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Business Projections for the QuickPure™ Flowthru Water Purifiers

DATA and ASSUMPTIONS

1. **Bottled water sales still growing at around 10% per year.** 2006 US wholesale value of **bottled water** was \$11 billion; Global wholesale value was over \$50 billion... Wikipedia
2. **Residential US water treatment equipment sales at \$1.6 Billion and growing...** Wall St Journal 9/9/04
3. Drinking water **problems** greater, and often health threatening, in less developed countries.
4. Direct cost of manufacturing will be <\$50 per unit and replacement filter cost \$3.00.

MARKETING

Direct to consumers in developed countries through mass merchants, specialty retailers, DIY stores, TV shopping channels, catalogs, internet, etc. Substantial advertising and PR needed initially.

Many consumers will switch from bottled water for lower cost, greater convenience, reliable supply in emergencies, OR will upgrade from cheap filters to gain the health benefit of purification and faster, more effective water treatment. Marketing will be aided by adverse bottled water publicity about environmental impact of used bottles

Main advertising claims:

- Only water purifier on market (only one meeting EPA legal requirement of killing all germs)
- One-half gallon of water per minute continuous flow by pushing button.
- Taste improvement using same process as bottled water
- Reduction of dissolved water contaminants such as iron, sulfide, and oxidizable organic chemicals,
- Much less expensive and more convenient than bottled water.
- Signal lights for filter replacement and proper operation.

BUSINESS PLAN

Annual wholesale sales around \$100 million for the US and \$200 million total world wide. Proprietary position and breakthrough consumer benefits should enable a unit wholesale price of \$200 (75% gross margin) for the purifiers with a \$299 retail list price (33% discount). The filter cartridges should wholesale for \$9.95 (75% gross margin), with a retail list of \$14.95 (33% discount).