


I Shine

Kara Sword



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 I Shine produces washable cloth masks for young children ages 2-5 as protection from the COVID19 pandemic. Every mask has an uplifting image to brighten your day: hearts, smileys, suns, musical notes or even a message saying 'smile'! The cloth is 100% cotton muslin that is soft so that it does not irritate the child's face. Everything is handmade by me.

Three people played major parts in this business: Zlata Trhulj Sword is Creative Director and helped generate the ideas for I Shine. Duane Sword is Finance Director and suggested some pricing ideas. Aaron Sword is Quality Control and I tested my mask on him.

♪ Masks cost \$3.99 each and an extra \$0.50 more to have the child's initials on it. I will be donating all of my profit to children who lost a family member due to COVID19. It costs \$0.75 for the materials per mask and I pay the worker (me) \$0.50, thus leaving \$2.74 net profit. The masks are 5 by 7.5 inches and have folds so as to shape around the child's face. An elastic loop is hooked around the ear. I recommend washing them on low and air drying so that they do not shrink. To make the pictures, I will use fabric paint that does not peel or fade when washed.

I will sell the masks via the internet and will receive payment on Paypal. What differentiates my masks from those already on the market is that they are made specifically for young children. Also, every mask has an image on it to cheer you up during these difficult times. My little brother inspired me to make this product. He is two and a half years old and wants to walk up to everybody he meets on the street. It is extremely difficult to keep him from doing so, and I realized that if he wore a mask it would help.

😊 I will be advertising on the Charlestown Mothers Association, where mothers from around my neighborhood get together. This is an ideal place for promoting because I aim to sell my masks to parents. People from the Mothers Association would be able to contact me through my mom to place an order, and would choose what image to have on their mask. They would also tell me their address so that I can drop it off at their house. The masks will be pre-made, yet the painting would be done after someone had placed an order.

smile There are a few risks in my business. It is possible that no-one is interested in my masks because they already bought or made their own. And yet, this area is also ideal for my business because there are many children. Another challenge could be that I have trouble making the masks, as I will be sewing them by hand. I am taking away a small portion

of what I earn off of every mask and will be investing it in buying a sewing machine so that I can make more masks, faster. I will begin by making 27 masks, and while I am doing so, I will be paying very close attention to how long it takes me to make a mask and how much I think they are really worth. I will also be giving my clients my email address, so that they can give me feedback. Based on these outcomes will I plan the cost or design of my product further.

