

The FlexiBinder

The student's all-in-one note taking solution!

The FlexiBinder is a luxury hard backed folder that holds a variety of multiple interchangeable paper inserts for maximum versatility and productivity. It's designed by students, for students.



Why choose a FlexiBinder?

The FlexiBinder is the all-in-one solution for a student's note taking needs. A high-quality protective upholstered folder contains room for light-weight paper inserts, which can be added and removed depending on the student's subjects. It's the ultimate customizable note taking solution.

Say goodbye to 3-hole-punched pages ripping out of your binder.

The FlexiBinder's high-quality paper inserts are like notebooks that allow for sectioning by subject but don't get worn over time like 3-hole-punched pages.

Forget notebooks. The FlexiBinder's inserts make note taking easy!

Multi-subject notebooks are heavy and are rarely filled. Single-subject notebooks let you carry what you need, but it's easy to forget them, and the unused pages take up room in your backpack. Notebooks also tend to disintegrate over time, making them harder to use.

The FlexiBinder's inserts come on either lined, graph, or plain paper. Have graph paper for your math class, lined paper for your history lecture, and plain paper for chemistry. The 40-page inserts are long enough for 6 weeks of class, which will get you through midterms. Plus, the FlexiBinder can hold up to 5 different inserts, which is enough for 5 subjects, and its hard cover protects them. When you finish an insert, just remove it, store it for safekeeping, and add a new insert.

So why the FlexiBinder, again?

The FlexiBinder is the best of both worlds, combining your binder with your notebooks in a compact and well-made protective folder. It's lightweight, customizable, and means you'll never forget your notes when running out the door in the morning. Keep all your notes in one place, and never fret about how you'll take notes again!

Product Specifications

The FlexiBinder is 10.5" by 12.5" by .5" and made of high-quality cardboard with a linen cover that is designed to last. Inside are two metal rods that are designed for elastic bands, made of elastic cord and metal lobster clasps, to clip on securely. The 40-page paper inserts come in graph, lined, and plain varieties and are on high-quality paper comparable to that of a Moleskine notebook, with stiff paper for the cover.

Sales Strategy

The FlexiBinder is broken into three parts: The outer binder cover, the paper inserts, and the bands that hold the inserts in the binder.

Product Sold in Stores	Our Costs	Wholesale Price	Your Retail Price
Starter Pack: FlexiBinder + Pack of 3 Mixed Inserts + 3 ElastiBands	\$4.96	\$10.00	\$16.00
Refill of 3 Inserts (3 Mixed, 3 Graph, 3 Lined, or 3 Plain)	\$1.80	\$3.60	\$7.00
Additional Pack of 3 ElastiBands	\$0.84	\$1.80	\$4.00

Business Plan

Our target customer is college students, and our ideal supplier is college bookstores. There are about 4,000 colleges in the United States, each of with its own bookstore. This doesn't include independent bookstores, big-box stores, the high school market, or the international market.

Suppliers

Talking to potential suppliers shows that they would purchase approximately 20 FlexiBinders per semester, based on their current purchase model for off-sized products, and additional packs of inserts as necessary. We would begin by selling to stores in the Princeton area, such as Labyrinth, which has already expressed an interest in the FlexiBinder, and once our manufacturing details were confirmed, we would continue to expand across the country.

Financial Analysis

Product Name	Annual Profit with National Distribution
Starter Packs	$4,000 \text{ bookstores} * 40 \frac{\text{FlexiBinders}}{\text{year}} * \$5.04 \text{ Markup} = \$806,400 \text{ per year}$
Insert Refills	$4,000 \text{ bookstores} * 40 \frac{\text{Insert Refills}}{\text{year}} * \$1.80 \text{ Markup} = \$288,000 \text{ per year}$
Total Annual Profit	$\$806,400 \text{ from Starter Packs} + \$288,000 \text{ from Refill Inserts} = \$1,094,400 \text{ per year}$

We would sell 160,000 FlexiBinders per year in the college market alone. This puts us in the million dollar category with full propagation to all college bookstores.

Production Costs

Modeling our production off of Moleskine, we would produce and import our binders from China. There is no duty on Binders, which would reduce costs. This cost has been included in our initial costs of the binder by adding \$1 per piece.

Your Benefits

What do you get out of this? As a supplier of the FlexiBinder, you can charge \$16.00 per FlexiBinder Starter Pack. You would charge \$14.00 for the equivalent Moleskine + Binder combination, but with the FlexiBinder, you would make \$6.00 per sale. Additional insert sales would be \$3.40 of pure profit for you. Plus, it's evident that we will not be going anywhere anytime soon, as there is clear potential for profit and growth just within the college bookstore market alone.