

WHITESKY 256 LIMITED

RECYCLING INDUSTRIAL REFINERY WASTES
INTO LAUNDRY SOAP

WHITESKY 256 LTD

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l'art de se laver. the ART of washing
A Product Of Uganda

*Melody
Star*
Bait Laundry Soap



VALUE PROPOSITION

- ❑ Our solution melodystar laundry soap is a very high forming bar soap than any other soap on the market.
- ❑ It is made from a blend of natural oils of soya bean, ovacado, sunflower and that are blended with the refinery wastes that are highly basic.
- ❑ Melodystar so soap is the cheapest laundry bar soap which makes it much affordable by low income earners in rural areas of Uganda.



Problem

- The increased industrial refinery wastes dumped in swamps/pollution by large factories that refine edible cooking oil in central, east and northern Uganda has greatly affected the aqua ecological system in swampy areas of Namanve, Rira, Jinja and other areas of Uganda. These wastes contain extremely corrosive chemical sodium hydroxide that is not good for environment.
- Unemployment of young men and women is becoming economic, social and political challenges.
- The price of Laundry soap is also becoming unaffordable for the low income earners in Uganda.



Solution

Recycling the wastes into Melodystar laundry soap is the solution to;

- Environmental pollution
- unemployment for young men and women
- And poor personal personal hygiene
- poverty



Value chain

According to tt



Add graph
or image



Product

- The company manufactures laundry bar soap in arrange of colors; cream, brown, white and blue to certisfy various consumer tastes.
- The various range of colors are branded as, Melody star soap.
- Melody star soap is in measure of 1kg and well packaged in a box of 10bars.



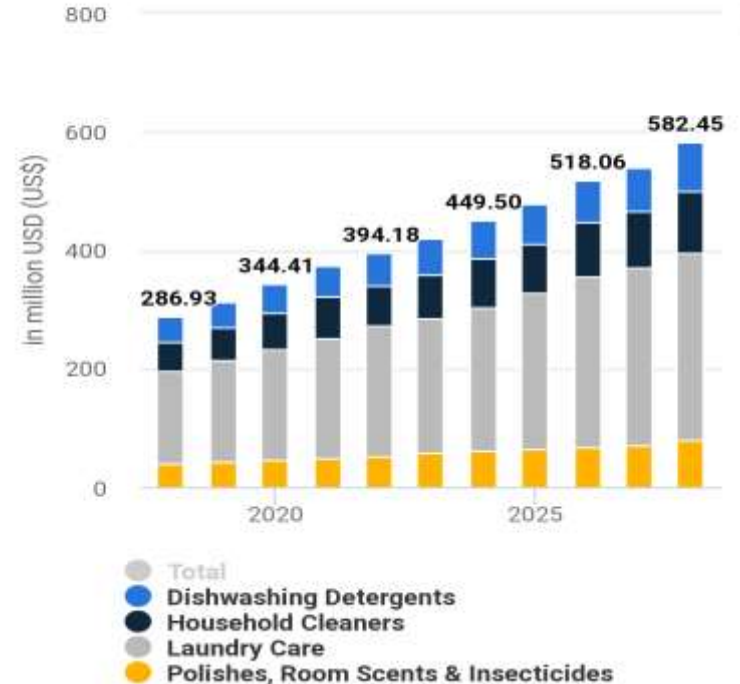
Market Size

According to **statistica** .com, revenue in the home and laundry care market amounts to **US\$419.60M IN 2023**.

And is expected to grow annually by **6.78%** between 2023 and 2028.



Revenue by Segment

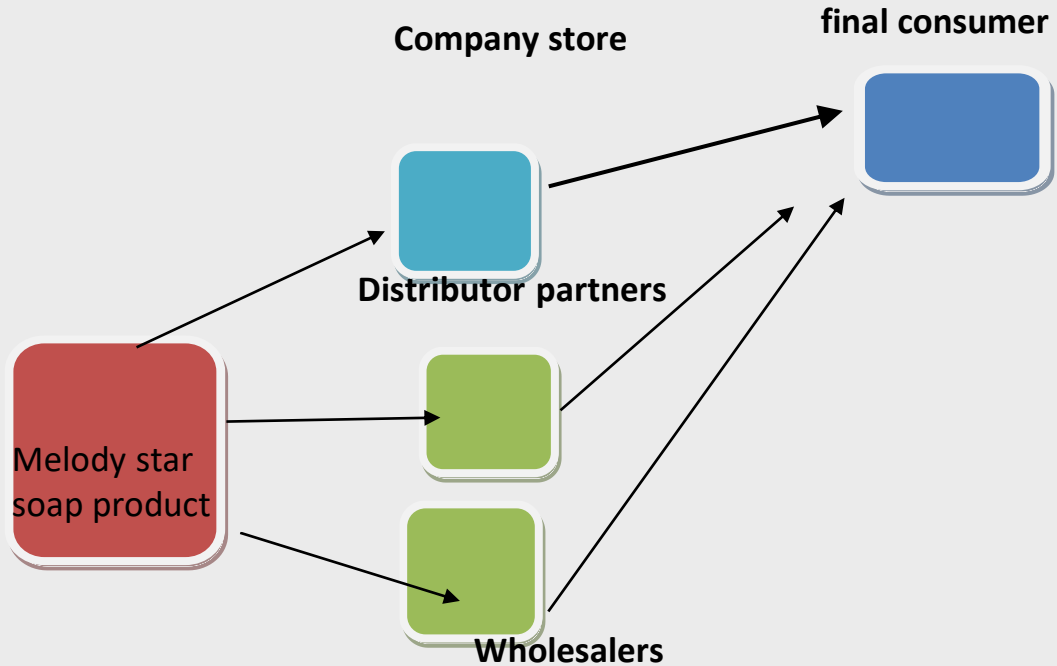


Team



Business Model

our business model is both B2B and B2C



Traction

2019

Research and product development

2020

Incorporation , market testing and product launching

2021

Hit total annual sales of 330M

Partnered with 3 farmer groups to supply soya bean and avocado

2022

Certified by UNBS, Annual sales 390M, Acquired Euro 50,000 funding from Uncap,

The company expanded its distribution to most rural areas of western uganda, we also acquired a truck and also won the YOUNG MANUFACTURER OF THE YEAR 2022 BY FOYA AWARDS



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Competition

COMPETITOR	MARKET TAGET	PRICING	ADVERTISING	OTHERS
BIDCO LIMITED	<ul style="list-style-type: none"> -All age groups -Countrywide coverage -All gender groups 	<ul style="list-style-type: none"> -Prices are higher than ours -High quality than ours 	<ul style="list-style-type: none"> -Constantly exhaust all advertising platforms like tv, radio newspapers and social media than us 	They do community outreaches
MUKWANO INDUSTRIES	<ul style="list-style-type: none"> All age groups -Countrywide coverage -All gender groups 	<ul style="list-style-type: none"> -Prices are higher than ours -High quality than ours 	<ul style="list-style-type: none"> -Constantly exhaust all advertising platforms like tv, radio newspapers and social media than us 	
TRY AFRICA LTD	<ul style="list-style-type: none"> All age groups -Rural areas 	<ul style="list-style-type: none"> -Prices are higher than ours -Quality is lower than ours 	Do less advertising than us	



Fundraising ask

THE ASK= USD 100,000

USE OF THE PROCEEDS

1. PURCHASE OF DOUBLE WORM SOAP PLODDER USD 35000
2. TRIPLE ROLL MACHINE USD 15000
3. RAW MATERIAL USD 40,000
4. SOLAR DRYER USD 10,000

