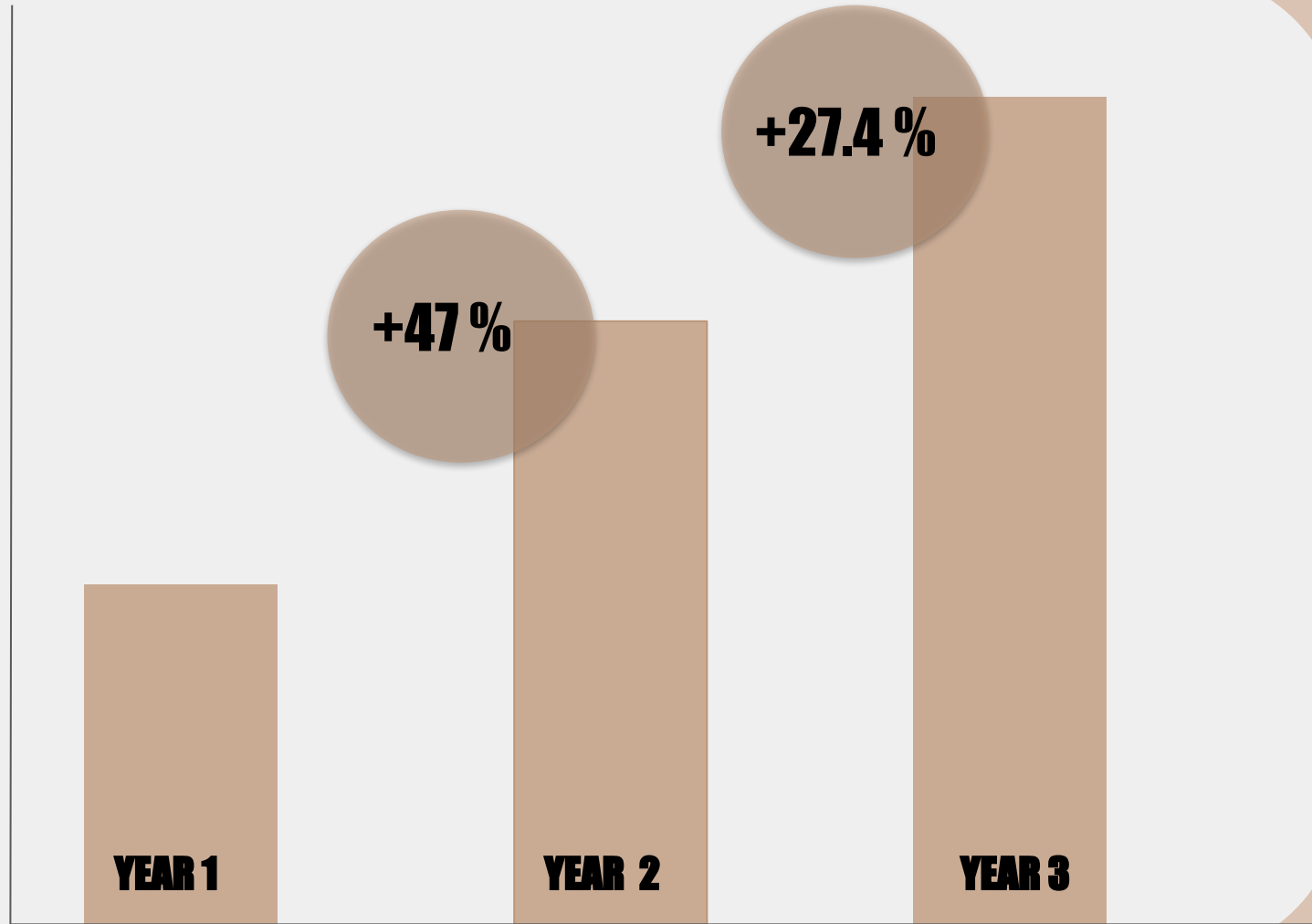
YEAR 1

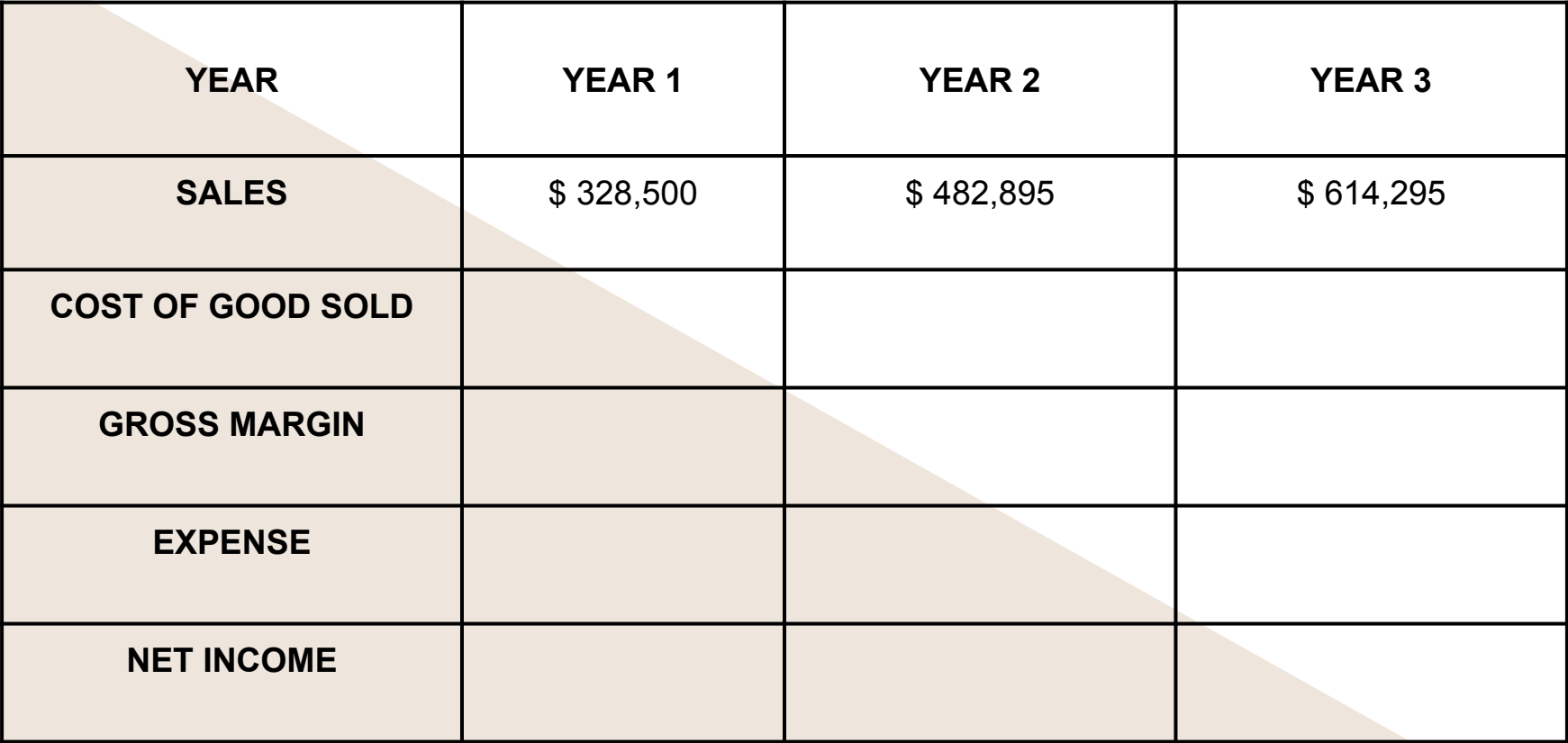
YEAR 2

YEAR 3

+47 %

+27.4 %



A wide, light beige diagonal stripe runs from the top-left corner of the page to the bottom-right corner, passing behind the table.

YEAR	YEAR 1	YEAR 2	YEAR 3
SALES	\$ 328,500	\$ 482,895	\$ 614,295
COST OF GOOD SOLD			
GROSS MARGIN			
EXPENSE			
NET INCOME			



75 %

amazon

10 %



15 %

UP TO 47 %

**DOMESTIC
MANUFACTURING**

**DEVELOP
ECO FRIENDLY
FABRIC**

**Heated socks
ACCESSORIES
Heated Gloves**

MORE POP UPS



70 %

amazon

10 %



20 %

UP TO 27

%

**NEW
COLLECTION**

**POP UP
EXPANSION**

**LONG TERM
POP UP**

**LAUNCH
ECO FRIENDLY
FABRIC**

YEAR



Thank You