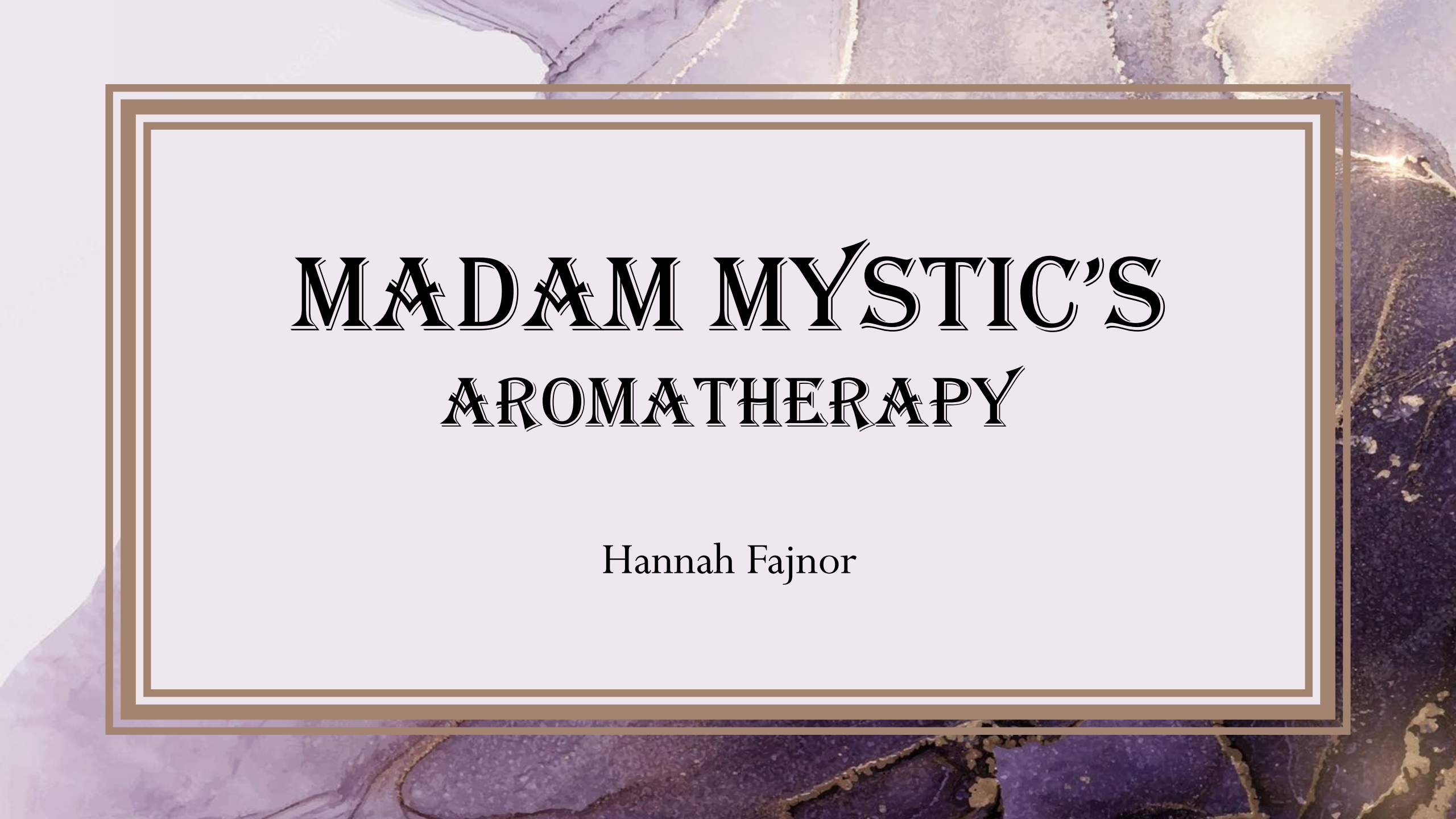




MADAM MYSTIC'S AROMATHERAPY

Hannah Fajnor

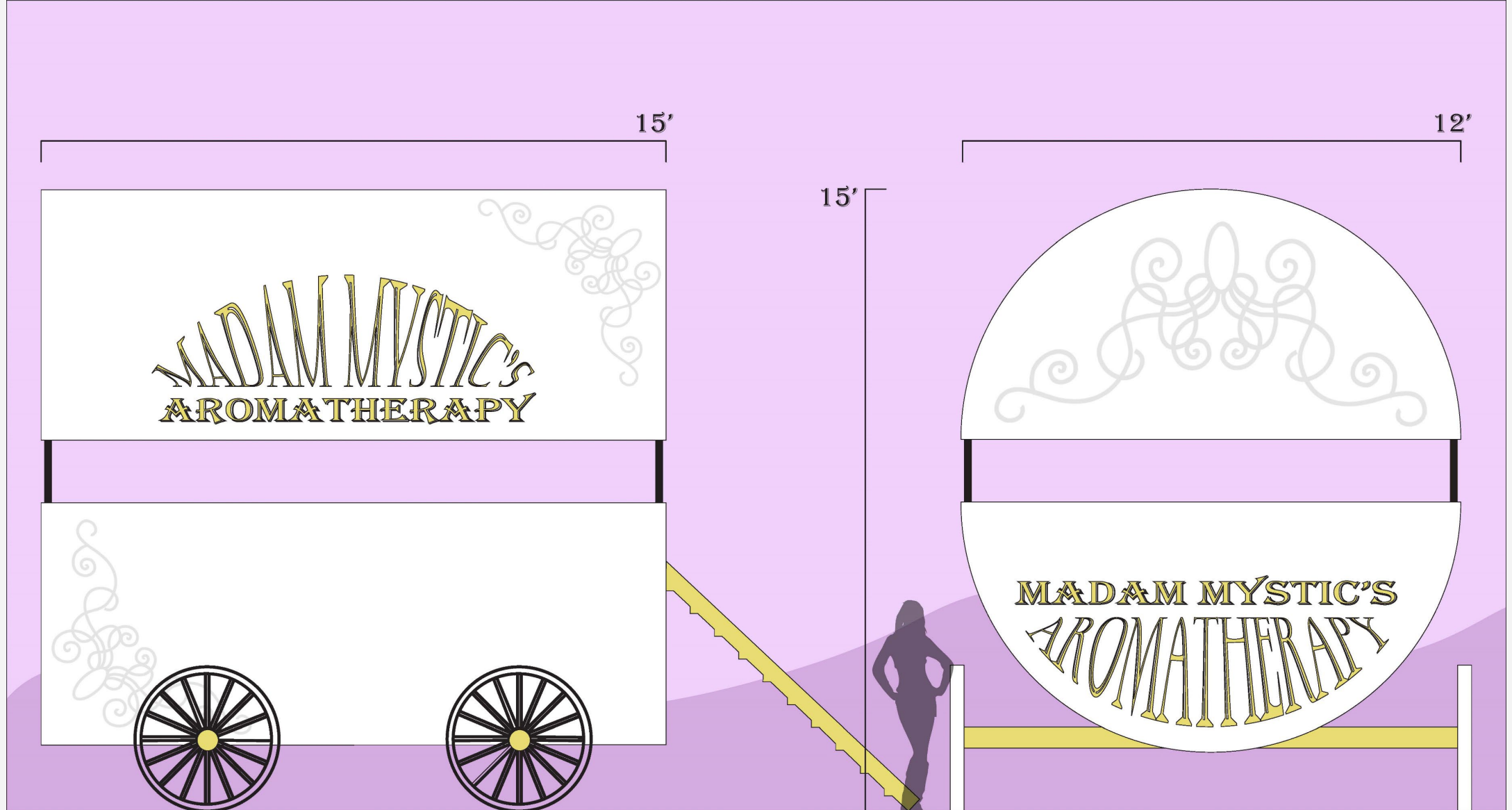




MADAM MYSTIC'S
AROMATHERAPY

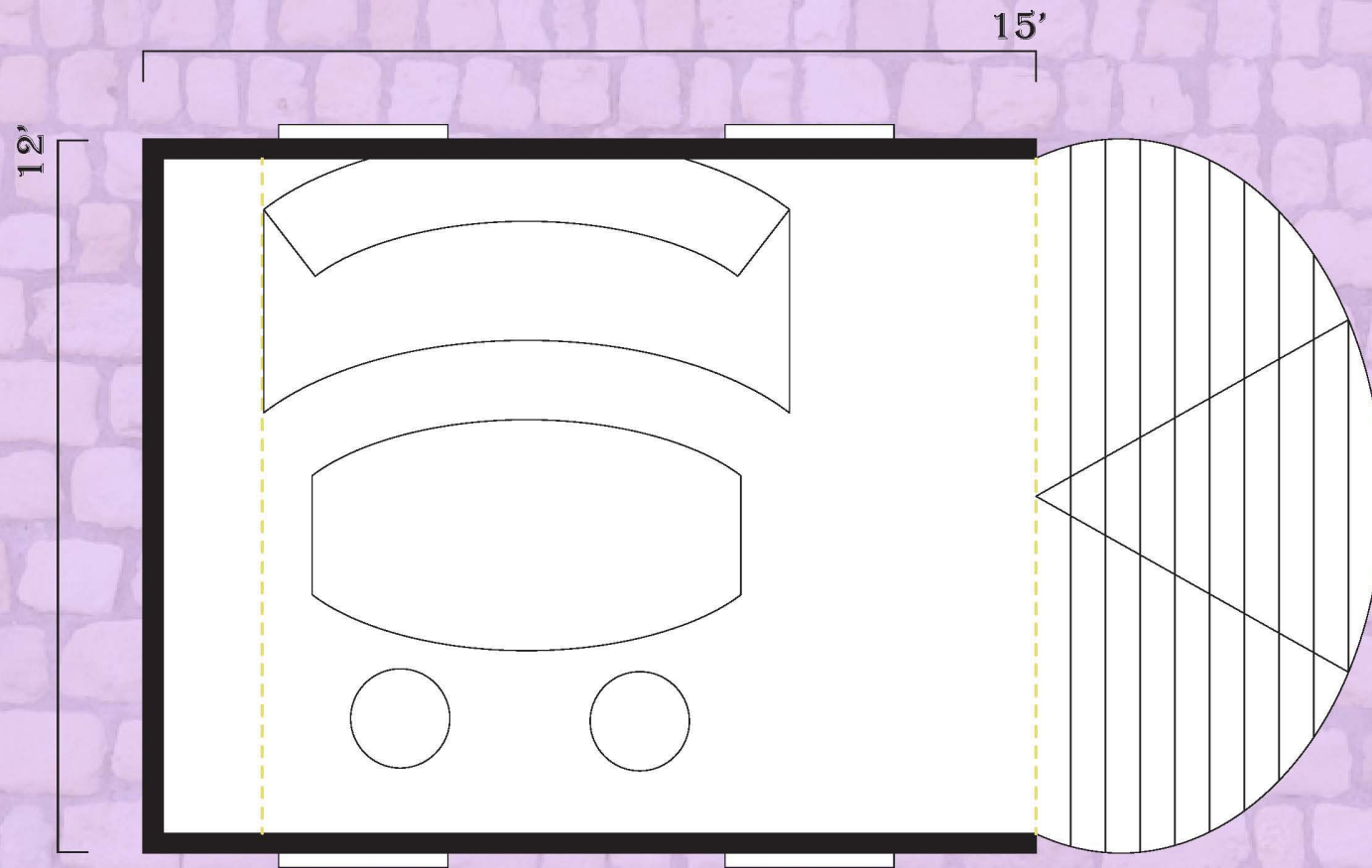
MADAM MYSTIC'S
AROMATHERAPY



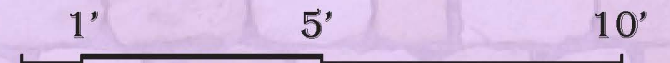


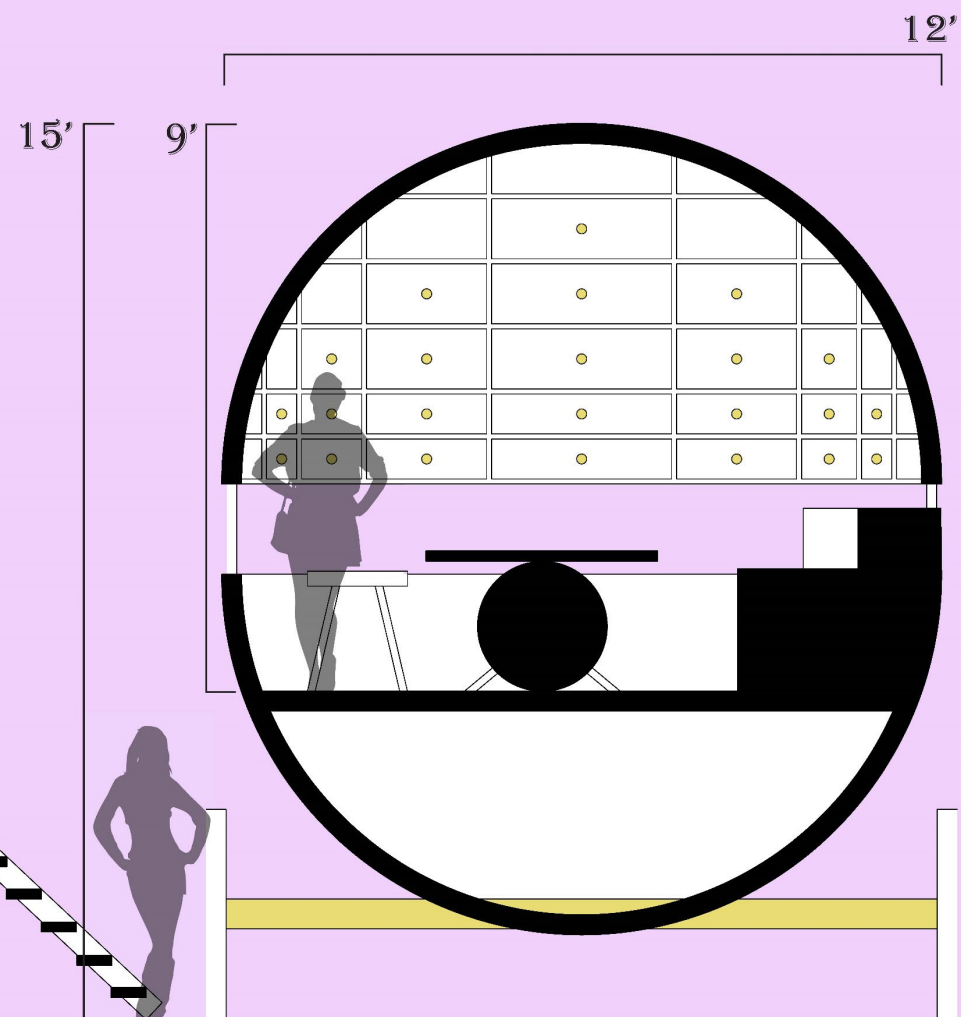
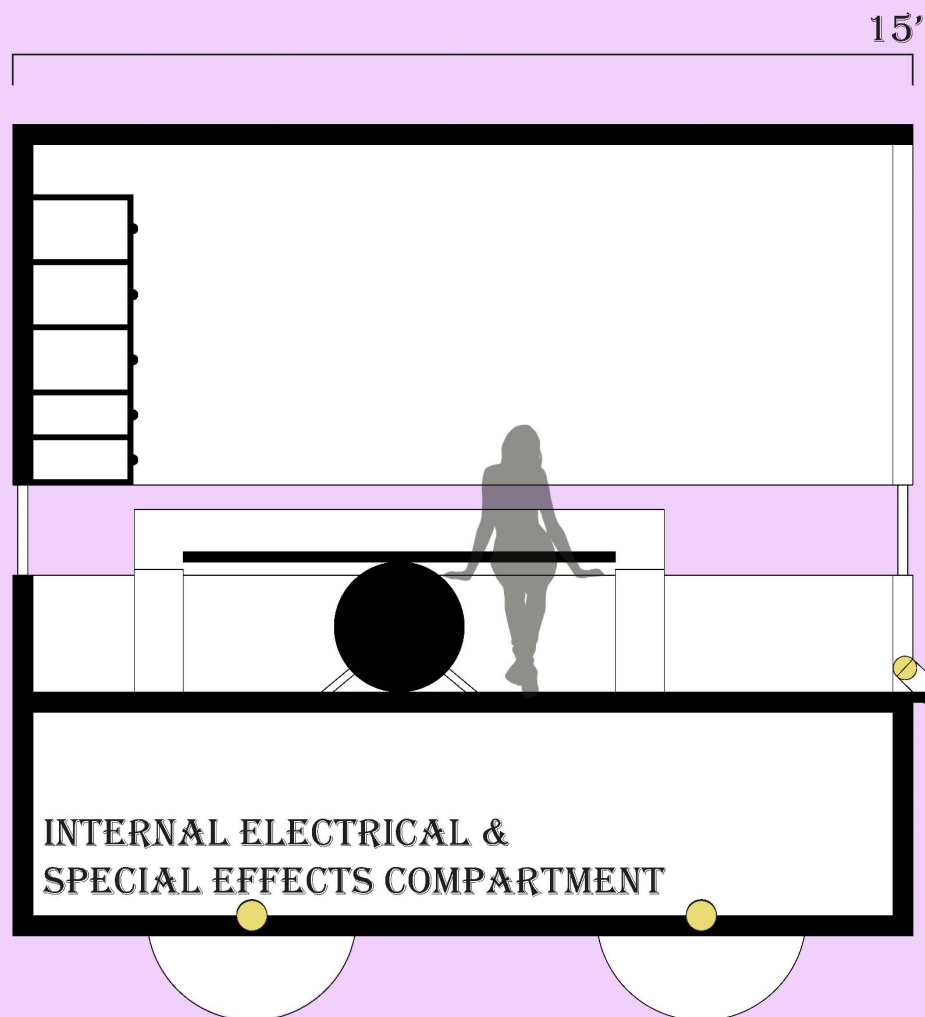
MADAM MYSTIC'S WAGON

1' 5' 10'



MADAM MYSTIC'S WAGON





MADAM MYSTIC'S WAGON

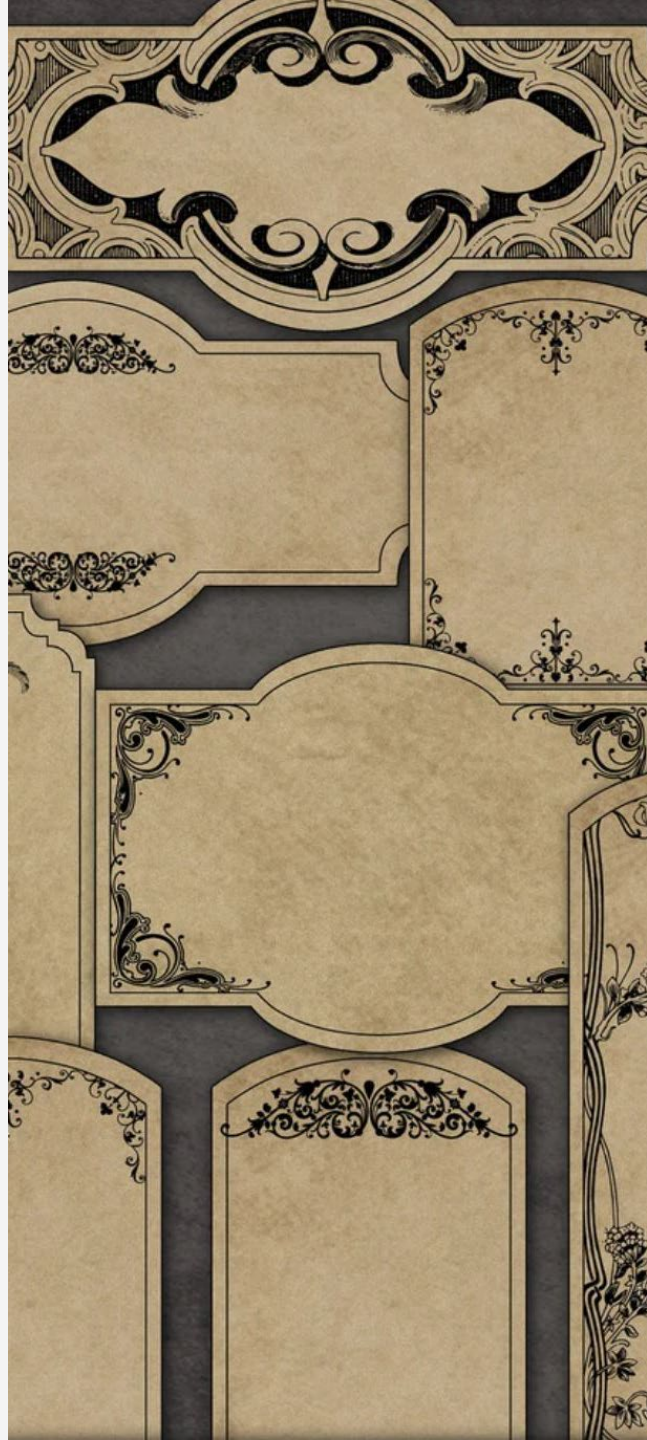




AESTHETIC CHOICES AND SPECIAL EFFECTS



HAND
CRAFTED
CARVED
WOOD
DETAILS
THROUGHOUT
WAGON
FACADES
AND
INTERIOR



APOTHECARY
INSPIRED
SIGNAGE
AND
PRODUCT
TAGS

SYMMETRY
AND
FILIGREE



LED
BACKLIT
EPOXY RESIN
FOCAL POINTS
ON WAGON
FAÇADE

CREATE THE
ILLUSION OF
MAGIC
LEAKING OUT



COLD
SMOKE
BILLOWS OUT
FROM
UNDERNEATH
THE WAGON
CREATING A
LOW-LYING
FOG AROUND
THE
PERIMETER



SAMPLE COSTUMES OF PERFORMERS



ACCESSORIES AND MAKEUP OF PERFORMERS



Essential Oils Offered

Calm	Uplift	Focus	Sexy
Lavender	Lemongrass	Eucalyptus	Clove
Tea tree	Sweet Orange	Peppermint	Patchouli
Frankincense	Ylang-ylang	Black Pepper	Sandalwood
<i>Jojoba Oil is used as a neutral skin safe carrier oil</i>			



EXAMPLE 1: SPECIFIC BENEFIT

A blend of tea tree and lavender oils will be incredibly soothing, helping with rest and relaxation before bed.

Calm	Uplift	Focus	Sexy
✓ Lavender	Lemongrass	Eucalyptus	Clove
✓ Tea tree	Sweet Orange	Peppermint	Patchouli
Frankincense	Ylang-ylang	Black Pepper	Sandalwood



EXAMPLE 2: MIXED BENEFITS

A blend of tea tree and eucalyptus oils will lessen anxiety while also promoting concentration in a student before a big test.

Calm	Uplift	Focus	Sexy
Lavender	Lemongrass	Eucalyptus	Clove
Tea tree	Sweet Orange	Peppermint	Patchouli
Frankincense	Ylang-ylang	Black Pepper	Sandalwood



EXAMPLE 3: SCENT APPRECIATION

A blend of ylang-ylang and sandalwood has a sweet and rich smell, making for a nice roll-on fragrance to put on before an evening out with friends or daily perfume.

Calm	Uplift	Focus	Sexy
Lavender	Lemongrass	Eucalyptus	Clove
Tea tree	Sweet Orange	Peppermint	Patchouli
Frankincense	✓ Ylang-ylang	Black Pepper	✓ Sandalwood



PERFUMING POTIONS

10 mL roller ball bottles of
essential oils suspended in a
skin safe carrier oil



Intended to be worn directly
on the skin as a pleasurable
fragrance or for therapeutic
mood enhancing benefits



BEWITCHING BREATHS

A hollow wooden tube
enclosing a cotton wick
saturated with essential oil
with a removable lid



Great for easy access to
therapeutic benefits without
committing to wearing a
specific scent





AROMATIC AMULETS

Decorative perforated lockets
housing essential oil soaked
felt pads that release fragrance
throughout the day



Intended to be worn as a
therapeutic accessory without
needing to put any products
directly on your skin

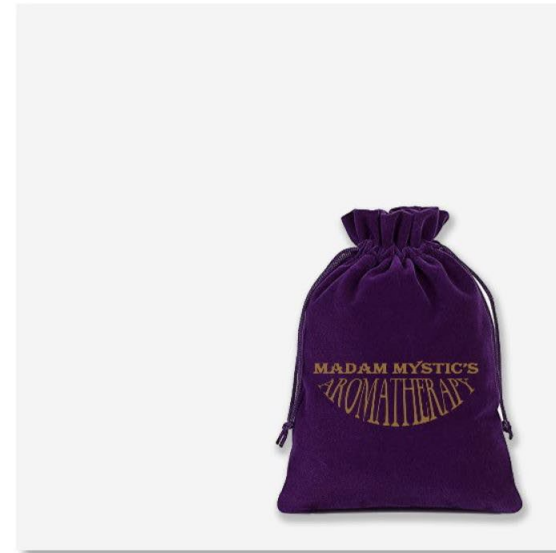
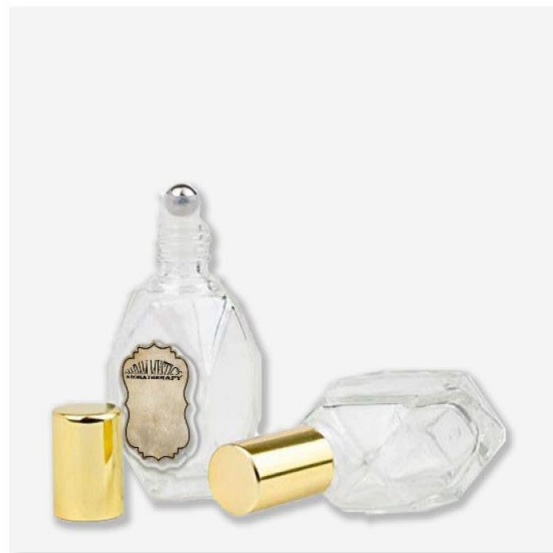
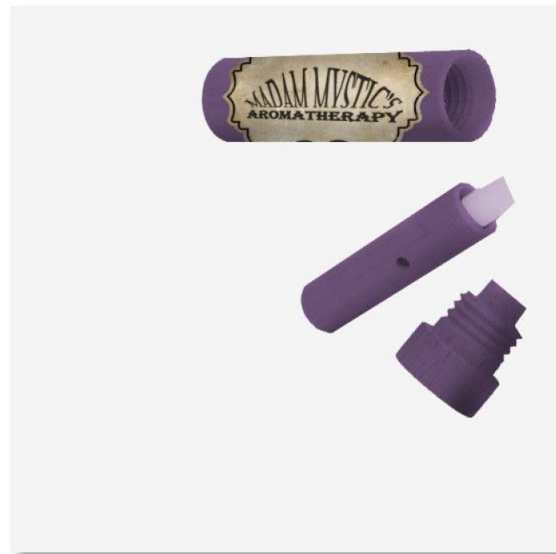
QUICK BUY SATCHEL

A grab-and-go branded velvet gift bag with one of each product type inside



An excellent option for guests who would like to try aromatherapy without sitting through the potion brewing experience or want a souvenir for a friend or family member





IN A PERFECT WORLD

MERCHANDISE
PROFIT

EMPLOYEE
COMPENSATION

MONTHLY
COSTS

START UP
COSTS

$\$696,716.80 - (\$234,000 + \$21,739.51 + \$44,281.52)$

\$396,695.77

LOW TRAFFIC = FAILURE



~~25% Capacity:~~

$$.25(\$696,716.80) - 300,021.03 = -\$125,841.83$$

$$\text{Subsequent Years: } -\$125,841.83 + \$44,281.52 = -\$81,560.31$$



~~33% Capacity:~~

$$.33(\$696,716.80) - 300,021.03 = -\$70,104.49$$

$$\text{Subsequent Years: } -\$70,104.49 + \$44,281.52 = -\$25,822.97$$

THROUGHPUT CAPACITY IS 128 GUESTS DAILY

MID/HIGH TRAFFIC = SUCCESS



50% Capacity:

$$.5(\$696,716.80) - 300,021.03 = \$48,337.37$$

$$\text{Subsequent Years: } \$48,337.37 + \$44,281.52 = \mathbf{\$92,618.89}$$



75% Capacity:

$$.75(\$696,716.80) - 300,021.03 = \$222,516.57$$

$$\text{Subsequent Years: } \$222,516.57 + \$44,281.52 = \mathbf{\$266,798.09}$$

THROUGHPUT CAPACITY IS 128 GUESTS DAILY

